

/// CONNECTIVITY /// COMMUNITY ///

GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY 2011

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COMMUNITY///CATALYST///CULTURE///FLEXIE
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NCTION///VALUE///QUALITY///TECH
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CRA 2011 ANNUAL REPORT
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ESTORE///RECREATION///LANDMARK///QUAL



CRA

ANNUAL REPORT 2011

The Gainesville Community Redevelopment Agency (CRA) Fiscal Year 2011 Annual Report covers activities from October 1, 2010 to September 30, 2011. As required by Florida Statute 163.356(c), the report includes a complete financial statement of the CRA's assets, liabilities, income and operating expenses, amount of tax increment funds collected, and a record of CRA activities for the fiscal year. All financial statements are per City of Gainesville audited statements from the end of fiscal year 2011.

Gainesville's Community Redevelopment Areas comprise 5.12 square miles, or approximately 8% of the total area of the City. The CRA is the official redevelopment body for the City of Gainesville.

Funding for CRA projects is drawn from tax increment funds, which are collected from each redevelopment area. When a redevelopment area is established, the current assessed values of the property within the project area are designated as the base year value. Tax increment comes from the increased annually assessed value of property. Any increases in property values will increase tax revenue generated by the property. This increase in tax revenue is the tax increment that funds the CRA.

The CRA Executive Director, Russ Blackburn, provides leadership for staff in carrying out the CRA's redevelopment activities. The CRA has a staff of 12, plus interns, led by Interim Director, Kelly Huard Fisher.



//STREAMLINE//SMART//SUSTAINABLE//C
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VESTMENT//PARTNERSHIPS//BEAUTIFICATI
NIZED//WALKABLE//HERITAGE//NIMBLE//R
ATALYST//HISTORY// DEVELOPMENT//REPU
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//COOPERATION//RESEARCH//GROW//FLEX
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ENTREPRENEURSHIP, SMALL BUSINESS INC
REACH//ASSIST//NURTURE//MARKET-DRIVE
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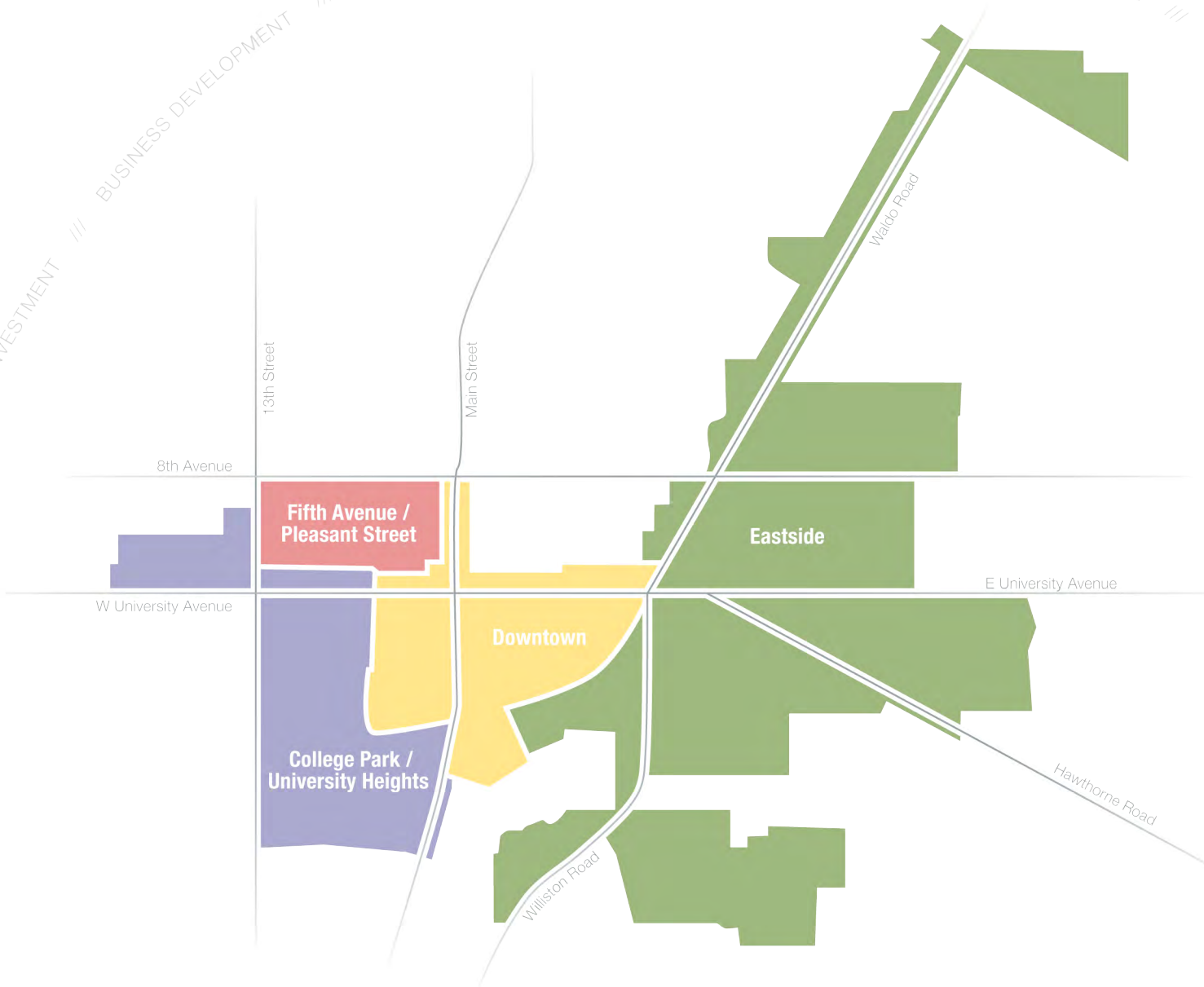


CRA Districts

The CRA operates in four Community Redevelopment Areas: Eastside, Downtown, Fifth Avenue/Pleasant Street, and College Park/University Heights. Applying a variety of strategies to improve economic conditions and enhance the quality of life across the urban core, the Agency's catalog of projects demonstrates that there is no one-size-fits-all solution for community redevelopment. When taken as a whole, this diversity of efforts translates into a cohesive framework, serving critical community, business, and economic development needs.

// CULTURE /// ECONOMIC DEVELOPMENT /// REVITALIZATION /// FLEXIBILITY /// **CREATIVITY** /// GROWTH /// BEAUTIFICATION

ATION /// INVESTMENT /// BUSINESS DEVELOPMENT /// CATALYST /// URBANIZED /// SMART /// WALKABLE /// HERITAGE /// FRESH



CRA BOARD



Randy Wells
Chair



Susan Bottcher
Vice-Chair



Jeanna Mastrodicasa

Each Redevelopment Area receives input from a citizen advisory board. Formal policy decisions are made by the CRA Board, which is comprised of members of the Gainesville City Commission.

/// COLLABORATION

/// ECONOMIC DEVELOPMENT

/// CULTURE

/// JOBS

/// CATALYST

/// FLEXIBILITY

/// CREATIVITY

/// IDEAS

/// GROWTH

/// STRAT



Craig Lowe



Scherwin Henry



Todd Chase

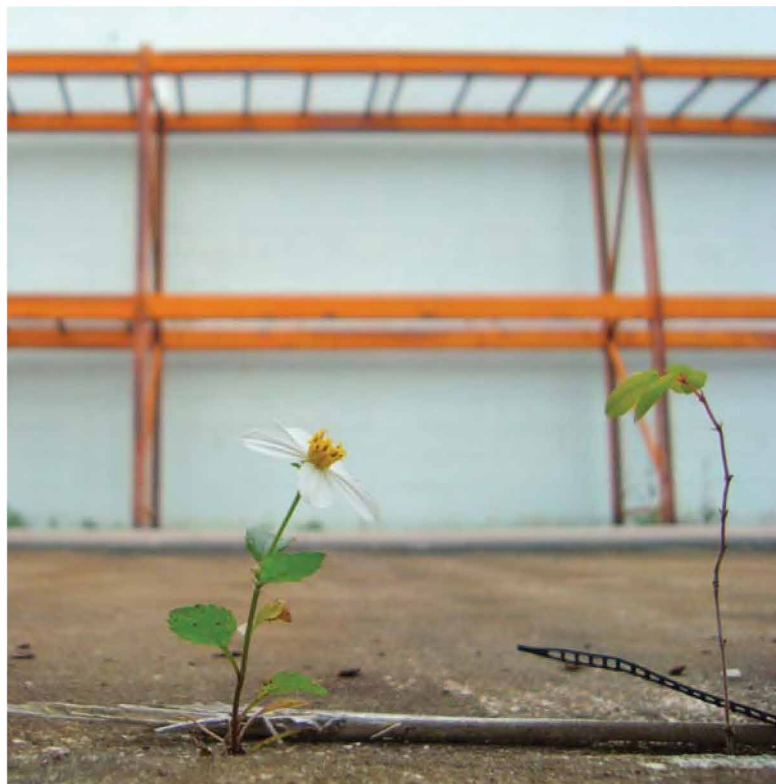


Thomas Hawkins

STRATEGIC /// INNOVATIVE /// CONNECTING /// **COMMUNITY REDEVELOPMENT** /// NIMBLE /// SYNERGY ///

/// CATALYST /// FLEXIBILITY /// CREATIVITY ///

/// ECONOMIC DEVELOPMENT ///





Urban Acupuncture

Boiled down to a simple statement, “urban acupuncture” means targeting actions which harness and direct community energy to improve economic conditions and enhance the cityscape. By strategically investing our resources, we can initiate positive ripple effects for the community.

Hawthorne Road Café

The Hawthorne Road Café is a classic example of urban acupuncture. The CRA developed the site and partnered with local business owners to operate a contemporary, southern-style restaurant called the Southern Charm Kitchen. The site, formerly a vacant dilapidated building, has been rehabilitated by the CRA for adaptive reuse. The interior build-out of the café is underway and the restaurant will open in 2012.

This business will create jobs and add new amenities to an underserved corridor while sparking further opportunities for development along Hawthorne Road. Additionally, Southern Charm Kitchen was the first company in Gainesville to receive a small business loan from the Grow Gainesville Fund, a new CRA economic development financing program.



/// STREAMLINED

/// REPURPOSING

/// JOBS

/// ECONOMIC DEVELOPMENT

/// REVITALIZATION

/// REDEVELOPMENT

/// ENTREPRENEURSHIP



ENTREPRENEURSHIP /// SMALL BUSINESS INCUBATION /// REUSE /// **BUSINESS DEVELOPMENT** /// COMMUNITY ///

Economic Development Financing

Façade Grant recipient
Sushi Chao



The Economic Development Financing programs provide direct assistance to businesses that wish to start up, grow or move into a community redevelopment area. After businesses asked how the CRA could help, the CRA identified several critical financing gaps and barriers to growth within existing economic development frameworks.

Current CRA offerings include the Grow Gainesville Fund, the Capital Access Program, Enterprise Zone Program and Façade Grants. The CRA is continually developing and implementing new programs to address the changing needs of the business community. Several programs are slated to take effect in 2012, including a Company Relocation Incentive and High-Wage Job Creation Incentive.

/// GROWTH ///

ENTREPRENEURSHIP

/// JOBS ///

RETAIN ///

INVEST ///

RECRUIT ///

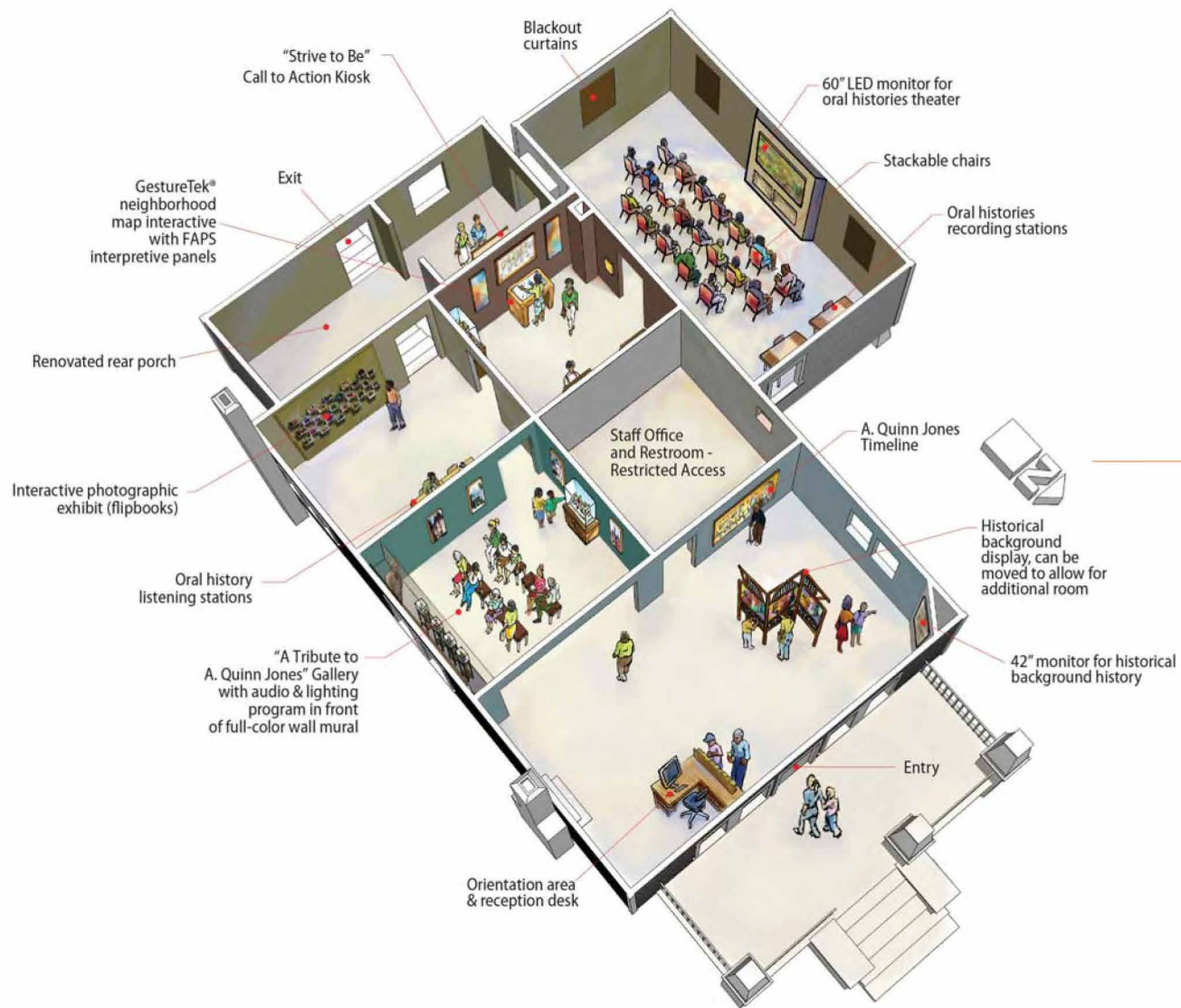
CULTIVATE ///

ASSIST ///



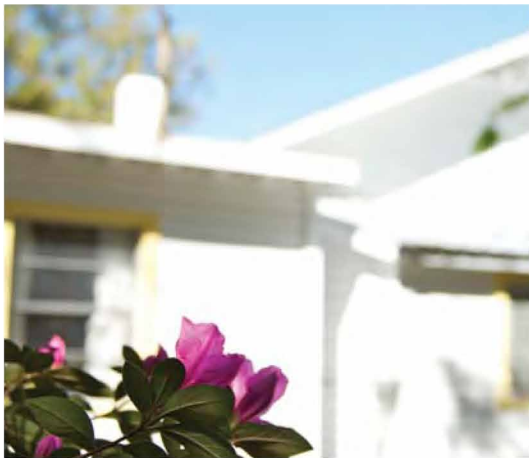
OUTREACH /// NURTURE /// MARKET-DRIVEN /// TECH /// BUSINESS INCUBATOR /// SUPPORT /// ECONOMIC DEVELOPMENT ///

PARTNERSHIPS /// BUSINESS



/// INSPIRATION /// HISTORY /// CHANGE /// REINVESTMENT /// **CULTURAL HERITAGE** /// EDUCATION /// CAT,

The Legacy Project



The Legacy Project celebrates the inspiring life of esteemed educator A. Quinn Jones. It honors the people he influenced and preserves the unique cultural heritage of the Fifth Avenue / Pleasant Street neighborhood. The project has two elements including a museum located at A. Quinn Jones' former home and a Heritage Trail. The Heritage Trail is a system of physical markers featuring the words and images of current and former

neighborhood residents and business owners. The museum will feature exhibits on A. Quinn Jones, the people and places of the neighborhood and showcase a collection of oral histories centering on the African American experience in Gainesville. A capital campaign began this fiscal year and the project is dependent on the funding for the design of exhibits and interior build-out of the A. Quinn Jones house. The Museum and Trail will weave together stories of hope and determination, giving new life to the neighborhood's rich history.

CATALYST /// COMMUNITY /// REHABILITATION /// ACTIVITY /// REVIVING /// CONVERSATION /// NURTURE /// CULTURE



INFRASTRUCTURE

/// BEAUTIFUL /// PARTNERSHIPS /// STREETScape /// INVESTMENT /// INTERCONNECTIVITY ///



SW 3rd Street

SW 3rd Street is an important corridor that runs through the heart of the Porters community. One of Gainesville's oldest residential neighborhoods, Porters also functions as an important connection between Depot Park, Downtown and Innovation Square. The CRA has pursued infrastructure improvements along this corridor as a means of supporting both redevelopment and economic development within the urban core. Coordination with the neighborhood and outside agencies has paved the way for a beautiful new streetscape and for critical infrastructure and utility improvements that will support both the local community and larger economic development efforts in the area.

Visible benefits from the project include: roadway resurfacing, undergrounding of utilities, installation of decorative lighting fixtures, and construction of brick sidewalks. However, additional "hidden" benefits include: ADA accessibility improvements and new infrastructure upgrades to both the electric and water systems. These infrastructure improvements were made possible through partnerships with GRU's water and electric utilities. The project not only provides improved services to Porters residents, but also supplies critical infrastructure connections that will support future economic development at Innovation Square.

/// COMMUNITY ///
/// FUNCTION ///
/// VALUE ///
/// QUALITY ///
/// CATALYST ///
/// WALKABLE ///

Innovation Square

An unprecedented collaborative effort between public and private sectors, Innovation Square will transform over 40 acres connecting Downtown and the University of Florida

to a live/work/play research district. The CRA has taken a leading role coordinating and streamlining redevelopment frameworks in order to ensure that infrastructure is available and that the area develops with the desired urban form. The CRA spearheaded an initiative to drastically clarify and simplify the zoning standards. These revised regulations provide the vision and flexibility necessary to support the world-class businesses and cutting edge technologies that will come to define Innovation Square.

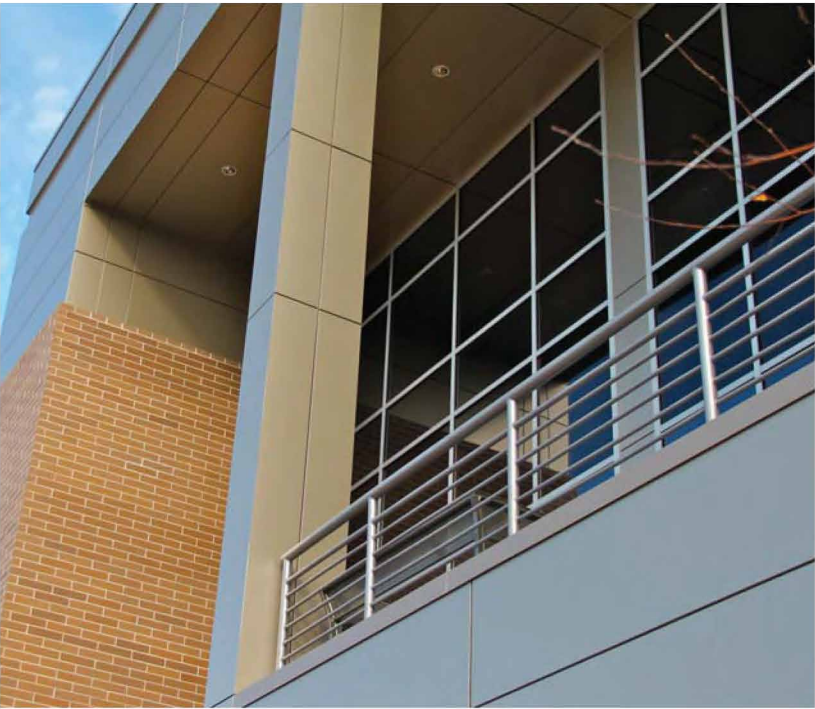


Additionally, the CRA worked with a wide array of public and private stakeholders to complete a comprehensive infrastructure analysis investigating current and future utility, transportation and

other infrastructure needs to effectively implement the anticipated 6 million+ ft² of redevelopment.

The development of Innovation Square will bring major economic benefits for the community and will foster job creation, technology, innovation, and entrepreneurship.

INNOVATION /// CULTIVATE /// EFFICIENT /// TECHNOLOGY /// ECONOMIC DEVELOPMENT /// COOPERATION



ATION /// SYNERGY /// JOBS /// **SMART** /// RESEARCH /// FLEXIBLE /// SCIENCE /// ENTREPRENEURSHIP ///





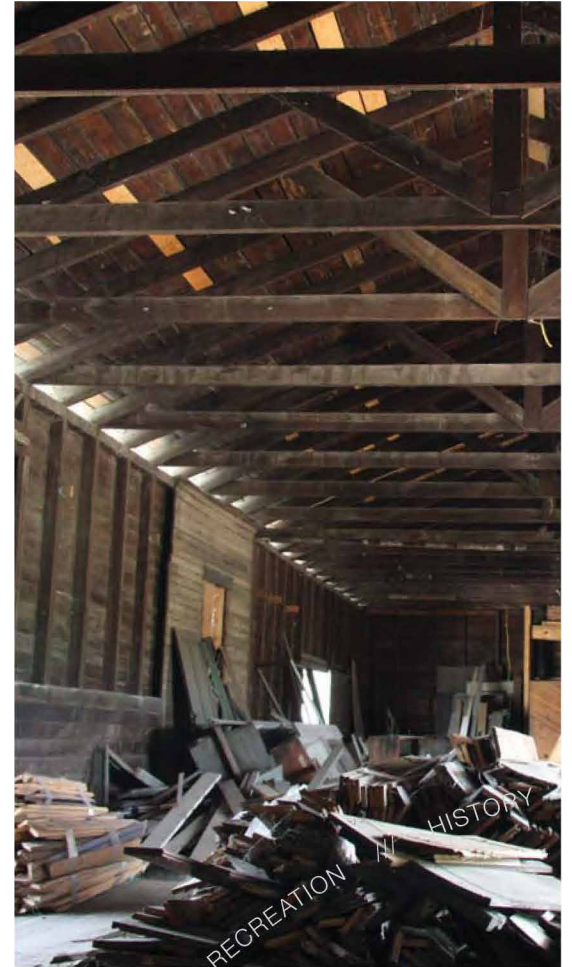
/// PRESERVE /// CREATIVE /// SUSTAINABLE /// **LANDMARK** /// TRANSFORMATIONAL /// RESTORE /// REVITALIZATIO



Depot Park & Depot Building

Anticipated to be the City's premier urban park and public space, the 32-acre Depot Park just south of downtown demonstrates the history and future of innovation in Gainesville. The project combines the remediation of a brownfield site, historic preservation and adaptive reuse of the Depot Building, recreational elements, and a regional stormwater treatment basin which will accommodate future growth. The completed Park, along with the tourism associated with the proposed Cade Museum for Innovation and Invention, will create a world-class amenity in the heart of downtown Gainesville.

The CRA broke ground on the rehabilitation and adaptive re-use of the 10,200 ft² Depot Building in the fall of 2011. Gainesville's oldest train station is listed on the National Register of Historic Places and is a significant component of the City's history. This vital story will be preserved in the structure and the programming at the site. The building will house multiple businesses including a restaurant and café, space for events and retail and Park support facilities, creating new jobs and economic activity at a long underutilized site.



URBANIZATION



COMMUNITY



BROWNFIELD REDEVELOPMENT



QUALITY OF LIFE



GREENSPACE



CATALYST



RECREATION



HISTORY



/// BEAUTIFUL

///

COMMERCIAL CORE

///

RESILIENT

///

QUALITY OF LIFE

///

CHARACTER

///

THOUGHTFUL

///

WALKABLE



SE 1st Street

Business retention is important throughout the City and is especially critical within the Downtown core. SE 1st Street landscape enhancements include the streetscape between E University Avenue and SE 2nd Place. This corridor connects many of the amenities in downtown including the Bo Diddley Community Plaza, the Hippodrome Theatre, government offices, restaurants and commercial uses and is heavily traversed by pedestrians, cyclists, and motorists.

The CRA replaced the plant material in the landscaped beds along SE 1st Street from E University Avenue to the Hippodrome Theatre. The new plantings are low maintenance, drought tolerant species that will provide year-round visual interest with fewer replacements required throughout the seasons. The project creates a signature street which highlights Downtown businesses and culture.

ABLE /// GREEN /// COMMUNITY /// UNIQUE /// VIABLE /// STRIKING /// ECOLOGY /// DOWNTOWN /// SMART

Power District

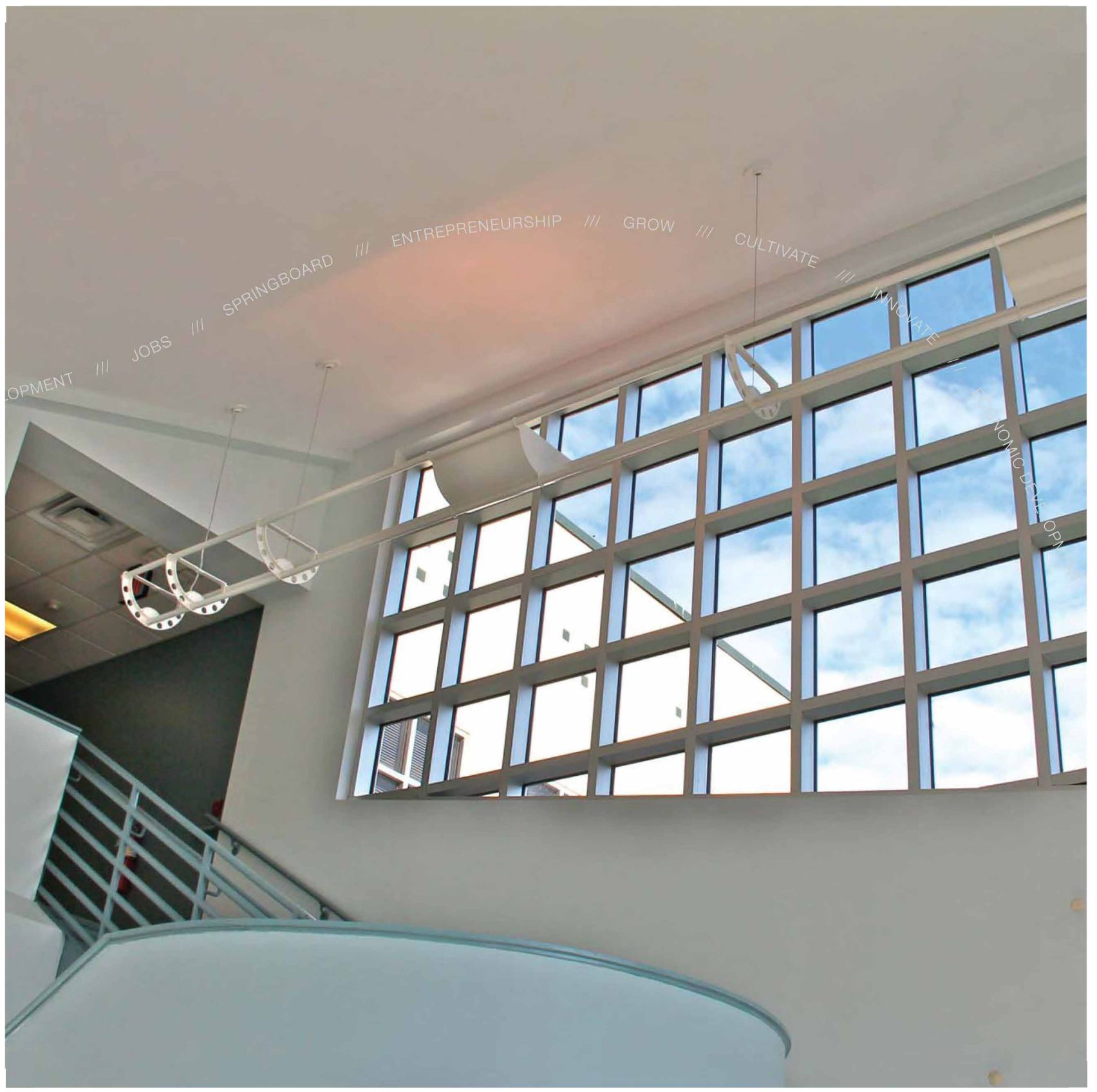
The Power District is emerging as one of Gainesville's most vibrant areas with an eclectic mix of uses. The CRA is changing the urban framework of the District and will transform the former Gainesville Regional Utilities facilities into a walkable, live/work area. The site is perfectly situated adjacent to Depot Park and Downtown and well-connected via the adjacent transit hub and Depot Rail Trail. A redevelopment project is underway in which the CRA will act as developer, rehabilitating a former warehouse into office space for a locally-grown high-tech company. The revitalized warehouse will function as the business and production headquarters for this company and the project will serve as a catalyst for future redevelopment within the Power District.

The Power District redevelopment exemplifies the ability of the CRA to partner and collaborate to accomplish major economic development goals. The CRA is dedicated to nurturing fresh thinking and creative alliances, and is developing flexible regulations to bolster redevelopment efforts and attract new commercial opportunities.



/// INFRASTRUCTURE /// ECLECTIC /// FRESH /// **CATALYST** /// THOUGHTFUL /// COOL /// CREATIVE ///







Gainesville Technology Enterprise Center (GTEC)

Located on the heavily traveled Hawthorne Road Corridor, the 30,000 ft² technology incubator provides companies with office and laboratory space, shared meeting space, equipment, technical assistance and access to networking opportunities. In this highly competitive industry, programming at the incubator is focused towards assisting resident companies to become more successful with the ultimate goal of creating high-wage jobs in Gainesville. GTEC is a critical component to the City's efforts to grow local technology companies.

The CRA has assumed a leadership role with GTEC to leverage the Agency's economic development expertise to assist in repositioning GTEC for future success.

/// OPPORTUNITY /// INVEST /// **MOMENTUM** /// RESOURCES |



INTERCONNECTIVITY

/// THOUGHTFUL /// GATEWAY ///
/// ICONIC /// STRIKING /// INFRASTRUCTURE /// REDEVELOP ///





SW 13th Street Corridor Projects

/// FUNCTION /// LINK /// LANDMARK /// QUALITY /// BEAUTIFUL /// INVESTMENT /// TRANSPORTATION ///

SW 13th Street is a major transportation corridor which functions as a gateway to the City and serves multiple employment hubs. The CRA is undertaking several projects to improve infrastructure, connectivity, and safety along the corridor. Projects include streetscape upgrades to SW 13th Street on the east and west sides of the roadway; the addition of a Plaza which will provide access from the street to the Overpass; the functional and aesthetic renovation of SW 13th Street Overpass; and Depot Avenue Rail Trail improvements.

These concerted efforts will create a more complete, urbanized character, improve transportation opportunities and increase redevelopment prospects along the corridor.

To date, construction has encompassed retrofitting the roadway and pedestrian areas with ADA accessibility upgrades, safety and transportation enhancements, new brick sidewalks, pedestrian lighting, and street trees. Construction of the Overpass, Plaza and Rail Trail are scheduled for 2012.



419 NW 4th Avenue

In 2011, the CRA sold a historic home adjacent to the Pleasant Street Model Block Project for rehabilitation and home ownership. A local contractor is now restoring the 2-story historic structure and he and his family will make it their home. The project is currently under construction and will complete the Model Block initiative in the Pleasant Street Neighborhood.



/// FOUNDATION

VITALITY

/// QUALITY

/// REINVESTMENT

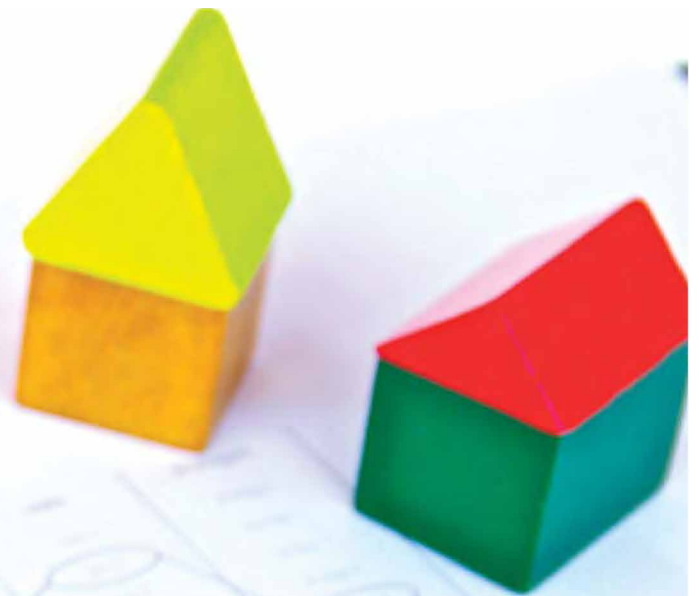
/// HOME OWNERSHIP

/// INFILL

/// NEIGHBORHOOD DEVELOPMENT

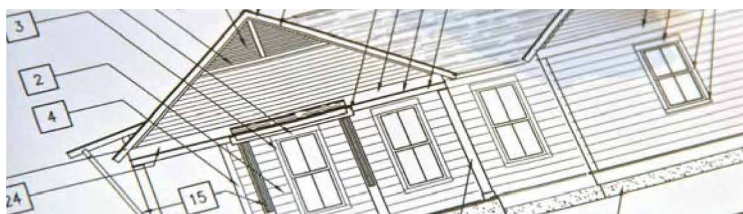
1717 SE 8th Avenue Redevelopment

Positioned on 15 acres, the former Kennedy Homes site is located in southeast Gainesville adjacent to the Lincoln Estates neighborhood and less than two miles from Downtown. The project is conceptualized as a model for development and redevelopment throughout the City and is further envisioned as an opportunity to provide truly innovative strategies for designing and building 21st century communities that align the goals of enhancing quality of life with a reduced impact on the environment. The CRA is completing a redevelopment plan that will allow the Agency to coordinate the various professions and disciplines required for the successful completion of a highly sustainable neighborhood development.





Fifth Avenue Model Block



Strategic investment by the CRA in the Fifth Avenue / Pleasant Street area has yielded remarkable results. The CRA constructed and sold three new homes in Pleasant Street in a difficult housing market and solicited and awarded the construction of three more homes in the Fifth Avenue neighborhood this fiscal year. These homes are ideally located just three blocks from Innovation Square.

Model Block homes are sold to promote home ownership and provide stability to the community fabric of Fifth Avenue / Pleasant Street. Situated between Downtown and College Park / University Heights, the Fifth Avenue / Pleasant Street district is rich in history which the CRA strives to honor while creating new opportunities for private investment.

/// LIVING /// REINVESTMENT /// INFILL /// LASTING /// HOME OWNERSHIP /// REDEVELOPMENT /// HOUSING ///



/// NEIGHBORHOOD

/// CATALYST

/// QUALITY

/// THOUGHTFUL

/// HERITAGE

/// **COMMUNITY**

/// COOL

/// CREAT

Gainesville Kids Triathlon



The 2nd Annual Gainesville Kids Triathlon was held at Citizen's Field on June 19th. The event was sanctioned by USA Triathlon and included over 150 participants. The race was a great success and showcased the Martin Luther King, Jr. recreational complex and eastern Gainesville to the participants, their families and friends. Participants competed in three divisions including the Junior, Senior, and Tri4Fun divisions and received gift bags, t-shirts and custom finisher medals. The event drew participants from all over North Central Florida as the result of a partnership effort cultivated by the CRA, several City departments, GPD and many community sponsors and local businesses.

CREATIVE /// ENCOURAGE /// FUN /// SUPPORT /// OUTREACH /// CULTURE /// ACTIVITY /// PEOPLE /// ENERGY //

J. Seward Johnson Sculptures

Gainesville has a rich creative heritage and the exhibition of sculptures by internationally renowned American artist J. Seward Johnson helped further develop the City's longstanding artistic culture. Between July 8th and October 14th, sculptures from Johnson's "Man On The Street" series were placed throughout the community to stimulate interest and promote new conversations about art. The life-size, realistic sculptures captured the attention of the residents and visitors. The art was strategically placed to promote walkable viewing and to introduce areas which may not have been visited previously.

The CRA collaborated with the University of Florida, College of Fine Arts to bring the sculptures to Gainesville. Sculptures on campus from Johnson's other series, "Beyond the Frame" and "Icons Revisited," were displayed concurrently on campus. The exhibition drew regional and national attention to the community and connected locals and visitors alike as they traveled from campus to areas of Gainesville's urban core to view the sculptures.



CONVERSATION /// ART /// INTEREST /// INVITE /// CHARACTER /// **ENGAGE** /// UNIQUE /// LIFE ///

CRA Financials

Operating Fund - Balance Sheet

	FY11
Assets	\$ 326,767
Liabilities	25,601
Fund Balance	301,166
Total Liabilities and Fund Balance as of 09.30.11	\$ 327,767

Operating Fund - Fund Balance

	FY11
Fund Balance, 10.01.11	\$ 741,245
Additions:	
Miscellaneous Revenue	11,257
Realized Gain / (Loss) - Investments	4,585
Unrealized Gain / (Loss) - Investments	(24)
Transfer - Downtown Redevelopment Trust	510,034
Transfer - 5th Ave/Pleasant St. Redevelopment Trust	209,942
Transfer - College Park Redevelopment Trust	811,913
Transfer - Eastside District	177,043
Total Additions	1,724,750

Deductions:

Transfers - General Fund	
Transfer to POB 2003A Debt Service	10,402
Transfer to OPEB 2005 Debt Service	20,200
Transfer to Downtown TIF	159,208
Transfer to 5th Ave/Pleasant St TIF	58,917
Transfer to CP/UH TIF	312,024
Transfer to Eastside TIF	70,938
Principal	208,632
Interest	159,017
Downtown	281,364
Fifth Avenue/Pleasant Street	112,240
College Park/University Heights	632,719
Eastside	139,168
Total Deductions	2,164,829

Fund Balance for Approved Expenses, 09.30.11 \$ 301,166

Downtown ///

Balance Sheet

	FY11
Assets	\$ 1,749,487
Liabilities	38,671
Fund Balance	1,710,816
Total Liabilities & Fund Balance 09.30.11	\$ 1,749,487

Trust Fund Balance

	FY11
Fund Balance, 10.01.11	\$ 1,808,776

Additions:

Property Taxes - County	1,063,039
Transfer-General Fund (City Property Taxes)	540,337
Transfer from CRA Operating	159,208
Transfer from General Fund	11,267
Realized Gain/(Loss)-Investments	36,249
Unrealized Gain/(Loss)	(1,801)
Other Revenue	5,866
GRU Contributions	103,237
Total Additions	1,917,402

Deductions:

Downtown CRA Project Expenses	2,015,362
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Fund Balance for Approved Projects, 09.30.11	\$ 1,710,816
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Fifth Avenue / Pleasant Street ///

Balance Sheet

	FY11
Assets	\$ 642,163
Liabilities	15,930
Fund Balance	626,233
Total Liabilities & Fund Balance 09.30.11	\$ 642,163

Trust Fund Balance

	FY11
Fund Balance, 10.01.11	\$ 583,579

Additions:

Property Taxes - County	368,636
Transfer - General Fund (City Property Taxes)	187,234
Transfer - CRA Operating	58,917
Model Block Home Sales	0
Realized Gain/(Loss)-Investments	13,963
Unrealized Gain/(Loss)	(755)
Miscellaneous Revenue	8,266
Total Additions	636,261

Deductions:

FAPS CRA Project Expenses	593,607
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Fund Balance for Approved Projects, 09.30.11	\$ 626,233
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College Park / University Heights ///

Balance Sheet

	FY11
Assets	\$ 7,901,461
Liabilities	116,826
Fund Balance	7,784,635
Total Liabilities & Fund Balance 09.30.11	\$ 7,901,461

Trust Fund Balance

	FY11
Fund Balance 10.01.11	\$ 7,218,531

Additions:

Property Taxes - County	1,911,717
Transfer - General Fund (City Property Taxes)	970,979
Transfer - CRA Operating Fund	312,024
Realized Gain/(Loss) - Investments	147,920
Unrealized Gain/(Loss) - Investments	(5,809)
Total Additions	3,336,831

Deductions:

CPUH Project Expenses	2,770,727
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Fund Balance for Approved Projects, 09.30.11	\$ 7,784,635
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Eastside ///

Balance Sheet

	FY11
Assets	\$ 1,055,466
Liabilities	1,814
Fund Balance	1,053,652
Total Liabilities & Fund Balance 09.30.11	\$ 1,055,466

Trust Fund Balance

	FY11
Fund Balance 10.01.11	\$ 770,622

Additions:

Property Taxes - County	423,588
Transfer - General Fund (City Property Taxes)	215,144
Transfer - CRA Operating Fund	70,938
Other Contributions	1,705
Realized Gain/(Loss) - Investments	19,325
Unrealized Gain/(Loss) - Investments	(761)
Total Additions	729,939

Deductions:

Eastside CRA Project Expenses	446,909
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Fund Balance for Approved Projects, 09.30.11	\$ 1,053,652
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/// CULTURE /// INVEST /// FUNKY /// JOBS /// REVITALIZATION /// STREAMLINE /// SMART /// THOUGHTFUL /// INNO

CRA 2011 Annual Report

802 NW 5th Avenue, Suite 200

Gainesville, FL 32601

(352) 334-2205

www.gainesvillecra.com

STREAMLINE SMART SUSTAINABLE CC
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NIZED WALKABLE HERITAGE NIMBLE R
ATALYST HISTORY DEVELOPMENT REPU
ATION REUSE SUPPORT RETAIN RECRU
ATION INSPIRATION REVITALIZE EDUCATION
EÄUTIFC CREATIVITY STREETScape INFRASTRUCTU
COOPERATION RESEARCH GROW FLEX
RESTORE RECREATION LANDMARK QUA
THOUGHFUL GREEN FLEXIBILITY UN
RGERS INCLUDE OPPORTUNITY MOMEN
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OD DEVELOPMENT EFFICIENT REJUVENAT
FUN ENCOURAGE GAINESVILLE CONVE
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ATALYST CULTURE REDEVELOPMENT EC
IC EFFICIENT ACTIVITY AGENCY ECONC
EVELOPMENT URBANIZED CATALYST HEI
JG IDEAS CULTIVATING JOBS CREATIVE
ENTREPRENEURSHIP SMALL BUSINESS INC
REACH ASSIST NURTURE MARKET-DRIVE
EINVESTMENT REHABILITATION VIVING
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LE SCIENCE PRESERVE WALKABLE TF
ITY OF LIFE COMMERCIAL CORE RESILIE



/// INVEST /// JOBS /// REVITALIZATION /// INNOVATION /// FUNKY /// STREAMLINE /// SMART /// SUSTAINABLE //