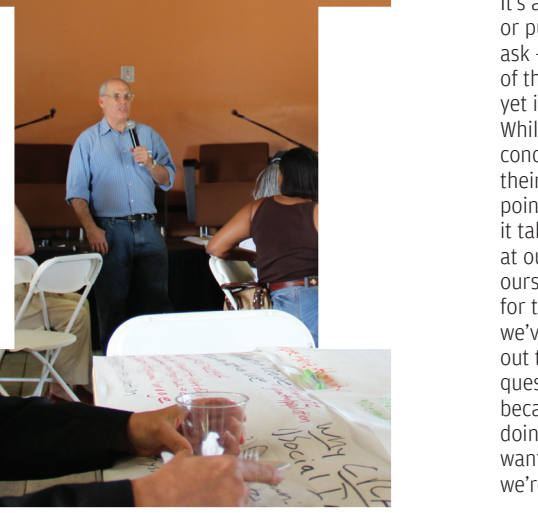
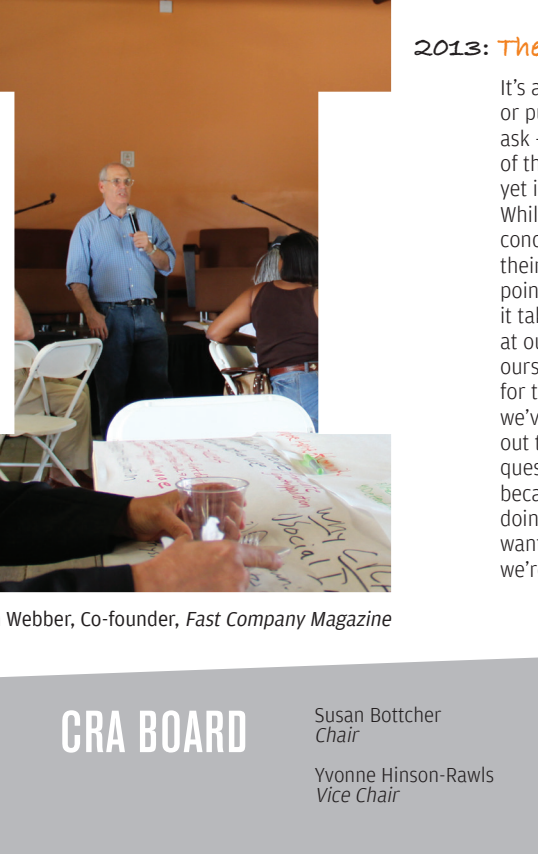




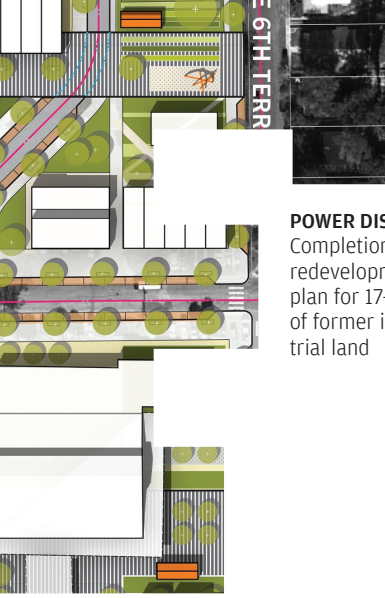
Think *Different.*



Alan Webber, Co-founder, *Fast Company Magazine*

## 2013: The Year In Review.

It's a question few private or public sector firms ever ask -- "How do we get out of this business?" And yet it's the right question. While most organizations concentrate on expanding their presence, the right point of view is, what would it take for us to succeed at our mission and work ourselves out of a job... for the simple reason that we've done what we set out to do? That's the right question for the CRA. Not because we want to stop doing, but because we want to succeed at what we're doing.



**POWER DISTRICT**  
Completion of a redevelopment plan for 17-acres of former industrial land



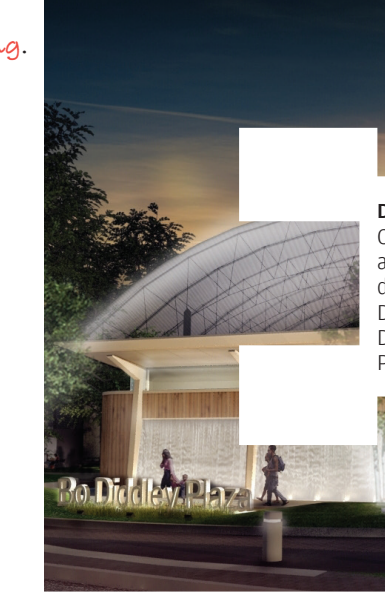
**DEPOT PARK**  
Programming, design, engineering, and construction of a 32-acre park scheduled to open in 2015



**FAPS RESIDENTIAL PAINT VOUCHER PROGRAM**  
Financial incentive and project support initiative



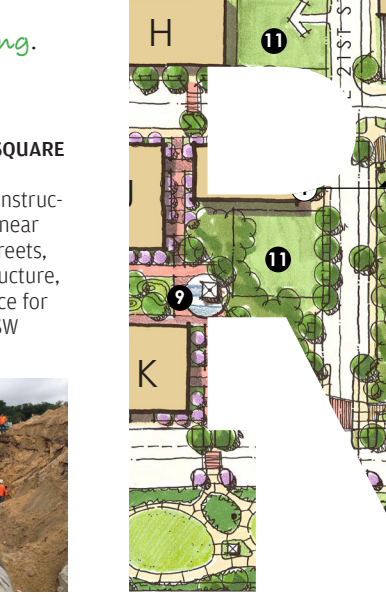
**FIRE STATION ONE**  
Relocation feasibility and programming study



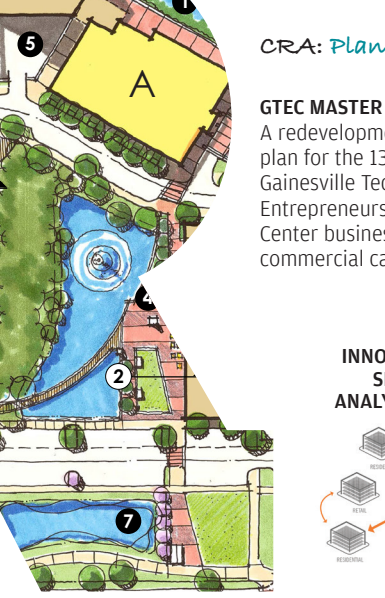
**DOWNTOWN PLAZA**  
Concept refinement and approval for design of the Downtown "Bo Diddley" North Plaza



**INNOVATION SQUARE ROADWAYS**  
Design and construction of 1,471 linear feet of new streets, utility infrastructure, and greenspace for SW 9th St. & SW 3rd Ave.



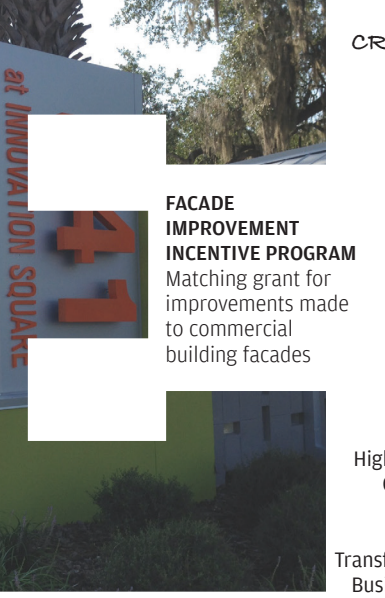
**GTEC MASTER PLAN**  
A redevelopment plan for the 13-acre Gainesville Technology Entrepreneurship Center business and commercial campus



**INNOVATION SQUARE SHARED PARKING ANALYSIS + STRATEGY**



**FACADE IMPROVEMENT INCENTIVE PROGRAM**  
Matching grant for improvements made to commercial building facades



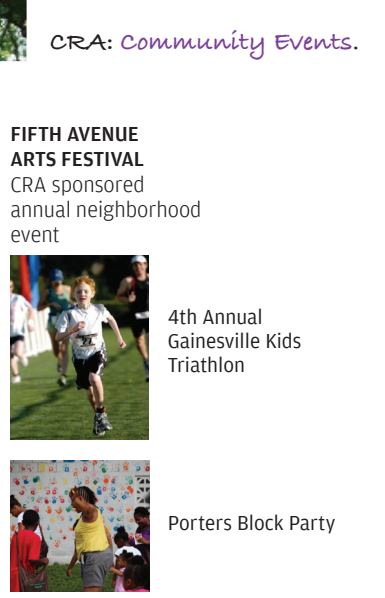
**GROW GAINESVILLE FUND**  
SBA-backed loan for renovations



**ECONOMIC DEVELOPMENT PROGRAMS**  
High-Wage Job Creation Incentive  
Company Relocation Incentive  
Capital Access  
Redevelopment Incentive  
Business Development Assistance



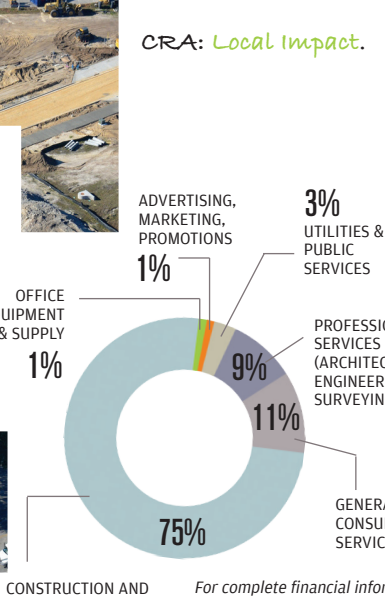
**FIFTH AVENUE ARTS FESTIVAL**  
CRA sponsored annual neighborhood event



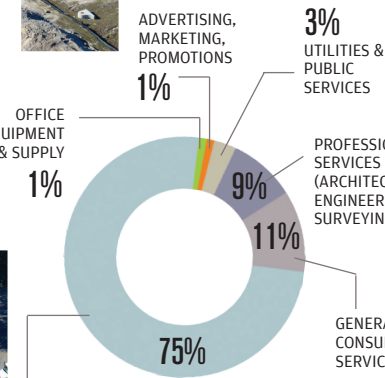
**4th Annual Gainesville Kids Triathlon**



**Porters Block Party**



**INNOVATION SQUARE DEVELOPMENT**



For complete financial information and reporting, visit the CRA website at [www.gainesvillecra.com](http://www.gainesvillecra.com)

## CRA BOARD

Susan Bottcher  
*Chair*  
  
Yvonne Hinson-Rawls  
*Vice Chair*

Ed Braddy  
Lauren Poe  
Randy Wells  
Thomas Hawkins  
Todd Chase

## 84%

of CRA funding is spent with local vendors

## 8 MILES

of roadways have been streetscaped by the CRA since 2008

## 20

high-wage tech jobs have been incentivized by the CRA

## 8 PROPERTIES

participated in the Fifth Avenue/Pleasant Street Residential Paint Voucher Program in 2013

## 340 TREES

have been planted by CRA projects over the past 6 years

## 75 CENTS

of every dollar at the CRA is spent on Construction & Related Services

## 32 AWARDS WON

Over the past 7 years, the CRA has received 32 awards for redevelopment initiatives

## 48

bicycle parking spaces were installed Downtown in 2013

## HIGH-WAGE JOB CREATION

\$36,000 of incentives has been paid out to companies for creating high-wage tech jobs

## 12 FACADES

Helping 12 businesses improve their building facades in the past 3 years

## 14 IN 4

The CRA maintains roughly 14-acres of landscaping in its four districts

## 2013 AWARDS

Depot Building  
Depot Rail-Trail and Pedestrian Overpass  
Catalyst Building

## CRA 2013 REVENUES

CPUH = \$2,689,686  
Eastside = \$539,739  
Downtown = \$1,800,319  
FAPS = \$501,856  
Total 2013 Revenues = \$5,531,600



# BE

DIFFERENT

# 5

INITIATIVES

1

## COMMUNITY INITIATIVES



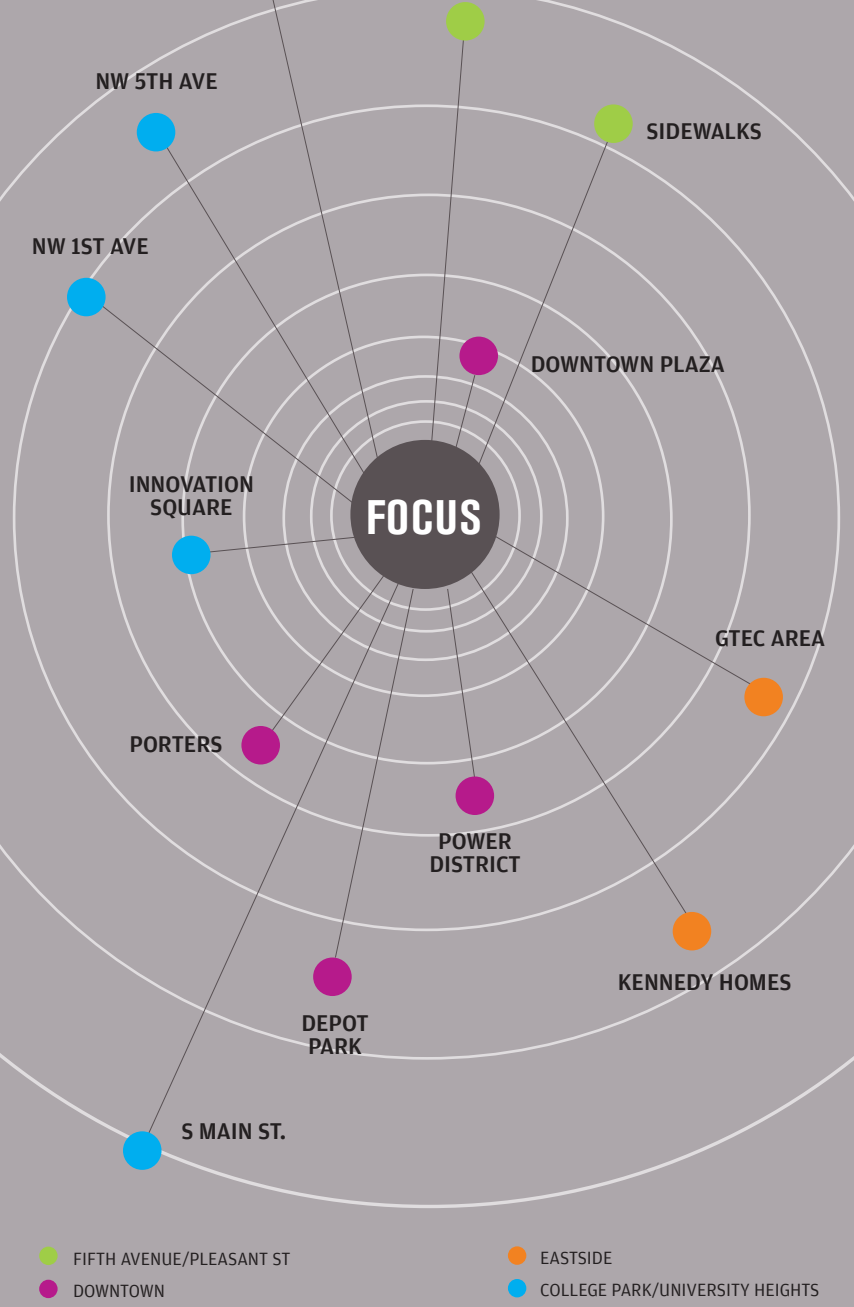
FOCUS

ON COMMUNITY

+

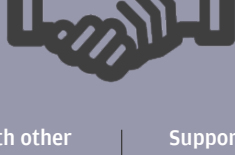
REDEVELOPMENT

The CRA focus is in four Community Redevelopment Areas: College Park/ University Heights, Downtown, Eastside, and Fifth Avenue/Pleasant Street.



2

## COMMUNITY PARTNERSHIP



Partnering with other entities, individuals, and community groups, businesses, developers, and others to do community work.

Support CRA Redevelopment Plans objectives. Leverage CRA resources to generate community pride and involvement.

GROWTH  
THROUGH  
COLLABORATION

PROGRAMS + ACTIVITIES

TRANSFORMATIONAL INCENTIVES PROGRAM

CITIZEN'S FIELD YOUTH TRIATHLON

REDEVELOPMENT INCENTIVES PROGRAM

FIFTH AVENUE/PLEASANT STREET ARTS FESTIVAL

ECONOMIC DEVELOPMENT FINANCE PROGRAM

PORTER'S NEIGHBORHOOD BLOCK PARTY

FACADE GRANTS PROGRAMS

DEPOT BUILDING PROGRAMMING AND SPECIAL EVENTS

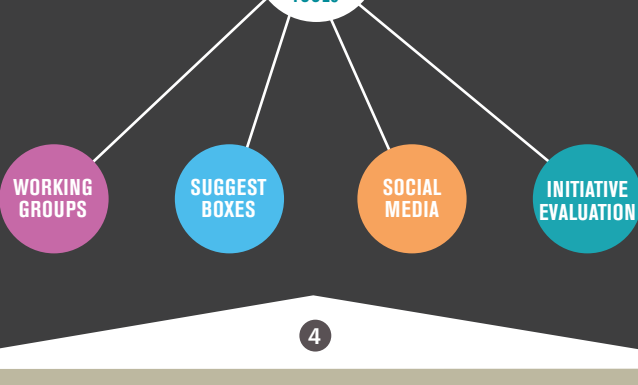
PAINT PROGRAMS

3

## COMMUNITY ENGAGEMENT



By facilitating change through community engagement, we gain access to greater audience, reach the people who need us, leverage relationships and build coalitions.



4

## PROCESS EFFICIENCIES



Streamline and simplify procurement. Attract and retain CRA talent and small, local, and diverse vendors.



5

## TRANSITIONAL ACTIVITIES

We recognize that the CRA takes on too much at one time. Competing priorities has resulted in the CRA resources being spread too thin. Activities are to be transitioned out of the CRA:

PROPERTY MANAGEMENT

MANAGEMENT OF MAINTENANCE

PROGRAMS BEST SERVED BY OTHERS

PRIORITIZE INVOLVEMENT IN EXTERNAL COMMITTEES