



Reinvesting in People and Places

The Gainesville CRA's 2018 Annual Report



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.

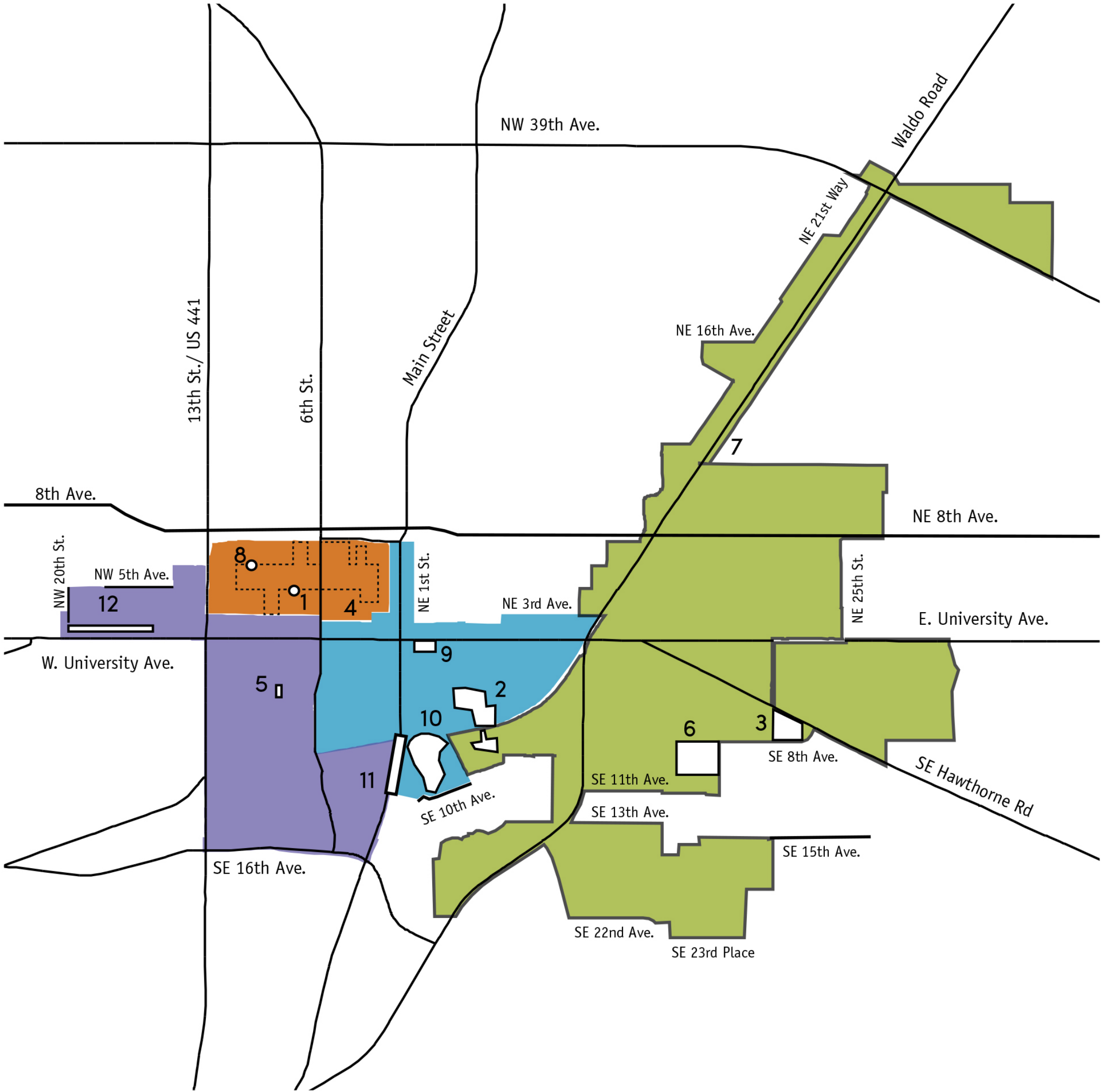
Redevelopment efforts are targeted in four core urban areas:

○ Eastside (ERA) Est. 2001

○ Downtown (DRA) Est. 1981

○ Fifth Avenue & Pleasant Street (FAPS) Est. 1979

○ College Park & University Heights (CPUH) Est. 1995



1 — Gainesville Community
Redevelopment Agency

2 — Power District

3 — Cornerstone

4 — Heritage Trail

5 — Innovation District
SW 9th Street Agreement

6 — Heartwood Neighborhood

7 — Gainesville East

8 — A. Quinn Jones Museum
& Cultural Center

9 — Bo Diddley Plaza

10 — Depot Park

11 — Destination South Main

12 — NW 1st Avenue

The report includes a map of the CRA districts and current projects.

2018 HIGHLIGHTS





Snapshots of the Annual Report

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

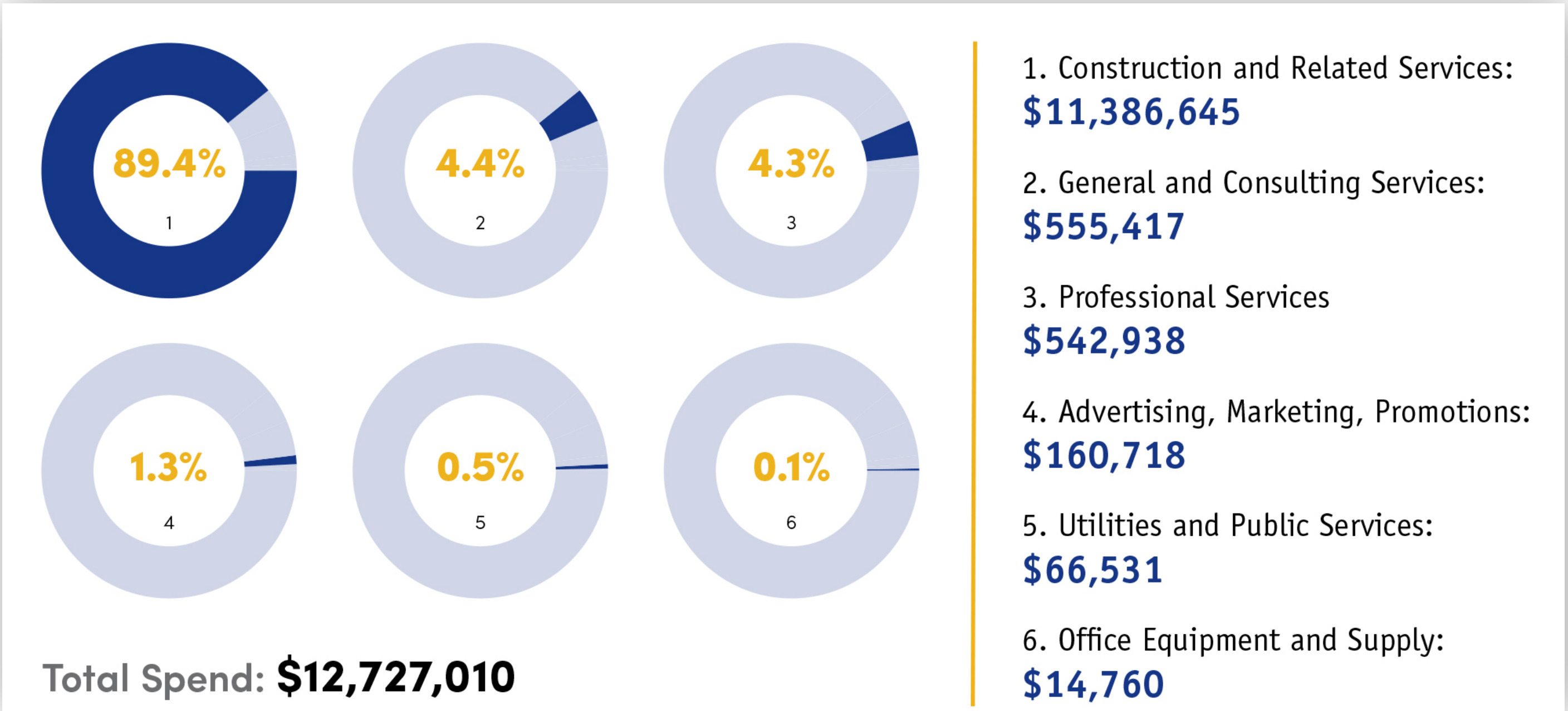
The majority of our spending stays within our local community.

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



Local Impact and Spend Analysis

93.7% of CRA funding in FY18 went towards designing and building CRA projects!



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.



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

	APPROVED FY18	COMPLETED FY18	AMOUNT REIMBURSED	TOTAL INVESTMENT
Eastside	1	5	Reimbursed \$50,000	\$517,485
Downtown	7	5	Reimbursed \$53,663	\$108,640
Fifth Avenue & Pleasant Street	0	2	Reimbursed \$12,606	\$50,612
College Park & University Heights*	2	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.
*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).

CRA DISTRICT	COMPLETED HOMES	AWARDED GRANTS
Eastside	13	\$9,750
Downtown	3	\$2,250
Fifth Avenue & Pleasant Street	8	\$6,000



Facade Grant and Residential Paint Programs make a difference where it matters!

2018 – A Year of Recognition

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

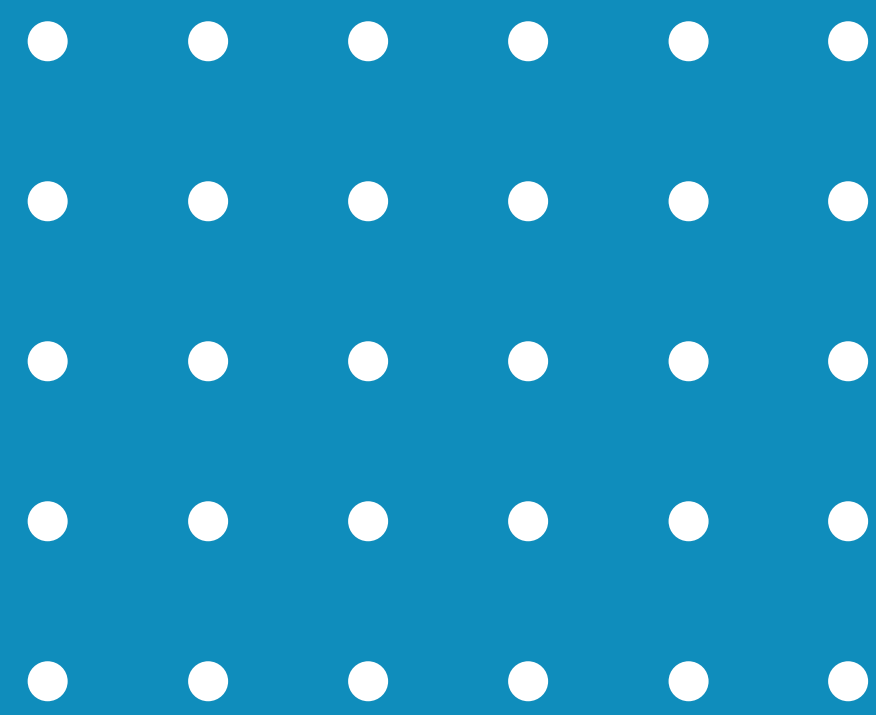
Sarah Vidal-Finn
Leadership Gainesville
Alumni Association

2017-2018 Community Vision Award





Other assets created included a slide deck, letterhead and memo templates, note cards, and business cards.



Thank you for your consideration!

click the icon to view the report online: 

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Gainesville
Community
Redevelopment
Agency