

Gainesville Community Reinvestment Area



Annual Report

2021 Annual Report

Gainesville Community Reinvestment Area

FY21 was the GCRA's first full year with an adopted Reinvestment Plan. Continued partnerships with other departments realized planning activity on major initiatives within the Reinvestment District. GCRA staff made progress in the development of five new housing programs aimed at preserving the culture and history of neighborhoods. A past project from 2012 came full circle, and the year ended with the Heartwood Neighborhood reaching significant milestones.



The full circle accomplishment of the fiscal year was the sale of **Southern Charm Kitchen** property on SE Hawthorne Road to the restaurant owner, Omar Oselimo. Mr. Oselimo exercised his option to purchase the property, accomplishing redevelopment goals to help grow small, local, and diverse businesses in the District. The initiative activated formerly vacant lots on a primary commercial corridor; now fully contributing to the tax rolls.

Cornerstone Campus & GTEC Management

Staff began the year in a temporary office space inside the Gainesville Technology Entrepreneurship Center (GTEC) on SE Hawthorne Road. In June, the department moved to a 2nd floor, newly renovated space and reopened after city-wide closures due to COVID-19. The GCRA partnered with City Facilities for maintenance and improvements of the GTEC building and completed an analysis for the repositioning of the 20-year-old City asset. Quarterly tenant luncheons in the facility began to better understand the needs of the incubating small business community and get to know the new neighbors.

Former Fire Station No. 1

The City Manager's Office completed an Invitation to Negotiate for adaptive reuse of the decommissioned station on South Main Street. In the context of rethinking Downtown the old fire station is an important property in the overall vision for this primary corridor.

A **development agreement** with Magnolia Street Hospitality for the downtown Hyatt Place was approved in the amount of \$424,300 for the completion of public infrastructure improvements in the right-of-way.

ECONOMIC
DEVELOPMENT



ECONOMIC DEVELOPMENT

Downtown Strategic Plan

In this fiscal year, the office of Capital Asset Planning and Economic Resilience (CAPER)'s work focused on data gathering, and analysis by engaging over 700+ neighbors online and in-person through an approved Community Engagement Plan. The project team also reviewed 25+ existing plans to create alignment with its planning efforts.

8th Avenue and Waldo Road

After approval of a Community Engagement Plan, stakeholder engagement and data gathering began around feasibility, environmental assessment and the market. Phase I and II Environmental Assessments were completed using General Fund dollars; as the areas of concern were located just outside the District boundaries. CAPER worked with leadership to also create a funding source analysis for the various areas and stages of the property.



Community Engagement Session for the Downtown Strategic Plan at Bo Diddley Plaza

Power District and Former RTS Site Redevelopment

The Power District gained traction as the office of CAPER held meetings to discuss the Redevelopment Plan with neighbors and key stakeholders. In an effort to formulate next steps a draft memorandum of understanding was revisited and management directed staff to consider the former RTS Site as part of the offering.

The City's Department of Transportation and Mobility worked with the University of Florida and Florida Department of Transportation on developing concepts for increased safety along the **University Avenue Corridor**. The GCRA contributed \$168,274 to increase the project scope. The City Commission gave direction to move forward with design and \$1M was allocated from the General Fund and Campus Development Agreement to fund the Project Development, Environmental and Design.



In addition, the GCRA revisited discussions around **NW/SW 13th Street, SW 2nd Avenue, and SW 4th Avenue** in light of the opportunities and changes with the future design of University Avenue. The approved scope for University Avenue presents a unique opportunity to see how collaboration between state and local agencies can be leveraged to create safer primary corridors for all users.

PUBLIC SPACE & STREETSCAPE

COMMUNITY ENHANCEMENTS & HOUSING

The new GCRA **Business Improvement Grant Program** was approved in November 2020 and five applications were submitted in FY21 and approved for a total investment of over \$300,000 into businesses along major corridors. Two awarded grant recipients were historic properties; helping to make progress in the GCRA's role in helping preserve contributing structures in the District.

The largest undertaking in FY21 toward helping the City achieve its affordable housing goals, was the development of a suite of programs designed to encourage neighborhood stabilization and long term home ownership in the District. Four of the proposed programs were approved:

- Neighborhood Paint Program**
- Heirs Property Assistance Program**
- My Neighborhood Program**
- GCRA/CWC Home Energy and Water Efficiency Initiative**

The **Historic Home Stabilization Program** was drafted and presented to the GCRA Advisory Board to be implemented in FY22.



The Opera House was approved for a Business Improvement Grant in FY21



Visitors at the Heartwood Drive-Thru and Open House event

The **Heartwood** neighborhood reached major milestones and closed out the year with 11 homebuyers under contract. Leading up to the day sales began, the GCRA hosted two virtual informational sessions for potential buyers and a "Drive-thru and Open House" sales event. The City Commission approved funding for \$32,798 to subsidize GRUCom for the Dreams2Reality homebuyers. Contracts for the two awarded homebuilders were also approved by the Commission, allowing the Dreams2Reality homes to move towards permitting for construction.

Model Block and Attainable Housing Initiatives

Community engagement has evolved in the COVID-19 era and the GCRA took community engagement outdoors for their infill housing efforts in Porters Quarters and Pleasant Street. With an approved community engagement plan, staff, consultants and volunteers met with neighborhood residents, business owners and engaged citizens to discuss the future of the two small, but important vacant lots. Attendees provided feedback on what they'd like to see in their respective neighborhoods. The GCRA Team focused on creating dialogue around the development process and how community interests are incorporated into project priorities and decision-making each step of the way.

Through **Community Partnership Grants**, \$201,000 was invested to assist with Grace Marketplace's Downtown Homeless Street Outreach Project and \$2,000 went towards sponsorship of the Cultural Arts Coalition's Annual Fifth Avenue Arts Festival. The GCRA also began partnering with the Parks, Recreation and Cultural Affairs Department on creating efficiencies between the two complementary grant programs to simplify the process for applicants.

Eastside Food + Mobility Hub

The GCRA partnered with Strategic Initiatives and other departments in the review of terms for an Eastside grocery store deal lead by City Leadership. Staff also participated with the Department of Mobility on thinking through the inclusion of a mobility hub.



Through a partnership with the University of Florida College of Medicine, the **UF Mobile Outreach Clinic** added GTEC to its weekly schedule and began offering free health care services and COVID-19 vaccinations every Friday.

District Wide Landscape Maintenance

Twelve City-owned properties are maintained by the GCRA as part of its reinvestment activities and the GCRA Team works closely with the City Procurement Department to attract small, local and diverse businesses to participate in competing for the annual bid award. Contracts were awarded to three such businesses, helping expand the Department's intent to create a positive economic impact locally.

2021 Financials*

BALANCE SHEET	Eastside	Fifth Avenue Pleasant Street	Downtown	College Park University Heights	GCRA Fund
Total Assets	\$142,501	\$1,826,464	\$3,373,853	\$4,007,050	\$13,251,607
Total Liabilities	\$45,913	\$1,188,851	\$143,619	\$2,335	\$1,609,464
Total Fund Balance	\$96,588	\$637,613	\$3,230,234	\$4,004,715	\$11,642,143
Total Liabilities & Fund Balance	\$142,501	\$1,826,464	\$3,373,853	\$4,007,050	\$13,251,607
COMPARATIVE STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE					
Total Revenues	\$4,840	\$294	\$1,327	\$0	\$4,220,688
Total Expenditures	\$82,579	\$199,244	\$297,552	\$218,226	\$2,249,563
Total Other Financing Sources	\$0	\$44,594	\$0	\$0	\$3,381,611
Fund Balance, September 30, 2021	\$96,588	\$637,613	\$3,230,234	\$4,004,715	\$11,642,143

*The figures on this page are the unaudited financials. The audited financials will be posted at www.gainesvillecra.com once they are available.

THANK YOU

FY 2021 GCRA Advisory Board

Bradley Pollitt, Chair
 Stephanie Seawright, Vice Chair
 Jason Atkins-Tuffs
 Kali Blount
 Carrie Bush
 Linda Dixon
 Evelyn Foxx
 Armando Grundy-Gomes
 Jacob Ihde
 Christopher Merritt
 Jason Mitchell
 Warren Neilsen
 Michael Palmer
 Jessica Turner-Evans
 Lane Abraben (resigned 2/3/21)
 Joakim "Jay" Nordqvist (appointed 6/3/21)



FY 2021 Gainesville City Commission

Lauren Poe, Mayor
 David Arreola, District III Commissioner
 Adrian Hayes-Santos, District IV Commissioner
 Gail Johnson, At-Large Commissioner
 Reina Saco, At-Large Commissioner
 Gigi Simmons, Former District I Commissioner
 Harvey Ward, District II Commissioner

Alachua Board of County Commissioners

Mike Byerly, Vice Chair - District 1 Commissioner
 Marihelen Wheeler, - District 2 Commissioner
 Robert "Hutch" Hutchinson, Chair, District 3 Commissioner
 Ken Cornell, District 4 Commissioner
 Charles "Chuck" Chestnut, IV, District 5 Commissioner

GCRA Leadership

Lee Feldman, City Manager
 Deborah Bowie, Assistant City Manager
 Sarah Vidal, GCRA Director

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