



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

April 1, 2015 – 5:30 PM - City Hall – 3rd Floor Council Chambers

AGENDA

1. Call to Order
2. Citizen Comments – Items Not on the Agenda
3. Approve the Minutes from the March 4, 2015 Regular Monthly Meeting
4. Adopt February 2015 Financial Statement for Filing
5. Economic Development Strategic Plan Update – Audra Aja, Economic Development Coordinator
6. Sponsorship Request – Art in the Park/Clearwater Center for the Arts – Shelley Jaffe
7. 2nd Reading - Cleveland Street Banners – Member Chelsea Allison
8. Appoint DDB Member to Committee for Update to Downtown Redevelopment Plan – Chairman Paris Morfopoulos
9. Feedback on Proposed LED Light for Cleveland Street Palm Trees – Anne Fogarty France, Downtown Manager
10. Cleveland Street Pedestrian Mall Update – Anne Fogarty France, Downtown Manager
11. Approve DDB FY 2015 Sponsorship Request Form – Anne Fogarty France, Downtown Manager
12. Chairman's Report
13. Topics for Future Meetings
14. Final Comments
15. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
March 4, 2015 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Thomas Wright Craig Rubright Dennis Bosi Chelsea Allison	Chairman Vice-Chairman Treasurer Member Member
Also Present:	Bill Jonson Jay Polglaze Anne Fogarty France Geri Campos Lopez	Ex-Officio/Councilmember Ex-Officio/Councilmember Board Administrator Director, Economic Development & Housing Department
Absent:	Tony Starova Stu Sjouwerman	Member Member

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. The Chairman asked the Downtown Development Board (DDB) members and Ex-Officio members to introduce themselves.
2. Citizen Comments – Items Not on the Agenda – There were no citizen comments.
3. Post Event Report – Bright House Clearwater Super Power Boat National Championship – Brian Aungst addressed the DDB, explaining that Frank Chivas was on his way with pictures of the event. Mr. Aungst reported that Friday night's concert was rained out. He stated that he feels it is very important to have the stage at the intersection of Cleveland Street and Osceola. There was a disconnect having the stage so far away from the boat docks. Mr. Aungst distributed the "2014 Bright House Clearwater Super Boat Economic Impact Study" to the DDB. The total economic impact was \$18,567,900; estimated event related room nights 6,900 (133 lodges reported); and approximately 175,000 people attended the event on the weekend. The whole weekend was up by about 5,000, for a total of 175,000 attendees. Frank Chivas introduced himself and brought a book for the DDB members to review. He presented a challenge to the DDB to work with them to find an event for Saturday during the day. He suggested Cleveland Street be closed down and entertainment and activities be provided from 11:00 a.m. – 5:00 p.m.

When asked about events on Sunday on Cleveland Street, Mr. Chivas discouraged doing this because it will be dead in the pits and there won't be many people out. He did suggest taking advantage of Saturday's crowd. When asked about a complimentary event on Cleveland Street a car show was mentioned. Mr. Chivas felt that that would be a good idea.

4. Post Event Report – Clearwater Jazz Walk – Gary Hallas introduced Steve Weinberger, the new CEO for the Clearwater Jazz Holiday Foundation. The Clearwater Jazz Walk took place on Wednesday night. It gave Clearwater Jazz Holiday an opportunity to extend the brand, the footprint, and it brought approximately 500 people to Cleveland Street.

The 35th Jazz Holiday brought in about 32,000 people. The 36th Jazz Holiday will take place October 15 – 18th, 2015. Next year, Wednesday night might include the Capitol Theatre bringing in a Jazz act that could turn into a block party. Mr. Hallas thanked the DDB for their support in sponsoring the piano for the Pianos in Pinellas project.

5. Report on Current Electric Service on Cleveland Street - Chairman Morfopoulos prefaced the presentation advising the DDB that Mr. Gloster would be addressing the electric service that is already present.

Earl Gloster, Director of General Services & Solid Waste introduced Charlie Sheldon, Lead Electrician for General Services. Mr. Sheldon is responsible for the electric work done on Cleveland Street when there are problems or events.

He advised the board about the current electrical service that is presently on the street. Discussion ensued regarding the boxes at the bases of the palm trees and the boxes brought out for special events that are self-contained and have 50 amp circuit breakers.

It was confirmed that the regular receptacles at tree bases would be sufficient to light the trees. Ex-Officio Polglaze suggested the direction here could be to find low-cost LED options to light every tree.

Mr. Sheldon agreed to research options in time for the next DDB meeting. Earl Gloster confirmed that they would come back to the next meeting.

6. Downtown Redevelopment Plan Discussion - Michael Delk, Director of Planning and Development Services, addressed the board with a presentation on the current Downtown Redevelopment Plan and changes that need to be brought forth. The report talked about design guidelines and he asked the DDB to appoint a member to sit on a stakeholder's committee. Chairman Morfopoulos asked to have this item placed on the agenda for the April meeting.

7. Approve the Minutes from the February 4, 2015 DDB Meeting

Member Wright moved to approve the minutes from the February 4, 2015 meeting. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Dennis Bosi, Treasurer Craig Rubright, Member Allison, and Member Wright

"Nays": None.

8. Adopt January 2015 Financial Statement for Filing

Vice Chairman Bosi made a motion to adopt the January 2015 Financial Statement for Filing. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Dennis Bosi, Treasurer Craig Rubright, Member Allison, and Member Wright.

"Nays": None.

9. Cleveland Street Pedestrian Mall Update – Anne Fogarty France

Ms. Fogarty France reported that the DDB requested she find out what steps needed to be taken to close the 400 block of Cleveland Street to vehicular traffic for a one year test period. She advised that she had contacted all departments involved and provided a memorandum with their answers to Rod Irwin, Assistant City Manager, for review. Mr. Irwin will discuss

these responses with the City Manager and get back to Geri Campos Lopez and Ms. Fogarty France. They will bring the report to the DDB at that time.

10. Cleveland Street Banner Discussion – Member Allison

Member Allison advised the board that she has taken on the project of possible options to add a second set of banners to the street poles.

Photos of potential banners were included in the meeting agenda packet. Member Allison passed out a revised copy of the color banners to give members an idea of what it could look like. She reviewed estimate with the board for a total cost of \$7,670. If new banners were needed each year the cost would be approximately \$2,500. Each banner would have a few events and they would be easily readable from the street and the sidewalk.

Vice-Chairman Bosi asked staff to find out if the CRA would be willing to participate in paying a portion of the costs for the banners?

Member Thomas made a motion that the DDB fund the banner program in an amount not to exceed \$7,700 and that Member Allison submit a formal proposal at the next meeting and that staff check with Mr. Irwin to see if the CRA can participate in the cost of the brackets. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Dennis Bosi, Treasurer Craig Rubright, Member Allison, and Member Wright.

“Nays”: None.

11. Chairman’s Report

Chairman Morfopoulos had to leave the meeting at this point. He asked Anne Fogarty France to have an email sent at 5:00 p.m. on Wednesday, March 4, 2015 regarding a ULI Stakeholder Group read into the record.

Vice Chairman Bosi continued as Acting Chairman of the meeting and requested Member Wright to read the e-mail aloud. A copy of this e-mail is attached to the minutes.

Member Wright moved to recommend that the City Council not create a City-sanctioned committee and instead allow the citizens or existing groups to form their own groups and supply their advice to City Council or the CRA at periodic meetings. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Vice-Chairman Dennis Bosi, Treasurer Craig Rubright, Member Allison, and Member Wright.

“Nays”: None.

Member Bosi announced two new businesses opening in the downtown: The Downtown Vaporium at 639 Cleveland Street and the Tampa Bay Escape Room at 625 Cleveland Street. He added that the Clearwater Center for the Arts would be opening on March 21, 2015 at 4:00 p.m. and the board was invited to attend.

12. Topics for Future Meetings – No new topics were identified by members.

13. Final Comments

Member Rubright stated that he is very encouraged at the direction downtown seems to be heading. He agrees with Mr. Delk that things are happening. He added a thank you to Member Allison for her work on the banners.

Member Thomas echoed Member Rubright's thanks to Member Allison for her work. He is taking pictures of the progress at the Nolen. He advised everyone that he recommends the new RIEDO Restaurant at 601 Cleveland Street as he has been impressed by their delicious food.

Member Allison thanked Anne Fogarty France for all her work on the banner project.

Ex-Officio/Councilmember Jonson showed some pictures of scuffed up curbs at the parking garage that have been painted. He added that there were still some issues with private properties, with repairs or painting being needed. He asked if the board wanted the City to enforce on properties with code issues or is there another way to make this happen?

Ex-Officio/Councilmember Polglaze believes the passion to reinvigorate downtown is at an all-time high. He commends staff for embracing the plan and felt that things are looking up.

Vice Chairman Bosi feels the banners are a great idea but he feels our way-finding signs are very outdated. He would like to see new signs at the entrance to downtown.

14. The meeting was adjourned at 7:38 p.m.

	A	B	C	E	G	I
1		Downtown Development Board Statement of Revenues & Expenditures For the Period February 1 thru February 28, 2015				3/27/15 4:22 PM
2						
3						
4						
5						
6					Year to	
7		Budget	February	Date	Difference	
8		Income				
9						
10		Ad Valorem (Property) Taxes	241,551	9,051	203,782	(37,769)
11		Ad Valorem Taxes Prior Yr	100			(100)
12		Interest Income	1,000		307	(693)
13		CRA Interlocal Agreement Rev	160,178			(160,178)
14		Misc Revenue	500	500	2,113	1,613
15		Total Income	403,329	9,551	206,202	(197,127)
16						
17		Expenditures				
18						
19		Promoting District				
20		Banner Installation & Maintenance	600		180	420
21		Downtown Streetscape Maintenance	3,200			3,200
22		Boatslip Construction & Maint	50,000		50,000	0
23		Holiday Lighting	12,000		12,564	(564)
24		Total Promoting District	65,800	-	62,744	3,056
25						
26		Promoting Merchants				
27		Graphic Design and Printing	3,000		-	3,000
28		Advertising	3,000		0	3,000
29		Jolley Trolley Downtown Loop	9,220		4,610	4,610
30		Total Promoting Merchants	15,220	-	4,610	10,610
31						
32		Promoting Events				
33		6th Annual Achieva Box Car Rally	1,000			1,000
34		Clw Superboat National Championship	10,000			10,000
35		City/Clw Celebrates America	1,250			1,250
36		City/Fun n' Sun Festival	5,000			5,000
37		City/Sea Blues Festival	5,000			5,000
38		Blast Friday	17,979		17,500	479
39		Clearwater Jazz Festival	5,000		5,000	0
40		Farmer's Market Support	6,500		6,500	0
41		Pianos on Main Street/Pop-Up Gallery	1,800		2,300	(500)
42		Santa & Suds Race/Walk for ASL & Deaf	3,500	3,500	3,500	0
43		Unallocated Funds	20,000			20,000
44		Total Promoting Events	77,029	3,500	34,800	42,229
45						
46						

	A	B	C	D	E	F	G	H	I
1		<p style="text-align: center;">Downtown Development Board Statement of Revenues & Expenditures For the Period February 1 thru February 28, 2015</p>							3/27/15 4:22 PM
2									
3									
4									
5									
6							Year to		
7			Budget		February		Date		Difference
47		Staff & Office Administration							
48		Downtown Meeting & Event Support	200						200
49		Office Expenditures	750		47		202		548
50		Public Meeting Notices	2,000		40		275		1,725
51		Legal Fees	3,500				125		3,375
52		CRA Mgt & Admin Fee	63,724		5,310		26,550		37,174
53		DDB Minutes Preparation	1,300				400		900
54		Total Staff & Office Admin	71,474		5,397		27,552		43,922
55									
56		Fixed Payments							
57		Officers & Directors Insurance	700						700
58		Liability Insurance (Dolphins)	1,422				1,246		176
59		Annual Audit	9,100				8,100		1,000
60		CRA Increment Payment	160,178				155,207		4,971
61		State Special District Fee	175				175		0
62		Property Appraiser Fee	2,231				1,086		1,145
63		Total Fixed Payments	173,806		-		165,814		7,992
64									
65		Total Expenditures	403,329		8,897		295,519		107,810
66									
67		Revenues in Excess of Expenditures	-		653		-		
68									
69		Expenditures in Excess of Revenues	\$ -		-		-		
70									
71		Beginning Fund Balance (10-1-14)	\$ 86,998						

		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																	3/27/15 4:25 PM
2																	
3																	
4																	
5																	
6																	
7																	
8		Income		Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date
9		Ad Valorem (Property) Taxes	241,551			18,943.70	106,159.73	69,627.58	9,050.54								203,781.55
10		Ad Valorem Taxes Prior Yr	100														-
11		Interest Income	1,000				307.26										307.26
12		CRA Interlocal Agreement Rev	160,178														-
13		Misc Revenue	500			1,613.49			500.00								-
14		Total Income	403,329.00	-		20,557.19	106,466.99	69,627.58	9,550.54	-	-	-	-	-	-	-	2,113.49
15																	206,202.30
16		Expenditures															
17																	
18		Promoting District															
19		Banner Installation & Maintenance	600			160.00		19.97									179.97
20		Downtown Streetscape Maintenance	3,200														-
21		Boatlift Construction & Maint	50,000					50,000.00									50,000.00
22		Holiday Lighting	12,000		358.94	5,598.14	3,129.00	3,478.00									12,564.08
23		Total Promoting District	65,800.00		358.94	5,758.14	3,129.00	53,497.97	-	-	-	-	-	-	-	-	62,744.05
24																	
25		Promoting Merchants															
26		Graphic Design and Printing	3,000	413.10				(413.10)									-
27		Advertising	3,000	500.00				(500.00)									-
28		Jolley Trolley Downtown Loop	9,220			2,305.00	2,305.00	-									4,610.00
29		Total Promoting Merchants	15,220.00	913.10	2,305.00	2,305.00	2,305.00	(913.10)	-	-	-	-	-	-	-	-	4,610.00
30																	
31		Promoting Events															
32		6th Annual Achieva Box Car Rally	1,000														-
33		Clw Superboat National Championships	10,000														-
34		City/Cltw Celebrates America	1,250				1,250										-
35		City/Fun n' Sun Festival	5,000														-
36		City/Sea Blues Festival	5,000														-
37		Blast Friday	17,979			17,500.00											17,500.00
38		Clearwater Jazz Festival	5,000				5,000.00										5,000.00
39		Farmer's Market Support	6,500			6,500.00											6,500.00
40		Pianos on Main Street/Pop-Up Gallery	1,800			1,800.00		500.00									2,300.00
41		Sarta & Suds Race/Walk For ASL & Deaf	3,500						3,500.00								3,500.00
42		Unallocated Funds	20,000														-
43		Total Promotions	77,029.00	-	25,800.00	5,579.67	5,000.00	500.00	3,500.00	-	-	-	-	-	-	-	34,800.00
44																	
45		Staff & Office Administration															
46		Downtown Meeting & Event Support	200														-
47		Office Expenditures	750	11.63	44.67	109.94	(11.63)	47.18									201.79
48		Public Meeting Notices	2,000	1,075.50		172.00	(1,016.62)	40.00									274.88
49		Legal Fees	3,500	750.00	125.00		(750.00)										125.00
50		CRA Mgt & Admin Fee	63,724	5,310.00	5,310.00	5,310.00	5,310.00	100.00	5,310.00								26,550.00
51		DOB Minutes Preparation	1,300		100.00		200.00										400.00
52		Total Staff & Office Admin	71,474.00	7,151.13	5,579.67	5,791.94	3,631.75	5,397.18	-	-	-	-	-	-	-	-	27,551.67
53																	
54		Fixed Payments															

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																3/27/15 4:25 PM
2																
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4																
5																
6																
7																
55	Officers & Directors Insurance		Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date
56	Liability Insurance (Dolphins)		700													-
57	Annual Audit		1,422				1,246.32									1,246.32
58	CRA Increment Payment		9,100	500.00		5,750.00	1,850.00									8,100.00
59	State Special District Fee		160,178			155,206.66										155,206.66
60	Property Appraiser Fee		175		175.00											175.00
61	Total Fixed Payments		2,231	557.52		528.03										1,085.55
62			173,806.00	1,057.52	175.00	161,484.69	3,096.32	-	-	-	-	-	-	-	-	165,813.53
63	Total Expenditures		403,329.00	9,480.69	39,617.81	177,710.63	59,812.94	8,897.18	-	-	-	-	-	-	-	295,519.25

Downtown Development Board
Statement of Revenues & Expenditures
For the Period Oct. 1, 2014 thru September 30, 2015



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

ITEM 6



SPONSORSHIP/FUNDING REQUEST FORM

The DDB's primary purpose is to promote, facilitate and support activities that sustain, promote and advance downtown revitalization and to attract businesses and residents to relocate and stay in the downtown area. Events that meet this purpose will be considered for sponsorship.

Please submit the completed form to: Anne Fogarty France, Downtown Development Board (DDB) Administrator, email: anne.fogarty-france@myclearwater.com, (727) 562-4044 / Fax (727) 562-4075. (Completed forms are due to DDB Administrator by May 15 of each calendar year.)

Check one: ☐ Budgeted Event (submitted by May 15) ☒ Non-budgeted Event ☒ Funding Request

Date submitted: 3/25/15

Name: Clearwater Center for the Arts / Shelley Jaffe

Title of event: Art in the Park

Event contact: Shelley Jaffe

Organization: Clearwater Center for the Arts (501c3)

Address: 621 Cleveland St.

City: Clearwater State: FL Zip: 33755

Daytime phone: (727) 240-1321 Cell phone: (727) 641-4285

Fax number: () _____ E-mail address: sjaffe@cwcenterforthearts.org

Website address: www.cwcenterforthearts.org

501(c)(3) not for profit organization? ☒ Yes ☐ No

• Date and time of event/program: 6/20, 7/18, 8/15, 9/19 10:00 am to 3:00 pm

• Location and address of event/program site: Station Square Park

• Projected attendance: 100-200 initially

• Briefly describe the event/program, and if applicable, provide brief details about audience:

Monthly art show with live entertainment by local Indie artists. The audience is broad. The art is ~~is~~ is a mix with something for everyone.

• What kind of activities will take place during your event? What activities will take place on Cleveland Street?

Live music in the park. Many of the businesses will remain open, including Daddy's Girl, the restaurant in the Atrium, Socrates, the art spaces upstairs in Brown Brothers building, the Art Center, etc. Some art will be outside near the art center as well. We will also be working out tastings, etc. in the businesses to bring people in.

• Briefly list the purpose of the event/program and the ways in which it will benefit the community as well as promote the Cleveland Street District:

Its purpose is to bring people downtown, to help the businesses here, in particular the now nearly full 600 block. Advertising will help promote the event & downtown & give us another event series which will show people

• How long has this event/program been in existence? *new (but I'm not new to it) there is a lot happening here.*

• Is there a charge for the event/program? ☐ Yes ☒ No

If yes, please include prices, distribution/outlets for purchase and on-sale date:

• Is this event/program a fund-raiser? ☐ Yes ☒ No If yes, for whom?

• Will your organization prepare a banner or sign including the Cleveland Street District (CSD) and DDB's approved logo? ☒ Yes ☐ No

If yes, what size? *3' x 10' or 3' x 12"*

• Will you allow the DDB to display its banner(s)? ☒ Yes ☐ No

• Possible sponsorship benefits to the DDB. Please check all that apply:

Will the DDB/CSD be included in the official program? ☒ Yes ☐ No ☒ Not Applicable

Will the DDB/CSD be provided a program ad or insert? ☒ Yes ☐ No ☒ Not Applicable

If yes, what are the dimensions?

Color _____ Black & White _____ Deadline: _____

Will the DDB/CSD logo be on brochures? ☒ Yes ☐ No ☒ Not Applicable

Will the DDB/CSD logo be on invitations? ☒ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD logo be on tickets? ☐ Yes ☐ No ☒ Not Applicable

Will the DDB/CSD logo be on posters? ☒ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD be mentioned in radio spots? ☒ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD logo be included in television promotions? ☐ Yes ☐ No ☒ Not Applicable

Will the DDB/CSD be noted in press releases? ☒ Yes ☐ No ☐ Not Applicable

Will the CSDistrict website be included in all promotional material? ☒ Yes ☐ No ☐ Not Applicable

Is there an opportunity for a DDB booth on site? ☒ Yes ☐ No ☐ Not Applicable

Is there an opportunity for distribution of DDB/CSD printed materials? ☒ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD be recognized on stage? ☒ Yes ☐ No ☐ Not Applicable

Is there an opportunity for an on-stage appearance by a DDB representative? ☒ Yes ☐ No ☐ Not Applicable

Is there an opportunity for a sponsorship banner on your Web site? ☒ Yes ☐ No ☐ Not Applicable

Will the DDB members receive tickets to the event? ☐ Yes ☐ No ☒ Not Applicable

If yes, how many and what is their value? _____

Other sponsorship benefits:

(Continue on additional pages if needed.)

Please list other participating media sponsors and corporate sponsors:

Clearwater Center for the Arts, Inc.

Do you have an event budget? ☒ Yes ☐ No If yes, please describe. Attach detailed budget that includes expenses and income. If a recurring event, attach last year's budget.

Do you have a media budget and timeline? ☒ Yes ☐ No If yes, please describe.

See the event budget

What is the number of attendees expected at your event? 100-200 initially

If this is a recurring event, what was the number of attendees at your event last year? _____

Specifically, what are you asking the DDB to provide as a sponsor?

As an inaugural event series, I am asking for about 50% of the costs of making this a successful event. We want to continue this as a regular monthly series which eventually spills out of the park & onto Cleveland Street. We hope to make this self-sufficient once it is well established.


Please list or attach all available sponsorship levels for your event.

\$100 - ~~ads~~ includes a logo on the printed promo. \$200 includes logo on printed on promo & on the printed CL ad. \$500, the logo is on everything - web, printed, promo on social media & shout outs on social media, as well as mentions by the performers.

APPLICANT CERTIFICATION:

I hereby certify that I have read this application and that all information contained herein is true and correct to the best of my knowledge, information and belief. **PLEASE READ AND INITIAL:** If DDB funds are granted, I understand that when promoting my event I must:

- a. Use the description "Cleveland Street District" or "Cleveland Street District in downtown Clearwater" AND the url www.ClevelandStreetDistrict.com in all collateral material. Copies of promotional material must be provided with Invoice for reimbursement.
- b. Each organization is responsible for placing Event Parking Signs directing event attendees to parking garage before the event and for returning these signs to the Garden Avenue Parking Garage after the event. (Parking Sign location map attached.)
- c. Purchase two banners, minimum size 2' x 6', announcing event that is taking place to be installed on barricades on each end of the event. - 3'x10' banner at the park instead
- d. I also understand that I must give a final report to the board within three months after the event. Failure to adhere to this condition may jeopardize future sponsorship funding.

 Please initial that you agree to comply with these requirements.

Applicant Signature:  Date: 3/26/15
(Applicant must be 18 years of age or older)

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 1st Floor, Clearwater, FL 33756/anne.fogarty-france@myclearwater.com.
(4/15/14)

Budget for Art on the Park:

This budget is for a 4 month monthly series of events in Station Square Park

Printed promotional materials:	
160 posters – 40 x 4 (new poster for each month)	\$100.00
2,000 flyers - 500 x 4 (new flyer for each month)	\$556.00
10 x 3 Outdoor banner (mesh so it isn't affected by wind)	\$129.00
Custom frame for the banner	\$50.00
Printed Promo Total:	\$835.00
Paid Advertising:	
Creative Loafing - \$300 for 2 weeks per month	\$1,200.00
Social Media promotion/online calendar submissions, website updates, etc. 40 hours a month, 160 hours total.	\$2,400.00
Advertising Total:	\$3,600.00
Entertainment	
Musical Performers – 4 months x \$150	\$600.00
Logistics:	
Management of set up, break down, volunteer management, trash removal, etc. – 3 hours a month, 12 hours total.	\$180.00
Volunteers for the event will be provided by the art center	\$0.00
Total budget for all four months:	\$5,215.00
Clearwater Center for the Arts in-kind contribution	\$2,580.00
Total requested of the DDB	\$2,635.00
Notes:	



CLEARWATER DOWNTOWN DEVELOPMENT BOARD



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The DDB's primary purpose is to promote, facilitate and support activities that sustain, promote and advance downtown revitalization and to attract businesses and residents to relocate and stay in the downtown area. Events that meet this purpose will be considered for sponsorship.

Please submit the completed form to: Anne Fogarty France, Downtown Development Board (DDB) Administrator, email: anne.fogarty-france@myclearwater.com, (727) 562-4044 / Fax (727) 562-4075.
(Completed forms are due to DDB Administrator by May 15 of each calendar year.)

Check one: ☐ Budgeted Event (submitted by May 15) ☐ Non-budgeted Event ☐ Funding Request

Date submitted: _____

Name: _____

Title of event: _____

Event contact: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime phone: () _____ Cell phone: () _____

Fax number: () _____ E-mail address: _____

Website address: _____

501(c)(3) not for profit organization? ☐ Yes ☐ No

• Date and time of event/program: _____

• Location and address of event/program site: _____

• Projected attendance: _____

• Briefly describe the event/program, and if applicable, provide brief details about audience:

• What kind of activities will take place during your event? What activities will take place on Cleveland Street?

• Briefly list the purpose of the event/program and the ways in which it will benefit the community as well as promote the Cleveland Street District: _____

• How long has this event/program been in existence?

• Is there a charge for the event/program? ☐ Yes ☐ No

If yes, please include prices, distribution/outlets for purchase and on-sale date:

• Is this event/program a fund-raiser? ☐ Yes ☐ No If yes, for whom?

• Will your organization prepare a banner or sign including the Cleveland Street District (CSD) and DDB's approved logo? ☐ Yes ☐ No

If yes, what size? _____

• Will you allow the DDB to display its banner(s)? ☐ Yes ☐ No

• Possible sponsorship benefits to the DDB. Please check all that apply:

Will the DDB/CSD be included in the official program? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD be provided a program ad or insert? ☐ Yes ☐ No ☐ Not Applicable

If yes, what are the dimensions?

Color _____ Black & White _____ Deadline: _____

Will the DDB/CSD logo be on brochures? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD logo be on invitations? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD logo be on tickets? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD logo be on posters? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD be mentioned in radio spots? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD logo be included in television promotions? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD be noted in press releases? ☐ Yes ☐ No ☐ Not Applicable

Will the CSDistrict website be included in all promotional material? ☐ Yes ☐ No ☐ Not Applicable

Is there an opportunity for a DDB booth on site? ☐ Yes ☐ No ☐ Not Applicable

Is there an opportunity for distribution of DDB/CSD printed materials? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD be recognized on stage? ☐ Yes ☐ No ☐ Not Applicable

Is there an opportunity for an on-stage appearance by a DDB representative? ☐ Yes ☐ No ☐ Not Applicable

Is there an opportunity for a sponsorship banner on your Web site? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB members receive tickets to the event? ☐ Yes ☐ No ☐ Not Applicable

If yes, how many and what is their value? _____

Other sponsorship benefits:

(Continue on additional pages if needed.)

Please list other participating media sponsors and corporate sponsors:

Do you have an event budget? ☐ Yes ☐ No If yes, please describe. Attach detailed budget that includes expenses and income. If a recurring event, attach last year's budget.

Do you have a media budget and timeline? ☐ Yes ☐ No If yes, please describe.

What is the number of attendees expected at your event? _____

If this is a recurring event, what was the number of attendees at your event last year? _____

Specifically, what are you asking the DDB to provide as a sponsor?

Please list or attach all available sponsorship levels for your event.

APPLICANT CERTIFICATION:

I hereby certify that I have read this application and that all information contained herein is true and correct to the best of my knowledge, information and belief. **PLEASE READ AND INITIAL:** If DDB funds are granted, I understand that when promoting my event I must:

- a. Use the description "Cleveland Street District" or "Cleveland Street District in downtown Clearwater" AND the url www.ClevelandStreetDistrict.com in all collateral material. Copies of promotional material must be provided with Invoice for reimbursement.
- b. Each organization is responsible for placing Event Parking Signs directing event attendees to parking garage before the event and for returning these signs to the Garden Avenue Parking Garage after the event. (Parking Sign location map attached.)
- c. Purchase two banners, minimum size 2' x 6', announcing event that is taking place to be installed on barricades on each end of the event.
- d. I also understand that I must give a final report to the board within three months after the event. Failure to adhere to this condition may jeopardize future sponsorship funding.

____ Please initial that you agree to comply with these requirements.

Applicant Signature: _____ Date: _____
(Applicant must be 18 years of age or older)

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 1st Floor, Clearwater, FL 33756/anne.fogarty-france@myclearwater.com.
(4/1/15)