Welcome to Gainesville

We'd like to welcome you to Gainesville, our home. Founded in 1911, the Parrish Company has earned a reputation as the premier real estate company in Alachua County. **We are Gainesville-born, Gainesville-owned and Gainesville-managed.** The Parrish name is backed by 100-plus years of success, service and commitment, and we are proud of our market leadership. Simply, we've placed more families in more homes for more years than anyone else around.

Our affiliation with Coldwell Banker, one of the most internationally respected and quoted names in real estate, is a resource for us to provide national exposure and additional services in the marketplace. Our staff of professional Realtors sets us apart from other companies. Our high level of expertise ensures our clients the most competent representation possible.

We are dedicated to serving you, our customer. We will communicate with you and follow through on details. Our knowledge of the local market and standard of excellence will not disappoint you. At Coldwell Banker M. M. Parrish Realtors, every client provides a unique opportunity to renew the trust upon which our reputation was built. The company that is first in service, first in production and first in results – this year and every year – will show you why using us will truly be… "The Best Move You'll Ever Make".

If the enclosed material raises any questions, or if you need additional information, please call me at 352-335-4999. Our product is service.



We look forward to
SERVING YOU!

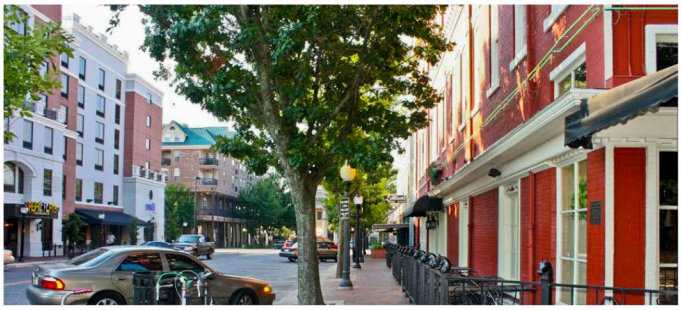
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Find Your Way

In Beautiful North Florida



Our Community.

Gainesville and Alachua County are located in the Heartland of beautiful North Central Florida. We are surrounded by quaint communities that still retain the charm and character of Old Florida. The area's carefully preserved nature basks in beautiful sunshine. Almost 65 percent of Alachua County remains as wilderness dotted with scenic lakes, wetlands, rivers and trails. With a beautiful, temperate climate, Gainesville and the surrounding communities are delightful for nature lovers of all ages.

Amidst this incredible nature, Gainesville also serves as the commercial hub for the North Central Florida area. It is home to the University of Florida, the largest public land grant institution in the state and a key player in education, medicine, cultural arts and sports for the region. Downtown Gainesville boasts a bustling nightlife and the community hosts an active year-round festival and event calendar. Welcome home.

Our Commitment.

Coldwell Banker M. M. Parrish Realtors is very proud of our commitment to our profession and to our community. Founded in 1911, we are the oldest, most established real estate company in Alachua County and the oldest corporate member of the Gainesville Area Chamber of Commerce. In 2008, James M. Parrish, Jr. became the 12th Realtor from our Company to serve as President of the Gainesville-Alachua County Association of Realtors. A family owned company, our doors have consistently stayed open for 5 generations.

In 1983, we became the first Coldwell Banker affiliate in the state of Florida. Over the last century, our full time professional Realtors have placed more people in more homes than any other real estate company in Alachua County.

Nothing is more important to Coldwell Banker M.M. Parrish Realtors than our community. In fact, building and preserving this community IS our business. Our Staff, Management and Realtors participate in hundreds of different volunteer programs, organizations, fundraisers and community events as individuals. As a Company, we are involved in many local charities and sponsor numerous local events every year.

We are most proud of our partnership with Habitat for Humanity. The hard work of our Realtors enabled us to construct a new home through this remarkable foundation. Our house was built in Gainesville and went to a local family. We look forward to building our next Habitat Home. Whether we are introducing new families and neighbors to our area, or bringing industry and facilitating responsible growth or participating in local charities and events, we feel honored to be a part of one of the most desirable areas in the country.

Building a Future.

The Parrish Family moved to Alachua County in 1911 for the same reasons people still move here today - because of the unique opportunities, high quality of life, and beautiful surroundings. Our proven track record, deep community roots and commitment to service make Coldwell Banker M. M. Parrish Realtors the ideal real estate company to serve you! Contact one of our professional Realtors, visit one of our convenient locations or visit mmparrish.com for more information on how we can help you...

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EDUCATION INFORMATION

Higher Education

- **University of Florida:** 392-3261, 818 W University Ave., www.ufl.edu
- **Santa Fe College:** 395-5000, 3000 NW 83rd St., www.sfcollege.edu

Private Schools in Gainesville

- **Bhaktivedanta Academy:** 386-452-2886, 17414 NW 112th Blvd., Alachua, PreK-8th Grade, www.bhaktivedantaacademy.org
- **Brentwood School:** 373-3222, 1111 NW 55th St., 2-year-olds- 5th Grade, www.gobrentwoodschool.com
- **Christian Life Academy:** 495-3040, 12000 SW Archer Rd., K-12th Grade, www.claofgainesville.org
- **Cornerstone Academy:** 378-9337, 3401 NW 34th St., 4-year-olds- 12th Grade, www.cornerstone.st
- **Countryside Christian School:** 332-1493, 10926 NW 39th Ave, PreK-12th Grade, www.cbcgainesville.net
- **Family Life Academy:** 495-3409, 17259 SW Archer Rd., PreK-12th Grade, www.familylifecog.org
- **First Christian Academy:** 386-454-1641, 24530 NW 199th Lane, High Springs, PreK-7th Grade, www.fcahighsprings.org
- **Gainesville Country Day School:** 332-9032, 2304 SW 75th St., Preschool-5th Grade, www.gainesvillecountrydayschool.org
- **Jordan Glen School:** 495-2728, 12425 SW 154th St., Archer, PreK-8th Grade, www.jordanglen.org
- **Living Springs Academy:** 386-454-2777, 23901 NW 212th Ave, High Springs, K-8th Grade, www.livingspringsacademy.com
- **Loga Springs Academy:** 337-0686, 931 NE 16th Ave., 1st-12th Grade, www.logasprings.org
- **Millhopper Montessori School:** 375-6773, 8505 NW 39th Ave., Grades: 2-year-olds- 8th Grade, www.millhopper.com
- **Newberry Christian Community School:** 363-6322, 1520 NW 34th Street, K3-12th Grade, www.newberryccs.org
- **Oak Hall:** 332-1452, 7715 SW 14th Ave., PK-5th Grade, 332-3609, 8009 SW 14th Ave., 6th-12th Grade, www.OakHall.org
- **Passage Christian Academy:** 336-8983, 5121 E University Ave, K-12th Grade, www.passagechristianacademy.org
- **P.K. Younge:** 392-1554, 1080 SW 11th St., K-12th Grade, www.PKYonge.ufl.edu
- **Queen of Peace Catholic Academy:** 332-8808, 10900 SW 24th Ave., PK-8th Grade, www.qopacademy.org
- **St. Francis Catholic High School:** 376-6545, 4100 NW 115th Terrace, 9th-12th Grade, www.sfchs.org
- **St. Patrick Interparish School:** 376-9878, 550 NE 16th Ave., 3-year-olds-8th Grade, www.stpatrickschoolgnv.org
- **Sung Adventist Academy:** 376-6040, 2115 NW 39th Ave., 1st-8th Grade, www.zlsung22.adventistschoolconnect.org
- **The Rock School:** 331-7625, 9818 SW 24th Ave., Infant- 12th Grade, www.therocklions.com
- **Trilogy School:** 332-8802, 8700 NW 23rd Ave., 1st-12th Grade, www.trilogyschool.org

Alachua County School District

Who to call for...

- **Adult Education/GED:** Charley Wise, 955-7035
- **Board Agenda Information:** Rose Ramos, 955-7880
- **Career and Technical Education:** Dave Edwards, 955-7600
- **Community & School Relations:** Philoron Wright, 955-7880
- **Curriculum/Instructional Services / Student Support:** Karen Clarke, 955-7444
- **Curriculum - Elementary:** Diana Lagotic, 955-7444
- **Curriculum - Secondary:** Donna Jones, 955-7444
- **Directory Assistance:** Connie Brower, 955-7300
- **Early Childhood Education:** Doris Imler, 955-7650
- **Exceptional Student Education:** Kathy Black, 955-7671, x 239
- **Extended Day Enrichment Program:** Angel Londrie, 955-7766
- **Facilities, Maintenance, Planning & Construction:** Shane Andrew, 955-7400, x 1401
- **Finance:** Scott Ward, 955-7583
- **Food and Nutrition Services:** Maria Eunice, 955-7537
- **Guidance Services:** Bill Goodman, 955-7671, x 264
- **Headstart, Preschool Education:** Ann Crowell, 955-6875
- **Health Services:** Pat Hughes, 955-7671, x 233
- **Homeless Education:** Courtney Allen, 955-7070
- **Home School:** Terri Bain, 955-7575
- **Human Resources:** Hershel Lyons, 955-7712
- **Information Resources:** John Holliman, 955-7509
- **Media Services:** Debi Bruner, 955-6850
- **Maintenance:** Tom Cowart, 955-7400, x 1413
- **Personnel (non-instructional):** Sally Wood, 955-7729
- **Personnel (instructional):** Laurie Bauer, 955-7706
- **Planning, Budgeting, & Systems:** Scott Ward, 955-7559
- **Planning & Construction:** Vicki McGrath, 955-7400, x 1423
- **Psychoeducational Services:** Marcia Leary, 955-7671, x 232
- **Public Information Office:** Jackie Johnson, 955-7545
- **Public Schools Foundation:** Judy Boles, 955-7003
- **Research, Assessment & Student Information/Zoning:** Steven Stark, 955-7681
- **Staff Development:** Heather Harbour, 955-7650
- **Student Records:** Rita Gay, 955-7740
- **Student Support Services:** Kathy Black, 955-7671, x 239
- **Testing:** Terri Bain, 955-7575
- **Textbook Services & Instructional Materials:** Martha Winegar, 955-6860
- **Title 1:** Pam Diaz, 955-7634
- **Transportation:** Harrell Harrison, 955-7750
- **Voluntary Pre-K Program:** Ann Crowell, 955-6875
- **Volunteer & Business Partnership Program:** Liz Stark, 955-6760
- **Zoning:** Steven Stark, 955-7681

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EDUCATION INFORMATION

Public School Contacts

Main School Board (352) 955-7300 • www.SBAC.edu

SCHOOLS/GRADES	PHONE	PRINCIPAL	ADDRESS
ELEMENTARY SCHOOLS			
Alachua (3-5)	(386) 462-1841	Eva M. Copeland	13800 NW 152nd Place, Alachua
Archer (PK-5)	495-2111	Cory Tomlinson	14533 SW 170th Street, Archer
Chiles, Lawton (PK-5)	333-2825	Judy Black	2525 Schoolhouse Rd., Gainesville
Duval, Charles (K-5)	955-6703	Lawson Brown	2106 NE 8th Avenue, Gainesville
Finley, J.J. (K-5)	955-6705	Kathleen B. Valdes	1912 NW 5th Avenue, Gainesville
Foster, Stephen (K-5)	955-6706	James E. Kuhn, III	3800 NW 6th Street, Gainesville
Glen Springs (K-5)	955-6708	Nannette Dell	2826 NW 31st Avenue, Gainesville
Hidden Oak (PK-5)	333-2801	Ron Knowles	2100 Ft. Clarke Blvd., Gainesville
High Springs Comm. (K-8)	(386) 454-1958	Jeffrey Means	1015 N Main, High Springs
Idylwild (K-5)	955-6709	Daniel Ferguson	4601 SW 20th Terrace, Gainesville
Irby, W. W. (PK-2)	(386) 462-5002	Valdenora Fortner	13505 NW 140th Street, Alachua
Lake Forest (PK-5)	955-6710	Diane Hill	4401 SE 4th Avenue, Gainesville
Littlewood (PK-5)	955-6712	Jen Homard	812 NW 34th Street, Gainesville
Meadowbrook (K-5)	333-2828	Brad Burklew	11525 NW 39th Avenue, Gainesville
Metcalfe, W. A. (PK-5)	955-6713	Pat Phillips	1250 NE 18th Avenue, Gainesville
Newberry (PK-4)	472-1100	Lacy Redd	25705 SW 15th Avenue, Newberry
Norton, C. W. (K-5)	955-6765	Kim Neal	2200 NW 45th Avenue, Gainesville
Rawlings, M. K. (PK-5)	955-6715	Daniel Burney	3500 NE 15th Street, Gainesville
Shell, Chester (PK-5)	481-1901	Libby Hartwell	21633 SE 65th Avenue, Hawthorne
Talbot, Wm. S. (PK-5)	955-6716	Lina Bedoya Burklew	5701 NW 43rd Street, Gainesville
Terwilliger, Myra (PK-5)	955-6717	Lynn M. McNeill	301 NW 62nd Street, Gainesville
Waldo Comm. (PK-5)	468-1451	Holly Burton	14450 NE 148th Avenue, Waldo
Wiles, Kimball (K-5)	955-6955	Dr. Barbara Buys	4601 SW 75th Street, Gainesville
Williams, Joseph (K-5)	955-6719	Karla Hutchinson	1245 SE 7th Avenue, Gainesville
MIDDLE SCHOOLS			
Bishop, Howard W. (6-8)	955-6701	Mike Gamble	1901 NE 9th Street, Gainesville
Ft. Clarke (6-8)	333-2800	Donna Kidwell	9301 NW 23rd Avenue, Gainesville
Hawthorne Middle/High (6-12)	481-1900	Libby Hartwell	21403 SE 69th Avenue, Hawthorne
High Springs Comm. (K-8)	(386) 454-1958	Jeffrey Means	1015 N Main, High Springs
Kanapaha (6-8)	955-6960	Jennifer Wise	5005 SW 75th Street, Gainesville
Lincoln, Abraham (6-8)	955-6711	Don Lewis	1001 SE 12th Street, Gainesville
Mebane, A. L. (6-8)	(386) 462-1648	Manda Bessner	16401 NW 140th Street, Alachua
Oak View (5-8)	472-1102	Katherine Munn	1203 SW 250th Street, Newberry
Westwood (6-8)	955-6718	James TenBieg	3215 NW 15th Avenue, Gainesville
HIGH SCHOOLS			
Buchholz, F. W. (9-12)	955-6702	Vicente Perez	5510 NW 27th Avenue, Gainesville
Eastside (9-12)	955-6704	Jeff Charbonnet	1201 SE 43rd Street, Gainesville
Gainesville (9-12)	955-6707	David Shelnutt	1900 NW 13th Street, Gainesville
Hawthorne Middle/High (6-12)	481-1900	Libby Hartwell	21403 SE 69th Avenue, Hawthorne
Loften (PK & 6-12)	955-6839	Bill McElroy	3000 E University Avenue, Gainesville
Newberry (9-12)	472-1101	Kevin Purvis	400 SW 258th Street, Newberry
Santa Fe (9-12)	(386) 462-1125	Dr. Beth LeClear	16213 NW US Hwy 441, Alachua

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OUR MISSION

To be the trusted source of innovative real estate solutions by maintaining a culture of success marked by unparalleled professionalism, hard work, a positive work environment, and a dedication to being the number one real estate firm in Alachua and surrounding counties.

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REALTORS... EXPERIENCED PROFESSIONALS

We at Coldwell Banker M.M. Parrish are prominently involved in the local real estate community and strive for continued excellence in the industry.

Associates of our company have held leadership positions throughout the years and been recognized by their peers for outstanding performance. With over 80 professional and experienced Realtors, Coldwell Banker M.M. Parrish Realtors is uniquely qualified to serve you.

- More than half our Sales Associates have been with the company for over 10 YEARS
- Almost half are BROKER ASSOCIATES, holding their own Broker's license from the State of Florida
- Over 20% hold the GRI DESIGNATION (Graduate Realtor Institute) considered the nation's number one real estate designation

SERVICE... SUPPORTING OUR COMMUNITY

Our Company has had a strong culture of supporting our community for over 100 years. Our Staff, Management and Sales Associates are proud to participate in hundreds of different volunteer programs, organizations, fundraisers and community events as individuals. As a Company, we are involved in many local charities and sponsor several local events every year.

Our signature projects are Habitat for Humanity and the Food4Kids Backpack Program.

OUR PAST...
A TRADITION OF SERVICE

In 1911, Mercer Moorman Parrish, Sr. chose Gainesville -- the fourth largest city in Florida at the time -- over Orlando and Perry, as the location of the Inter-Southern Life Insurance Company's first Florida office. He quickly persuaded his father, James Howard Parrish, to relocate from Kentucky and formed the father/son real estate business of James H. & M.M. Parrish, Realtors.

The two went on to build leading real estate and insurance businesses and, in the process, became two of Gainesville's most prominent residents. They were active in both civic and business circles and truly influenced the course of the city's history. Neighborhoods such as The Duckpond and Golf View were developed by the pair.

In the 1930's, Moorman's sons, M. and H., carried on the family businesses. They began their own residential construction company and built a wide range of housing types throughout the city. M. also established a commercial construction company which was involved in the building or renovation of many Gainesville landmarks like the Thomas Center and UF's South End Zone.

M. was influential in bringing new industry and business to Gainesville (G.E., Sperry Rand, and others) , and like his father, would alter the course of the city's development. In the early 1950's, M. formed M.M. Parrish & Associates and became known as "Mr. Real Estate" for all the hours he dedicated to the industry and community.

In the early 1970's the insurance business was sold and the construction business would be sold in 1984. When H. Parrish died in 1971 his son Jim joined the company to focus on commercial brokerage. The company grew from twelve associates in 1980 to over forty by 1984. Jim became active in the real estate industry at both the state and national level and served as the President of the Florida Association of Realtors in 1989.

In 2000, at the age of 52, Jim suffered a fatal heart attack (as did his father and grandfather) leaving wife, Susan, as the first female owner of the company.

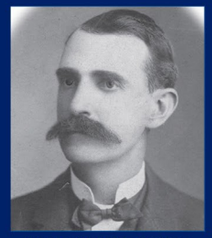
To kick off the next 100 years, family-owned M. M. Parrish Realtors joined with a new family in October of 2011. Beau Beery and father-in-law Todd Rainsberger became co-owners with the mother/son team of Susan and J. Parrish. Beau heads-up the Commercial Property Division, while J. serves as CEO and continues to oversee the entire operation. As Director of Community Relations, Susan represents the Company and encourages participation in many charitable and volunteer efforts. Todd, although without a formal title, offers 'big picture' leadership and is involved with Beau in building a strong Commercial Division. Overall operation of the Company is a group affair.

Also in 2011, a professional property management company was launched to provide owner/investors the highest return on their real estate investments in both commercial and residential leasing. The company also serves clients who wish to rent property rather than purchase.

In January of 2013, Michael Kitchens, a 20-year industry veteran and 7th generation resident of Gainesville, was hired as President of the Company.

The company today operates from two locations with over 80 Sales Associates ready to assist. After more than 100 years in business through some of the most challenging and rewarding times, the company is poised to move strongly into the future — serving the greater Gainesville

OUR PRESENT...
A COMMITMENT TO EXCELLENCE



JAMES HOWARD PARRISH
(1855 - 1928)



MERCER MOORMAN PARRISH, SR.
(1886 - 1951)



MERCER MOORMAN PARRISH, JR.
(1915 - 2001)



HENRY HOWARD PARRISH
(1914 - 1971)



JAMES MOORMAN PARRISH, SR.
(1947 - 2000)



SUSAN PARRISH
OWNER, DIRECTOR OF COMMUNITY RELATIONS



J. PARRISH
OWNER, CEO, BROKER



MIKE KITCHENS
PRESIDENT, BROKER

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M.M. PARRISH
REALTORS®

In 1982, M. M. Parrish & Associates, Inc. affiliated with Coldwell Banker, the oldest and most established residential real estate franchise system in North America.

The Value of the Coldwell Banker® Brand

The story of Coldwell Banker® is a story of leadership and success. From its beginnings in San Francisco in 1906, Coldwell Banker has grown to become one of the premier residential real estate organizations in the world. Coldwell Banker was founded on a commitment to professionalism and customer service that continues to be the core of its business philosophy today. Coldwell Banker provides its sales associates with the strongest support in the real estate industry so they in turn can deliver the support their buyers and sellers need. That's the Coldwell Banker tradition.

Coldwell Banker M.M. Parrish Realtors combines a local well-respected name with the national brand which results in proven competitive advantage. We provide our customers with worldwide exposure through cutting-edge marketing technology.

Alachua County Named *A Top Community For Kids*

By KIMBERLY C. MOORE
The Gainesville Sun staff writer

An earlier version of this article incorrectly stated that a tax approved by voters in 2008 was a one-cent sales tax.

Children snuggle up to grown-ups who read to them at the Alachua County Public Library. Volunteers help elementary and middle school students learn math, writing, reading and science. And skateboarders swoop down ramps at Possum Creek Park.

Those snapshots of life for Alachua County children are why Gen. Colin Powell and his wife Alma's organization, America's Promise Alliance, named the county one of the "100 Best Communities for Young People" in the nation.



"The 100 Best Communities for Young People are taking bold and effective steps to help their youth graduate and lead healthy, productive lives," Alma Powell, chair of the Alliance, said Tuesday. "Each community has proven that they are developing programs and implementing initiatives to provide young people with the essential resources they need to graduate from high school and succeed in college and a 21st century career."

Brent Christensen and Eric Godet from the Gainesville Area Chamber of Commerce along with Alachua County Children's Alliance member Beck O'Brien accepted the award in Washington, D.C., on Tuesday at a ceremony in front of the Washington Monument. A local celebration is scheduled for Nov. 7 to recognize the agencies that contributed to the recognition. County officials will receive two road signs designating the area as one of the 100 best as well as a trophy.

The award comes as the Alachua County Children's Alliance continues to work toward increasing after-school help for those in need, reducing dropout rates and increasing graduation rates, along with reducing the number of children in foster care. The alliance is a nonpartisan group that meets monthly to promote better outcomes for children.

"It's really congratulations to the community and the community alliance," said Esther Tibbs, Department of Children and Families circuit administrator and county alliance board member. "While we have work ahead of us, this marks a milestone as public and private agencies have found new ways to cooperate and collaborate to better meet the needs of Alachua County's children."

Alachua County — like most counties in Florida — struggles with Florida Comprehensive Assessment Test scores, along with poverty and drop-out rates.

The Gainesville Sun reviewed statistics provided by the Florida Department of Education and found Alachua County graduation rates and FCAT reading scores improving, along with a decline in the dropout rate. But the numbers also highlight the work that lies ahead:

Nearly 23 percent of high school students didn't graduate last year.

55 percent of 10th-graders did not pass the FCAT reading test this year.

Nearly 50 percent of students receive a free or reduced-price lunch.

"It's only a beginning," Tibbs said about the work and the award.

One bright spot is that Alachua County's SAT scores are the highest in the state. High school students nationwide take the test, which can determine college scholarships and placement at universities.

Part of the reason Alachua County won the 100 Best award, organizers say, is not because it's at the top of the heap in test scores or athletics but because residents are working to make a difference in children's lives each day, especially those in need.

The 100 Best Communities for Young People are taking bold and effective steps to help their youth graduate and lead healthy, productive lives.

"These winning communities refuse to let the challenges they face be the determining factor in the lives of their children and youth," Alma Powell said. "Instead, they are helping to build an infrastructure of assertive, successful and dynamic young people that are the future of this country."

Alachua County agencies have revved up or started new programs in the past few years, including: Success By 6, a United Way program to encourage children to be ready for school. The organization has spent $1.8 million on programs dedicated to improving school readiness.

Boys and Girls Clubs, a stalwart of after-school activities for decades.

Snuggle-Up Centers, a program in which volunteers read to children at Alachua County Public Libraries.

Welcome Baby Kits, which sends volunteers into homes with books to encourage families to read.

In addition, community leaders in 2008 successfully campaigned to get a one-mil property tax passed to pay for arts programs in the schools at a time when budget cuts were killing similar programs throughout the state. The Alachua County School District last year received a 21st Century Learning Community Grant, a federally funded program that provides after-school help for elementary and middle school students. The first-year grant was for $700,000. It is allowing the district to provide after-school and summer help for every middle school student in the district — more than 10,000 sixth-, seventh- and eighth-graders.

"And absolutely everything is free ... not a nickel out of parents' pockets," Melissa Montgomery, the program's coordinator, said when it was announced last fall. "Students do not have to financially qualify. As long as a student is enrolled at a school in Alachua County, they can attend one of these sites."

In addition to tutoring, the program provides extracurricular activities such as dance, photography, martial arts, mad scientist, art, furniture design and technology-based activities. It is designed to improve academic performance along with the behavior of adolescents and preteens.

One student who says after-school programs made her life better is Jaterra Bonds, a freshman basketball player at the University of Florida. She participated in the city of Gainesville's recreation programs at the Northeast Community Center.

"I learned patience, social interaction, how to take criticism, discipline and many other valuable lessons," said Bonds, a graduate of P.K. Yonge Developmental Research School at UF. "I have changed as a person, because now I'm more mature and know how to handle the different situations of life."

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Top 10 Best College Towns

What makes a great college town?

*A great college, **naturally.***

Gainesville ✓

*Plenty of youthful energy? **You bet.***

Gainesville ✓

An abundance of kitschy cafes and indie bookstores and a vibrant music and art scene?
You can count on it.

Gainesville ✓

*And if there's a home team to write home about, **HOORAY!***

Gainesville ✓

The best college towns, like the ones on our list, offer something for everyone: cultural diversity, a mix of urban sophistication and small–town charm, great outdoor spaces and places for intellectual curiosity to thrive.



1. Austin, TX — *Population: 709,893*
2. Boulder, CO — *Population: 91,481*
3. Madison, WI — *Population: 223,389*
4. Berkeley, CA — *Population: 101,555*
5. Athens, GA — *Population: 111,580*
6. Princeton, NJ — *Population: 13,381*
7. Eugene, OR — *Population: 146,356*
8. Chapel Hill, NC — *Population: 49,919*

9. Gainesville, FL

Population: 108,655

The University of Florida and its beloved Gators dominate the landscape of this sports–loving city. But that's not the only reason why Gainesville is a great college town. Vibrant downtown Gainesville provides a central location for just about everything, from local restaurants to movies and theater to art and music. There's live theater and first–run foreign, limited–release and avant–garde films at The Hipp (Hippodrome State Theatre), art festivals and shows all year long, free concerts and performing arts every Friday night from May through October in Bo Diddley Community Plaza, 13 museums and galleries, cafes and clubs—all reachable by Gainesville's public bus transportation system. Gainesville is also just a short drive from breathtaking beaches on the Gulf of Mexico and the Atlantic Ocean. But nature lover's will find plenty of beautiful spaces right here, including Morningside Nature Center, the city's premier nature park with seven miles of trails winding through native vegetation, and the magnificent Kanapaha Botanical Gardens, with 62 acres of lakeside forests and gardens for picnicking and strolling.

** U.S. Census Bureau, 2006 estimate*

10. Lawrence, KS — *Population: 88,605*

"Top 10 Best College Towns," Parents & Colleges (December 2010)
www.parentsandcolleges.com/top-ten-lists/list07-bct/. Accessed 20 March 2012.

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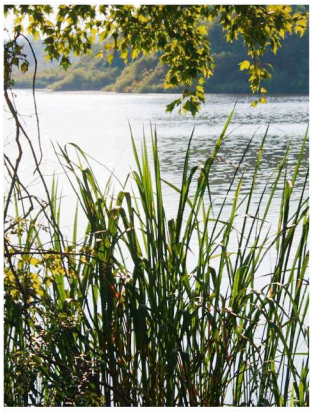
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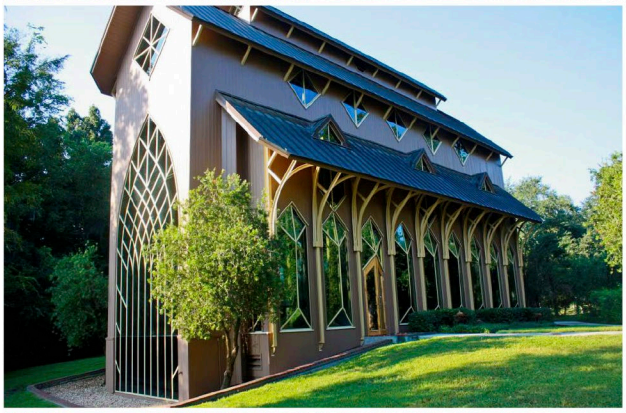
Top 5 Cities For Investors

ALAMEDA, Calif. – June 7, 2011 – Investors have accounted for a greater bulk of real estate transactions in recent months as they've looked to snag some of the ultra-low prices from distressed sales and other properties. In fact, investors are expected to outnumber traditional homebuyers three to one in the next two years, according to a study by Move Inc.

Inman News recently conducted an analysis of hundreds of real estate markets to determine the top markets for real estate investors, taking into account such factors as the median sales price, loan data, foreclosure sales and discount statistics, population, and unemployment data.











Here are the top five cities that Inman News found as the best real estate markets for investors:

1. Indianapolis-Carmel, Ind.
2. Winchester, Va.-W.Va.
3. **Gainesville, Fla.**
4. Tuscon, Ariz.
5. Tallahassee, Fla.

Other cities rounding out the top 10: Hagerstown-Martinsburg, Md.-W.Va.; Salt Lake City; Richmond, Va.; Gainesville, Ga.; and Winston-Salem, N.C.

In its analysis, Inman also found that 52 percent of the investors surveyed said they would be "somewhat likely" to buy another investment property or vacation home in the next two years.

Source: "10 Best Markets for Real Estate Investors," Inman News (June 3, 2011)
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America's 25 Greenest Cities

Earth Day was celebrated Friday, but how does your city fare the other 364 days of the year? The Daily Beast crunches the numbers to determine the 25 cities with the greenest citizens.

The country went green this past weekend, on the heels of Earth Day on Friday. Sacramento held a concert in Southside Park supported by dozens of local groups, organizers in San Francisco, among other things, held a cleanup in Dolores Park, while in New York City an expo of cultural and technological innovations related to the environment was held in Grand Central Terminal.

Beyond these weekend-long events, Earth Day also coincided with a flurry of green-friendly, long-term initiatives. CityBus in Lafayette, Indiana, broke ground on a wind-power project that will provide electricity through wind turbines to city bus facilities, while in Seattle the King County Department of Transportation announced it would add 25 electric vehicles to its fleet in 2011.

Given all the environmental focus, The Daily Beast wanted to find out where cities stand on their green record the rest of the year, beyond Earth Day. To find the greenest cities with 100,000 or more people, we looked at citizen behavior across five categories, each weighted equally, with the final ranking determined by a comparison of each city's performance compared to the average for each category:

Do citizens not just think green, but also behave green in their day-to-day lives? Using current behavioral survey data measuring the percent of people in each city that put their green beliefs into action, from market research firm Experian Simmons, we took at look at:

Average trips taken on public transport each weekday, with fourth-quarter 2010 data from the American Public Transportation Association, a nonprofit that advocates on behalf of 343 transit systems.

The percent of homes that use solar energy for heating, with data from the U.S. Census Bureau.

The percent of people who make a conscious effort to recycle.

Finally, in the antithesis of the first category, cities were brought down in the rankings based on the percentage of people who are willing to admit to no concern or consciousness of environmental issues, with current survey data from Experian Simmons.

"America's 25 Greenest Cities," The Daily Beast (April 24, 2011) www.thedailybeast.com/articles/2011/04/24/americas-greenest-cities-new-york-las-vegas-san-francisco-and-more.print.html. Accessed 15 Mar. 2012.

1. New York, NY
2. Las Vegas, NV
3. San Francisco, CA
4. Washington, DC
5. Albuquerque, NM
6. Boston, MA

7. GAINESVILLE, FL

Residents that think and act eco-consciously: 34%
Residents that are not eco-conscious: 15%
Residents that recycle: 63%
Average weekday trips on public transportation: 45.000
Homes with solar heating: 0.06%

8. Chicago, IL
9. Philadelphia, PA
10. Baltimore, MD
11. San Diego, CA
12. Santa Barbara, CA
13. Los Angeles, CA
14. Tucson, AZ
15. Portland, OR
16. Lafayette, IN
17. Casper, WY
18. Colorado Springs, CO
19. Seattle, WA
20. Denver, CO
21. Grand Junction, CO
22. Medford, OR
23. Madison, WI
24. Reno, NV
25. Missoula, MT

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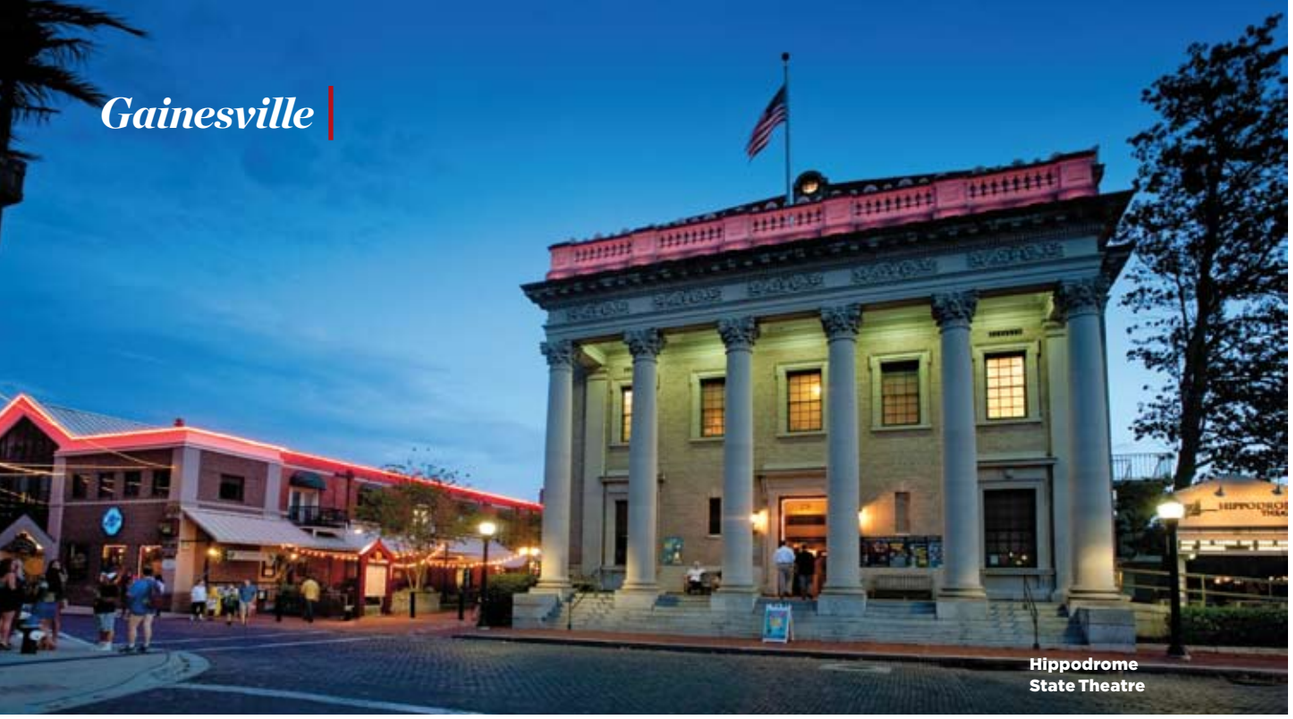
The circa-1920 Thomas Center is home to art galleries and performance space.

Coming of Age

Discover Gainesville's new diversity. **By Ted Spiker**

For many outside of Florida, Gainesville may be best known for two things: Gatorade and Tim Tebow. But those who truly know this city understand its depth and its three-dimensional environment — a cool balance of nature, culture, business, sports, and education.

Gainesville



Hippodrome State Theatre

Home to the state's oldest university, the University of Florida (UF), Gainesville retains its funky, college-town vibe. But many say its appeal is much more diverse nowadays.

"It used to be a hippie town — a really cool, very grassroots little town, but also very progressive," says Stephanie Ivey, owner of Ivey's Grill and a resident since 1987.



Paynes Prairie Preserve State Park

Today, Gainesville offers many of the amenities of a larger city (championship-level sports and a rich arts community) without some of the hassles (rush hour).

Located in the north central part of the state about halfway between the Atlantic Ocean and Gulf of Mexico, the city has a population of about 125,000. Served by the Gainesville Regional Airport, the area is convenient to popular destination spots like Orlando. But visitors and residents find plenty to keep them busy in Gainesville and Alachua County.

Spend the afternoon at the circa-1920 Thomas Center, a restored Mediterranean Revival–style manse filled with art galleries, history exhibits, and 1920s period rooms, all surrounded by landscaped gardens. Then head to the downtown district to savor Asian and Pan-Latin–inspired dishes (see dining on page 88). Afterward, check out the live-music scene or catch a play or film at the Hippodrome State Theatre, housed in a historic Federal Building.

Culture vultures will enjoy the new Asian wing at The Harn Museum of Art in UF's Cultural Plaza. And kids (and the young at heart) will love the teaching zoo at Santa Fe College, where they can stroll the 10-acre forest and commune with cuddly critters from fur to feathers (monkeys to parrots).

Nature lovers can also get a close look at local wildlife in nearby Paynes Prairie Preserve State Park, home to bison, horses, sandhill cranes, and more than 270 bird species. Many visit Gainesville's nearby parks and waterways for hiking, biking, snorkeling, and canoeing.

"We love the Ichetucknee River for the clarity of the water and the beauty of the scenery," says Linda Demetropoulos, nature and cultural manager of the city's Division of Cultural Affairs, who spends leisure time kayaking in the area. "Gainesville is one of my favorite places in Florida because of the beauty, especially the tree canopies."

Many also point to Gainesville as a city that supports new business and technology. The new Innovation Square located next to the UF campus will develop into a place where science, technology, and business merge to bring new ideas to the marketplace.

"What you find here is a community that's incredibly entrepreneurial in nature," says Brent Christensen, president and CEO of the Gainesville Area Chamber of Commerce. "Gatorade was the university's product that gave it fame and fortune in the marketplace, but now the university is even more committed to find more Gatorades, whether it's in the life-science field, the green-energy field, or the information-technology field."

Part of that spirit comes from the constant influx of young minds into all areas of the community, whether it's business, arts, or athletics. Part of it also comes from the one-degree-of-separation residents feel with each other. When popular pizza place Satchel's temporarily closed after a kitchen fire, supporters raised more than $35,000 to help pay out-of-work employees. (Satchel's plans to reopen in June.)

"There's a constant feeling of vitality, and we're seeing that more than ever before," says Gainesville Mayor Craig Lowe. "Gainesville has a very diverse population and a large international community. It's a midsize city with many things you find in a large city, but you still maintain the quality of life that's so special to us."





From top: **Future plans for Innovation Square; tubing on the Ichetucknee River; Ben Hill Griffin Stadium at University of Florida**

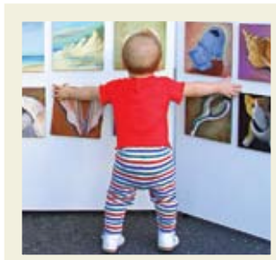
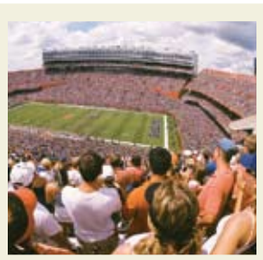


PHOTOS (CLOCKWISE FROM TOP LEFT) BY GENE BEDNAREK/SILVER IMAGE® PHOTO AGENCY; COURTESY OF UNIVERSITY OF FLORIDA DEVELOPMENT CORPORATION; VISIT GAINESVILLE; UNIVERSITY OF FLORIDA; FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION

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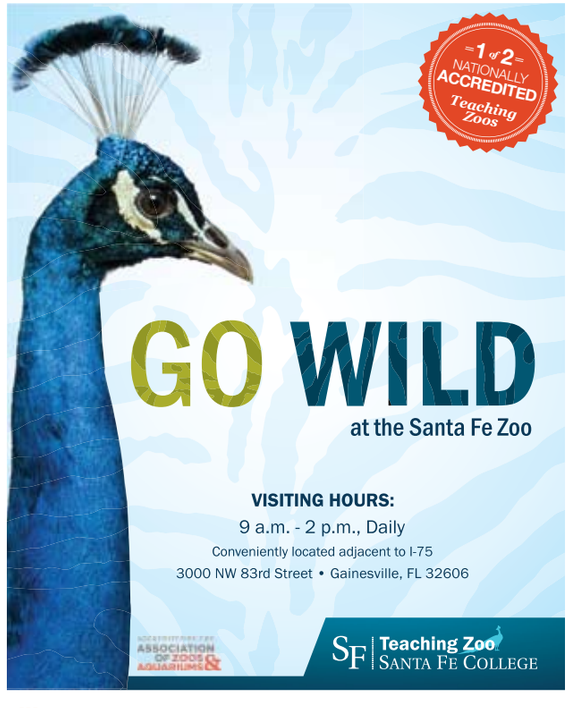
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left: Korea, *Gilt Wood Seated Bodhisattva*, Joseon Dynasty (1392-1910) 17th century, museum purchase, gift of Michael and Donna Singer
right: China, *Covered Jar*, Qing Dynasty (1644-1911), 18th century, museum purchase, gift of a private donor

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Researcher at Innovation Square

PHOTO COURTESY OF UNIVERSITY OF FLORIDA DEVELOPMENT CORPORATION

Reaching Higher

From high tech to higher ed, Gainesville is on the cutting edge. **By Chris Eversole**

When Augi Lye graduated from the University of Florida (UF) in 2006, he got offers from across the country. But the 2006 grad decided not to move.

Lye decided to stay in Gainesville to work for Prioria Robotics, a company founded by UF grads that builds portable unmanned aircraft.

"I took a big pay cut from what I could have made in a big city, but I figured that Prioria was getting started like all big companies get started," Lye says. His gamble on Gainesville paid off. After working for Prioria for two and half years, Lye pursued the technical side of a more artistic pastime — the cello. He launched his first company, ToneRite, which makes a device that increases tone, playability, and balance in string instruments. Lye then started a computer gaming company, Trendy Entertainment, which has grown to employ 30 techies — thanks to the success of its Dungeon Defenders product.

UF researchers and graduates like Lye have long defined Gainesville's economy. The late Dr. J. Robert Cade, a UF scientist, created



Innovation Hub



Trendy Entertainment's office in Gainesville

PHOTOS (FROM LEFT) COURTESY OF UNIVERSITY OF FLORIDA DEVELOPMENT CORPORATION; TRENDY ENTERTAINMENT

Gatorade in the 1960s to keep Gator football players hydrated on the field. In 1985, UF physician Bill Petty, his wife Betty, and UF biomedical engineer Gary Miller started Exactech, a manufacturer of joint replacements. Today the company employs more than 600 people and boasts more than $200 million in annual sales.

Rather than relying on the solid education and health-care sectors, Gainesville works actively to attract new business.

While these high-tech spin-offs keep the Gainesville economy growing, its foundation remains higher education and health care. With an annual economic impact exceeding $8.76 billion, UF has an enrollment of 50,000 students and employs more than 13,800 full-time workers, as well as an additional 12,500 student and part-time workers.

Health care closely follows higher education's impact on the local economy. The cornerstones are Shands at UF, the university's academic medical center, and North Florida Regional Medical Center, both of which *U.S. News & World Report* regularly ranks within the top 50 in various medical specialties.

"Health care is one heck of an economic engine," says Brent Christensen, president and CEO of the Gainesville Area Chamber of Commerce. "Like higher education, health care buffers us from extremes in the economy."

And so does diversity: Insurance adds another important ingredient to the economic mix. Nationwide Insurance has its regional headquarters in Gainesville, which is also home to AvMed Health Plans.

But rather than relying on the solid education and heath-care sectors, Gainesville works actively to attract new business. In fact, it has more incubators per capita than any other U.S. city, according to Ann Collett, vice president of Innovation Gainesville, a community-wide effort led by the chamber and the Council for Economic Outreach to bring high-skill and high-wage jobs to town.

Lye, for example, started his companies in the Downtown Technology Center, a business incubator created by Ken and Linda McGurn. The McGurns helped transform the downtown

Making connections that change the way people experience their lives.



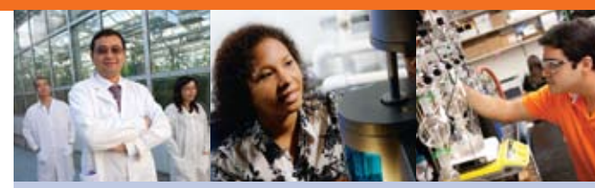
Gainesville is home to the University of Florida, one of the nation's ten largest public universities.

If it's happening in higher education, chances are it's happening at UF. With a total of 16 colleges, UF is one of only six public land-grant universities nationwide with colleges of Medicine, Veterinary Medicine, Agriculture and Law on one central campus.

By attracting the best and brightest research faculty and students, we are leading the way in transferring discoveries to the marketplace and creating environments that foster innovation and progress.

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The University of Florida - By the Numbers

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***Clockwise*: Shands Cancer Hospital; UF&Shands researcher; neurosurgery at Shands.**





Upgrade to Green

Travel through the Gainesville Regional Airport (GNV), which serves more than 350,000 passengers annually, and the first thing you'll notice is the welcoming, sunny terminal complete with rocking chairs and fountain. The recent face-lift, part of a $7 million multiphase renovation project, also includes deeper changes such as a new, energy-efficient HVAC system.

Passengers flying in might also spot the airport's recently installed solar panels on the terminal roof. Not only are the panels a green source of energy, GNV is able to sell back up to 300 kilowatts of power to Gainesville Regional Utilities through its Solar Feed In Tariff program. By participating in the tariff program, the airport gains revenue and helps Gainesville maintain its status as a national hub for green technology. gra-gnv.com

business district into a vibrant destination featuring locally owned restaurants and bars, as well as government offices and space for technology companies.

The newest, largest incubator is UF's Florida Innovation Hub, a 48,000-square-foot building located midway between the campus and downtown. Its abundance of office space, laboratories, conference rooms, and other resources support new startup companies, which use technologies that spring from university laboratories. Take Synogen Development Group, a tenant that has invested in and mentors new medical technology companies, helping young entrepreneurs build their businesses.

The Innovation Hub is part of a much larger entrepreneurial development, the roughly 40-acre Innovation Square at the University of Florida, which focuses on cutting-edge creativity and technology development. Both public and private sectors are working together to develop the square into a new live, work, and play community.

With so many resources for businesses, Gainesville attracts growing companies like MindTree Limited, a global IT and product engineering company. MindTree recently selected Gainesville for its United States expansion, slated to bring in 400 new, high-tech jobs over the next five years.

But while the city is reaching toward the future, Gainesville is also preserving the legacy of its previous innovators. The Cade Museum for Creativity and Invention will honor Gatorade inventor Dr. Robert Cade at its future home in Depot Park just south of downtown.

The museum is one of many examples of the dynamic economy being fostered by Innovation Gainesville. "We have a community that allows cool things to happen," Collett says. We couldn't agree more.

PHOTOS (LEFT AND TOP RIGHT) COURTESY OF SHANDS (BOTTOM RIGHT) BY SARAH BESS KIEWEL





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UF Research at a glance - Fiscal 2011

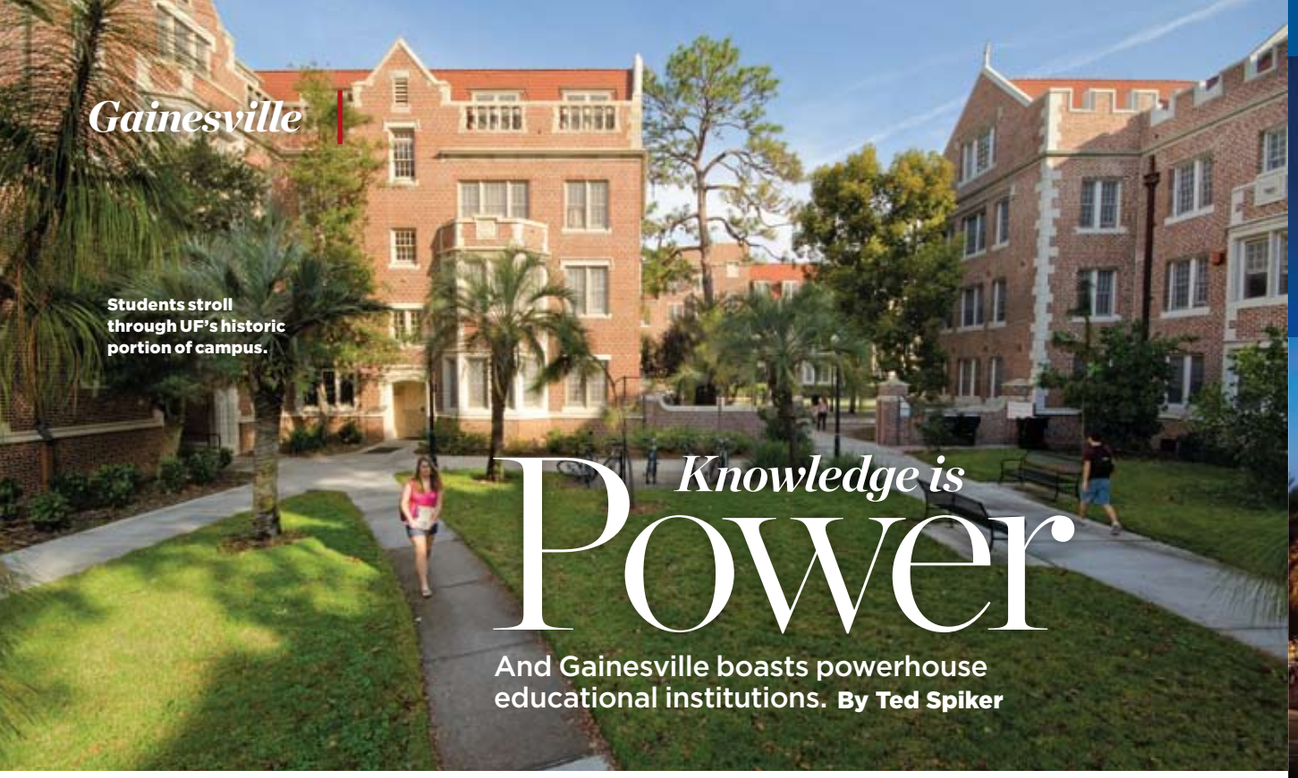
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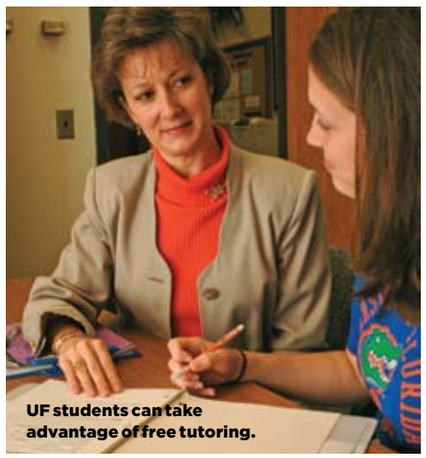


Students stroll through UF's historic portion of campus.

Knowledge is Power

And Gainesville boasts powerhouse educational institutions. **By Ted Spiker**

While the area boasts several colleges, Alachua County is perhaps best known as the home of the University of Florida and Santa Fe College.



UF students can take advantage of free tutoring.

University of Florida

With an enrollment of 50,000 and more than 5,000 faculty members, the University of Florida (UF) is one of only six public land-grant universities in the country offering colleges of medicine, veterinary medicine, agriculture, and law, all on one central campus.

Tracing to 1853, UF moved to Gainesville from Lake City in 1906. Today, the campus stretches over 2,000 acres, and includes state-of-the-art facilities like the Shands teaching hospital. Clinical researchers there conduct groundbreaking studies on gene therapy, cancer, neurological diseases, and much more. In 2010–2011 alone, the university received more than $619 million in research funding.

"If you've noticed a trend here — innovation — that's no accident," says Win Phillips, senior vice president and chief operating officer. "It's what we do, and we do it exceptionally well."

UF students also do exceptionally well. About 90 percent of incoming freshmen score above average on standardized testing. As for athletics, UF has 27 national team championships and 203 Southeastern Conference championships under its belt, but it's also the only SEC school to have placed 100 or more student-athletes on the Southeastern Conference Academic Honor Roll for the past 14 years.

Students and faculty point to the fact that UF, like Gainesville, has the advantages of a large entity while still remaining intimate.

"I can't think of another university that would appeal to me like UF does. It has the research, but the colleges are small enough to remind you that it's made up of people," says Professor Emeritus Paul Doering, a UF alumnus and one of the world's leading pharmacy experts. "When a person closes their eyes and thinks about a university, what more could come to mind than the UF campus?"

PHOTOS COURTESY OF UNIVERSITY OF FLORIDA

Where innovation connects with the people and resources to succeed.



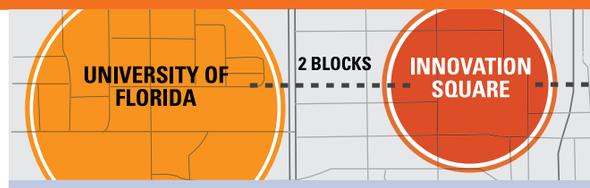
The Florida Innovation Hub at UF

Tech-based companies and breakthrough ideas are thriving at the University of Florida's Innovation Square.

At Innovation Square, UF has created a live/work/play community that cultivates and inspires creative thinking, fosters constant interaction between entrepreneurs and investors, and fuels ideas that drive progress.

At its heart and only two blocks from campus, lies the Florida Innovation Hub, a 48,000-square-foot super incubator that is providing entrepreneurs immediate access to the resources they need to take flight. Like all-inclusive leases, modern labs, and access to resident business service providers.

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Santa Fe College

Established as a community college in 1965, Santa Fe gained approval to offer four-year degrees in 2008. Now the college offers both two- and four-year degrees, with flexible part-time and online programs, to approximately 25,000 students. An additional 9,000 students take advantage of Santa Fe's continuing education and enrichment courses each year.

"With the population of Florida growing year after year, and more high-school students seeking college education, Santa Fe welcomed the opportunity to provide bachelor's degrees, especially to students in our region who need to study part-time and continue working," says Ed Bonahue, provost and vice president for academic affairs.

Santa Fe is well-known for programs in biotechnology, digital media, and the arts, as well as for the Santa Fe College Teaching Zoo, the only nationally accredited zoo on a college campus. The five-semester zoo animal technology program gives students instruction, training, and clinical experience.

In addition, Santa Fe has strong programs in the health field, such as nursing, respiratory care, surgical technology, radiographic technology and medical imaging, dental hygiene and assisting programs, and cardiovascular technology.

"Gainesville has become a regional hub for health care and related life-science activities," says Santa Fe College President Jackson Sasser, "so if I had to name one cluster of programs where we really partner with our community and respond to community needs, it would be health sciences."

Santa Fe also reaches out to the community through its Center for Innovation and Economic Development (CIED), which nurtures local businesses. One of the most successful CIED companies is Student Maid, a cleaning service started by a UF graduate that employs honor students. Just another example of how Santa Fe impacts the Gainesville community.



Santa Fe College Teaching Zoo

PHOTOS (FROM TOP) GENE BEDNAREK/SILVER IMAGE® PHOTO AGENCY. COURTESY OF SANTA FE COLLEGE

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Peter Jacobsen

Peter Jacobsen
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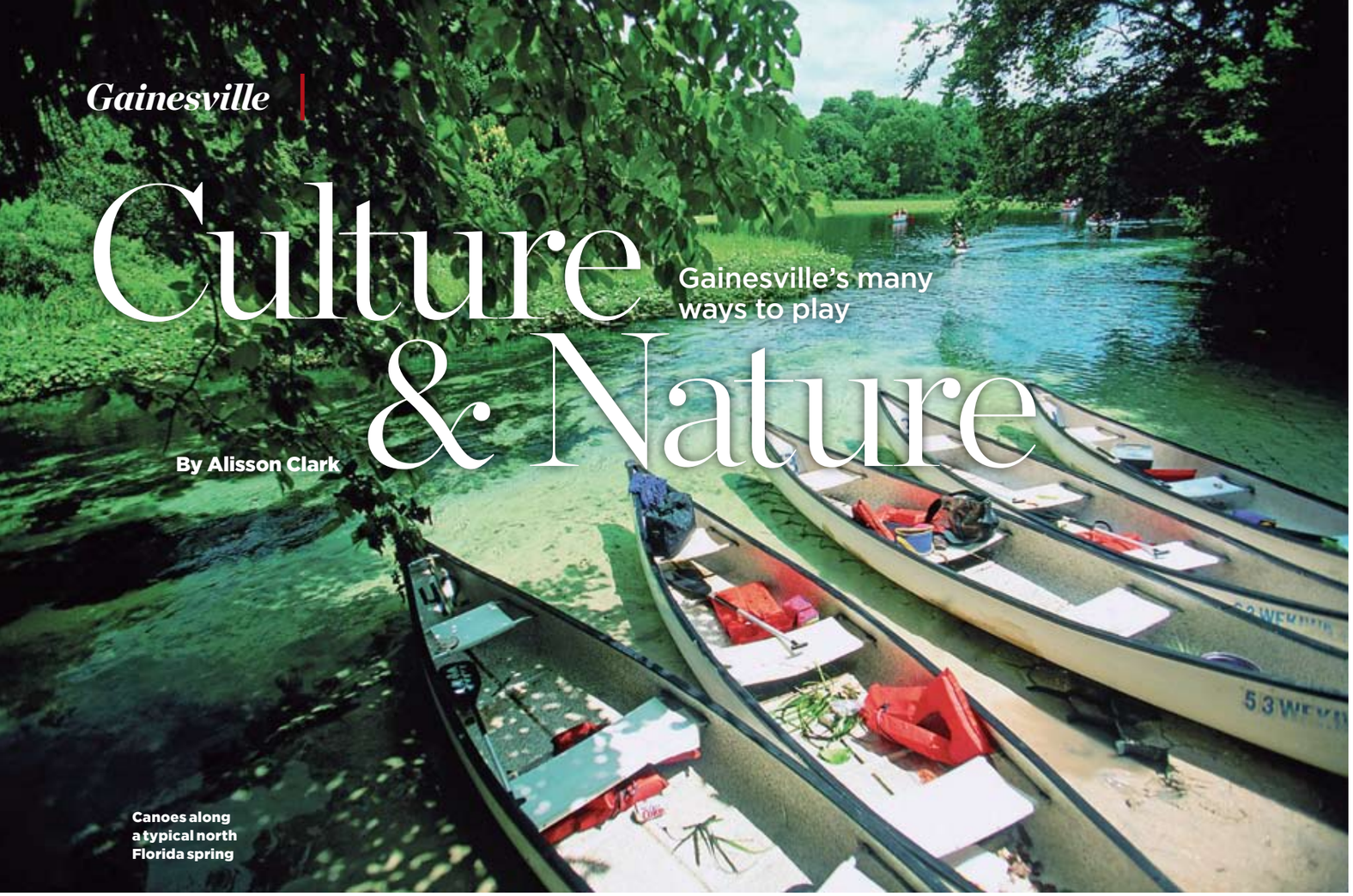
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Culture & Nature

Gainesville's many ways to play

By Alisson Clark



Canoes along a typical north Florida spring

Step into the Thomas Center, a Mediterranean Revival-style hotel turned cultural oasis in downtown Gainesville, to experience one of the area's many attractions that have drawn tourists for more than a century.



Thomas Center

Luminaries like Robert Frost wintered here in the 1930s, doubtless drawn by palm trees and mild winters, as well as the lively intellectual and cultural community of a college town.

Today, those lures remain, along with a host of new attractions. The newest is the 26,000-square-foot David A. Cofrin Asian Art Wing at the Harn Museum of Art on the University of Florida campus. A showcase for the museum's 2,000 Asian works from 2500 B.C. to the present, the wing also includes a rock garden and water garden with koi ponds and bonsai.

"So much of Asian art reflects nature, so the art you see inside is embodied by the gardens outside," says Tami Wroath, the Harn's director of marketing and public relations. Of course, you won't want to miss the Harn's other treasures, such as Monet's oil on canvas, *Champ d'avoine* (*Oat Field*). Curators rotate exhibitions from the museum's collection of 8,300 works, ranging from Ancient American to contemporary.

Steps away, you'll find the rest of UF's Cultural Plaza, including the Florida Museum of Natural History. A draw for families as well as nature- and history-lovers of all ages, the museum's interactive exhibits let visitors explore a cave, a Native American hut, and a Florida estuary. In the museum's Butterfly Rainforest, hundreds of free-flying butterflies flutter amid a 6,400-square-foot screened enclosure filled with tropical plants and waterfalls.

Another top attraction for nature lovers is the Santa Fe College Teaching Zoo, where visitors can explore on their own, or take a guided tour (reservations required) with a student who's learning to care for the resident ocelots, monkeys, otters, and other animals — more than 75 species in all.

"It's different from a typical walk around a zoo because you're getting information about the animals from someone who takes care of them," says director Jonathan Miot. "You get to learn about the animals' personalities."

The zoo attracts more than 30,000 visitors per year, but there's more to experience at Santa Fe College. You'll also find youth and adult shows at the Kika Silva Pla Planetarium as well as art galleries featuring student and faculty work.

Outdoor Adventure

Just outside of Gainesville, snorkelers, hikers, and paddlers flock to the crystal-clear springs at Ichetucknee Springs State Park. For John Moran, whose nature photos are published in *National Geographic* and *Time* (see his work at Harold's Frames & Gallery downtown), the springs have held a lifelong appeal.

"Whenever I visit the springs, seeing that glimpse of shocking blue through the trees literally takes my breath away," he says. When visitors dip a toe into the water, 72 degrees year-round, they might have the same reaction.

"In the heat of summer, it's delightfully alluring," Moran says, "but there's never a bad time to visit."

Other outdoor adventures abound at Paynes Prairie Preserve State Park, where bike paths such as the Gainesville-Hawthorne State Trail afford sweeping views of the savanna. Devil's Millhopper Geological State Park fea-



Above: **Nepalese, *Carved Conch Shell*, 17th century, at the Harn Museum of Art.** ***Below:*** **Popular student restaurant The Swamp**



PHOTOS (CLOCKWISE FROM TOP LEFT) COURTESY OF VISIT GAINESVILLE; MUSEUM PURCHASE, GIFT OF DR. AND MRS. DAVID A. COFRIN/HARN ART MUSEUM; GENE BEDNAREK/SILVER IMAGE PHOTO AGENCY (2)



Herlong Mansion Historic Inn & Gardens in Micanopy



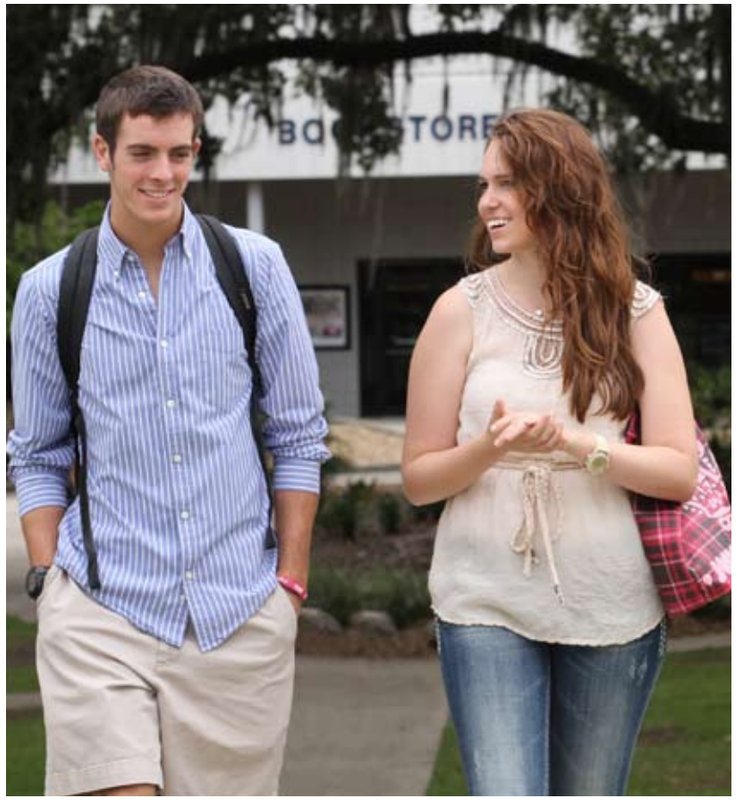
Hikers at Paynes Prairie Preserve State Park

tures a sinkhole revealing lush tropical plants, while the Kanapaha Botanical Gardens bloom gloriously year-round.

For some, getting outdoors means joining sports fans in their pilgrimage to Ben Hill Griffin Stadium, home of the Florida Gators football team. Tailgating is a favorite pastime here, but you'll also find NCAA Division I competitions throughout campus in baseball, basketball, soccer, volleyball, gymnastics, and other sports. And those teams weren't without supporters: Well over a million loyal fans attended 186 home events in 2010–2011.

A Step Back in Time

While Gainesville's college-town vibe is all about what's new and next, many of the nearby small towns hark back to a simpler time. Alachua and High Springs boast main streets out of yesteryear lined with shops and restaurants. History buffs will delight in a meal at The Ivy House, a 1902 Vic-



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Ryan Caffrey Photography

Primavera

Running annually from March through April (spring equinox to Earth Day), Primavera showcases Gainesville's top spring arts events, including festivals, theater, and even farm-to-table cuisine. To learn more, visit primaverafestival.us.

torian in Alachua, or the award-winning Great Outdoors Restaurant in High Springs, built as an opera house in 1895. In nearby Newberry, locals chow down at Newberry's Backyard BBQ, while athletes converge at Easton Newberry Sports Complex, a Junior Olympic Archery Development Program.

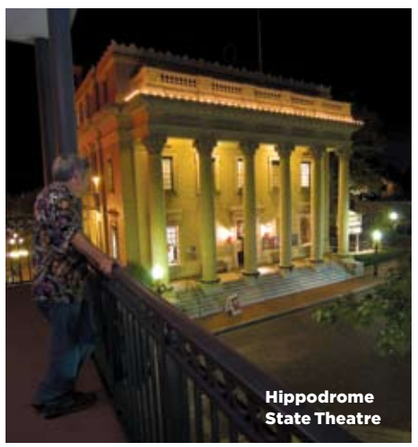
In quaint Micanopy, guests at the Herlong Mansion Historic Inn & Gardens stay in the midst of what some call "the little town that time forgot." The oldest inland settlement in Florida, Micanopy offers visitors a glimpse back to the late 1800s and early 1900s, and plenty to explore. Settle in for a slice of pizza at Blue Highway, and then stroll the shops and restaurants downtown. Admire antique cameos at Delectable Collectables, take home some local honey from Mosswood Farm Store, or lose yourself searching through rare and used tomes at O. Brisky Books.



University of Florida Symphony Orchestra performing at the Bandshell on UF's campus



Alyssa Blitch and Zakk Varnedoe in *Room to Dance*



Hippodrome State Theatre

Culture Connection

The arts thrive and blossom in Gainesville.

Attracting legendary artists such as Wynton Marsalis and Billy Joel, Gainesville's cultural scene has the draw of much larger cities. Its myriad artistic opportunities even attracts new residents, according to Michael Blachly, director of University of Florida Performing Arts.

"It happens all the time," Blachly says. "People who have relocated here tell me they would never have thought of coming here had this (University of Florida Performing Arts) program not been part of the cultural landscape."

UF Performing Arts' largest venue, the Phillips Center for the Performing Arts, not only hosts touring shows like Monty Python's *Spamalot*, but also commissions new works and hosts world premieres from artists such as the Soweto Gospel Choir.

On campus or off, the city's arts scene hums with energy. See a play at the Hippodrome State Theatre, or take in a performance by Gainesville's resident dance company, Dance Alive National Ballet. Stroll the downtown Artwalk, filled with artist demonstrations and live music on the last Friday of every month.

"There's a lot going on in downtown Gainesville any night of the week," says Eleanor Blair, a painter whose studio is part of the walks. She suggests visiting the Bo Diddley Community Plaza — named for the late, great area resident — for a free concert (part of the Let's Go Downtown "Free Fridays" Plaza Series that runs May through October).

Gainesville also hosts nationally ranked events like the Downtown Festival & Art Show in October, which features more than 250 artists and attracts more than 100,000 visitors every year. More fine art and free jazz can be found at Santa Fe Spring Arts Festival in April.

Annual events like the Heart of Florida Asian Festival celebrate cultural heritage, while others like the Hoggetowne Medieval Faire are just plain quirky. Whether you love live music, fine art, or medieval jousting (or all of the above) Gainesville's got you covered.

PHOTOS (CLOCKWISE FROM TOP LEFT) COURTESY OF UNIVERSITY OF FLORIDA; VISIT GAINESVILLE; SANTA FE COLLEGE



Marjorie Rawlings' home in Cross Creek

A Small Place of Enchantment

Experience Old Florida's literary legacy. **By Ivy Lamb**

In 1928, future Pulitzer Prize winner Marjorie Kinnan Rawlings made a radical move when she set her sights on the Sunshine State.

Seeking inspiration, she left a successful journalism career in Rochester, New York, and moved with her husband, Charles Rawlings, to the small, rural community of Cross Creek in Alachua County. Enamored with the landscape and people of north Florida, Rawlings turned her pen toward capturing her surroundings.

In 1930, Maxwell Perkins — the legendary editor to F. Scott Fitzgerald, Ernest Hemingway, and Thomas Wolfe — published Rawlings' story "Cracker Chidlins." When asked if she had material for a novel, Rawlings replied that she was "vibrating with material like a hive of bees in swarm."

After her divorce, Rawlings lived with a Cracker family for a short time ("Cracker" refers to the rural descendents of Florida's earliest settlers), learning how to hunt, fish, and make moonshine. She wove the experiences into her first novel, *South Moon Under.*

In 1939, Rawlings won a Pulitzer Prize and widespread popularity for her third novel, *The Yearling,* a coming-of-age story about a boy and his pet deer.

"I do not know how anyone can live without some small place of enchantment to turn to," Rawlings wrote after her move to Cross Creek, secluded in acres of lush, hardwood forest and fragrant citrus groves. The place never lost its magic for Rawlings, inspiring works still beloved by her many readers.



Take a Tour

Rawlings' home and farm have been restored with original furnishings and artifacts. Guided by park rangers in period dress, visitors step into the 1930s at the house and adjacent orange grove. In 2007, the Marjorie Kinnan Rawlings Historic State Park became a National Historic Landmark. For more info, visit floridastateparks.org.

PHOTOS (FROM TOP) BY JOHN MORAN/SILVER IMAGE PHOTO AGENCY AND COURTESY OF FRIENDS OF MARJORIE KINNAN RAWLINGS FARM

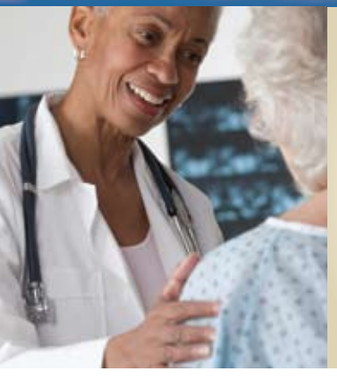
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Trivia Pursuit

Fun facts about Gainesville and Alachua County

By Ivy Lamb



Horse Haven

Alachua is a great place to retire — especially if you're a horse! In 1984, Peter and Mary Gregory began caring for abused and abandoned horses on their 140-acre farm. Today, the nonprofit Mill Creek Farm has grown to 265 acres for its 133 equines. Visitors are welcome on Saturdays (don't forget to bring carrots). **millcreekfarm.org**

History of Rock

Thanks to its jammin' college music scene, Gainesville has a connection to nine Rock and Roll Hall of Fame Inductees including the late Bo Diddley, Tom Petty & the Heartbreakers, Stephen Stills (of Crosby, Stills & Nash), and former Eagles band members Don Felder and Bernie Leadon. **rockhall.com**





The Wall of Wings

The McGuire Center for Lepidoptera and Biodiversity at the Florida Museum of Natural History is home to more than 10 million moth and butterfly specimens — one of the largest collections in the world. Visitors can see many of them on the nearly three-story "Wall of Wings" and watch scientists at work in the labs. **flmnh.ufl.edu/mcguire**

Walk on the Wild Side

If you want to do some gator spotting outside of Ben Hill Griffin Stadium (home to the Florida Gators), you're practically guaranteed to see the real deal on the LaChua Trail in Paynes Prairie Preserve State Park. This three-mile hike offers scenic views of wet prairie and marsh habitats, and plenty of basking alligators. **floridastateparks.org**





Culinary Aces

Math, English, and ice carving: It's all part of a regular day for the students in Eastside High School's culinary arts program, where running a restaurant and catering service is part of the curriculum. Culinary students have taken first place in state competitions for the past eight years and have won top honors on the national level. **sbac.edu**

Astronomy 101

Interplanetary travel is possible on Gainesville's Solar Walk — a 4 billion-to-one scale model of the solar system spanning nearly a mile along NW 8th Avenue. Each planet has its own marker designed by a regional artist, and an informational plaque. **old.floridastars.org**



PHOTOS (CLOCKWISE FROM TOP LEFT): AF ARCHIVE/ALAMY; COURTESY OF FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION; ISTOCKPHOTO/DANIEL BENDJY; COURTESY VISIT GAINESVILLE/ANNA MIKELL; COURTESY EASTSIDE HIGH SCHOOL; FLORIDA MUSEUM OF NATURAL HISTORY/JEFF GAGE; COURTESY VISIT GAINESVILLE/ANNA MIKELL

Gator's Aid

In 1965, Dr. J. Robert Cade and a team of researchers found that overheated University of Florida football players weren't able to replenish their bodies with vital electrolytes and carbohydrates. This discovery inspired them to develop a sports drink to keep them hydrated on the field. Two years later, the Gators credited their first Orange Bowl win to (you guessed it) Gatorade.





Dragonfly Sushi and Sake Company

Diverse Appetites

Gainesville's dining scene goes independent and local.

By Alisson Clark

In the 1990s, chef Bert Gill had a dream that seemed far-fetched — that this midsize college town would someday boast a culinary scene worthy of foodie road trips.

Today, Gill's restaurants — **Mildred's Big City Food**, **New Deal Cafe**, and **Blue Gill Quality Foods** — are part of a burgeoning independent restaurant movement that's bringing Gainesville ever closer to that vision.

"It's similar to towns such as Natchez, Mississippi, and Athens, Georgia, that are thought of as culinary destinations," Gill says. "I always wanted Gainesville to be a place where food is important, and now it's headed that way." That's thanks in part to his eateries near the University of Florida, which emphasize locally sourced ingredients, such as local beef used in the pimento cheese–slathered Blue Gill Burger.

But the epicenter of independent restaurants is the city's revitalized downtown, featuring dozens of diverse choices. Here, diners sip creative cocktails at the stylish **Dragonfly Sushi and Sake Company**, savor Pan-Latin delicacies, such as paella and empanadas, at **Emiliano's Café**, or hang with hipsters at **The Top Restaurant**, where the menu offers dishes like Argentinian chimichurri with organic tempeh.

The independent spirit extends beyond the downtown as well. Take the local eggs and fair-trade coffee at **The Jones Eastside**. Then there's the beloved **Satchel's Pizza** (slated to reopen in June), where you can eat a slice in the old Volkswagen bus out front.

How best to wash down all this local goodness? Try sipping some freshly roasted joe from **Sweetwater Organic Coffee** (available at area stores and restaurants), or visiting **Swamp Head Brewery**, where you can sample award-winning beers brewed on-site. With so many unique, local spots, wining and dining in Gainesville is always a one-of-a-kind experience.

PHOTOS (CLOCKWISE FROM TOP LEFT) COURTESY OF DRAGONFLY SUSHI AND SAKE COMPANY; VISIT GAINESVILLE; SWAMP HEAD BREWERY

Where to Stay

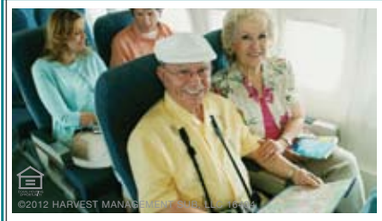


Magnolia Plantation

If you're looking for a unique place to stay, Gainesville's Historic Southeast Bed and Breakfast District has four restored Victorian inns featuring 1800s-style street lamps and stately wraparound porches — all within walking distance of downtown.

Cindy Montalto, co-owner of Magnolia Plantation Bed & Breakfast Inn and Cottages, notes that her guests are just as likely to be business travelers as couples. "B&Bs aren't just for romance," she says. "We have everything that a hotel has and more."

Other lodging options abound in Gainesville. Travelers who love to be in the midst of it all will enjoy the Hampton Inn downtown, while the Reitz Union Hotel on campus or the Hilton University of Florida Conference Center are convenient for visiting the University of Florida. If you're planning a conference or meeting, the Gainesville Conference Grant (offered twice a year) can reimburse thousands of dollars in meeting expenses. Find out more at **visitgainesville.com**.



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