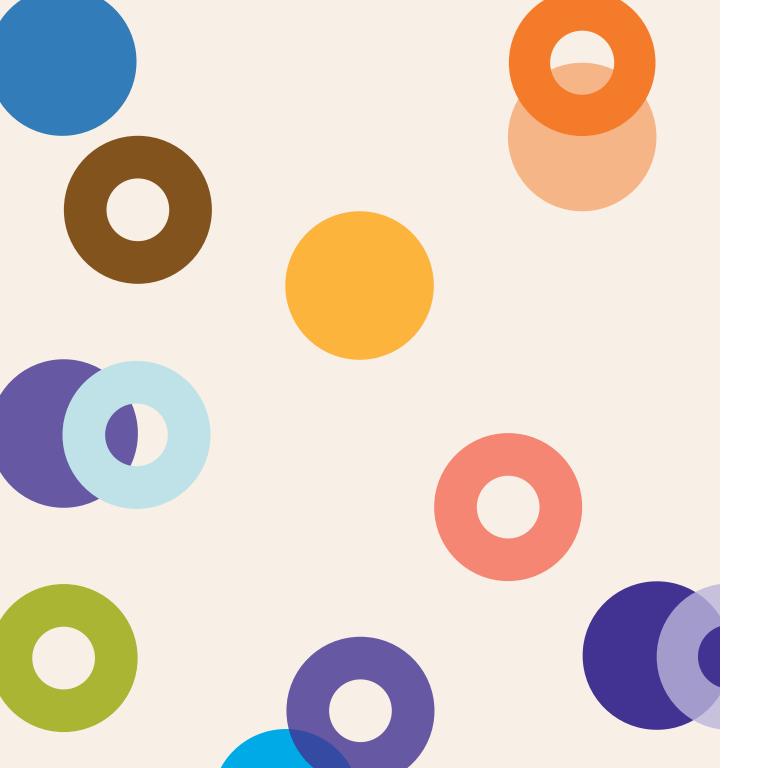
## 2018 ... Annual ... Report ...

Reinvesting in People and Places





# Your CRA engages in community initiatives of all scales.

From a \$750 residential paint grant to an \$8+ million dollar streetscape project, it is difficult to move through Gainesville's Community Redevelopment Areas without seeing something that the CRA has touched.

Whether large or small, an overarching goal of all initiatives is to create something that will instill pride in the communities that we serve.



The Gainesville East social media campaign promotes amenities in east Gainesville such as Citizen's Field



### SARAH VIDAL-FINN

CRA Director

2018 was a year of transition and growth for the Gainesville CRA. The fiscal year began with proposed legislation regarding the future of CRA's being contemplated at the state and local levels. This came on the tail end of a year-long strategic planning process where the community helped redefine what creates true vitality in Gainesville's four redevelopment areas.

As part of strategic planning; the CRA completed a landuse economics analysis of the districts and reviewed how redevelopment contributes to the city and county in the form of increased property values. Projects located within the urban core, many of which benefitted from CRA assistance, dominated the top 10 most valuable properties in Alachua County overall.

From the

**Director** 

As the economy rebounded; construction in Gainesville was never more palpable and large-scale projects like "The Standard" changed the skyline and pedestrian experience at University Avenue and 13th Street. Long-term initiatives like the NW 1st Avenue Streetscape, Heartwood, South Main Street and Cornerstone all moved forward into various stages of planning, design and construction.

## **Gainesville CRA**

The CRA's successes were so profound yet the continuance of the CRA was simultaneously so uncertain. The true strength of team is how it navigates these transitional times. The real success of CRA projects lies in the fact they are rooted in the desires of the communities we serve. As the year drew to a close, it was so affirming to see the community begin to embrace what's next for the Gainesville CRA. The fiscal year ended with more transitions, an opportunity to redefine the agency and move towards a ten vear plan to put ourselves out of business. And at the end of a successful yet tumultuous year; the CRA Team stands poised and ready to pursue its next iteration of meaningful work.

## From the Gainesville CRA Board Chair



ADRIAN
HAYES - SANTOS
2018 CRA Board Chair

The CRA has made great gains in helping to improve the quality of life across the four districts.

The completion of the NW 1st Ave Streetscape has changed the user experience in College Park.

Fifth Avenue saw the A. Quinn Jones Museum & Cultural Center establishing itself as a community fixture.

Eastside's Cornerstone campus redevelopment went from a vision to a canvas marked with new construction.

Downtown maintained its place as a walkable urban

center with many reasons to visit. The renovation of South Main Street will transform the area into a gateway to Gainesville.

Taking on projects of many scales, the CRA is able to impact lives on multiple levels, from coordinating weekly yoga classes at Bo Diddley Plaza to the construction of Heartwood, a new single-family neighborhood in East Gainesville.





DEBORAH
BOWIE

Interim
CRA Executive Director

This was an invigorating year for the CRA — one filled with opportunity and reflection.

The purpose of the CRA remains to help Gainesville live up to its full potential, and they are doing just that.

Through private investment, community partnerships, competitive economic development incentives and improved public

infrastructure, the CRA is providing Gainesville residents the opportunity to live happy, healthy and prosperous lives.

I look forward to seeing how they evolve and all that they are able to accomplish in the coming years.

### **About the CRA**

The Gainesville CRA's mission is to provide capital and support to historically underserved areas, with the goal of re-energizing these areas. The authority to establish the CRA is enabled by Sections 163.330–163.45 Florida Statutes.

Each area has a redevelopment plan with guiding principles and specific redevelopment objectives. Projects and initiatives that meet multiple redevelopment goals are prioritized. After strategic goals in a district are achieved, the CRA steps out of the way and lets the private sector do the rest.

The CRA is devoted to helping Gainesville achieve its full potential as a vibrant and diverse community.

This report covers the Gainesville CRA's activities from October 1, 2017 to September 30, 2018, fiscal year 2018.

Redevelopment efforts are targeted in four core urban areas:

- O Eastside (ERA) Est. 2001
- O Downtown (DRA) Est. 1981
- O Fifth Avenue & Pleasant Street (FAPS) Est. 1979
- O College Park & University Heights (CPUH) Est. 1995

1 —	Gainesville Community Redevelopment Agency	5 — Innovation District SW 9th Street Agreement	9 —	Bo Diddley Plaza
2 —	Power District	6 — Heartwood Neighborhood	10 —	Depot Park
3 —	Cornerstone	7 — Gainesville East	11 —	Destination South Main
4 —	Heritage Trail	8 — A. Quinn Jones Museum & Cultural Center	12 —	NW 1st Avenue



ls

## Reinvesting in people and places



The CRA hosted an information session for the Fifth Avenue & Pleasant Street Heritage Trail in September 2018

The CRA strives
to work with
small, local
and diverse
businesses
because we know
that supporting
these businesses
is a win-win.

### THE DEFINITIONS FOR THESE CATEGORIES ARE:

### **Small**

Having under 200 permanent full-time employees and less than \$5 Million in net worth.

### Local

Located within Alachua, Bradford, Columbia, Gilchrist, Levy, Putnam or Union County.

### **Diverse**

More than 51% ownership by a woman, service-disabled veteran, or person of diverse background.

6

### **HEARTWOOD**



Site work underway at Heartwood

In February of 2018 site construction began at Heartwood, marking the beginning of the new 34 home neighborhood in east Gainesville.

Phase 1 construction included establishing roads, curbs and gutters, stormwater, sewer, lights, infrastructure for utilities, sidewalks and landscaping.

The stormwater system consists of the wetland area and pond adjacent to the neighborhood.

The existing wetland area was improved upon in order to raise the quality of the runoff water flowing south through the site. Together, the wetland area and pond will treat runoff from the neighborhood and from the areas to the north, including Cornerstone.

amestrice out made report 1110



IN PROGRESS

### CORNERSTONE



Site construction at Cornerstone

Cornerstone is one of two major transformative projects underway in east Gainesville, the other being the Heartwood neighborhood. Heartwood and Cornerstone together will offer more opportunities for living and working east.

Cornerstone is the 13.6 acre campus surrounding the Gainesville Technology Entrepreneurship Center (GTEC) on East Hawthorne Road. The CRA is transforming the campus into a commercial-focused mixed-use development, with a goal of retaining GTEC graduates in east Gainesville and attracting new businesses to the area.

The two projects are also connected through a shared stormwater system. Water from Cornerstone runs south through the newly mitigated wetlands adjacent to Heartwood.

The first phase of construction includes the landscape features, parking areas, water features and ready to build on pads that can accommodate a variety of commercial uses.



Merieux building under construction at Cornerstone

The construction of the first new building, the future home of Merieux NutriSciences, is expected to be completed in early 2019. They will relocate over 70 employees to Cornerstone.

The remaining parcels are listed through Front Street Realty (now Avison Young), who is actively seeking developers and tenants to build and locate at the Cornerstone campus.

The Gainesville
East Initiative
aims to engage
the community,
inform citizens of
CRA and city-led
initiatives in East
Gainesville and
attract investment
to the area.

In FY18 the CRA Team focused on creating the branding elements and began implementing the campaign through the use of billboards, street banners and construction fence banners.

The CRA partnered with community organizations and other City of Gainesville departments in promoting events with the goals of attracting community participation and connecting resources.









Below - A new signalized crosswalk was installed on NE 8th Avenue in front of the Clarence R. Kelly Center through a City-CRA Partnership. The CRA funded the project and Public Works installed the crosswalk.



IN PROGRESS

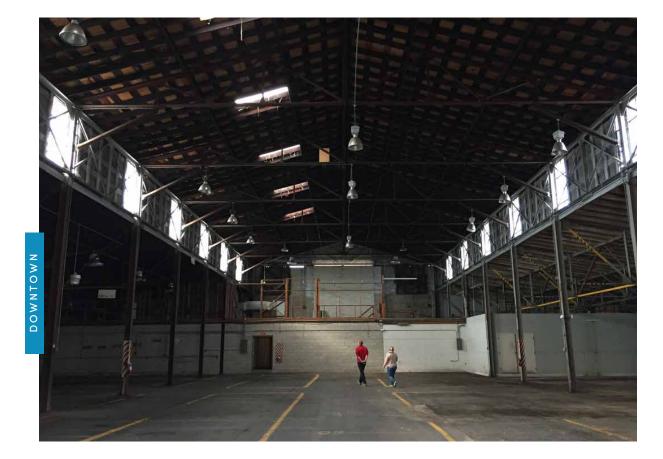
The initial launch of the Gainesville East Initiative was implemented by local vendors as much as possible.

The branding, video, website, social media presence and banners were all contracted to small and local companies.

The exception was the advertising on small billboards using a national company.



### POWER DISTRICT



The Power District is a unique 17-acre site consisting of inactive GRU facilities located in southeast Gainesville between Downtown and Depot Park.

IN PROGRESS

The CRA is acting as an agent for redevelopment of the Power District on behalf of the City of Gainesville and GRU and is engaged in Development Agreement negotiations for a public-private partnership. Years of due diligence efforts yielded the 2013 Redevelopment Plan. This plan details the community's vision and core planning principles.

Proposed plans for the area could include a public market and food hall, multi-family housing, mixed-use retail spaces, a teaching kitchen, makers classrooms, the renovation and adaptive reuse of existing GRU buildings, the daylighting of Sweetwater Branch Creek and an expanded McRorie Community Garden.

Left - The former GRU Operations Warehouse is one of the buildings that may undergo a renovation and adaptive reuse



Proposed plans for the Power District

The Catalyst Building was the first major redevelopment effort in the Power District. In 2013 the CRA led the renovation and adaptive reuse of the former GRU building into high quality office space. Now the building is occupied by public and private entities.

In 2018 leases were executed with Altavian, a private aerospace company, the University of Florida's Institute for Built Environment Resilience (FIBER) and the City of Gainesville's Department of Technology.

A goal for the jointly leased space is to encourage collaboration and interaction between higher education, the public sector and private industry.

### ONGOING

**BO DIDDLEY PLAZA** 

In 2015, the CRA led Bo Diddley Plaza through a \$1.8 Million renovation and the plaza reopened to the public in March of 2016. Since then, the CRA has been managing the plaza operations including staffing, rentals and programming. In 2018 the CRA began to formalize a transition of management and operations to the Department of Parks, Recreation and Cultural Affairs (PRCA).

Staffing the plaza with a dedicated Program Coordinator and Plaza Ambassadors has made renting and visiting the plaza friendlier than ever.

The Program Coordinator assists those wishing to rent the plaza through the process and coordinates with other city departments as needed. The Plaza Ambassador is

on-site five days a week and is available to answer questions and facilitate event set-up.

Regularly scheduled fitness classes, the Union Street Farmers Market, the Lunchtime Mix music program and the Free Fridays Concert Series activate the plaza six days a week, with additional special events happening many weekends.

Located in the former Bethel Station on the southeast corner of the plaza, Steamers has been serving Midwestern style sandwiches, fried rice and Indonesian curry dishes for four years. In the café building that was added as part of the renovation, Patticakes on the Plaza celebrated their second year in operation and is a go-to for coffee, cupcakes, sandwiches and other offerings.



Plaza Ambassador updating the marquee



Attendees at the annual Downtown Latino Festiv





A QUINN JONES MUSEUM & CULTURAL CENTER



The CRA-led restoration and adaptive reuse of the former home of educator Allen Quinn Jones into a museum and community center was completed in late 2016. The A. Quinn Jones Museum & Cultural Center celebrated its grand opening in February 2017.

In October 2017, the Florida
Redevelopment Association
presented the museum with
the Roy F. Kenzie Award for
Cultural Enhancement. By
February of 2018, management
of the facility had been
transferred to the Department
of Parks, Recreation and
Cultural Affairs (PRCA).

The CRA stayed involved as a partner with PRCA's Wild Spaces Public Places department on schematic designs for additional landscape features including: a seating area, hardscape and plantings.

# The Fifth Avenue & Pleasant Street Heritage Trail is the companion project to the A. Quinn Jones Museum & Cultural Center.

The Heritage Trail will be an interative neighborhood walking tour featuring a physical system of markers that tell the unique story of the neighborhood and its residents to celebrate the achievements of people past, present and future.

The project will gather, verify and prioritize existing historical research; identify historic and existing sites; and create an overall interpretive plan that will form the basis for the trail system.

In 2018 the CRA engaged the community with workshops to gather and share information and move the project towards construction.



A small, local and diverse Landscape Architecture firm led the design team on the Heritage Trail and the new features at the trailhead of the A. Quinn Jones Museum & Cultural Center.

### NW 1ST AVENUE STREETSCAPE



The NW 1st Avenue Streetscape - More in Midtown initiative consisted of major infrastructure and streetscape improvements between 16th and 20th Streets.

The project included the undergrounding of the utility lines and upgrading the existing water lines. Above ground, continuous sidewalks, shade trees, trash and recycling receptacles and street furnishings were added. Dumpsters were moved from the right of way and into enclosures.

The streetscape was completed in July 2018.

This initiative transformed a busy (yet neglected) urban corridor into a place where people connect.



St. Augustine Church before façade improvements



St. Augustine Church - Present Day

Enhanced business incentive programs were created to run concurrently with the streetscape projects. The program encouraged business owners along the corridor to make improvements to their façades while the street was under construction.

The programs offered architectural assistance and reimbursements for commercial paint and façade improvements. Through these programs, \$149K in CRA funds were used to leverage \$208K in private funding, for a total investment of \$357K in businesses along the NW 1st Avenue corridor.



Ribbon cutting ceremony with stakeholders and city leaders



The South Main streetscape project spans the ¾ mile stretch of South Main Street from Depot Avenue to South 16th Avenue. Construction began in January of 2018.

The overarching goal of the Destination South Main project is to support existing businesses, attract new investments, increase safer roadways and prepare the corridor for future needs and additional users. This includes major investments that underground existing overhead utilities, increase sidewalk widths, decrease pedestrian crossing distances, implement enhanced bicycle facilities, increase on-street public parking, install decorative street lights and add nearly 1 1/4 acres in greenspace, containing nearly 200 trees.

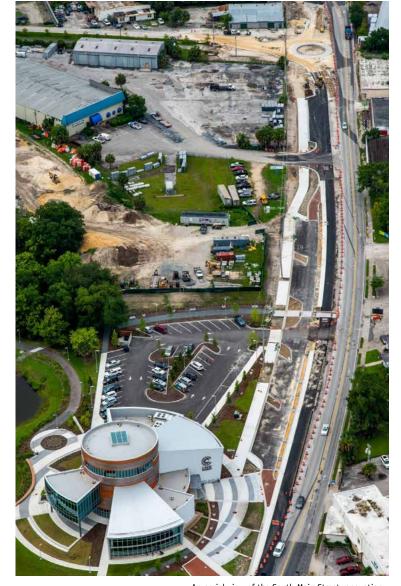
the construction zone were contracted to provide goods or services for the project.

A small and woman-owned studio designed the logo, branding and created the Destination South Main website.

Concrete for the South Main Street project is being sourced from a local readymix and block concrete plant located directly along South Main Street.

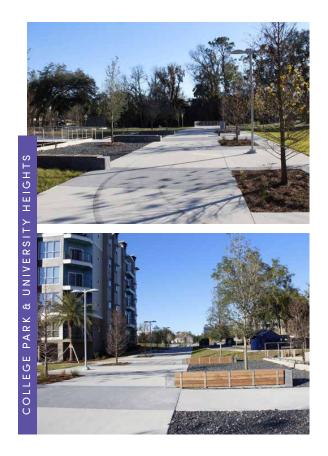
All of the new electrical conduits and many of the signs were purchased from businesses on the corridor.

**Improvements** underway will balance the unique needs of pedestrians, bicyclists and motorists, create convenient and inviting public parking amenities and address the visual character of the corridor.



An aeriel view of the South Main Street renovation

25



# This pedestrian promenade connects SW 4 Avenue to SW 5th Avenue and terminates at the Tumbling Creek outlook.

In 2018, the SW 9th Street urban walkway completed an integral piece of the Innovation Square Master Plan. The CRA served as partner in the private public partnership with the City of Gainesville and South Park Development.

The CRA's role in the Public Private Partnership at Innovation Square was focused on the development of the public areas adjacent to the private developments.

Through a development agreement, the CRA funded the construction of the urban walkway to maintain a consistent look and feel with the existing materials and finishes along SW 9th Street.

The extension benefits the public by acting as a thoroughfare and a resting place. Local contractors were used for the construction of the extension.

### **Economic Development Incentive Programs**

The CRA supports economic development through strategic investments and business incentive programs.

The Company Relocation Incentive Program offers eligible companies a grant for relocation expenses.

The Job Creation Program incentivizes the creation and maintenance of full-time employment with community redevelopment areas.

Ingenuity Building lobby - the building across the street (visible through the window) received a façade grant in 2012



In FY18, two companies received approval for company relocation and job creation incentives. **Merieux NutriSciences** began construction on a new facility at Cornerstone in East Gainesville and will be relocating their 70+ employees and expect to add more jobs.

CH2M Hill (now Jacobs) relocated from an office near the Gainesville city limits to the Ingenuity Building at Innovation Square, moving over 100 employees and expecting to create as many as 100 more jobs.

Following years of negotiations and construction activities, the CRA's public private partnership with the mixed-use development The Standard came to a conclusion. The CRA reimbursed the development approximately \$2M in eligible public infrastructure expenses that included enhanced streetscape improvements such as decorative sidewalks, lighting, landscaping, onstreet public parking, bicycle parking and utility upgrades that not only support the businesses and residents within the development, but also the greater Gainesville community.

The CRA's investments also ensured that critical benchmarks of the development were preserved during implementation such as 425 residential units, 140 hotel units, and 60,000 sq.ft. of retail. As a result of the CRA's financial participation to help activate this critical site, increased real estate taxes are now being contributed to the City of Gainesville and Alachua County.

### Façade Grants

The CRA offers businesses in all four redevelopment areas a matching grant for eligible improvements to their building exterior.

Through this program, business owners can be reimbursed up to 50% of the cost of eligible improvements.





	APPROVED FY18	COMPLETED FY18	A M O U N T R E I M B U R S E D	T O T A L I N V E S T M E N T
Eastside	1	5	Reimbursed <b>\$50,000</b>	\$517,485
Downtown	7	5	Reimbursed <b>\$53,663</b>	\$108,640
Fifth Avenue & Pleasant Street	0	2	Reimbursed <b>\$12,606</b>	\$50,612
College Park & University Heights	. <b>2</b>	0	0	0

Through this program, \$116K in CRA funds were used to leverage \$560K in private funding, for a total investment of \$676K in businesses within the community redevelopment areas.

### **Paint Program**

The Residential Paint Program is available for homes within the Downtown, Eastside and Fifth Ave & Pleasant Street Redevelopment Areas.

Residents are eligible for up to \$250 for powerwashing and up to \$500 in paint and supplies for enhancing the exterior of their homes.

Left - Sun Surgical before and after Façade Grant This page - The Residential Paint Program in action

Fifth Avenue

& Pleasant

Street



\$6,000





<sup>\*</sup>In FY18, many businesses in College Park participated in the enhanced façade improvements program as part of the NW 1st Ave Streetscape (pages 21-22).

### **Community Partnerships**

Through grants, volunteering and collaborations, the CRA supports non-profits through community partnerships.

Special events that address redevelopment objectives for the area where they will be held can be eligible for financial assistance.

The CRA also supports local organizations by assisting with marketing and materials, volunteering at events, and organizing food, school supplies and other drives.

SOME LOCAL EVENTS
THE CRA CONTRIBUTED TO:

- UF Night of Dance at BDP
- Downtown Arts Fest
- Fifth Ave Arts Fest
- Eastside Relay for Life
- SCORE's East GainesvilleBusiness Fair
- Porters Back-to-School
   Supply Drive/Annual
   Block Party
- Endless Summer with the Florida Community Design Center



The CRA volunteered alongside Oelrich Construction and multiple city departments for a school supply drive for the Porters Neighborhood Association.

At the 2018 Summer Block Party, backpacks stuffed with supplies were distributed to over 325 school children.

CRA Staff with an attendee of the SCORE Business Fair in Eastside district.

### **Strategic Planning**

Following the Community
Vitality Report of 2017, in
2018 the CRA engaged in
a comprehensive strategic
planning effort in order to
create a tool for planning for
the next five years.

This effort involved many channels of citizen input; an in-depth property value analysis, community events and routine updates to the four advisory boards, the CRA Board and Alachua County. Throughout the process, numerous redevelopment opportunities were identified in each of the four CRA districts.

The objectives of each redevelopment plan and partnership opportunities were used as criteria to prioritize the proposed initiatives.

A team presents their vision for a CRA district at a Strategic Planning Session



The final output of the strategic planning effort is a CRA Board approved Five Year Roadmap; which will be used to coordinate the budget, work plan, timelines, resources and partnerships necessary to bring reinvestment to the community and to achieve high-quality redevelopment projects.

### 2018 Awards

### INTERNATIONAL

### Depot Park

International Making Cities Livable

Honorable Mention — Public Places for Community, Democratic Dialogue, Health and Equity

### More in Midtown Campaign (BUDA)

Academy of Interactive and Visual Arts

W3 Silver Award — Government Website

### REGIONAL

### A. Quinn Jones Museum & Cultural Center Florida Redevelopment

Association

Roy F. Kenzie Award for Cultural Enhancement

### Bo Diddley Plaza

Urban Land Institute North Florida

Finalist: Award for Excellence, Reuse/Repurpose

### **Depot Park**

Urban Land Institute North Florida

Award for Excellence, Public Sector/Non-Profit

### LOCAL

### Destination South Main Website (Liquid Creative)

American Advertising Federation

Silver ADDY

### More in Midtown Streetscape Campaign (BUDA)

American Advertising Federation

Gold ADDY - Integrated Brand Campaign

### STAFF AWARDS

### Sarah Vidal-Finn

Business in Greater Gainesville

Impact Award

### Sarah Vidal-Finn

Leadership Gainesville Alumni Association

2017-2018 Community Vision Award



The funds that we spend each year directly contribute to the well-being of our small, local and diverse vendors.

The majority of our spending stays within our local community.

### Local Impact Snapshot for FY18

Each year we analyze our spending to determine the size of our local impact. LOCAL

116

92%

Totaling \$11,694,890

DIVERSE

45 sugar

4%

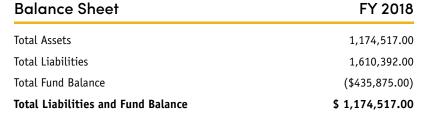
Totaling \$495,198

SMALL

71%

Totaling \$9,056,968

### 2018 CRA Operating Funds



\* The Community Redevelopment Agency fund has a negative fund balance due to long term advances from the General Fund for redevelopment projects.

The negative balance will be reduced as the long-term advances are paid down in future years.

### Statement of Revenues, Expenditures, and Changes in Fund Balance

Total Revenues 30,470.00

Total Expenditures 1,254,211.00

Total Other Financing Sources (Uses) 1,688,194.00

Fund Balances - September 30, 2018 \*(\$ 435,875.00)



Total Spend: \$12,727,010

93.7% of CRA funding during FY18 went to designing and constructing CRA projects!

- Construction and Related Services:
   \$11,386,645
- 2. General and Consulting Services:
- \$555,417
- 3. Professional Services \$542,938
- 4. Advertising, Marketing, Promotions: **\$160,718**
- 5. Utilities and Public Services:
- \$66,531
- 6. Office Equipment and Supply:

\$14,760

### **Eastside**

Balance Sheet	FY 2018
Total Assets	1,002,038.00
Total Liabilities	251,517.00
Total Fund Balance	750,521.00
Total Liabilities and Fund Balance	\$ 1,002,038.00

### Statement of Revenues, Expenditures and Changes in Fund Balance

Fund Balances - September 30, 2018	\$ 750.521.00
Total Other Financing Sources (Uses)	44,334.00
Total Expenditures	2,173,982.00
Total Revenues	416,610.00

### **Downtown**

Balance Sheet	FY 2018
Total Assets	4.039.640.00
Total Liabilities	98,042.00
Total Fund Balance	3,941,598.00
Total Liabilities and Fund Balance	\$ 4,039,640.00
Statement of Revenues, Expenditures and Changes in Fund Balance	
Total Revenues	1,681,129.00
Total Expenditures	1,133,250.00

Total Other Financing Sources (Uses)

Fund Balances - September 30, 2018

## Fifth Avenue & Pleasant Street

Balance Sheet	FY 2018
Total Assets	986,645.00
Total Liabilities	23,664.00
Total Fund Balance	962,981.00
Total Liabilities and Fund Balance	\$ 986,645.00

### Statement of Revenues, Expenditures and Changes in Fund Balance

Fund Balances - September 30, 2018	\$ 962,981.00
Total Other Financing Sources (Uses)	(\$44,704.00)
Total Expenditures	245,009.00
Total Revenues	418,827.00

## College Park & University Heights

Balance Sheet	FY 2018
Total Assets	7,407,155.00
Total Liabilities	355,040.00
Total Fund Balance	7,052,115.00
Total Liabilities and Fund Balance	\$ 7,407,155.00

### Statement of Revenues, Expenditures and Changes in Fund Balance

Fund Balances - September 30, 2018	\$ 7,052,115.00
Total Other Financing Sources (Uses)	857,594.00
Total Expenditures	9,049,504.00
Total Revenues	3,020,425.00

36 |

277,113.00

\$ 3,941,598.00

## Thank you to our FY 2018 CRA board members

Board Chair Adrian Hayes–Santos

Board Chair Pro-Tempore Harvey Ward

Board Member Lauren Poe

Board Member Helen Warren

Board Member Charles Goston

Board Member Harvey Budd

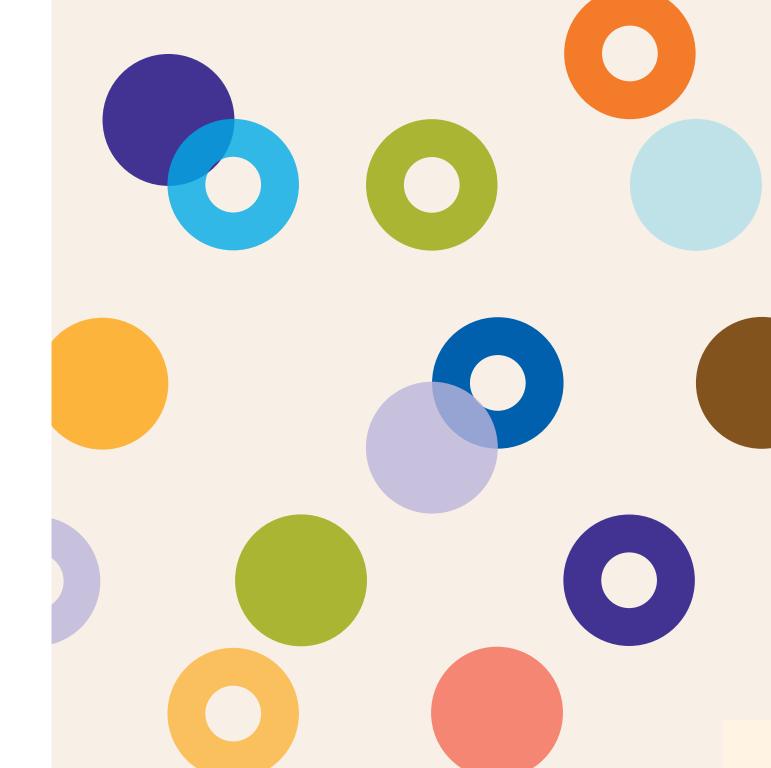
Board Member David Arreola

And special thanks to incoming CRA board members Gigi Simmons and Gail Johnson, who were elected in FY 2018.

CRA Leadership:

Anthony Lyons, Executive Director

Sarah Vidal-Finn, Director



802 NW 5th Avenue, Suite 200 Gainesville, FL 32601 352–393–8200 www.gainesvillecra.com

> Gainesville Community Redevelopment Agency