

# 2020 Annual Report



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## Gainesville Community Reinvestment Area

Formerly the Gainesville Community Redevelopment Agency

Fiscal Year 2020 was a year like no other. The Gainesville Community Redevelopment Agency ceased to exist as a statutory agency and on October 1, 2019 became a department of the City of Gainesville named the Gainesville Community Reinvestment Area (GCRA). The mission of the new department remained the same as its previous iteration: to invest in previously underserved areas of Gainesville; revitalize the urban core; improve the quality of life of our neighbors; and support our small, local and diverse businesses.



Community members discussing the Fifth Avenue Pleasant Street Area during community engagement for the 10 Year Reinvestment Plan.

The first half of FY20 was dedicated to consolidating the four separate Redevelopment Plans into a comprehensive Reinvestment Plan that would guide the work of the GCRA over the next decade in the newly combined Reinvestment Area. The Reinvestment Plan development and approval process involved five months of community engagement, data collection and analysis, interdepartmental collaboration, Advisory Board and City Commission presentations and public and board feedback. The 10 Year Reinvestment Plan was approved by the Gainesville City Commission on March 5, 2020. Less than two weeks later, the COVID-19 pandemic arrived and everything changed.

The remainder of the year was one of transition – to a new structure, remote working and a new work plan. Though many CRA projects were on hold during the Reinvestment Plan development, initiatives that were already underway remained active. Construction began on the model home in the Heartwood neighborhood. Construction of the Innovation District SW 9th Street pedestrian walkway was completed through a public-private partnership. Construction began in partnership with the City of Gainesville’s Department of Parks, Recreation and Cultural Affairs on context area improvements at the A. Quinn Jones Museum & Cultural Center and planning continued on the historic Fifth Avenue/Pleasant Street Heritage Trail.



Street sign in the Heartwood Neighborhood.

GCRA staff adjusted to working remotely by creating procedures and developing new tools to assist with project management. The GCRA Advisory Board’s meetings were shifted to a virtual format to allow for business to continue through the pandemic. The transition to a city department also presented numerous administrative changes in order to align with the City’s policies and procedures.



The GCRA 10 Year Reinvestment Plan was approved on March 5, 2020.

The approval of the Reinvestment Plan set a new series of projects and programs into motion. Staff laid the groundwork for building a new suite of residential and economic development programs to better serve the community. Robust interdepartmental collaboration continued on a series of initiatives within the Reinvestment Area.



The GCRA team stays connected while working remotely.

While staff worked remotely, the GCRA coordinated the sale of the former CRA Office building and the move to a temporary space in the Gainesville Technology Entrepreneurship Center (GTEC) building on SE Hawthorne Road. GTEC, a small business incubator, is located within the Cornerstone Campus redevelopment initiative completed by the CRA in 2018. The GCRA also began work on an analysis of the GTEC facility and program to eventually discuss repositioning GTEC for the future.

The City of Gainesville’s COVID-19 relief program, GNVCares, provided an opportunity for the GCRA to support the city-wide effort to assist families and businesses that were hardest hit by the pandemic. \$165,000 in CRA grant funds were invested in businesses within the district. Of this, \$40,000 came from the College Park/University Heights trust fund and the remainder came from the new GCRA fund. The team assisted with promoting the program, answering emails to the GNVCares inbox, and processing applications and payments to businesses.



View of the completed northern segment of the South Main Streetscape.

- FY20 kicked off with some wins:
- 1) The completion and celebration of the transformative South Main Street project
  - 2) The FY18 Annual Report was awarded a Roy F. Kenzie Award by the Florida Redevelopment Association
  - 3) Cornerstone was chosen for a City Beautification Award

### WE MOVED

Note our new address:  
2153 SE Hawthorne Road, Suite 223  
Gainesville, FL 32641

Our phone and email remain the same:  
(352) 393-8200  
info@gainesvillecra.com

Though the GCRA is no longer a statutory Community Redevelopment Agency, tax increment funds remained in the four previous redevelopment area’s trust funds. The GCRA will continue to submit an annual report for those funds until they are spent to meet the requirements of F.S. Chapter 163.

# Local Impact

Our local economy matters. The GCRA strives to use small, local, and diverse vendors wherever possible and each year we analyze our spend in order to be more strategic in making an impact.

## SMALL

Having less than 200 employees and a net worth of under \$5M

**39** vendors

14.5% of spend  
TOTALING \$322,471

## REGIONAL

Businesses located within Alachua, Bradford, Columbia, Gilchrist, Levy, Putnam or Union County

**122** vendors

80% of spend  
TOTALING \$1,781,703

## DIVERSE

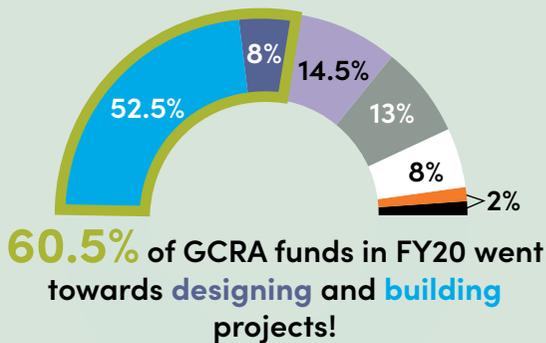
Business enterprise of 51% or greater ownership by the following:

**15** Women vendors  
5% of spend

**14** Minority vendors  
6% of spend

**1** Service-disabled veteran  
<1% of spend

11% of spend  
TOTALING \$134,718



- Construction & Related Services
- Professional Services (Design/Engineering)
- General & Consulting Services
- Economic Development & COVID-19 Relief Grants
- Utilities & Public Services
- Advertising, Marketing & Promotions
- Office Equipment & Supplies

## FY20 TOTALS

**191** vendors

**\$2,213,442** spend



This year's numbers look a bit different than previous years. As a City department, the GCRA follows the City's definitions of small, local and diverse and only includes vendors that are registered through the City's Office of Equity & Inclusion. Previously, the CRA utilized slightly different definitions and verified the information with each vendor that did business with the CRA in that fiscal year.

# 2020 Financials\*

	Eastside	Fifth Avenue Pleasant Street	Downtown	College Park University Heights	GCRA Fund
<b>BALANCE SHEET</b>					
Total Assets	\$232,306	\$806,737	\$3,647,795	\$4,273,272	\$7,561,603
Total Liabilities	\$15,647	\$14,767	\$102,461	\$14,750	\$30,118
Total Fund Balance	\$216,659	\$791,970	\$3,545,334	\$4,258,522	\$7,531,485
<b>Total Liabilities &amp; Fund Balance</b>	<b>\$232,306</b>	<b>\$806,737</b>	<b>\$3,647,795</b>	<b>\$4,273,272</b>	<b>\$7,561,603</b>
<b>COMPARATIVE STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE</b>					
Total Revenues	\$8,423	\$319,892	\$15,688	\$18,379	\$4,229,760
Total Expenditures	\$272,918	\$248,085	\$480,855	\$712,656	\$1,519,929
Total Other Financing Sources	\$85,697	\$477,941	\$671,558	\$482,043	\$4,584,884
<b>Fund Balance, September 30, 2020</b>	<b>\$216,659</b>	<b>\$791,970</b>	<b>\$3,545,334</b>	<b>\$4,258,522</b>	<b>\$7,531,485</b>

\*The figures on this page are the unaudited financials. The audited financials will be posted at [www.gainesvillecra.com](http://www.gainesvillecra.com) once they are available.



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Community  
Reinvestment  
Area

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