01 FEBRUARY 2024

Community Partnership Grant Program Update

City of Gainesville Commission Meeting

Daniel Blumberg, GCRA Project Manager
Rick Smith, GCRA Director

Gainesville Community Reinvestment Area

Where We Are Now

➢ The City of Gainesville authorized the community partnership grant (CPG) program on July 21, 2022

➢ The CPG program has/is providing assistance since implementation to
  ➢ Cultural Arts Coalition (Fifth Avenue Arts Festival)
  ➢ Hippodrome (50th Birthday Celebration)
  ➢ PRIDE Community Center For North Central Florida
  ➢ Florida Coalition for Peace and Justice (The Flying Pig Parade)
  ➢ Spatially-fed (Sarah's Sweetwater Greenway Gathering), March 2024
  ➢ Soar Mentoring Service - (Eastside Backyard BBQ), May 25, 2024
  ➢ Greater Duval Neighborhood Association, April 1 - July 31, 2024
  ➢ Keep Alachua County Beautiful*
  ➢ Noah's Endeavor (Great Gainesville Car Show), April 27, 2024
  ➢ Omega Temple of Shriners (Love is a Piece of the Puzzle), April 6, 2024
  ➢ Tee Foundation Assistance Network (Celebration of Nations & Local Assistance Network), April 4-7, 2024

Identified Program Improvements

➤ **Program was originally established for 6-month cycles**

➤While successful, it is believed that having quarterly applications will allow for more opportunities and flexibility for community members to propose their partnerships with less likelihood of them missing an opportunity.

➤Proposal to shift to 3-month cycles with associated timeframes

Proposed 3-month cycles

Spring	Summer		Fall	Winter
December 1 5:00 p.m.	March 1 5:00 p.m.	Application Deadline	June 1 5:00 p.m.	September 1 5:00 p.m.
December Board Meeting	March Board Meeting	GCRA Advisory Board Approval	June Board Meeting	September Board Meeting
End of December	End of March	Notified of Decision	End of June	End of September
Jan	April	Meet with GCRA Staff	July/September	October/December
Feb 1 through April 30	May 1 through July 31	Project Period	August 1 through Oct 31	November 1 through Jan 31
Within 3 months of event end		Project End Date/Closing Report	Within 3 months of event end	

Identified Program Improvements Cont.

➢ Identified that all Applicants needed the opportunity to speak to their application and that a methodology needed to be introduced that provided equal opportunity to the Applicants

➢Section B of the Application has the following proposed language added
"It is recommended that the Applicant submit a three-minute pre-recorded audio or video "elevator pitch" for their event. This elevator pitch will be provided to the GCRA Board for review with their application. The elevator pitch serves in place of the Applicant speaking for up to three minutes at the GCRA board meeting. The GCRA will provide basic recording assistance to the Applicant, if desired, at its office by appointment. Neither the elevator speech nor speaking to the GCRA board in person at the board meeting is required."

Identified Program Improvements Cont.

➢ Added in the Acknowledgements & Signatures Section C Part 10

  ➢ "The Applicant understands and accepts that GCRA staff will examine the application and be the sole determiner of a completed application. GCRA staff will award points based on meeting the criteria in the application. Applicant accepts that the GCRA board will provide one applicant two points towards the tabulation as called out in Section 3."

➢ With the success of the Program Identified, the Annual funding goal of $10,000 a cycle ($40,000/year) in the last paragraph of Section 3

➢ Other minor changes are shown in the attached backup with Adobe comparison

Next Steps

- Advertise the upcoming cycles for Applicants to apply by

- Continue reaching out to the community organizations and members that are interested in receiving assistance for holding their events within the GCRA boundary

Recommendation

GCRA Staff to City of Gainesville Commission:

Hear the presentation and approve the Program updates as presented.