



2019 Annual Report

**Gainesville Community
Redevelopment Agency**

About the Gainesville CRA

The City of Gainesville established the Gainesville Community Redevelopment Agency (CRA) by the authority of Sections 163.330-163.45, Florida Statutes. 2019 was the final year the Gainesville Community Redevelopment Agency operated as a statutory agency.

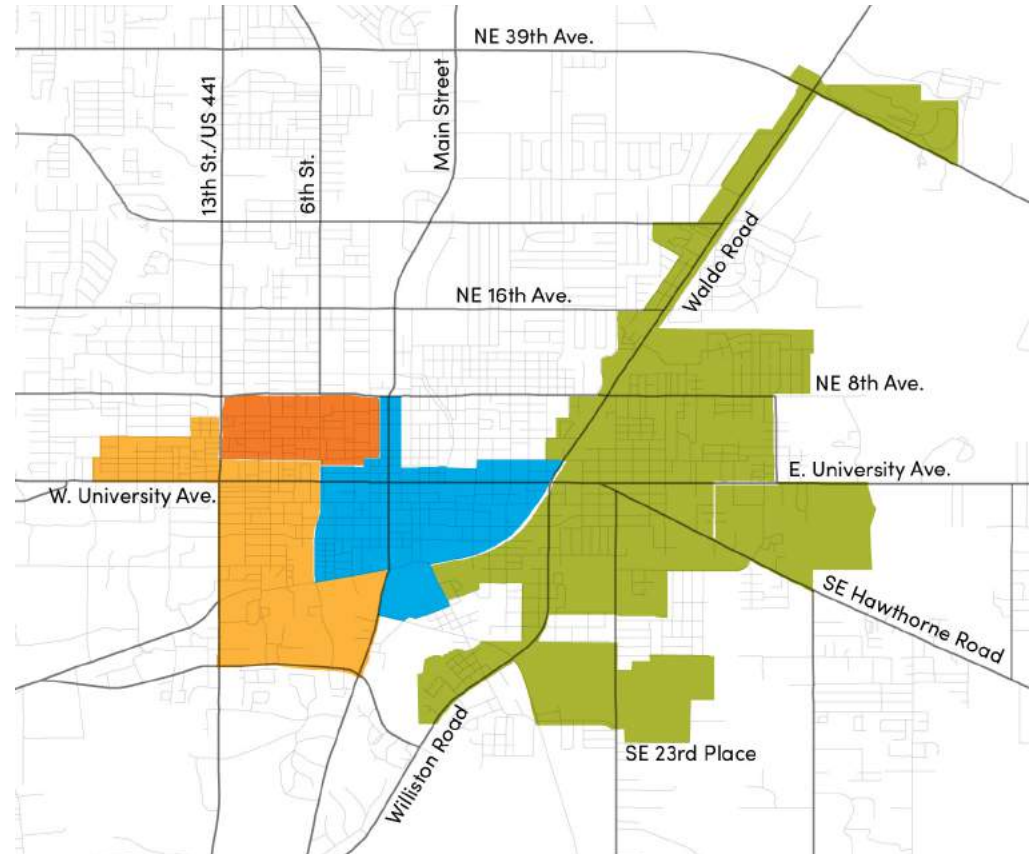
The Gainesville CRA was made up of four distinct districts, each with its own redevelopment plan, budget, and advisory board. The Gainesville CRA was governed by the City Commission seated as the CRA Board and the City Manager also held the position of Executive Director of the CRA.

For more information on the Gainesville CRA and its transition to a City of Gainesville Department in Fiscal Year 2020, please visit the website at www.gainesvillecra.com.

College Park/University Heights	established 1995 expanded 2005
Downtown	established 1981 expanded in 2001
Eastside	established 2001 expanded 2006 & 2010
Fifth Ave/Pleasant Street	established 1979 expanded 1989



Gainesville
Community
Redevelopment
Agency



The FY 2019 Annual Report covers the Gainesville CRA's activities from October 1, 2018 to September 30, 2019.

College Park/University Heights

FY19 Project Snapshot

Innovation District

Status: Implementation & Construction

Estimated FY19 Investments: \$794,454

Milestones Completed:

- SW 9th Street Extension Urban Walkway South
- SW 9th Street Extension Urban Walkway North
- SW 4th Avenue Undergrounding & Lighting
- Parking Discussions
- Economic Development Incentives
- Multiple Facade Grants Executed



South Main Street

Status: Maintenance

Estimated FY19 Investments: \$4,065,000

Milestones Completed:

- Streetscape Completed
- GRU Electric Undergrounding Completed
- Private Investment in Properties
- New Businesses in Area
- Supporting Depot Park & Cade Museum



Downtown

FY19 Project Snapshot

Bo Diddley Plaza

Status: Maintenance



Estimated FY19 Investments: \$54,342

Milestones Completed:

- Restaurant Lease Management
- Special Event Management
- Property Management
- CRA to General Government Transition Preparation
- Crosswalk Stormwater Project
- CRA to General Government Transition

Power District

Status: Initial Planning



Estimated FY19 Investments: \$25,500

Milestones Completed:

- Master Planning
- Property Maintenance
- Development Solicitations
- Special Promotional Events

Porters Model Block Housing

Status: Initial Planning



Porters Neighborhood Improvements

Status: Initial Planning



Eastside

FY19 Project Snapshot

Cornerstone

Status: Implementation & Construction



Estimated FY19 Investments: \$228,500

Milestones Completed:

- Branding & Master Planning
- Merieux Recruitment & Building Construction
- Phase 1 Site Work
- Realtor Listing
- Condo Association Development

Duval Neighborhood Improvements

Status: Initial Planning



Estimated FY19 Investments: \$3,300

Milestones Completed:

- Greater Duval Neighborhood Association Meetings
- Key Stakeholder Meetings
- Dedicated Funding
- Crosswalk Funding Assistance

Heartwood

Status: Implementation & Construction



Estimated FY19 Investments: \$2,805,231

Milestones Completed:

- Model Floorplan Updates
- Site Work Construction Completed
- Affordable Housing Approved
- Homeowner's Association Formed
- GRUCom Approved

Gainesville East Marketing Campaign

Status: Implementation & Construction



Estimated FY19 Investments: \$5,600

Milestones Completed:

- Branding & Identity
- Website
- Community Partnerships
- East Gainesville Information Event
- Banners & Billboards

Fifth Avenue/Pleasant Street

FY19 Project Snapshot

Heritage Trail

Status: Design & Engineering

Estimated FY19 Investments: \$4,900

Milestones Completed:

- Branding & Conceptual Signage
- Master Planning
- Route Feasibility Study
- Historical Research
- Community Engagement



Pleasant Street Model Block Housing

Status: Initial Planning

Estimated FY19 Investments: \$35,000

Milestones Completed:

- Land Surveying
- Due Diligence of Code Requirements
- Site & Context Inventory
- Site Analysis
- Case Study Research



Multi-District Programs & Initiatives

Residential Paint Program

The Residential Paint Program provides residents with funds for powerwashing and painting the exterior of their home. In FY19 the program was paused for revisions, and all applications already in progress were honored.

CRA district	Painted homes	Awarded grants
Eastside	7	\$4,603.12
Fifth Ave/Pleasant Street	1	\$698.07
TOTALS	8	\$5,301.19



Community Partnerships

Through grants, volunteering, and collaborations, the CRA supports non-profits through community partnerships. Special events that address redevelopment objectives for the district can be eligible for financial assistance. Two organization received funding in FY19: The Fifth Ave Arts Festival, in the Fifth Ave/Pleasant Street district, received \$2,000 and UF HealthStreet received \$2,000 for their “Night of Dance” held in the Downtown district.



Multi-District Programs & Initiatives

Commercial Facade Improvements Program

	In Progress FY19	Completed FY19	CRA Grants Awarded	Total Investment (CRA + Private Investment)
College Park/ University Heights	0	5	\$102,744.05	\$210,674.92
Downtown	2	7	\$99,377.19	\$260,361.81
Eastside	1	1	\$8,776.26	\$17,552.52
Fifth Ave/ Pleasant Street	1	1	\$10,000	\$27,215.14
Total	4	14	\$220,897.50	\$515,804.39

The Commercial Facade Improvements Program provides business owners with a matching grant for eligible improvements to their building exterior. In FY19, the program was paused for revisions. Applications that were in progress were honored. In FY19, the CRA was able to leverage approximately \$221K in CRA funding for a total investment of approximately \$516K in local businesses.

Landscape Maintenance

The CRA manages contracts for landscape maintenance for properties within the districts that meet certain criteria. The properties are either former CRA projects that are in the process of being transitioned to another city department or current or future CRA projects that are in planning or under construction.

Estimated FY19 Landscape Maintenance Costs

College Park/University Heights	\$5,000
Downtown	\$2,000
Eastside	\$34,000
Fifth Ave/Pleasant Street	\$6,000

2019 Awards



NW 1st Avenue - More in Midtown

Florida Redevelopment Association (FRA)

Roy F. Kenzie Award for Capital Projects / Beautification

Founded in 1974, FRA is a not-for-profit organization dedicated to assisting Florida professionals and volunteers in community revitalization efforts. With its mission of “transforming spaces, revitalizing places,” FRA is committed to providing a forum for its more than 300 members to share knowledge and common experiences regarding revitalization opportunities and issues throughout Florida. FRA encourages adoption of legal and financial tools and programs favorable to community growth and serves as a statewide clearinghouse for redevelopment information.

Within 13 juried categories, the Roy F. Kenzie Awards celebrate the most innovative and effective redevelopment programs in Florida. Winners demonstrate innovation and positive impact on their communities and inspire other Florida communities.



CRA's 2017 Annual Report

The Academy of Interactive and Visual Arts (AIVA)

2019 Communicator Award

Excellence (Gold) in the Annual Report, Corporate Communications for Government Category

The Academy of Interactive & Visual Arts is an assembly of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media.

The Communicator Awards is the leading international awards program recognizing creative excellence in the communication field. Founded by communication professionals over a decade ago, The Communicator Awards is an annual competition honoring the best in advertising, corporate communications, public relations and identity work for print, video, audio and interactive work.

2019 CRA Overall Operating Funds*

Balance Sheet

FY 2019

Total Assets	\$ 1,591,577
Total Liabilities	\$ 1,351,764
Total Fund Balance	\$ 239,813
Total Liabilities and Fund Balance	\$ 1,591,577

Comparative Statement of Revenues, Expenditures and Changes in Fund Balance

Total Revenues	\$ 38,303
Total Expenditures	\$ 1,174,354
Total Other Financing Sources (Uses)	\$ 1,955,738
Fund Balance	\$ 239,813

*The fund balances on these pages are unaudited. The audited financials will be available on the GCRA website at www.gainesvillecra.com.





2019 College Park / University Heights

Balance Sheet

FY 2019

Total Assets	\$ 5,803,002
Total Liabilities	\$ 368,159
Total Fund Balance	\$ 5,434,843
Total Liabilities and Fund Balance	\$ 5,803,002

Comparative Statement of Revenues, Expenditures and Changes in Fund Balance

Total Revenues	\$ 2,185,410
Total Expenditures	\$ 4,500,140
Total Other Financing Sources (Uses)	\$ 1,154,692
Fund Balance	\$ 5,434,843

2019 Downtown

Balance Sheet

FY 2019

Total Assets	\$ 4,807,768
Total Liabilities	\$ 112,818
Total Fund Balance	\$ 4,694,950
Total Liabilities and Fund Balance	\$ 4,807,768

Comparative Statement of Revenues, Expenditures and Changes in Fund Balance

Total Revenues	\$ 1,503,790
Total Expenditures	\$ 894,085
Total Other Financing Sources (Uses)	\$ 163,647
Fund Balance	\$ 4,694,950



2019 Eastside

Balance Sheet

FY 2019

Total Assets	\$ 568,612
Total Liabilities	\$ 1,762
Total Fund Balance	\$ 566,850
Total Liabilities and Fund Balance	\$ 568,612

Comparative Statement of Revenues, Expenditures and Changes in Fund Balance

Total Revenues	\$ 415,688
Total Expenditures	\$ 674,265
Total Other Financing Sources (Uses)	\$ 74,907
Fund Balance	\$ 566,851

2019 Fifth Avenue / Pleasant Street

Balance Sheet

FY 2019

Total Assets	\$ 1,212,493
Total Liabilities	\$ 14,390
Total Fund Balance	\$ 1,198,103
Total Liabilities and Fund Balance	\$ 1,212,493

Comparative Statement of Revenues, Expenditures and Changes in Fund Balance

Total Revenues	\$ 459,943
Total Expenditures	\$ 253,738
Total Other Financing Sources (Uses)	\$ 28,918
Fund Balance	\$ 1,198,104

Plan Performance Data

Achievements of CRA Redevelopment Goals

College Park/University Heights

The completion of the South Main Streetscape in FY19 was a major contributor to the transformation that the formerly industrial area has undergone in the past five years. The South Main Streetscape addressed the following goals of the redevelopment plan: Infrastructure, Parking, Urban Form, Traffic Circulation; Private Investment; Public Spaces; and Funding, Financing, Management, and Promotion.

The South Main corridor has experienced a major shift from industrial to destination-oriented businesses, with private investment from retail, food, and other local businesses.

Downtown

Bo Diddley Plaza was renovated in part by the CRA in 2016 and in FY19 was successfully transitioned to the City of Gainesville's Department of Parks, Recreation, and Cultural Affairs. The plaza renovations included upgraded safety features and a restaurant on the premises. Increased programming and activities and dedicated staff on-site have all contributed to the reactivation of a formerly underutilized public space in the heart of Downtown Gainesville. Redevelopment goals that were addressed through this project are: Economic Development; Commercial and Business Activity; Infrastructure: Sense of Community; and Funding, Financing, Management, and Promotion.

Plan Performance Data

Achievements of CRA Redevelopment Goals

Eastside

Cornerstone is the redevelopment of the 13.6-acre campus surrounding the Gainesville Technology Entrepreneurship Center (GTEC), a property that is owned by the City and managed through a partnership with the CRA and Santa Fe College. The CRA completed the first phase of redevelopment through the construction of infrastructure that will support future construction. The CRA recruited the first new business to build on the campus, Merieux NutriSciences, who moved in to their new facility in FY19. Cornerstone addresses the following redevelopment goals: Economic Development and Innovation; Commercial Activity; Infrastructure; Urban Form; and Funding, Financing, Management, and Promotion.

Heartwood is a new neighborhood that will soon be under construction less than a mile from Cornerstone. Heartwood will address Housing, Infrastructure, Urban Form, Sense of Community, and Funding, Financing, Management, and Promotion.

Fifth Ave/Pleasant Street

The Fifth Ave/Pleasant Street Heritage Trail is a planned initiative that is an extension of the A. Quinn Jones Museum & Cultural Center, a CRA-led project that was completed in 2017. The Historic Heritage Trail will create a physical system of signage and markers in the Fifth Avenue and Pleasant Street neighborhoods to recognize the achievements of people, past and present, in the fields of business, medicine, arts, education and spirituality. The project will gather, verify and prioritize existing historical research; identify historic and significant sites; and create an overall Interpretive Plan that will form the basis of the trail system. The redevelopment goals addressed through this initiative are: Historic Preservation; Urban Design; Open Space and Recreation; and Funding, Financing, Management, and Promotion.

Plan Performance Data

Affordable Housing Expenditures

Affordable Housing for low and middle-income residents is a consideration for the Heartwood neighborhood in the Eastside CRA, and the Porters and Pleasant Street Model Block Initiatives, in the Downtown and Fifth Ave Pleasant Street CRA's, respectively. In FY19, the City Commission approved to provide financial assistance for 11 of the 34 homes in the Heartwood neighborhood. The 11 homes will be market rate with downpayment assistance for qualified homebuyers that will bring the monthly mortgage to a more affordable amount. The funding will come from general government funds through a partnership with the City's Department of Housing and Community Development in the amount of \$575,000.

The Porters and Pleasant Street Model Block initiatives will provide infill housing in two historic neighborhoods and will encourage long-term homeownership that will maintain the community fabric. In FY19, \$35,000 went towards surveying and initial planning for the Pleasant Street Model Block initiative.

Assessed Property Value Comparison

CRA District	Year Established	Values for Year Established	Year(s) Expanded	Values for Expansion Area(s)	FY19 Values
College Park/University Heights	1995	\$73,462,770	2005	\$43,710,250	\$708,376,043
Downtown	1981	\$18,779,230	2001	\$29,813,210	\$227,580,480
Eastside	2001	\$34,980,826	2006 2010	\$10,167,610 \$25,053,240	\$120,349,292
Fifth Ave/Pleasant Street	1979	\$5,995,140	1989	\$5,372,720	\$74,220,525

Thank you

to our FY 2019 CRA Board members:

Board Chair Harvey Ward
 Board Chair Pro-Tempore David Arreola
 Board Member Lauren Poe
 Board Member Helen Warren
 Board Member Gigi Simmons
 Board Member Gail Johnson
 Board Member Adrian Hayes-Santos

CRA Leadership:

Anthony Lyons, Executive Director
 Deborah Bowie, Interim Executive Director
 Sarah Vidal, Director

And a very special thanks to our FY 2019 Advisory Board members:

College Park/University Heights	Downtown	Eastside	Fifth Ave/Pleasant Street
Phil Heflin, Chair (FY18 - 2/19) Robert Mounts, Chair (elected 2/19) Eric Wild, Vice Chair Brad Pollitt Clay Kallman David Wilson John Fleming Russ Ingram Tucker Ryals	Adam Bass, Chair Janie Williams, Vice Chair Dug Jones Gracie Castine Jacob Ihde Lane Abraben Michael Palmer Kali Blount (through 12/18)	Stephanie Seawright, Chair Diyonne McGraw, Vice Chair Armando Grundy-Gomes Jasmine T. Jones Jason Mitchell Roma Rollins Scherwin Henry Vivian Filer (through 1/19)	Taylor Spangler, Chair Rebecca Nagy, Vice Chair Angela Tharpe Heather Damron James Colee Jason Atkins-Tuffs Leslie Suskin Vyonne Hinson (through 11/18)