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FOR IMMEDIATE RELEASE:

05-15-2021,

PRESS RELEASE**Star Unveiling and Benefit Concert Celebrate Gainesville Innovation**

startGNV and Trimark Properties Honor Josh Greenberg Impact on GNV

Gainesville- Fla. -- On Saturday, May 15, 2021, startGNV hosted the first annual Innovation Walk of Stars award ceremony, an event highlighting significant contributions to the city's innovation space. Future honorees will have their name inscribed on a granite star plaque.

"Startup and tech communities thrive when there is a collaborative atmosphere of sharing, trust, and mentorship," says James Gibson, startGNV Board President and CTO and Technical Co-founder of Quottly Inc. "That's why we're all here today, to gather and celebrate as a community, and to honor the people who make Gainesville a great place to live, work, play... and found a startup."

Trimark Properties sponsored the 2021 star honoring Josh Greenberg, the Co-founder of Grooveshark, known for his outstanding commitments to Gainesville and the startup community.

"Trimark is committed to fostering Gainesville's innovation ecosystem, not only in terms of accessible resources, but also by nurturing the vibrant culture that entrepreneurs shine in," says Matthew Luedecke, Director of Commercial Properties at Trimark Properties, one of the primary developers of the Innovation District region. "We are thrilled to host today's events which are very much a reflection of the unique spirit and history of the tech and startup community."

Following the star unveiling, a small benefit concert was hosted at Midpoint Park and Eatery. The concert featured local bands [Madwoman](#) and [Giselle Felice and Erik Abernathy](#), and raffled off prizes from local businesses.

Local leaders and workers from the Gainesville tech and startup community attended, including Commissioner David Arreola and Commissioner Adrian Hayes-Santos, a former Grooveshark employee.

"Gainesville's innovation scene has always been a special place. I remember Josh Greenberg's community-minded spirit very fondly, whether that was working with him at Grooveshark or him mentoring me as I started my own company" says City Commissioner Adrian Hayes-Santos. "Today, I'm not only proud to recognize his leadership as the first name in the innovation walk of stars, I'm also excited to highlight the incredible community members who have carried that spirit forward and will continue to do so for years to come. I am certain that their collaborative efforts will continue to attract the world-class talent that will help Gainesville's economy grow and thrive."

Concert proceeds and raffle donations benefit the 'Onward and Upward' award, which startGNV offers annually. The grant is awarded to first-time startup founders with early-stage

companies to help them grow their business, ultimately contributing to a successful entrepreneurial atmosphere of Greater Gainesville. The event kick-started fundraising for the grant to be awarded in November, raising \$1,600 of the \$5,000 fund.

The event also promoted [startGNV's upcoming 'Ask me Anything' virtual session with Jim Stallings of PS27 Ventures](#), where the venture capital firm serving Northeast Florida is expected to make a special announcement.

About startGNV: startGNV is a 501(c)(3) non-profit focused on growing the innovation ecosystem of Greater Gainesville. We are led by a "working board" of active volunteers including founders of high-growth startups, leaders of established tech companies, professionals from the University of Florida, and other passionate citizens of this beautiful, quirky community we all share. Visit our website <http://startgnv.com>

About Trimark Properties: Trimark Properties is a Gainesville-based real estate developer and property management firm specializing in high-end housing, office, restaurant, research, retail, and other niche developments next to the University of Florida. Founded in 1992 with the goal of improving and enhancing the urban landscape of the Gainesville community, Trimark has experienced steady growth through understanding its market, delivering award-winning projects, and maintaining and constantly improving its portfolio. A main shareholder of the Innovation District live, work, play development, Trimark's long-term vision for the region is to cultivate a place that employees from both start-ups and established companies *want* to work, and encourage these pioneering firms to remain in Gainesville and contribute to the economic and social vitality of the city.

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