



Action Teams

TALENT

Homegrown
Talent

Talent
Retention

Talent
Attraction

OPPORTUNITY

Marketing & Attraction

Existing Business Care

Innovation &
Commercialization

Small Business &
Entrepreneurship

Advocacy & Regionalism

PLACE

A Live-Work-Play
Core

Thriving
Communities

Mobility &
Infrastructure



CREATING A STRONGER REGION AND A BETTER LIFE, TOGETHER

Overview

COLLABORATE 2025 is the next five-year economic development strategy for Greater Gainesville Region. This strategy contains within it outcomes for the growth and development of quality of life in our region over the next five years.

Our community is our “why.” It is the substance of our story as a region and as partners in making the vision set forth in **COLLABORATE 2025** a reality. In launching and executing on this plan as a community, we are writing our story’s next chapter of prosperity, success and upward mobility.

A strong, well-timed strategy is like a good investment. Taking the right risk at the right time can elevate outcomes from significant to exponential. Collaborate 2025 is impeccable in its timing, launching when a strong, collaborative foundation built across several relevant, existing initiatives is available to bolster it. However none of these goals are achievable without community support in the form of volunteers.

The volunteers of **COLLABORATE 2025** will work in three action teams under the guidance of the Greater Gainesville Chamber’s Economic Development Committee. Together, they will bring to reality the goals and aspirations of the strategy. The three action teams will each overlap with the three pillars of the strategy: Talent, Opportunity and Place.

These teams will meet quarterly, and may contain within them sub-teams that carry out initiatives and projects to elevate the region for all current and future residents.

Volunteer Leadership - Greater Gainesville Chamber

Nancy Eckert

Chair of the Board of Directors
CEO - LifeSouth

Gil Levy

Chair of the Economic Development Committee
Senior VP - Vystar Credit Union

Staff - Greater Gainesville Chamber

Staci Bertrand

VP of Economic Development
staci@gainesvillechamber.com

Atticus Steinmetz

Economic Development Manager
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If you’re interested in joining one of our action teams, please email either Staci Bertrand or Atticus Steinmetz along with your preference of Talen, Opportunity and Place. (if you have one).



Projected Outcomes »



Opportunity Focus:

1. Attract diverse **startup capital** and increase **the percentage of startups** from UF spinoffs, Santa Fe College programs and other regional startup resources for the region to support the growth of startups and the creation of jobs.
2. Increase **number of entrepreneurs and companies** from **underserved communities** engaged in business activity.
3. Close on a total of **50 projects** from **startups, expansion, retention and attraction projects** equaling **2,500 new primary jobs** in the five t industry clusters for a total of **\$250 million** in new capital investment.
4. Survey a minimum of **500 businesses** through personal visits via a business retention and expansion initiative.



Talent Focus:

1. Increase the achievement and completion rates for **high school, Career and Technical Education (CTE) programs, adult upskilling courses, and college attendance**.
2. Engage company participation in recruitment and retainment initiatives like the **internships, apprenticeships, on-the-job training, etc. 500 people**.
3. Increase **marketing and events** to the student population and regional workforce supporting educational and workforce initiatives to help them "attach" to the region and locate career opportunities.



Place Focus:

1. Increase net number of **new housing units** developed in targeted geographic regions that meet workforce and affordable housing guidelines.
2. **Advocate** for the value and impact of **public and private infrastructure investments** on quality of life (mobility, culture, accessibility, diversity) totaling **\$1.5 Billion**.
3. Evidence of **alignment with public partners** to create thriving communities (joint initiatives, public policy ventures, smart city collaboration).
4. Reduce **crime and poverty rate** n the City of Gainesville and Alachua County through regional collaboration efforts.

