



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES  
COMMITTEE ON EXTERNAL RELATIONS  
COMMITTEE MINUTES**

**June 5, 2014**

**Emerson Hall, University of Florida, Gainesville, Florida**

**Time Convened: 2:10 p.m. EDT**

**Time Adjourned: 2:40 p.m. EDT**

**1.0 Call to Order and Welcome**

Committee Chair, Carolyn K. Roberts called the meeting to order at 2:10 p.m. EDT.

**Members present were:**

Carolyn K. Roberts (Chair), Charles B. Edwards, James W. Heavener, Jason J. Rosenberg and Cory M. Yeffet.

**Others present were:**

William L. Proctor, member of the UF Historic St. Augustine, Jane Adams, Vice President for University Relations, 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.

**3.0 Review and Approval of Minutes**

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

**4.0 Action Items**

There were no Action Items on the agenda.

**5.0 Discussion/Informational Items**

**5.1 St. Augustine Update.**

The Committee welcomed guest speaker William L. Proctor, former legislator, Chancellor and former president of Flagler College, and a member of the UF Direct Support Organization, Historic St. Augustine. An advocate for higher education and historic preservation during his years in the Florida House of Representatives, Dr. Proctor sponsored legislation that transferred the St. Augustine historic properties to the University of Florida.

Dr. Proctor spoke to committee members about his vision for St. Augustine and UF's role in that, as well as the importance of the city to the State of Florida. He said that at the start of the Legislature's efforts to restore St. Augustine, he identified the University of Florida as the logical agent for the work and the funding. Because UF is a major research university, it was a good candidate to carry out the work in the long term. It had also, through the work of Kathy Deagan and others, already done much to help tell the story of St. Augustine's colonial history. Dr. Proctor described St. Augustine as a state and a national treasure.

On the subject of future funding, Dr. Proctor stressed the importance of convincing the Legislature that St. Augustine's restoration and maintenance is a state issue, not a local one, and suggested that efforts should be made to gain the support of the Miami Dade delegation due to its size.

In response to a question from Trustee Edwards about fundraising, Dr. Proctor said it could be done on a regional or statewide basis, but that it should be the responsibility of the state to support the historic buildings.

## **5.2 Legislative Report**

Due to timing, Vice President Adams did not give a legislative report.

## **6.0 New Business**

The Committee did not have any New Business to discuss.

Chair Roberts asked the Committee to join the Strategic Initiatives Committee where Richard Galehouse presented 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 Forrester 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 Richard 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 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**

External Relations Committee Chair Roberts adjourned the Committee on External Relations at 2:40 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 approved unanimously. The meeting of the Joint 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 EXTERNAL RELATIONS  
2:00-2:30 p.m. EDT

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

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

**Committee Members:**

Carolyn K. Roberts (Chair), Charles B. Edwards, James W. Heavener, Jason J. Rosenberg, Cory Yeffet

- 1.0 Call to Order and Welcome ..... Carolyn K. Roberts, Chair
- 2.0 Verification of Quorum .....Jane Adams, Vice President, University Relations
- 3.0 Review and Approval of Minutes ..... Carolyn K. Roberts, Chair  
[March 27, 2014](#)
- 4.0 Action Items.....Carolyn K. Roberts, Chair  
None
- 5.0 Discussion/Informational Items..... Carolyn K. Roberts, Chair
  - 5.1 St. Augustine Update .....The Honorable William L. Proctor
  - 5.2 Legislative Report.....Jane Adams, Vice President, University Relations
- 6.0 New Business .....Carolyn K. Roberts, Chair
- 7.0 Joint Committee Meeting – Strategic Initiatives and External Relations
  - 7.1 Action Items - None

7.2 Discussion/Informational Items

7.2.1 Maximizing Town/Gown Relations..... Jane Adams, Vice President,  
University Relations

8.0 Adjourn ..... Christopher T. Corr, Chair, Strategic Initiatives and  
Carolyn K. Roberts, Chair, External Relations



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES  
COMMITTEE ON EXTERNAL RELATIONS  
COMMITTEE MINUTES**

**March 27, 2014**

**Emerson Hall, University of Florida, Gainesville, Florida**

**Time Convened: 2:09 p.m. EDT**

**Time Adjourned: 2:48 p.m. EDT**

**1.0 Call to Order and Welcome**

Committee Chair, Carolyn Roberts called the meeting to order at 2:09 p.m. EDT.

**Members present were:**

Carolyn K. Roberts (Chair) Christina A. Bonarrigo, Charles B. Edwards, James W. Heavener, and Jason J. Rosenberg.

**Others present were:**

Jane Adams, Vice President, University Relations, Tom Mitchell, Vice President for Development and Alumni Affairs, 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.

**3.0 Review and Approval of Minutes**

The Committee Chair asked for a motion to approve the minutes of the December 5, 2013 committee meeting, which was made by Trustee Rosenberg and Seconded by Trustee Edwards. The motion was approved unanimously.

The Committee considered the following Action Items:

**4.0 Action Items**

**ER1. University of Florida Campaign for Charities**

Committee members considered revisions in university regulations regarding the University of Florida Campaign for Charities, which is the campus program to support nonprofit organizations through employee payroll deductions and other contributions. The revisions require additional

financial information from applicant organizations and give the university the authority to revoke a nonprofit's participation in the campaign if it ceases to meet certain eligibility requirements.

The Committee Chair asked for a motion to approve Action Item ER1 which was made by Trustee Edwards and Seconded by Trustee Rosenberg. The Chair then asked for any discussion, then all in favor of the motion and any opposed, and the motion was approved unanimously.

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

## **5.0 Discussion/Informational Items**

### **5.1 Legislative Report**

Vice President for University Relations briefed the committee on the status of the university's legislative agenda. The Florida House of Representatives and the Florida Senate are developing their budgets for fiscal year 2014-2015 and while details are not final, the university has preliminary information about funding for next year. Both the House and the Senate are tying some level of funding to performance measures developed by the Board of Governors. The University of Florida would receive an additional \$8 million in performance funding under the proposed House budget and \$22 million under the Senate budget.

Both the House and the Senate retain the \$15 million in preeminence funding approved for UF and FSU last year, with the Senate proposing an additional \$6.7 million for UF next year.

Construction funds contained in the budget proposals as of today include \$21.9 in the House for the Chemistry Building, \$10 million in both the House and Senate for the renovation of Newell Hall and \$3 million in the Senate for St. Augustine renovations. Another key priority for UF is funding for infrastructure and maintenance, and the House is allotting \$94.2 million for the State University System with the Senate providing \$27.7 million.

The House and Senate have both allotted \$500K for operations for the Institute for the Commercialization of Public Research, with the Senate also including \$4 million for facilities.

UF Health is seeking funding to support a National Cancer Institute designation. The House is providing \$60 million to help UF Health as well as the University of Miami's Sylvester Cancer Center and Moffitt Cancer Center in this effort.

Committee members were also briefed on UF's support for providing in-state tuition for the children of illegal immigrants and the university's effort to provide an exemption from public records law for personal identifying information on university researchers.

### **5.2 Preeminence Florida**

Vice President for Development and Alumni Affairs, Tom Mitchell noted as a result of the Preeminence Initiative that launched in 2013, the UF Foundation spearheaded an \$800 million initiative to provide private funds to further strengthen current UF priorities and to provide new faculty support for Preeminence, particularly endowed chairs and professorships. Committee members were told that as of February 2014, the university had received \$236

million toward the \$800 million, and in particular, we have raised \$164 million specifically focused on new Preeminence initiatives, including 10 new endowed chairs.

Committee members were told that Florida's next campaign will begin in the fall of 2016. This will be Florida's fourth campaign. 4-Florida (a placeholder for the name of the next campaign) might focus on big ideas, multidisciplinary Preeminence initiatives, college/unit priorities and zones of common interest. Additionally, the UF Foundation voted unanimously to study a new national volunteer platform that would become the volunteer structure of the next campaign.

In late February 2014, former Board of Trustee member Al Warrington and his wife, Judy, announced a gift of \$75 million, the largest in UF history. Combined with previous giving of more than \$25 million, the Warringtons became the University's first \$100 million donors.

#### **6.0 New Business**

The committee did not have any New Business to discuss.

#### **7.0 Adjourn**

After asking for any further discussion and hearing none, Chair Roberts asked for a motion to adjourn, which was made by Trustee Rosenberg and a second which was made by Trustee Edwards, and, with no further discussion desired, the motion was passed unanimously and the University of Florida Committee on External Relations meeting was adjourned at 2:48 p.m. EDT.



UF & Historic St. Augustine

# UF – St. Augustine State Funding Summary

- 2007/08 – UF tasked by Legislature to manage historic properties and develops strategic plan
- 2010 - \$650,000 provided to UF by state for maintenance; DSO is established; 13 historic facilities rehabilitated
- 2011/12 - \$1.5 M for construction of First Colony exhibit; \$1 M for Government House phase 1
- 2013 – \$1 M Government House- phase 2 restoration; \$750,000 construction of public restrooms
- 2014 - \$3 M for completion of Government House including: \$1M exterior; \$1 M interior & \$1 M HVAC, plumbing and fire-suppression

# The Quality of Place:

A Presentation to The  
University of Florida



**Richard F. Galehouse**  
Principal Emeritus, Sasaki Associates, Inc.

June 5, 2014

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*

# The Boston Globe

## 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



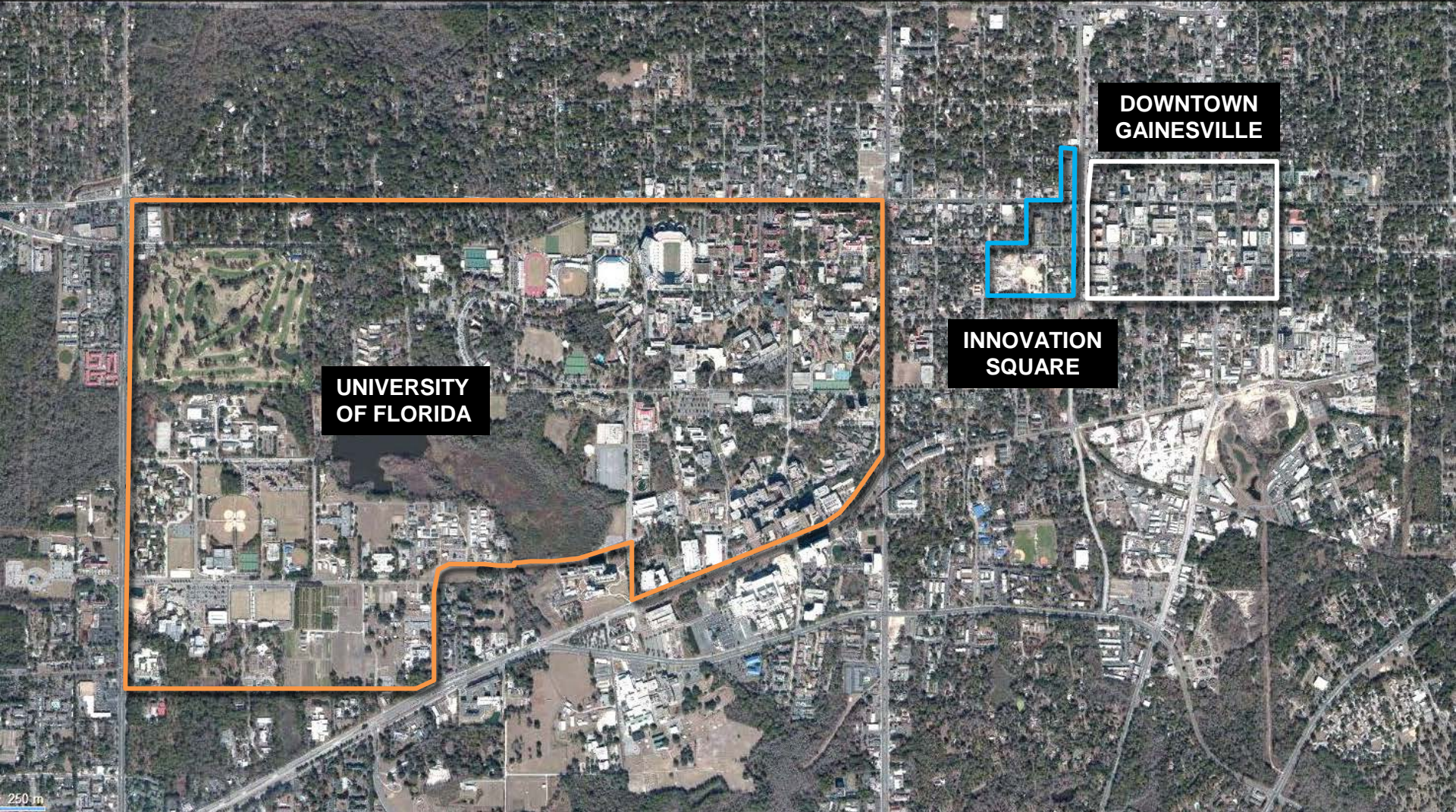
MAURICE VELLEKOOP FOR THE BOSTON GLOBE

**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**

**INNOVATION  
SQUARE**

**DOWNTOWN  
GAINESVILLE**

250 m

# Quality of Place: Elements of Placemaking

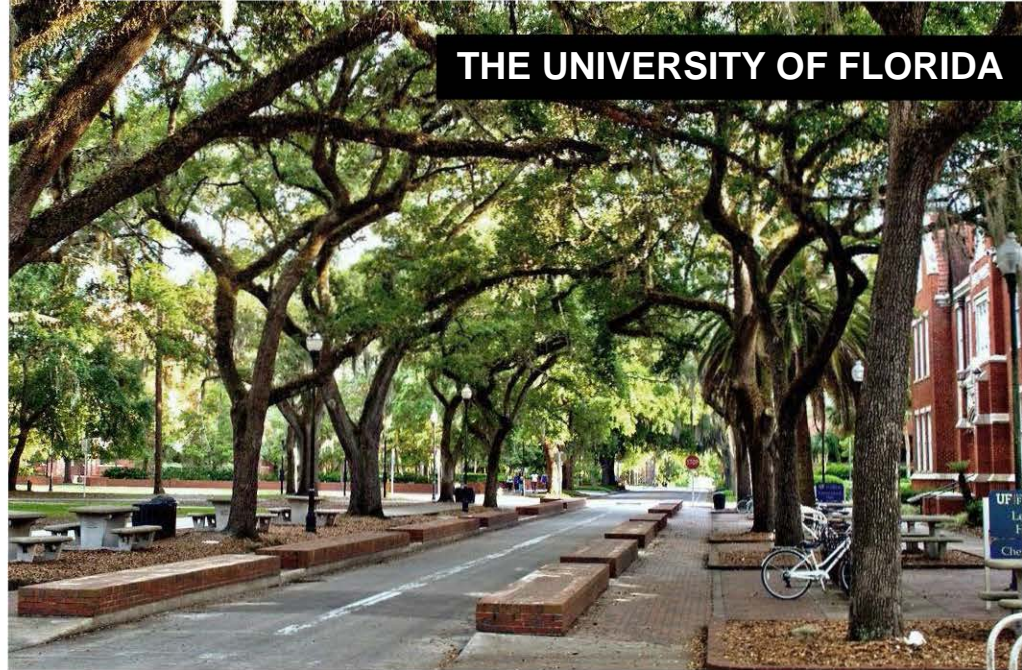
## For the Campus of the University of Florida

- 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





**THE UNIVERSITY OF FLORIDA**







**SOUTHWOOD**





# Princeton Forrestal Center



# PRINCETON FORRESTAL CENTER



- OR** Office/Research
- ER** Education/Research
- ORCH** Office/Research/Commercial/Hotel
- HRC** Hotel/Restaurant/Conference
- R** Residential
- FRC** Full-service Retirement Community
- OS** Open Space
- OR/ER** Office/Research, Education/Research
- OR/ER/WC** Office/Research, Education/Research, Wellness Center









**PRINCETON FORRESTAL CENTER**



# PRINCETON FORRESTAL CENTER



An aerial photograph of the Princeton Forrestal Center campus. The foreground is dominated by a dense residential area with numerous houses featuring red-tiled roofs, interspersed with lush green trees. A winding road cuts through this residential area. To the left, a dark river flows along the edge of the property. In the middle ground, several large, modern academic or administrative buildings are visible, along with large parking lots filled with cars. The background shows a mix of green fields, more campus buildings, and a road that curves through the landscape. The overall scene depicts a well-developed university campus with a strong emphasis on greenery and residential life.

**PRINCETON FORRESTAL CENTER**



# Princeton Forrestal Center Development Program (1974-2014)

## Site:

2200 Acres

## Development Program (1974-2014)

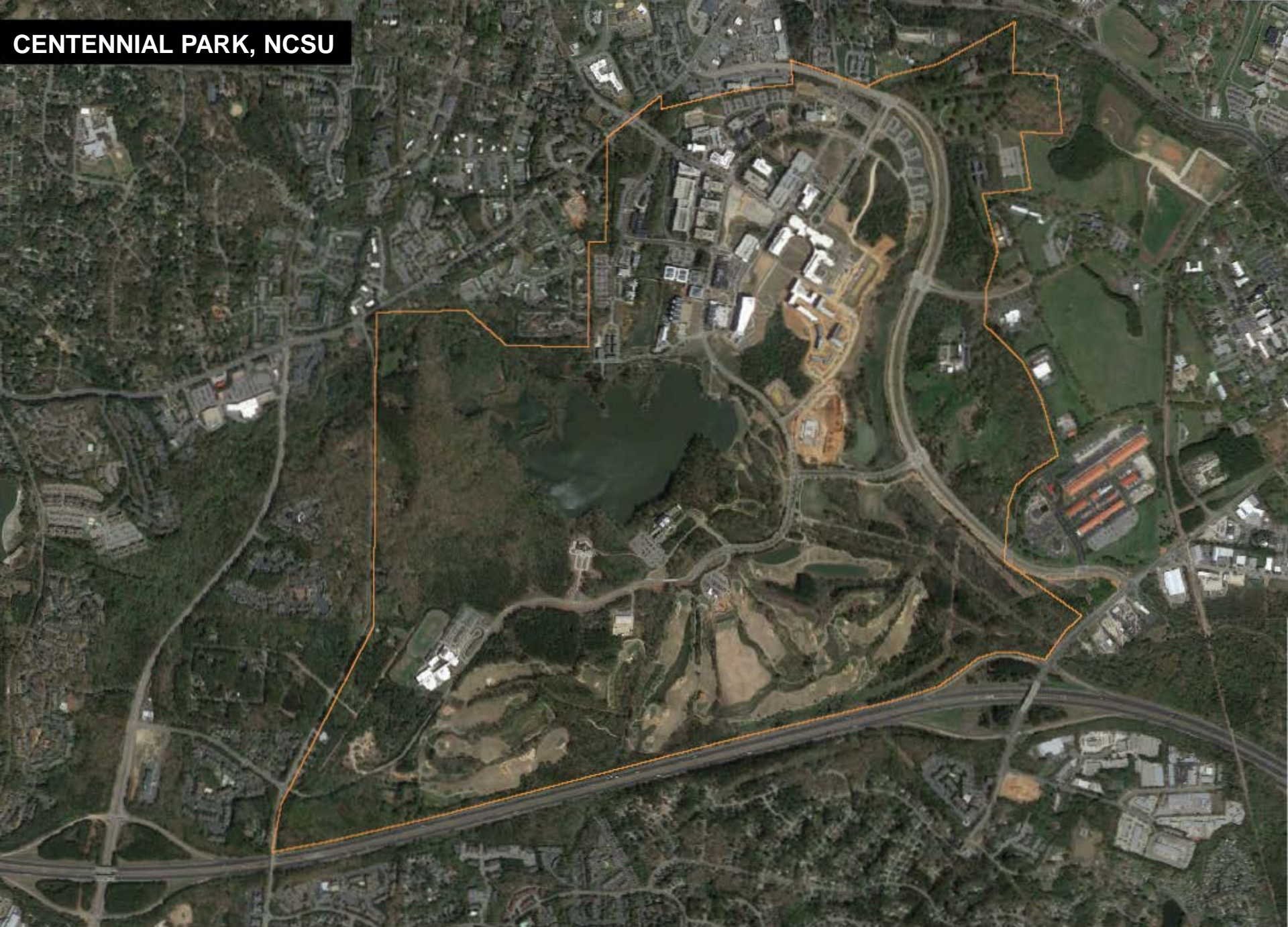
- *Corporate Office & Research:* 7,000,000 sq. ft.
- *Hotel:* 1300 Hotel Rooms
- *Residential:* 800 Housing units in single family, town houses & condominiums
- *Continuing Care:* 350 independent living units.
- *Forrestal Village:* 52 acre office and life style center with retail shops, restaurants,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

## Economic Impact

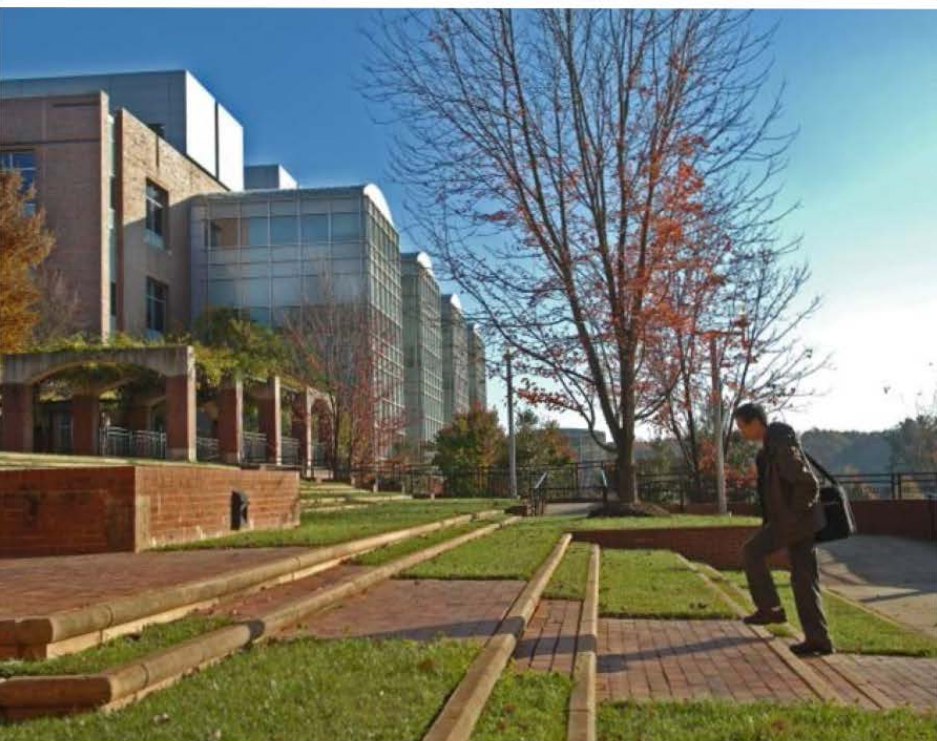
Assessed value of the Princeton Forrestal Center in 2012 was \$1.4 Billion

- 1.2 Billion to Plainsboro Township
- 200 Million to South Brunswick Township

**CENTENNIAL PARK, NCSU**



# CENTENNIAL PARK, NCSU



# 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

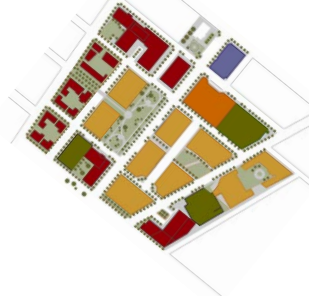
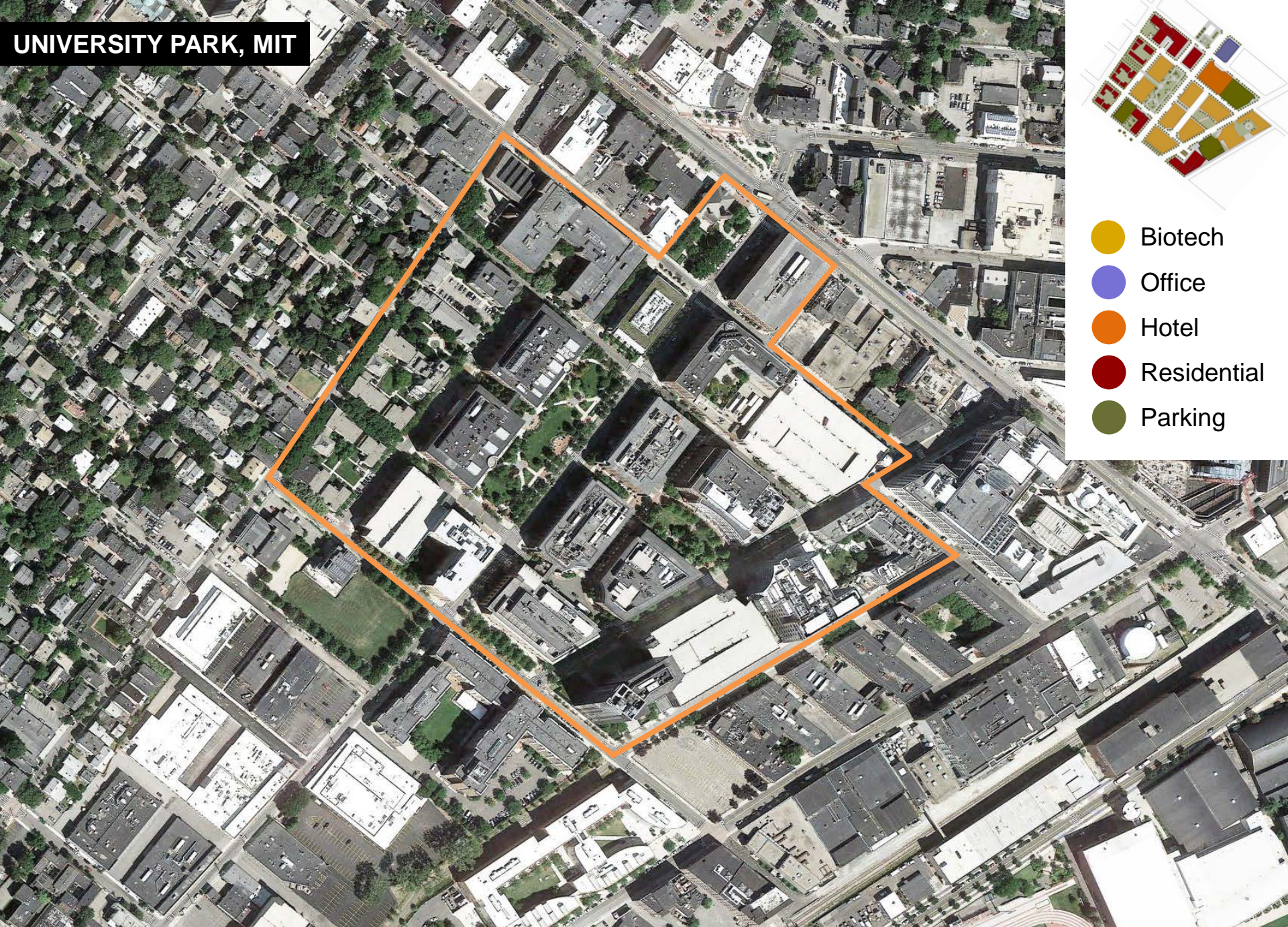
## Program Components

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

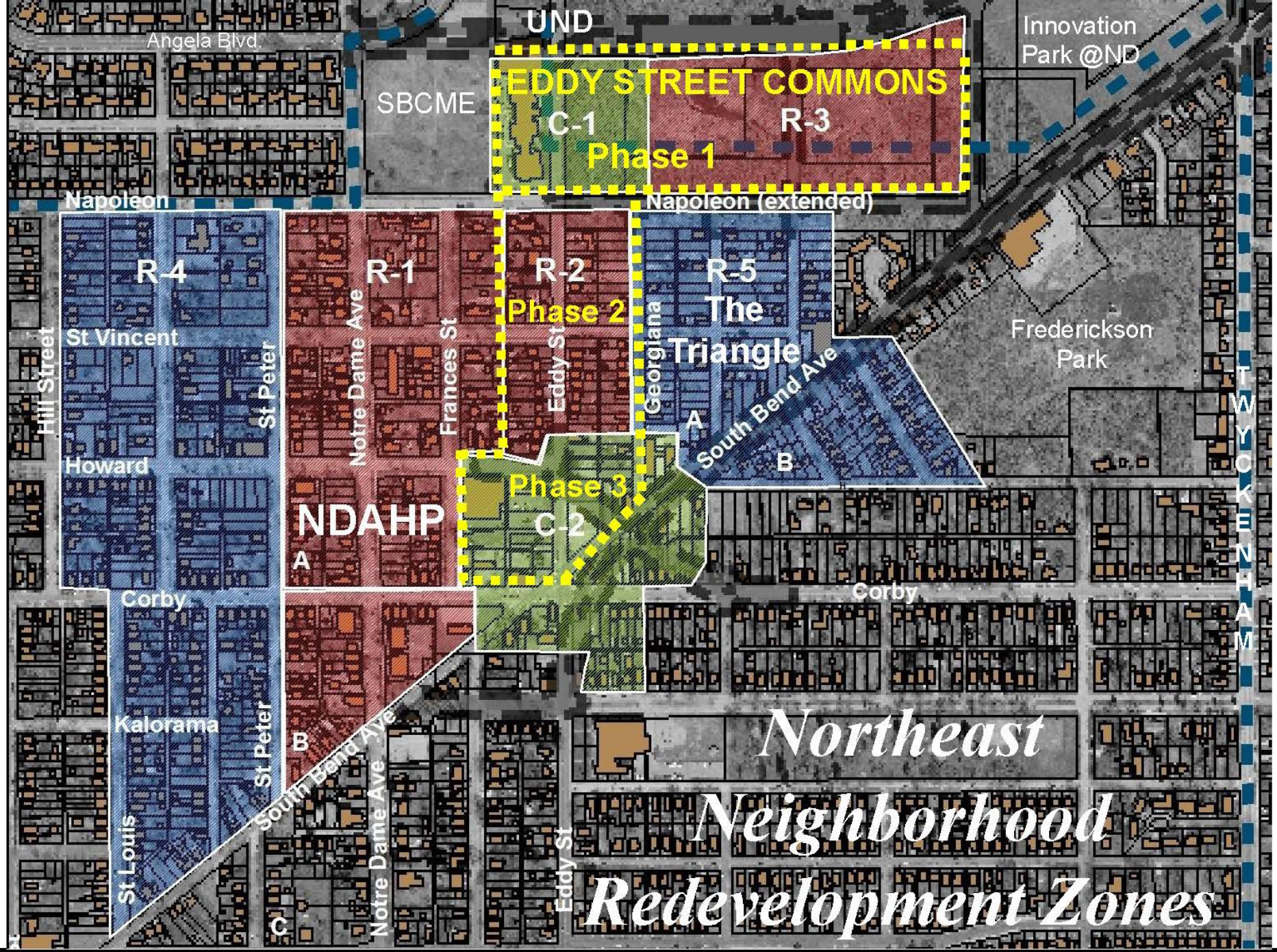
## Program Components

mixed-use complex, research and development, open space, structured parking, conference center, parking facility, hotel, retail, restaurant, apartments



# University of Notre Dame





# Northeast Neighborhood Redevelopment Zones

NAPOLEON AVE

NORTH EDDY ST

SOUTH BEND AVE







**UNIVERSITY OF NOTRE DAME**







# UNIVERSITY OF NOTRE DAME



DEBARTOLO  
PERFORMING  
ARTS CENTER

THE IRISH GREEN

FINE ARTS MUSEUM  
OF NOTRE DAME  
*(Planned)*

NOTRE DAME  
STADIUM

JOYCE CENTER  
& PURCELL PAVILION

NOTRE DAME  
HOCKEY ARENA

TRACK & FIELD

ECK BASEBALL  
STADIUM

MELISSA COOK  
SOFTBALL  
STADIUM

CENTER FOR  
MEDICAL EDUCATION

FULL SERVICE HOTEL  
*(Planned)*

FAIRFIELD INN  
& SUITES

CHAMPIONS WAY

INNOVATION PARK  
AT NOTRE DAME  
TECHNOLOGY PARK

COURTYARD TOWNHOMES  
*(Planned)*

PHASE II

# EDDY STREET COMMONS

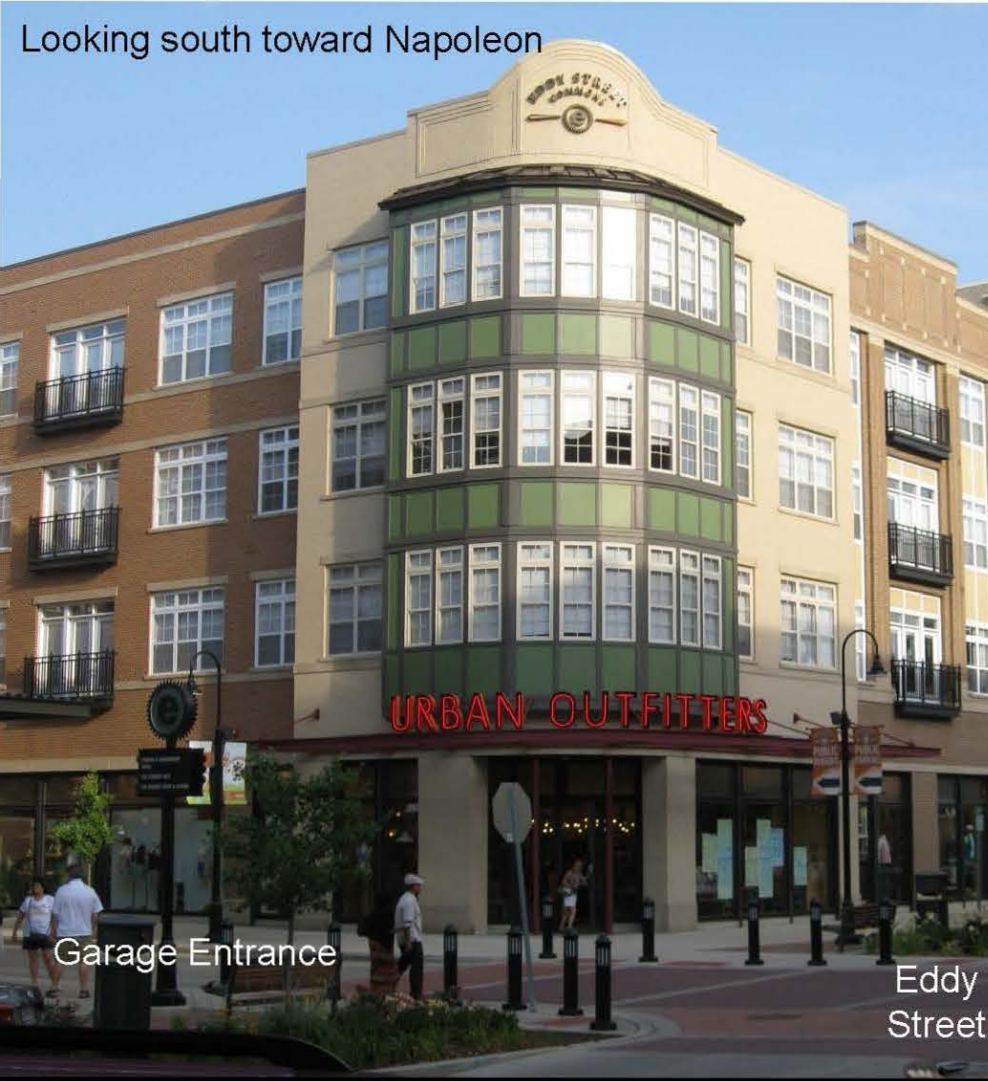
AT NOTRE DAME



# *Apartments Over Retail*

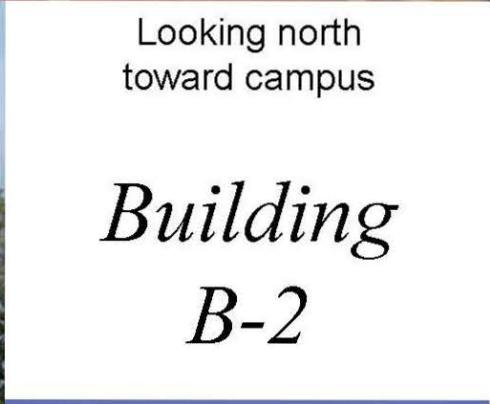


Looking south toward Napoleon



Garage Entrance

Eddy Street



Looking north toward campus

## *Building B-2*



# *Office Over Retail*

## *Building C*



Eddy Street

Looking north to campus

View from campus



Eddy Street

Angela Blvd.

# *Fairfield Inn & Suites Hotel*

*Opened June 15, 2010*

South Façade/Front Entrance



Lobby





# *Champion's Way City Homes*



# 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.

A photograph of a large, multi-tiered stone monument in a lush green park. The monument has a decorative top section with a crest and a smaller section above it with the letter 'M'. To the left is a large, mature tree with dense foliage. Sunlight filters through the trees, creating a bright, hazy atmosphere. A dark horizontal band is overlaid across the middle of the image, containing the text 'University of South Carolina' in white serif font.

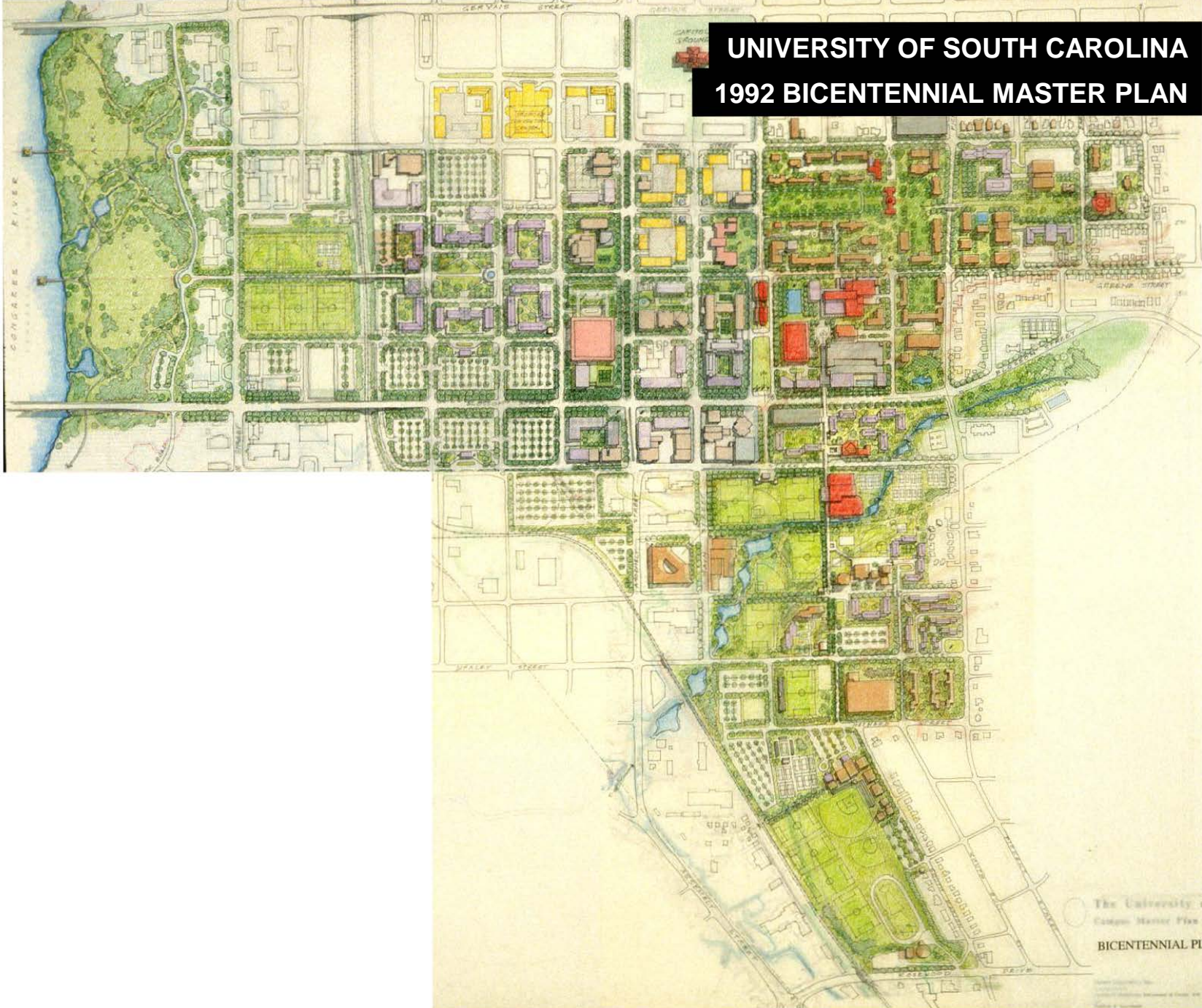
# University of South Carolina



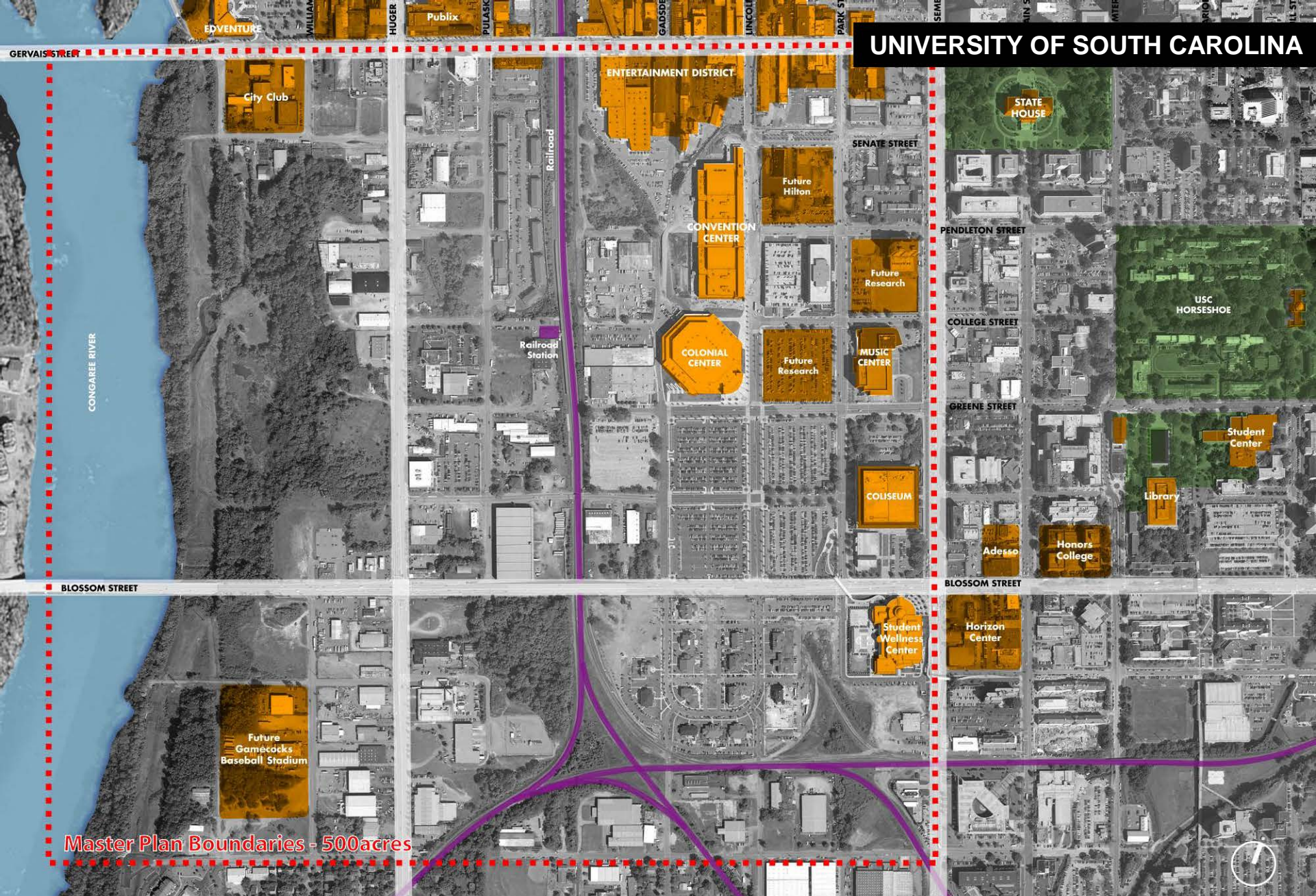
**UNIVERSITY OF SOUTH CAROLINA  
1992 BICENTENNIAL MASTER PLAN**

The University of  
South Carolina  
Campus Master Plan  
BICENTENNIAL PLAN

# UNIVERSITY OF SOUTH CAROLINA 1992 BICENTENNIAL MASTER PLAN

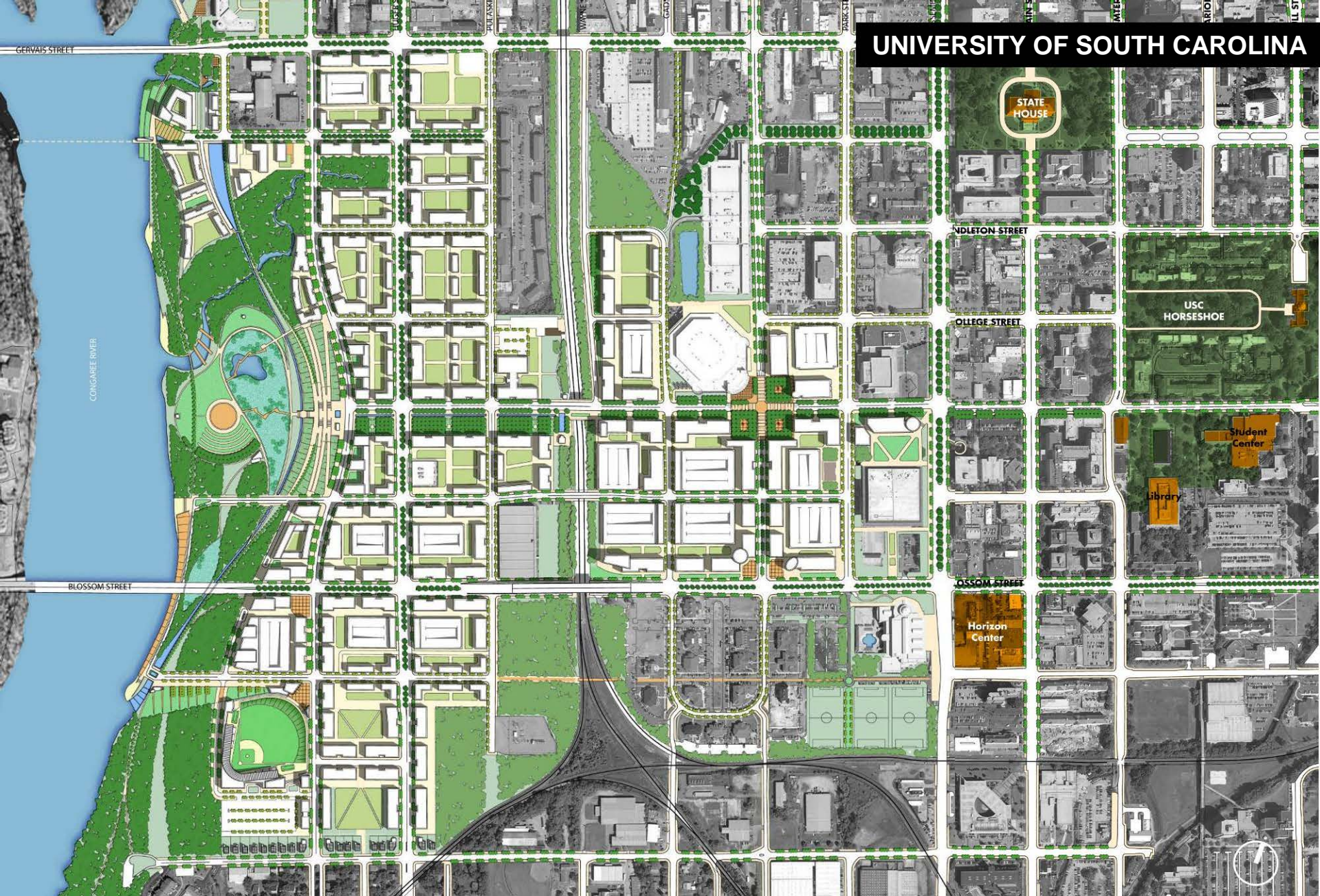


The University of South Carolina  
Campus Master Plan  
BICENTENNIAL PLAN

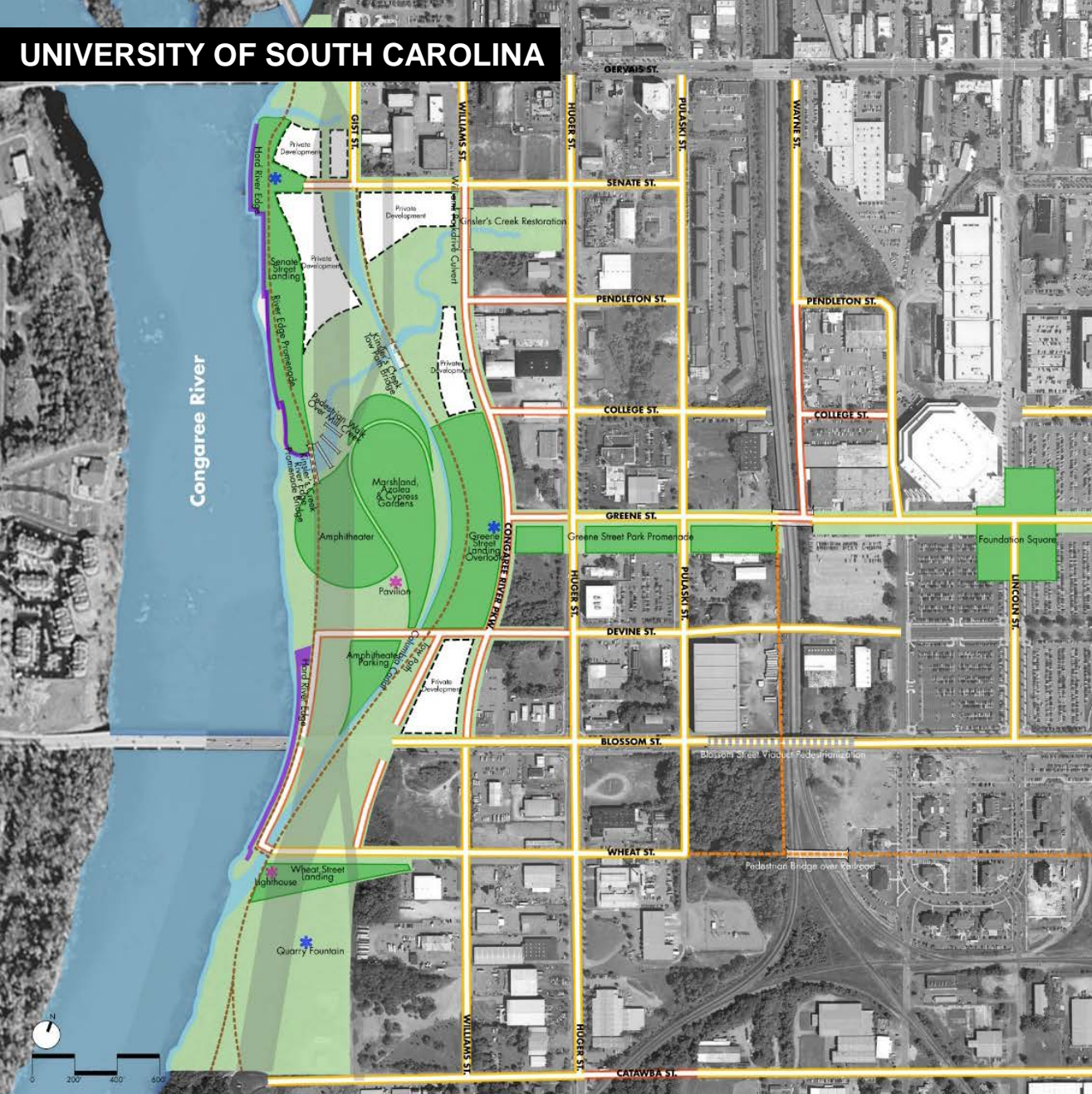


Master Plan Boundaries - 500acres

Existing Conditions: mostly underdeveloped land and large surface parking areas



**Innovista: A downtown mixed-use district**



**Streets (new & improved)**

**New streets \$16,800,000**  
**Improved streets \$26,000,000**  
**\$42,800,000 (including contingency)**

**Open Spaces**

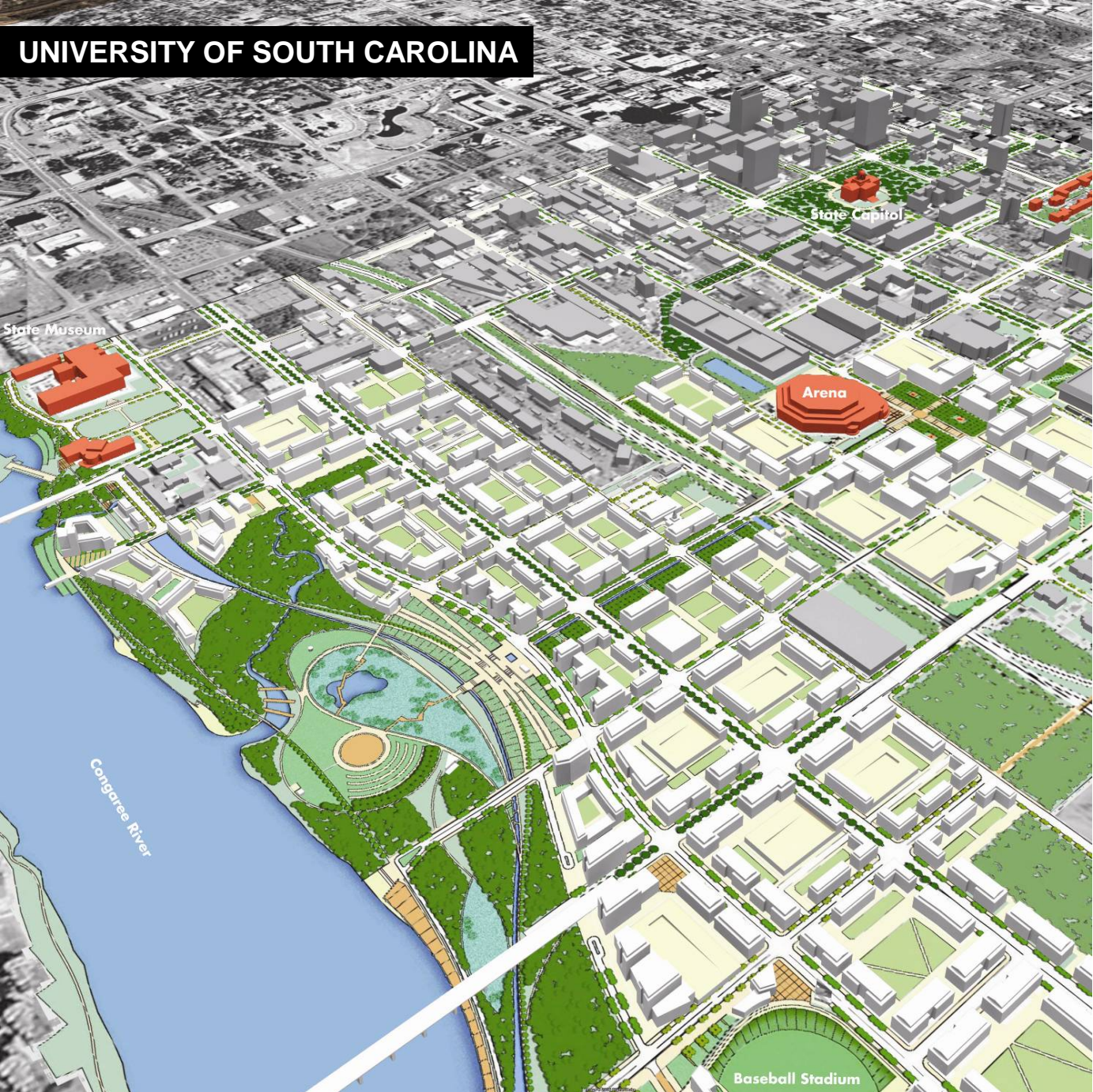
**Waterfront Park: \$67,500,000**  
 (or \$27.1/SF)  
**Other Open Spaces: \$8,200,000**  
**\$75,700,000 (including contingency)**

**Total estimated cost:**

**\$121,400,000**  
 (incl. contingency, site prep & PED)

**Innovista: Cost estimate**





## Two Principal Infrastructure Elements

1. Congaree Regional Waterfront Park
2. Hierarchical Street System





**UNIVERSITY OF SOUTH CAROLINA**



**CHARLESTON WATERFRONT PARK**



**CHARLESTON WATERFRONT PARK**



**CHARLESTON WATERFRONT PARK**





DONGYIK LEE / 2006



# Public-private partnership crucial to breathe life into USC plan

## USC reaches beyond teaching mission

A MASTER PLAN FOR USC'S EXPANSION AND COLUMBIA'S WATERFRONT:

### A 'transformative' vision evolves

USC and the Guignard 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 Greenway. Near Gervais Street this structured path would be bordered by mixed-use development and river views.

**Development potential**

In addition to the advantages of increased public access, the plan opens up the waterfront for development of an exceptional live/work/play environment in downtown.

- Potential for mixed-use and residential waterfront development: **8.5 million square feet**
- Potential for mixed-use and residential development in USC's Innovation District: **2.8 million square feet**



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

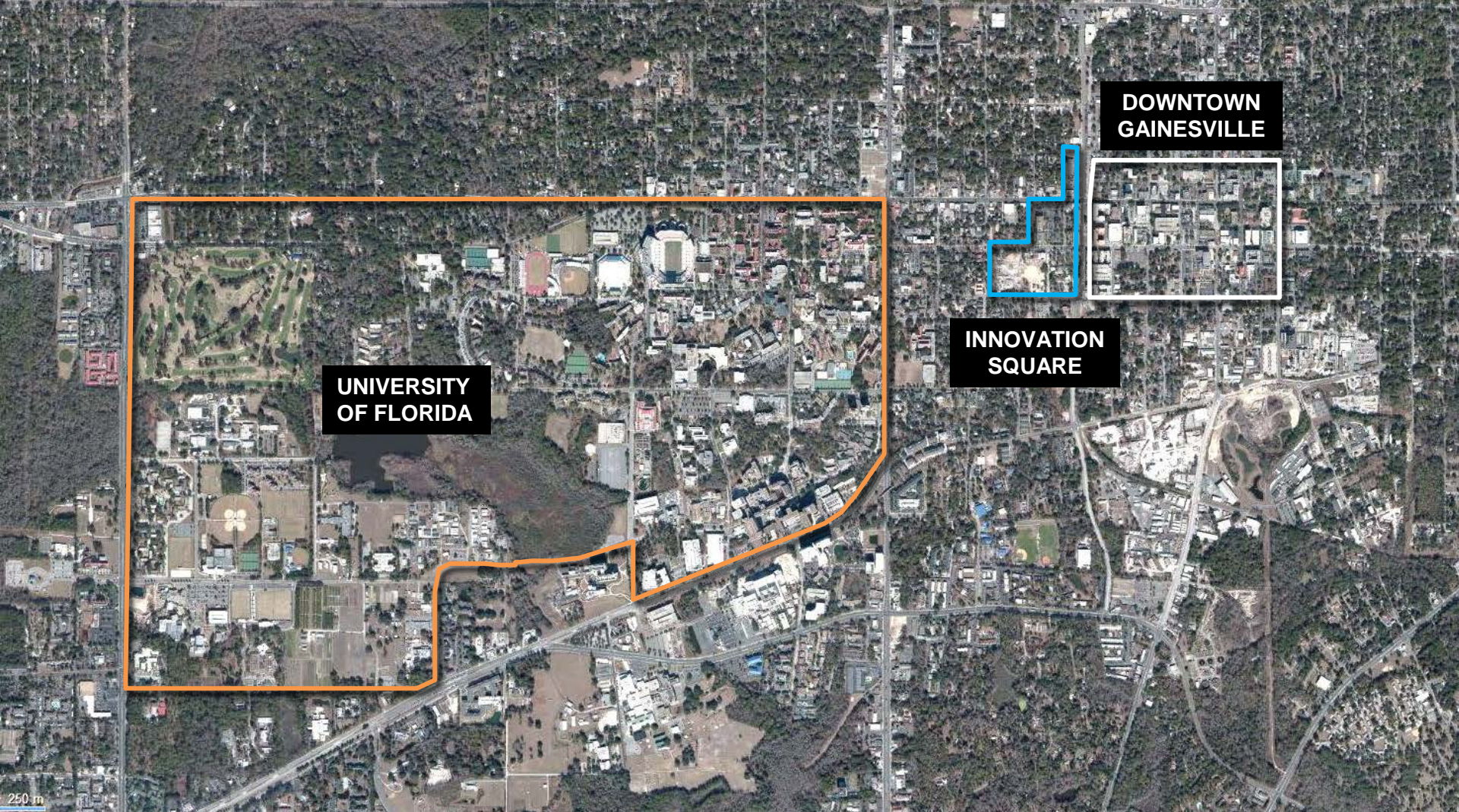
**\$17.7 Million** - Total Estimated Annual Property Tax for City, County and Schools

## 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

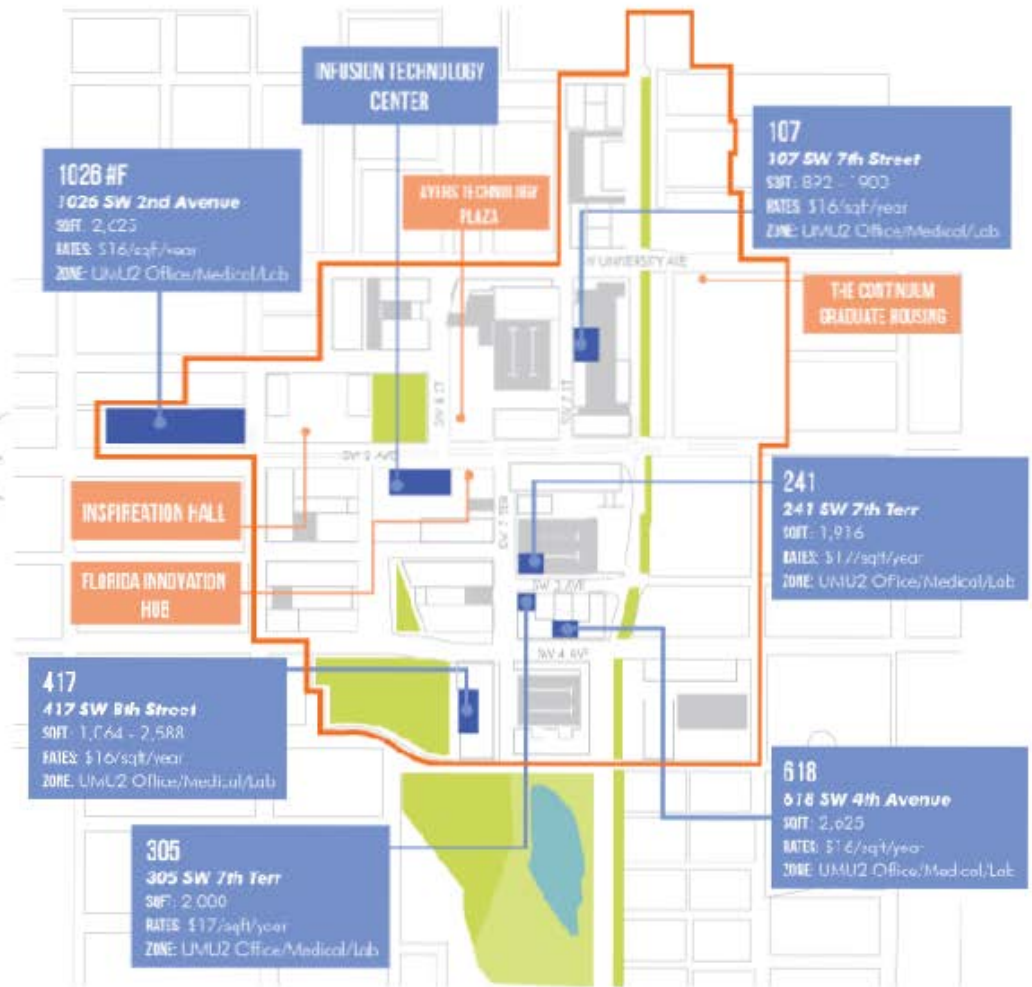
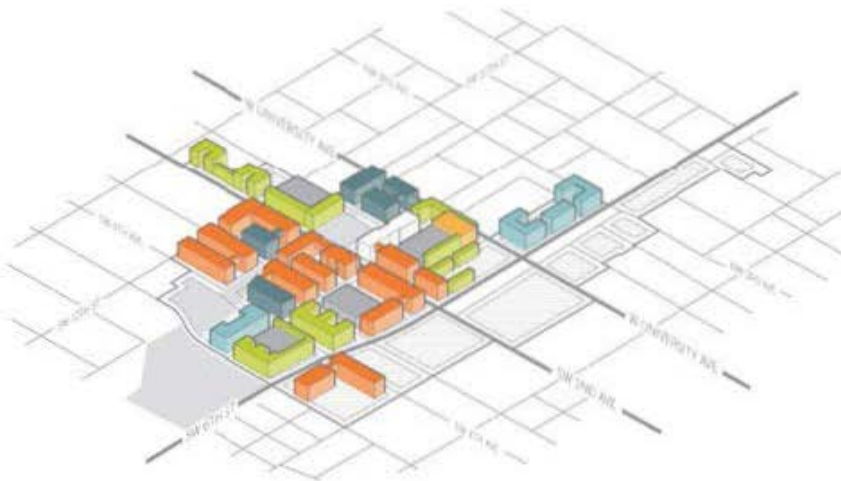


**UNIVERSITY  
OF FLORIDA**

**INNOVATION  
SQUARE**

**DOWNTOWN  
GAINESVILLE**

250 m





## 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>)
- *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>)
- *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>)

## *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](http://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/>
  - 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>)
- *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>) 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*

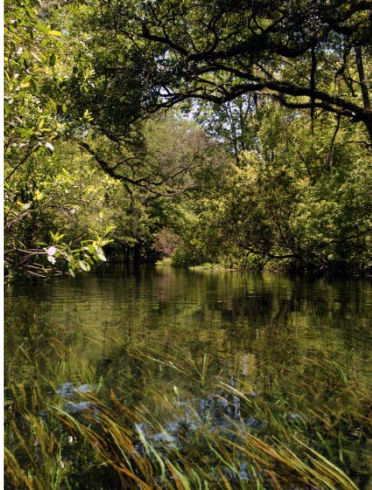
*Gainesville recognized on MSN's list of Best College Towns for Adult Job-Seekers, 2012*

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

<http://www.theatlantic.com/business/archive/2010/08/where-the-creative-class-jobs-will-be/61468/>

# the university of florida

## mind to market



# the vision

urban living (alternative)

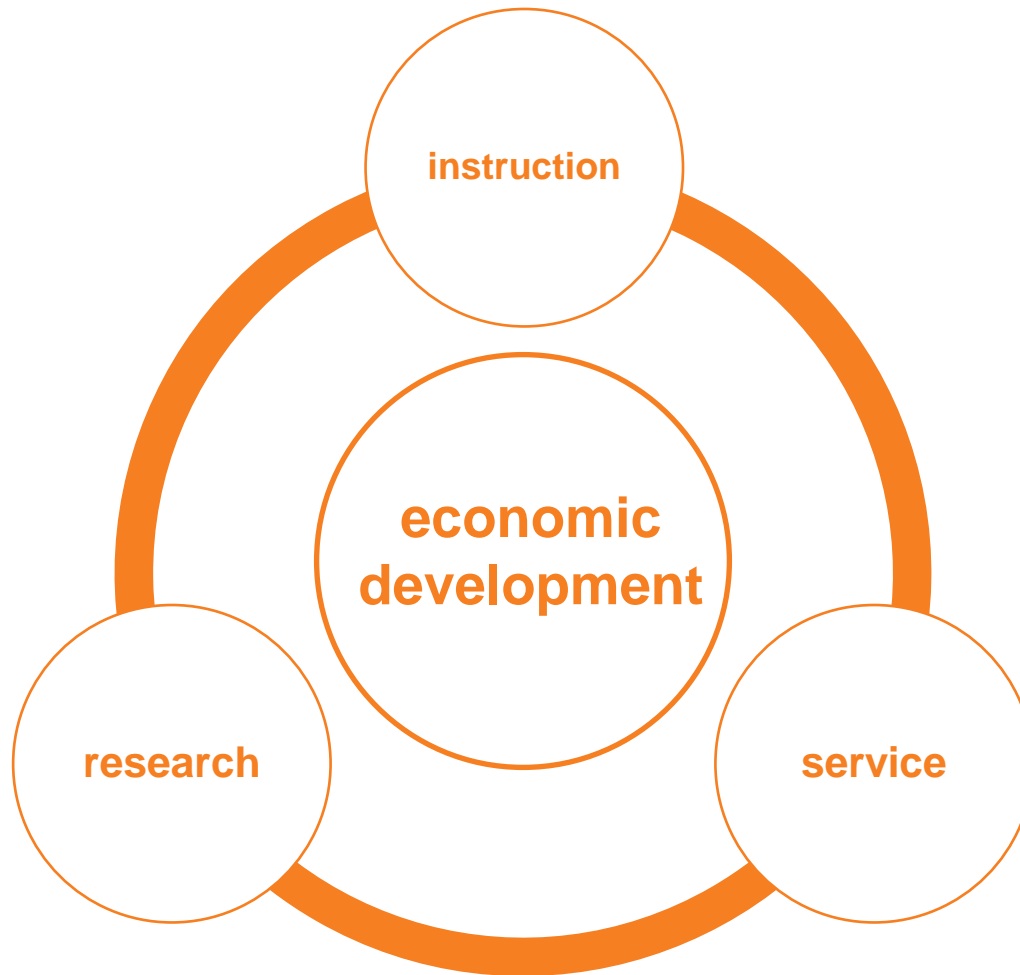
create jobs

community synergy

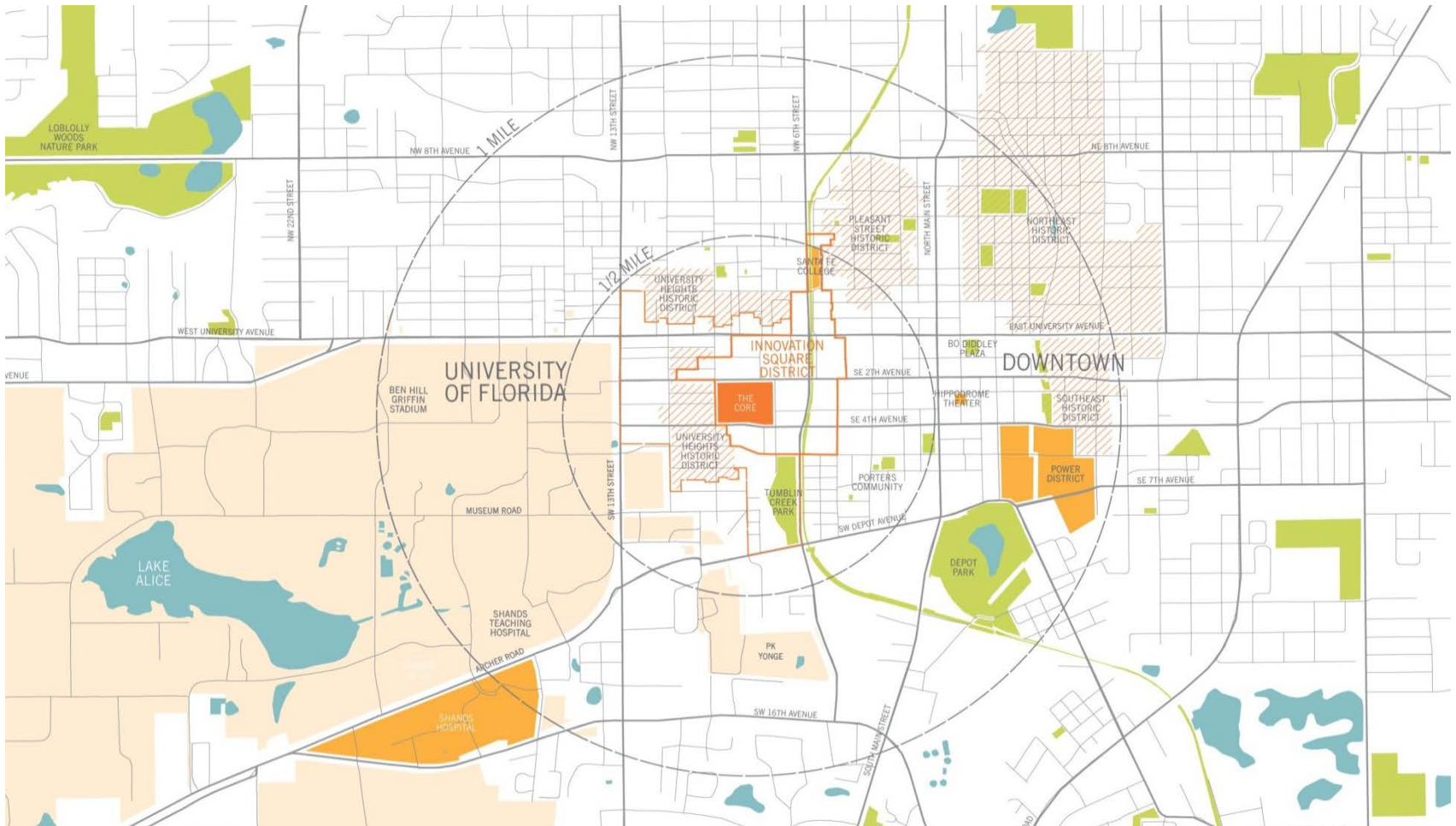
encourage commercialization of research

grow the economy





# the community



**proximity is everything!**

# the community



# the stakeholders

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



SW 3RD AVE

SW 9TH ST

STOP

SW 9TH ST

STOP





**innovation hub  
at university of  
florida**

facilities under design



**infinity hall**  
**May 2014 groundbreaking!**

facilities under design



office building



Ayers  
Plaza

Kinko's

Ayers  
Plaza

Now  
Leasing  
Call Bob  
770-370-1700

FDC





RT

128

MILE  
1



# luxury apartments



January 2015 start



grocery / hotel



FAIRMOUNT  
PROPERTIES



Mindtree

*Welcome to possible*



 mobiquity

# CURT CO MEDIA

Robb Report  
YOUR GLOBAL LUXURY RESOURCE

GRAY | ROBINSON

ATTORNEYS AT LAW





***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.



A large white sign with a stylized logo consisting of orange and blue lines forming a mountain-like shape. The text 'PROGRESS CORPORATE PARK' is written in blue, with 'PROGRESS' and 'CORPORATE' stacked on the left and 'PARK' on the right. The sign is mounted on a brick base and surrounded by landscaping including green plants and purple flowers.

PROGRESS  
CORPORATE  
PARK

UF  Shands Family Medicine





UF  
SPEED  
LIMIT  
15

UF

UF FLORIDA  
East  
Campus

