1.0 Call to Order and Welcome

Committee Chair, Christopher T. Corr called the meeting to order at 2:00 p.m. EDT.

Members present were:
Christopher T. Corr, (Chair), Susan M. Cameron, Pradeep Kumar, Juliet M. Roulhac, Steven M. Scott, David M. Thomas

Others present were:
Joseph Glover, Provost and Senior Vice President for Academic Affairs, Charles Lane, Senior Vice President and Chief Operating Officer, David Norton, Vice President for Research, Thomas Mitchell, Vice President for Development and Alumni Affairs, Jamie Lewis Keith, Vice President and General Counsel, Matthew Fajack, Vice President and Chief Financial Officer, Zina Evans, Vice President for Enrollment Management, Curtis Reynolds, Vice President for Business Affairs, Winfred Phillips, Senior Advisor to the President, members of the President’s Cabinet, members of the University of Florida Community, and other members of the public and the media.

2.0 Verification of Quorum

After a roll call, a quorum was confirmed, with all members present except for Trustee Brown, who was unable to attend.

3.0 Review and Approval of Minutes

The Committee Chair asked for a motion to approve the minutes of the March 27, 2014 committee meeting, which was made by Trustee Roulhac and Seconded by Trustee Thomas.
The Chair asked for further discussion, after which he asked for all in favor of the motion and any opposed and the motion was approved unanimously.

The Committee considered the following Action Items:

**4.0 Action Items**

The Committee did not have any Action Items.

The following Discussion/Informational Items were the addressed by the Committee:

**5.0 Discussion/Informational Items**

Trustee Thomas asked Provost Glover to present the Preeminence Dashboard. Provost Glover provided a spreadsheet listing all the metrics that the University tracks and using four sets of metrics he explained how these metrics are keys to Top 10 preeminence. For the next meeting, Trustee Thomas requested a spreadsheet listing all 29 preeminence metrics to show where we are now and where we need to go.

**6.0 New Business**

The committee did not have any New Business to discuss.

Chair Corr indicated that the Committee on External Relations would be joining the Strategic Initiatives Committee for a presentation by Richard Galehouse on Maximizing Town/Gown Relations.

**7.0 Joint Committee Meeting – Strategic Initiatives and External Relations**

**7.1 Action Items**

The Joint Committee did not have any action items on the agenda.

The following Discussion/Informational Item was presented to the Joint Committee:

**7.2 Discussion/Informational Item**

**7.2.1 Maximizing Town/Gown Relations**

Strategic Initiatives Chair Corr introduced guest speaker Richard Galehouse, a principal emeritus with the architecture/planning/urban design firm of Sasaki Associates, Inc. Mr. Galehouse was invited to speak to the committee as a result of the March meeting, when Trustees discussed the importance of community livability and town-gown relations to achieving top ten status.

Mr. Galehouse talked about the importance of the “quality of place” for universities and their host communities, and shared examples of some of the leading economic development
projects undertaken by universities and the cities in which they are located. The examples included:

- Princeton University and the Forrestal Center
- North Carolina State University and its Centennial Park
- The University of Notre Dame and its Community Development Program
- The University of South Carolina and InnoVision

Drawing upon Mr. Galehouse Florida’s work, he told the committee that “quality of place” has replaced access as the pivot point around making a city an attractive spot for the creative class.

Following Mr. Galehouse’s presentation, Ed Poppell from the University of Florida Development Corporation briefed the committee on progress at Innovation Square. Mr. Poppell said the vision includes providing a live-work-play community, creating jobs, encouraging the commercialization of research, and growing the economy, all encompassed in the University of Florida’s mission. He reported that construction started last week on a 308-bed entrepreneurial-themed dormitory.

Committee members discussed the importance of efficient transportation between Gainesville and other cities in the state as well as the existing quality of life in the community.

8.0 Adjourn

Strategic Initiatives Committee Chair Corr adjourned the Strategic Initiatives Committee at 2:35 p.m., EDT. After asking for any further discussion and hearing none, the Joint Committee Chairs asked for a motion to adjourn the meeting, after which they asked for all in favor of the motion and any opposed and the motion was approve unanimously. The Joint meeting of the Committees on Strategic Initiatives and External Relations was adjourned at 3:38 p.m. EDT.
UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE AGENDA
June 5, 2014

MEETING OF THE COMMITTEE ON STRATEGIC INITIATIVES
2:00-2:30 p.m. EDT

JOINT MEETING OF THE COMMITTEE ON STRATEGIC INITIATIVES WITH THE
COMMITTEE ON EXTERNAL RELATIONS
2:30-3:30 p.m. EDT

President’s Room 215B, Emerson Alumni Hall,
University of Florida, Gainesville, Florida

Committee Members:
Christopher T. Corr (Chair), C. David Brown, II, Susan M. Cameron, Pradeep Kumar, Juliet M. Roulhac, Steven M. Scott, David M. Thomas

1.0 Call to Order and Welcome ................................................................. Christopher T. Corr, Chair

2.0 Verification of Quorum .................................................................................. Cheryl May

3.0 Review and Approval of Minutes .......................................................... Christopher T. Corr, Chair
   March 27, 2014

4.0 Action Items ................................................................................................. Christopher T. Corr, Chair
   None

5.0 Discussion/Informational Items ................................................................. Christopher T. Corr, Chair
   5.1 Preeminence Dashboard ............................................................................ Joe Glover, Provost

6.0 New Business ................................................................................................. Christopher T. Corr, Chair

7.0 Joint Committee Meeting – Strategic Initiatives and External Relations
   7.1 Action Items - None
   7.2 Discussion/Information Items
      7.2.1 Maximizing Town/Gown Relations .............................................. Jane Adams, Vice President,
8.0  Adjourn ................................................ Christopher T. Corr, Chair, Strategic Initiatives and Carolyn K. Roberts, Chair, External Relations
1.0 Call to Order and Welcome

Committee Chair, Chris Corr called the meeting to order at 2:10 p.m. EDT.

Members present were:
Christopher T. Corr Chair, C. David Brown, II, Susan M. Cameron, Marc W. Heft, Juliet M. Roulhac, Steven M. Scott, David M. Thomas

Others present were:
President J. Bernard Machen, Provost and Senior Vice President for Academic Affairs Joseph Glover, Senior Vice President and Chief Operating Officer Winfred Phillips, Vice President for Research David Norton, Vice President and General Counsel Jamie Lewis Keith, Vice President for Human Resources Paula Fussell, Vice President and Chief Financial Officer Matthew Fajack, Vice President and Chief Information Officer Elias Eldayrie, Special Assistant to the President Jamal Sowell, members of the University of Florida Community, and other members of the public and the media.

2.0 Verification of Quorum

After a roll call, a quorum was confirmed, with all members present.

3.0 Review and Approval of Minutes

The Committee Chair asked for a motion to approve the minutes of the December 5, 2013 and January 7, 2014 committee meetings, which was made by Trustee Cameron and Seconded by Trustee Roulhac. The Chair asked for further discussion and hearing none, he asked for all in favor of the motion and any opposed and the motion was approved unanimously.
4.0  Action Items

The Committee considered the following Action Item:

SI1.  Mission Statement

The University of Florida’s mission statement, which has not been updated in many years and appears in multiple documents such as the Undergraduate Catalog and the University’s report to its accrediting agency, is intended to succinctly reflect the purpose and scope of the University. An iterative and collaborative process to develop a new mission statement began with the work of a Faculty Senate and student task force led by former Trustee and Faculty Senate Chair, Scott Nygren, which produced the first statement. The process continued with the work of the Committee on Strategic Initiatives to review the first statement and develop a second statement, incorporating many concepts in the first statement, adding a few, and presenting a statement in a more succinct format. The process included an opportunity for Trustees, Vice Presidents, Deans, Faculty Councils, and the Faculty Senators and students involved in the task force, to review and comment on the two drafts. Comments were received from College Faculty Assemblies (or equivalent), and individuals. This Committee reviewed the two statements at its December 2013 meeting. After considering the comments and making some adjustments to the second statement, on a conference call held in January 2014, the Strategic Initiatives Committee reviewed the second mission statement, approved a minor change, and reached a consensus that the statement should be recommended to the Board of Trustees for adoption.

The Faculty Senate Chair has facilitated final comments from faculty on the statement recommended by the Committee on its last call. After considering those comments, which have been distributed to the Trustees, the Chair of the Committee has developed a revised final version that incorporates some comments while preserving the core content of the Committee’s last recommendation. The Committee considered the revised final version, along with the Committee’s last recommendation and Trustee Marc Heft’s explanation of the faculty’s input.

Committee Chair Corr thanked all who worked in preparing the Mission Statement. He then read the revised statement and said that he felt this version captures the principles and purpose and is focused and succinct.

Committee Chair Corr then asked for a motion to approve Action Item SI1 which was made by Trustee Roulhac and Seconded by Trustee Thomas for recommendation to the Board for its approval on the Consent Agenda. The Chair asked for further discussion and hearing none, he then asked for all in favor of the motion and any opposed and the motion was approved unanimously. A copy of the approved mission statement is attached to these minutes.

The following Discussion/Informational Items were the addressed by the Committee:
5.0 Discussion/Informational Items

The Committee requested that the following Discussion and Informational Items be added to the next agenda for additional follow-up and asked Provost Glover to briefly address each topic:

1. Online Education – Provost Glover provided a brief overview and stated that the program was up and running on January 1st with no interruptions in operations. A search for a new Executive Director will be started this semester.
2. Preeminence Program – Provost Glover provided an overview and the progress made so far.
3. Sources of Revenue – Vice President Matt Fajack stated that Morgan Stanley has been hired to provide a feasibility study and explore other opportunities.

6.0 Adjourn

After asking for any further discussion and hearing none, Chair Corr asked for a motion to adjourn, which was made by Trustee Scott and a second which was made by Trustee Thomas, and, with no further discussion desired, the motion was passed unanimously and the University of Florida Committee on Strategic Initiatives’ meeting was adjourned at 3:12 p.m. EDT.
The University of Florida is a comprehensive learning institution built on a land grant foundation. We are the Gator Nation, a diverse community dedicated to excellence in education and research and shaping a better future for Florida, the nation and the world.

Our mission is to enable our students to lead and influence the next generation and beyond for economic, cultural and societal benefit.
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<th>METRIC</th>
<th>5-year benchmarks to top 10</th>
<th>Performance Funding</th>
<th>Preeminent Univ Funding Metrics</th>
<th>Key Performance Indicators</th>
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<th><strong>RESEARCH &amp; TECH TRANSFER</strong></th>
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the university of florida

mind to market

innovation square
at the University of Florida
the vision

urban living (alternative)
create jobs
community synergy
encourage commercialization of research
grow the economy
new reality

- economic development
- instruction
- research
- service
proximity is everything!
the community

University of Florida
City of Gainesville
Alachua County
Shands HealthCare
Innovation Gainesville
Gainesville Area Chamber of Commerce
Gainesville Community Redevelopment Agency
Santa Fe College
Progress Corporate Park
Alachua County Public Schools
Gainesville Regional Utilities/Power Districts
Depot Park
Workforce Florida
Cade Museum
innovation hub
at university of florida
facilities under design

infinity hall
May 2014 groundbreaking!
facilities under design

office building
luxury apartments

January 2015 start
Zeeko Ltd. is a UK-based technology company with Ultra-Precision Polishing Solutions for Optics and other Surfaces. Zeeko specializes in the development, manufacturing, and commercializing of High Precision Polishing Machines and are considered a world leader in precision optics polish technology.
“A precise, natural sustainable treatment that aids wound bed preparation towards wound healing.”
US retailers report losing over $45 billion annually in addition to robberies, burglaries, hijacking, cybercrime, and formed the LPRC in 2000 to bring them together and conduct rigorous crime and loss prevention R&D and evaluation research.

The **Loss Prevention Research Council (LPRC)** conducts research to develop crime and loss control solutions to improve member and the industry performance.
Today it is the ability to attract human capital or talent that creates regional advantage: those who have the talent win, those that do not lose. The quality of place, a city or a region has replaced access as the pivot point of competitive advantage.

- Richard Florida, Cities and the Creative Class
For tech job seekers, it's all about the city
Startups say being in Cambridge or Boston is a must for recruiting the top talent

By Michael B. Farrell | GLOBE STAFF | JUNE 02, 2014

MAURICE VELLEKOOP FOR THE BOSTON GLOBE.
**Place:** to put in a particular place, condition or relationship; square or court in a city, short narrow street, a space or room, a particular area, a city, town or village

- Webster’s dictionary

**Memorable Places** have a physical dimension by virtue of their extraordinary physical position, by being rooted in the form of the land, or through a beautiful man-made composition of buildings and open spaces. You will personally experience place. You will know when you are there.
Quality of Place

UNIVERSITY OF FLORIDA

DOWNTOWN GAINESVILLE

INNOVATION SQUARE
Quality of Place: Elements of Placemaking

For the Campus of the University of Florida

- Composition of beautiful buildings and landscape
- Communal and celebratory spaces
- A compact pedestrian environment
- Efficient use of building resources
- Sustainable natural environment
- Viable attractive neighborhoods and streets framing the campus
- A financially stable host community

For the City of Gainesville

- Composition of beautiful neighborhoods, streets, parks and public spaces
- Vibrant downtown
- State of the art” public schools
- Quality healthcare
- High quality public services
- Job opportunities
- Stable municipal finances
Princeton Forrestal Center
Princeton Forrestal Center Development Program (1974-2014)

Site:
2200 Acres

Development Program (1974-2014)
- Corporate Office & Research: 7,000,000 sq. ft.
- Hotel: 1300 Hotel Rooms
- Residential: 800 Housing units in single family, town houses & condominiums
- Continuing Care: 350 independent living units.
- Forrestal Village: 52 acre office and life style center with retail shops, restaurants, hotel, health club, & day care. 400 housing units are being added to the Village.

Economic Impact
Assessed value of the Princeton Forrestal Center in 2012 was $1.4 Billion
- 1.2 Billion to Plainsboro Township
- 200 Million to South Brunswick Township
Centennial Park, NSCU – Raleigh, NC

Site:
1,227 Acres

Development Program (2014)
• 3,000,000 sq. ft. of Office, Research, Institutional (99% Occupancy)
• 62 Partners
• 11,000 Occupants
• ~25% Open Space

Program Components
University Research Facilities, Private Research & Office Facilities, Classroom Buildings, Student Residences, Private Residences, Commercial & Retail, University Administration

Data current as of 2013
UNIVERSITY PARK, MIT

Biotech
Office
Hotel
Residential
Parking
University Park, MIT

Site
27 Acres

Development Program (2014)
- 2.3 Million sq. ft. Office, Research, Institutional
- 530 Rental Units
- 210 Hotel Rooms
- 2,800 Structured Parking Spaces
- 5-7 Stories Average (3 stories – 18 stories)
- ~10% Open Space

Tenants
AVEO Pharmaceuticals, Genzyme Corp., Millennium Pharmaceuticals, Etex Corporation, ARIAD Pharmaceuticals, MIT, Harvard University

Program Components
mixed-use complex, research and development, open space, structured parking, conference center, parking facility, hotel, retail, restaurant, apartments
University of Notre Dame
NORTHEAST NEIGHBORHOOD
Apartments Over Retail

Looking south toward Napoleon

Garage Entrance

Eddy Street

Looking north toward campus

Building B-2
Office Over Retail
Building C

Looking north to campus

View from campus
Fairfield Inn & Suites Hotel
Opened June 15, 2010

South Façade/Front Entrance

Lobby
Notre Dame Community Development Program

“Center for the Homeless” Downtown South Bend 1999
Notre Dame provides direct subsidy, three of the nine board members and 300 student volunteers annually.

“Robinson Community Center” Northeast Neighborhood 2001
Off campus initiative of the President’s office; A 7,500 sq. ft. facility providing educational programs, training, and a place for the community to meet.

“Northeast Neighborhood Revitalization Organization”
A 501-C3 non profit organization with Board of 14 members including the University, City of South Bend, St Joe Memorial Hospital, and Memorial Hospitals and seven neighborhood representatives. Initial investment of $1.75 million over 5 years. 125 new homes in northeast neighborhood.

“Eddy Street Commons”
At the seam between the Notre Dame campus and Northeast Neighborhood. A mixed use office, retail and residential project with 82,000 sq. ft. of office, 90,000 sq. ft. of retail, 450 residential units in apartments, condominiums and townhouses, and a 125 room hotel.

High School
Notre Dame purchased an abandoned high school building from the City and developed a “state of the art” parochial high school.
University of South Carolina
**Existing Conditions:** mostly underdeveloped land and large surface parking areas
Innovista: A downtown mixed-use district
Innovista: Cost estimate

**Streets (new & improved)**
- New streets $16,800,000
- Improved streets $26,000,000
- $42,800,000 (including contingency)

**Open Spaces**
- **Waterfront Park**: $67,500,000 (or $27.1/SF)
- **Other Open Spaces**: $8,200,000
- $75,700,000 (including contingency)

**Total estimated cost:**
- $121,400,000 (incl. contingency, site prep & PED)
Two Principal Infrastructure Elements

1. Congaree Regional Waterfront Park
2. Hierarchical Street System
Public-private partnership crucial to breathe life into USC plan

USC reaches beyond teaching mission

A ‘transformative’ vision evolves

USC and the Galen family have introduced a plan that could bring Columbia thousands of condominiums, retail storefronts and a world-class riverfront park. The park would feature an amphitheater, a marsh with boardwalks and a restored portion of the Columbia Canal. High-rise condos would overlook the park from a riverfront bluff along a new section of Williams Street. The plan calls for 3,000 new residential units to be built by private developers. The construction of the park, including the underground relocation of existing riverfront power lines, would cost about $64 million.

A walk along the river
Public access would be encouraged by an extension of the Three Rivers Clargesway. Near Greene Street, a restructured park would be bordered by mixed-use development and river views.

The park — ‘a great new front yard for the city’
Innovista Development Program

Site
500 Acres

Development Program (2014)
• 5.22 Million sq. ft. MXD Office/Retail
• 2,400 Units
  • 1,700 market rate
  • 690 student apartments

Projected Economic Impact
$121 Million (2006 Dollars) - Total Estimated Infrastructure Costs
$2.3 Billion - Total Estimated Economic Output
$17.7 Million - Total Estimated Annual Property Tax for City, County and Schools

Development Progress to Date
Two Research Buildings of 130,000 sq ft each, Two Parking Garages, Moore School of Business, Phase 1 of a 900 Privatized Student Housing Under Construction, Phase 2 Office Building of 130,000 sq ft. Announced, 1,000 Bed Private Student Housing Announced, Financing Secured for Principal Elements of Infrastructure
Quality of Place
The University of Florida and the Gainesville community enjoy a successful partnership that enhances the quality of life, economy and image of North Central Florida. UF contributes to the partnership in the following ways:

The University generates significant economic impact in the Gainesville region.

- The University of Florida and its healthcare system, UF Health, provide 29,000 jobs in Alachua County. That’s nearly 20 percent of the county’s employment. Indirect employment is nearly 100,000 jobs, or 87 percent of the county’s employment.

- UF spends $2.84 billion in Alachua County, and nearly all of that money comes from outside of the county.

- Students spend approximately $727 million in the Gainesville area every year.

- UF football and other college sports, graduation and cultural events attract 4.5 million visitors to Gainesville each year. They spend an estimated $233 million while they are here.
Gainesville area governments, businesses and the university have worked together on economic development projects that have earned Gainesville national recognition as an innovation leader.

- **Innovation Square**: Innovation Square represents a 40-acre urban master plan for a modern live/work/play research and innovation community based on research conducted at UF. More than five million square feet of office, research, and hi-tech space will be developed with residences, retail, and open space that connect the University of Florida with downtown Gainesville. The realization of this project came through joint efforts. The land was provided by UF and UF Health. The City of Gainesville, the Community Redevelopment Agency and Gainesville Regional Utilities provided infrastructure and the Gainesville Area Chamber of Commerce provides ongoing company recruitment assistance. This project is already drawing national and international companies to Gainesville. ([http://innovationsquare.ufl.edu](http://innovationsquare.ufl.edu))

- **Innovation Hub at Innovation Square**: Innovation Hub provides startup companies originating at UF, with infrastructure, logistics and resources needed to get up and running effectively and efficiently. UF received Federal funds for this project. UF and the Gainesville/Alachua County community share in the benefits the Hub will bring to the area. ([http://www.floridainnovationhub.ufl.edu](http://www.floridainnovationhub.ufl.edu))

- **Sid Martin Biotechnology Incubator**: This facility works to foster the growth of bioscience startup companies that have some relationship to the University. The Incubator works with companies in all product areas relating to the life sciences, biomedical research, medicine, and chemical sciences. ([http://www.sidmartinbio.org](http://www.sidmartinbio.org))
UF’s programs and activities support local needs.

- **Community Health**: UF Health, the Southeast’s most comprehensive academic health center, includes two teaching hospitals, three specialty hospitals, physician practices, health-related colleges, centers, institutes, and programs (www.ufhealth.org). In addition to its campus healthcare facilities, UF Health has increased medical access by offering care elsewhere in the community:

  - UF Health Family Medicine – Main Street
  - UF Health Family Medicine - Eastside
  - UF Health at Springhill
  - UF Health Emergency Center – Springhill

- **Support of Mass Transit**: UF subsidizes the city Regional Transit System at a rate of more than 90%. This allows all in our area access to an outstanding transit system. UF students, faculty and staff represent approximately 80% of the total ridership.

- **University of Florida Campaign for Charities (UFCC)**: Since 1993, the UFCC annual employee-giving campaign has benefited area charities. The campaign raises more than $1 million each year for more than 90 agencies. The UFCC is directed by the Office of Community Relations.

- **UF East Campus**: Developed in the underserved area of Gainesville, the UF East Campus houses UF offices and facilities. This site was previously a Florida Department of Transportation maintenance site. UF remediated the property, removed most of the old buildings and built new buildings including the one housing the HiPerGator – Florida’s most powerful super computer. Approximately 400 UF employees work at the East Campus.
• **Campus Development Agreement:** Every ten years, UF adopts a master plan that predicts the growth of the campus. Since 1998, UF has provided $35 million for roads, buses, a traffic management system and more to help offset the impacts of that growth.

• **Community Volunteerism:** UF students provide more than 75,000 hours of community service annually:
  
  • The Center for Leadership and Service provides the structure and resources to prepare students to become productive citizens and assume roles of leadership and service in a culturally diverse and increasingly complex society. The Center fosters lifelong service and civic participation by engaging the University with its greater community in action, change and learning. See [http://www.dso.ufl.edu/cls/](http://www.dso.ufl.edu/cls/)
  
  • UF sororities, fraternities, and other student organizations are very active in the support of local charitable organizations.

  • Many UF colleges require volunteer hours of their students.
The University of Florida enhances the quality of life through the arts.

The UF Cultural Plaza: UF provides culture, art and entertainment to our region. UF facilities include the Phillips Center for the Performing Arts, the Harn Museum of Art and the Florida Museum of Natural History all centrally located at the UF Cultural Plaza. (http://www.culturalplaza.ufl.edu)

UF and the community work together to address local concerns and safety issues.

- **Alcohol Issues**: UF President Bernie Machen formed a campus/community group to address the issues surrounding alcohol use by UF students. He has brought together representatives of UF, law enforcement, the city, the county, and the business community to identify issues and to seek solutions.

- **Student/Neighborhood Issues**: The UF Office of Off Campus Life serves to educate students regarding the responsibilities of living in the community, and seeks to resolve issues that arise between students and their neighbors. (http://www.offcampus.ufl.edu/)

- **Public Safety**
  - **Game Day**: The University of Florida Police Department, Gainesville Police Department, Alachua County Sheriff’s Office, the Florida Highway Patrol, and the city Public Works department coordinate efforts to keep 100,000 fans safe on football game days and to move traffic efficiently in and out of Gainesville.

  - **Law Enforcement Assistance in Student Areas**: The University Police Department assists the Gainesville Police Department with patrol of student areas to the north of the University.

  - **WUFT-FM Developing Emergency Network**: In partnership with the Florida Department of Emergency Management, the UF public radio station, WUFT-FM, is developing a radio emergency management network that is the first of its kind in the U.S.
The university places a high priority on information and outreach to the local community.

- **The Institute of Food and Agricultural Sciences (IFAS) extension programs:** Extension is a partnership between state, federal, and county governments to provide scientific knowledge and expertise to the public on a variety of topics from agricultural to family money management. ([http://sfyl.ifas.ufl.edu](http://sfyl.ifas.ufl.edu))

- **UF Office of University Relations:** The UF Office of University Relations includes the office of Community Relations, which provides a link between the university and our region. The Assistant Vice President meets regularly with city and business leaders, represents UF at community events, hosts a monthly breakfast featuring UF speakers, serves as a resource for UF expertise and works with colleges and UF Health to enhance their community impact.

- **Community Outreach Database:** UF colleges and units maintain a webpage of their community outreach efforts. The Office of University Relations maintains a webpage with links to these pages. ([http://www.urel.ufl.edu/community-relations/community-outreach](http://www.urel.ufl.edu/community-relations/community-outreach)) This database can be a resource for the community but is also used on campus to learn about the activities of other units leading to collaboration and sharing of information.

- **Support of the Business Community:** Multiple UF administrators serve on the board and committees of the Gainesville Area Chamber of Commerce and the Council for Economic Outreach.

- **Support of Local Government:** There is regular interface between UF administrators and city and county officials. The City of Gainesville Economic Development University City Committee provides a regular forum for exchange of information between city commissioners and UF officials.
In 2010, social scientist **Richard Florida**, author of The Rise of the Creative Class, predicted that Gainesville, Florida would lead the nation in the increase in creative class jobs at almost 18%.

Gainesville ranked #1 on NerdWallet.com’s *Top 10 Cities on the Rise*, 2013

Gainesville ranked #3 on Livability.com’s *Top 10 College Towns*, 2013

Gainesville recognized on MSN’s list of *Best College Towns for Adult Job-Seekers*, 2012

Gainesville ranked #1 in Florida on Forbes’ list of *The Best Places for Business and Careers*, 2012