



GCRA Expansion and City-County Partnership



City of
Gainesville



Request

The Joint City County Commission affirm their support to renew and extend the GCRA and direct both the City Manager and the County Manager to **develop a draft Interlocal Agreement with a 20-year term** for consideration at the September 15, 2025 JCC meeting that would include the following elements:

1. A new, joint governance structure to improve collaboration between the City and County
 2. An expanded geographic scope (Option 1 or Option 2) & initial 5-year project list
 3. Recommendations for an annual contribution from the City and the County to the fund beginning the fiscal year after the Interlocal Agreement is approved.
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City Commission Charge on Economic Development Framework

Begin negotiations with Alachua County to **extend the GCRA with modified provisions.**

Continue discussions with Alachua County Public Schools around **the use of Citizens Field.**

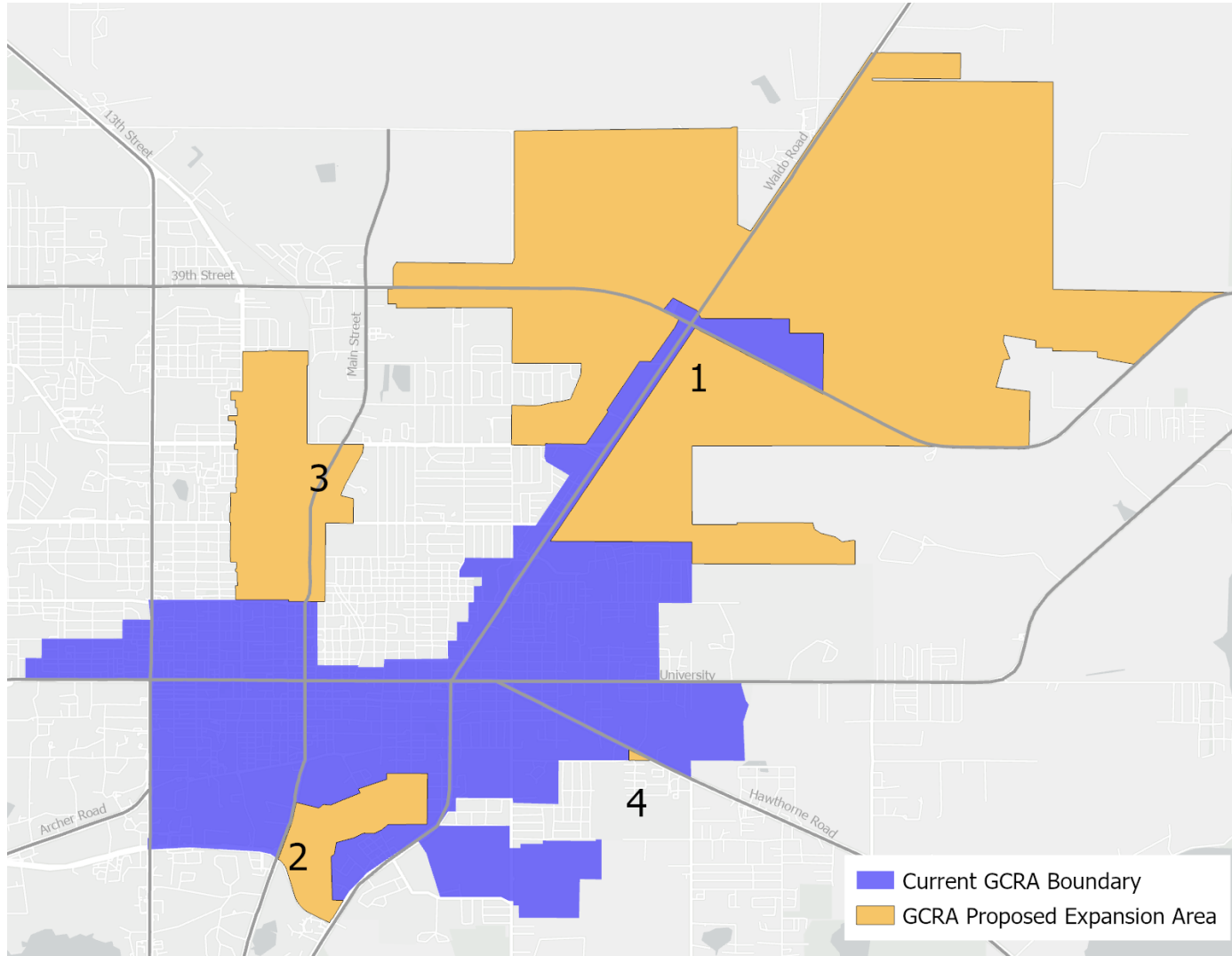
Develop an implementation plan to **accelerate downtown development via expedited processes**, leadership initiatives, and an ombudsman position.

Begin discussions with community, governmental, higher education, and business leaders to develop an EDC for Greater Gainesville.

Begin initial work, for the development of a General Obligation Bond initiative for voter consideration no later than 2027.

Recommend to City Commission zoning changes to encourage mixed use and walkability for areas by South Main Street and in Southwest Gainesville.

Expansion of the GCRA Boundary



Areas of expansion include:

1. Gainesville Regional Airport, NE Waldo Road and NE 39th Avenue
2. South Main Street and SE 4th Street
3. North Main Street and NW 6th Street Corridor
4. Corner of SE Hawthorne Road and SE 8th Avenue

Elements of Potential Extension of the GCRA

Improved Governance Structure and Collaboration

- Create a five-member “GCRA Board” that would provide guidance on project prioritization and have a range of authority to guide GCRA projects, budgets and workplans
- Shared recognition of County and City Contributions

Expanded GCRA Boundaries

- Option 1 - expand boundaries in areas of strategic importance
- Option 2 - replace current map with a list of projects

Expanded GCRA Project List

- Focus on East Gainesville and Downtown

Increased Term for GCRA Operations

- Extend 20 years to 2045 to allow for sustained and certainty of public investment

Current and Proposed East Gainesville Transformational Projects



Citizens Field Revitalization

- Comprehensive land use plan in progress; NV5 to present options by June 2025
- Project includes stadium, MLK Center, pool, and fields
- Estimated cost: \$30M–\$50M+; \$13.7M GCRA + \$5M WSPS committed
- City negotiating funding partnership with Alachua County School Board



Cornerstone East

- 4 parcels ready for development; increased density and structured parking needed
- ~\$1M available now; \$6M public funding by FY 2029
- Development incentives and site marketing underway



Cornerstone West

- Ribbon cutting for infrastructure project, July 19, 2025
- 3 additional sites opening post-infrastructure; 1 city-owned site soliciting grocer
- Marketing of remaining parcels to follow



East Gainesville

- Continued GCRA focus on revitalizing East Gainesville through strategic investment
- Mix of major projects and neighborhood-scale improvements
- City and County continue to prioritize long-term community impact
- SE 15th Streetscape and mobility enhancements



GNV Gateway Strategic Plan

- 39th Avenue streetscaping and gateway
- Tacachale lands for future use
- 8th and Waldo Development Incentives
- Waldo Road streetscaping
- Will be working with Alachua county, within the county, north to Fairbanks

Current and Proposed Downtown Transformational Projects



Create a Downtown Management Organization (DMO)

- GCRA as DMO
- Placemaking
- Safe and Clean
- Marketing/Branding
- Information Investment
- Strategic Planning
- Event and Festival Production
- Business Retention and Recruitment
- Economic Development



Implement Downtown Strategic Plan Projects

- Complete Sweetwater Park Improvements
- Implement Greenway Loop Plan
- Prepare for Opening of "The Streatery"
- Connect Neighborhoods to Downtown
- Create Downtown Jewel



Urban Connectivity and Creative Placemaking

- Beautification
- Create a coherent and consistent local identity
- Pole Banners
- Lighting and Illumination
- Vacant Storefront Activation
- Window Graphics
- Smart Kiosks
- Landscaping



Incentivize Catalytic Development on Key Parcels

- Power District
- Lewis Oil Site
- SW Depot and S Main St.
- South Main Triangle
- Eastern Downtown Gateway
- 200 blk of W. University Avenue
- County/ City Collaboration on DWTN properties

Downtown Management

Organizations (DMOs) are groups, typically in the public or private sector, that strive to create thriving and vibrant places. They perform a variety of functions aimed at improving these areas' economic, social, and physical environments.

DMOs ensure the quality and vibrancy of specific locations, often downtowns or commercial corridors, and can partner with local government and other stakeholders.



Placemaking

Lead initiatives to create more appealing, engaging, and vibrant public spaces, focusing on improving the quality of the physical environment.



Economic Development

Work to attract and retain businesses, promote economic growth, and support local businesses.



Strategic Planning

Develop and implement long-term plans for the area, considering various factors like economic development, public safety, and community needs.



Public Infrastructure

Can be involved in improving public infrastructure like streets, sidewalks, and parking facilities, contributing to a more functional and pleasant environment.



Event and Festival Production

Organize events, festivals, and other activities to create excitement, attract visitors, and enhance the area's appeal.



Marketing and Communications

Promote the area to attract residents, businesses, and visitors, building a positive image and brand.



Business Retention and Recruitment

Work to help existing businesses thrive and attract new businesses to the area.

How we're Stronger Together

Securing time and impact for long-term transformation

The Ask: Proposed 20-year extension (2026–2045) would allow time to finish key projects and start new initiatives

- Current GCRA term ends December 31, 2029, unless extended
- Several major projects (Downtown, Citizens Field, Cornerstone) will remain incomplete by that date
- The 10-year model enabled funding for projects is not possible under traditional CRA structures
- Annual disbursements limit the city's ability to fund and deliver large-scale efforts quickly
- Extension supports Downtown revitalization, future GNV Gateway Plan, and ongoing County partnership



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