

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

October 1, 2014 – 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 September 3, 2014 Meeting**
4. **Approve the Minutes from the September 16, 2014 Meeting**
5. **Adopt August 2014 Financial Statement for Filing**
6. **Clarification on Farmers Market Vendor Constraints – Chairman Paris Morfopoulos**
7. **Blast Friday Discussion – Chairman Paris Morfopoulos**
8. **Cleveland Street Business Alliance Update – Member Tony Starova**
9. **Pianos in Pinellas Merchant Opportunity – Anne Fogarty France**
10. **Chairman's Report – Chairman Paris Morfopolous**
11. **Canvassing Committee Meets on October 14, 2014 at Supervisor of Elections Office, 315 Court Street, 1st floor, at 3:00 p.m to count ballots. A brief meeting to Announce Election Results will be held at 5:30 p.m. at City Hall Council Chambers, 112 S. Osceola Ave.**
12. **Final Comments**
13. **Adjournment**

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
September 3, 2014 – 5:30 PM – City Hall – Council Chambers

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

1. Chairman Morfopoulos called the Downtown Development Board (DDB) meeting to order at 5:30 p.m. and introduced members.
2. Citizen Comments – There were no citizen comments.
3. **First Public Millage Hearing – Resolution 01-14.**

In accordance with Chapter 200 of the Florida Statutes, which defines requirements for the Determination of Millage and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt a final millage rate for the new fiscal year. The adoption of this resolution to establish the millage rate and the related budget resolution are an integral part of fulfilling these requirements.

The DDB set a tentative millage rate of .9651 mil on August 6, 2014, which is the rate that appeared on the TRIM bill notices mailed to taxpayers in August. The millage rate of .9651 mil represents a 7.01 percent increase from the rolled back rate of .9019 mil.

Resolution 01-14 is presented in order to adopt the millage rate of .9651 mills to support the operating budget for the 2014/15 fiscal year.

Member Bosi moved to adopt Millage Resolution 01-14 on First Reading. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Member Dennis Bosi, Member John Doran, Member Tony Starova and Member Stu Sjouwerman.

“Nays”: None.

4. First Public Budget Hearing – Resolution 02-14

In accordance with Chapter 200 of the Florida Statutes and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt the budget. The adoption of this resolution adopting the 2014/15 millage rate and the Capital Improvement Budget are an integral part of fulfilling these requirements.

On June 5, 2014, staff provided the DDB with a Preliminary Budget that outlined proposed estimates of revenues and expenditures for the 2014/15 fiscal year. The preliminary budget was also presented at the August 21, 2014 special budget meeting.

Member Bosi moved to adopt Budget Resolution 02-14 on First Reading. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Member Dennis Bosi, Member John Doran, Member Tony Starova and Member Stu Sjouwerman.

“Nays”: None.

5. Approve the Minutes from the August 6, 2014 Meeting

Member Bosi moved to approve the minutes from the August 6, 2014 meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Member Dennis Bosi, Member John Doran, Member Tony Starova and Member Stu Sjouwerman.

“Nays”: None.

6. Approve the Minutes from the August 21, 2014 Meeting.

Member Bosi moved to approve the minutes from the August 21, 2014 meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Member Dennis Bosi, Member John Doran, and Member Stu Sjouwerman.

“Nays”: Member Tony Starova

7. Adopt July 2014 Financial Statement for Filing

Member Doran moved to adopt the July 2014 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Member Dennis Bosi, Member John Doran, Member Tony Starova and Member Stu Sjouwerman.

“Nays”: None

8. Appoint Ex-Officio Councilmembers Jonson and Polglaze to a subcommittee regarding Downtown Issues

Chairman Morfopoulos advised that Ex-officio Councilmember Jonson asked that this item be placed on the agenda for today’s meeting and provided history about the request.

Member Doran moved to appoint ex-officio Councilmembers Jonson and Polglaze to a subcommittee regarding downtown issues during the same time period as appointed by the City Council. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Member Dennis Bosi, Member John Doran, Member Tony Starova and Member Stu Sjouwerman.

“Nays”: None

9. Nominating Committee Report

Chairman Morfopoulos stated that the proposed slate of candidates for the FY 2014-2015 Election on October 14, 2014 was as follows:

- Chelsea Allison, Anytime Fitness
- Dennis Bosi, Bob Lee’s Automotive Center (current member)
- Jere Jarrett, DC, Family Life Chiropractic

Chairman Morfopoulos asked if there were any additions to the proposed slate.

Vice Chairman Thomas Wright asked to have Peter Rivellini of the Johnson Pope law firm added to the proposed slate of candidates.

Member Sjouwerman moved to approve the amended FY 2014-2015 Slate of Election Candidates for the October 14, 2014 election. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Member Dennis Bosi, Member John Doran, Member Tony Starova and Member Stu Sjouwerman.

“Nays”: None

10. Chairman’s Report

Chairman Morfopoulos referenced the letter distributed to board members that he wrote to Zev Buffman regarding Blast Friday. He advised that Mr. Buffman agreed that there had been a gap in communication and had agreed to meet and discuss the subject. Chairman Morfopoulos stated that the proposal will be different than the one offered in the past.

11. Final Comments –

Member Starova was happy about the finalization of the budget. He noted that he would like to have the Blast Friday tradition continue. He feels that it was more important that it benefits the citizens and taxpayers than whether the event was profitable. It is important that everyone support old and new downtown businesses. The Mixx Bar and Grill in the 500 block had a new menu and Member Starova asked board members to stop by.

Member Doran stated that it was a good meeting.

Ex-Officio/Councilmember Polglaze reported that the firm that had the contract on the Strand have asked for another extension and were looking for more venture capitalists. They want to develop it without bulldozing it. There are some infrastructure problems due to the fact that they were originally designed as condos and will now be apartments.

Chairman Morfopoulos stated that he had one final thought on the Blast Friday concept. He has assured Mr. Buffman that the DDB is interested in preserving the Blast Friday brand and the relationship with Ruth Eckerd Hall. In keeping with the DDB policies, a proposal will have to be presented in one meeting and then voted upon in a second meeting. No expenditure for Blast Friday has been approved to date.

12. The meeting was adjourned at 6:00 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
SECOND AND FINAL PUBLIC HEARING

September 16, 2014 – 5:30 PM – City Hall – Council Chambers

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

1. Vice-Chairman Wright called the Downtown Development Board (DDB) Second and Final Public Hearing to order at 5:30 p.m. and introduced members.
2. Citizen comments – There were no citizen's comments.
3. **Final Public Millage Hearing – Resolution 01-14.**

In accordance with Chapter 200 of the Florida Statutes, which defines requirements for the Determination of Millage and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt a final millage rate for the new fiscal year. The adoption of this resolution to establish the millage rate and the related budget resolution are an integral part of fulfilling these requirements.

The DDB set a tentative millage rate of .9651 mil on August 6, 2014, which is the rate that appeared on the TRIM bill notices mailed to taxpayers in August. The millage rate of .9651 mil represents a 7.01 percent increase from the rolled back rate of .9019 mil.

Resolution 01-14 is presented in order to adopt the millage rate of .9651 mils to support the operating budget for the 2014/15 fiscal year.

Treasurer Rubright read Resolution 01-14

Member Doran moved to adopt Millage Resolution 01-14. The motion was duly seconded and upon roll call, the vote was:

Ayes": Vice-Chairman Wright, Treasurer Craig Rubright, Member Bosi, Member Sjouwerman and Member Starova.

“Nays”: **None.**

4. Final Public Budget Hearing – Resolution 02-14.

In accordance with Chapter 200 of the Florida Statutes and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt the budget. The adoption of this resolution adopting the 2014/15 millage rate is an integral part of fulfilling these requirements.

On June 5, 2014, staff provided the DDB with a Preliminary Budget that outlined proposed estimates of revenues and expenditures for the 2014/15 fiscal year. The preliminary budget was also presented at the August 21, 2014 special budget meeting.

Treasurer Rubright read Budget Resolution 02-14.

Member Bosi moved to adopt Budget Resolution 02-14. The motion was duly seconded and upon roll call, the vote was:

Ayes”: **Vice-Chairman Wright, Treasurer Craig Rubright, Member Bosi, Member Sjouwerman and Member Starova.**

“Nays”: **None.**

5. Final Comments

Ex-officio Councilmember Jonson commented that the communication between all organizations and individuals, not just the Church of Scientology was important. He noted that he and Ex-Officio Councilmember Polglaze were authorized to meet on September 23, 2014 for the Subcommittee regarding downtown issues. He added that he asked Anne Fogarty France to check on advertising requirements with the DDB attorney to see if they could be changed.

Member Sjouwerman advised that a representative of the Office of Special Affairs for the Church of Scientology asked him to distribute copies of the latest Freedom Magazine to members as it included information about downtown.

6. The meeting was adjourned at 5:40 p.m.

	B	C	D	E	G	I
1	Downtown Development Board Statement of Revenues & Expenditures For the Period August 1 thru August 31, 2014					9/22/14 1:47 PM
2						
3						
4						
5						
6					Year to	
7		Budget	August		Date	Difference
8	Income					
9						
10	Ad Valorem (Property) Taxes	224,504			219,346	(5,158)
11	Ad Valorem Taxes Prior Yr	100	90		167	67
12	Interest Income	1,000			687	(313)
13	CRA Interlocal Agreement Rev	142,573			141,668	(905)
14	Misc Revenue	500			7,812	7,312
15	Total Income	368,677	90		369,680	1,003
16						
17	Expenditures					
18						
19	Promoting District					
20	Banner Installation & Maintenance	600			480	120
21	Downtown Streetscape Maintenance	3,200			3,160	40
22	Boat Slip Construction & Maint	50,000			50,000	0
23	Holiday Lighting	8,000	103		12,603	(4,603)
24	Total Promoting District	61,800	103		66,244	(4,444)
25						
26	Promoting Merchants					
27	Graphic Design and Printing	2,500			470	2,030
28	Advertising	2,296			500	1,796
29	Jolley Trolley Downtown Loop	9,220			6,915	2,305
30	Total Promoting Merchants	14,016	-		7,885	6,131
31						
32	Promoting Events					
33	4th Annual Achieva Box Car Rally	1,000	1,000		1,000	0
34	BLAST Friday Sponsorship	25,000			25,000	0
35	Clw Superboat National Championship	10,000				10,000
36	Farmer's Market Support	5,000			5,000	0
37	Clearwater Sea Blues Festival/Blues Walk	2,500	2,500		2,500	0
38	Star Spectacular Spring Fun 'n Sun	2,500				2,500
39	Z Festival/Deaf & Hard of Hearing Day	3,500				3,500
40	Star Spectacular-Additional Five Events	6,200			6,200	0
41	Star Spectacular Superboat Weekend	2,500				2,500
42	Live After Five	0				0
43	Total Promoting Events	58,200	3,500		39,700	18,500
44						
45	Staff & Office Administration					
46	Downtown Meeting & Event Support	200			154	46
47	Office Expenditures	750	294		1,504	(754)
48	Public Meeting Notices	2,000	80		634	1,366
49	Legal Fees	3,500	400		1,900	1,600
50	CRA Mgt & Admin Fee	63,724	5,310		58,414	5,310
51	DDB Minutes Preparation	2,200			1,019	1,181
52	Total Staff & Office Admin	72,374	6,084		63,625	8,749
53						
54	Fixed Payments					
55	Officers & Directors Insurance	655			653	2
56	Liability Insurance (Dolphins)	1,300			1,422	(122)
57	Annual Audit	8,800			8,800	0
58	CRA Increment Payment	142,573			141,668	905
59	CRA Special Programs	7,848			7,848	(0)
60	State Special District Fee	175			200	(25)
61	Property Appraiser Fee	2,136			2,124	12
62	Total Fixed Payments	163,487	-		162,715	772
63						
64	Total Expenditures	369,877	9,687		340,169	29,708
65						
66	Revenues in Excess of Expenditures		-		29,511	
67						
68	Expenditures in Excess of Revenues		(9,597)		-	
69						
70	Beginning Fund Balance 10-1-13	\$ 80,592				
71						
72	Current Fund Balance	79,392				
73						
74	Minimum Reserves Approved by Board 11-6-13	71,465				

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																9/22/14 3:39 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		224,504		45,771.70	91,373.72	43,079.09	8,106.87	2,915.56	7,768.42	16,039.69	4,120.67	170.26			219,345.98
10	Ad Valorem Taxes Prior Yr		100					21.95		8.25			46.66	89.97		166.83
11	Interest Income		1,000						141.85			391.14				687.16
12	CRA Interlocal Agreement Rev		142,573				(15.21)		141,667.79							141,667.79
13	Misc Revenue		500		1,572.38											
14	Total Income		368,677.00	-	47,344.08	91,543.10	43,063.88	8,128.82	144,725.20	7,776.67	16,039.69	4,511.81	6,240.00	89.97	-	7,812.38
15																369,680.14
16	Expenditures															
17																
18	Promoting District															
19	Banner Installation & Maintenance		600		160.00			160.00				160.00				480.00
20	Downtown Streetscape Maintenance		3,200				3,160.26									3,160.26
21	Boatslip Construction & Maint		50,000				50,000.00									50,000.00
22	Holiday Lighting		8,000		5,641.42	2,660.00	3,478.00	103.00	309.00			309.00		103.00		12,603.42
23	Total Promoting District		61,800.00	-	5,801.42	2,660.00	56,638.26	263.00	309.00	-	-	469.00	-	103.00	-	66,243.68
24																
25	Promoting Merchants															
26	Graphic Design and Printing		2,500	470.19												470.19
27	Advertising		2,296	500.00												500.00
28	Jolley Trolley Downtown Loop		9,220				2,305.00		2,304.99				2,304.99			6,914.98
29	Total Promoting Merchants		14,016.00	970.19	-	-	2,305.00	-	2,304.99	-	-	-	2,304.99	-	-	7,885.17
30																
31	Promoting Events															
32	5th Annual Achieva Box Car Rally		1,000													
33	BLAST Friday Sponsorship		25,000	25,000.00										1,000.00		1,000.00
34	Ciw Superboat National Championships		10,000													25,000.00
35	Farmer's Market Support		5,000	5,000.00												-
36	Clearwater Sea Blues Festival/Blues Walk		2,500											2,500.00		5,000.00
37	Star Spectacular Spring Fun 'n Sun		2,500													2,500.00
38	Z Festival/Deaf & Hard of Hearing Day		3,500													-
39	Star Spectacular-Additional Five Events		6,200			6,200.00										-
40	Star Spectacular Superboat Weekend		2,500													-
41	Live Afer Five		0													-
42	Total Promotions		58,200.00	30,000.00	-	6,200.00	-	-	-	-	-	-	-	3,500.00	-	39,700.00
43																
44	Staff & Office Administration															
45	Downtown Meeting & Event Support		200	9.99		128.22					15.47					153.68
46	Office Expenditures		750	388.75	6.31		28.45	155.88	354.16	89.42	33.24	154.29		293.77		1,504.27
47	Public Meeting Notices		2,000	124.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	40.00	40.00	40.00	634.00	
48	Legal Fees		3,500					800.00				700.00		400.00		1,900.00
49	CRA Mgt & Admin Fee		63,724	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,314.00	5,310.00		58,414.00
50	DDB Minutes Preparation		2,200	138.00		81.94		284.63			306.19	107.81	100.00			1,018.57
51	Total Staff & Office Admin		72,374.00	5,970.74	5,366.31	5,570.16	5,388.45	6,600.51	5,714.16	5,449.42	5,714.90	6,312.10	5,454.00	6,083.77	-	63,624.52
52																
53	Fixed Payments															

B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1															9/22/14 3:19 PM
2															
3															
4															
5															
6															
7															
54	Officers & Directors Insurance	Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date
55	Liability Insurance (Dolphins)	655				1,421.78				653.12					653.12
56	Annual Audit	1,300		2,500.00	2,500.00		1,000.00	2,800.00							1,421.78
57	CRA Increment Payment	142,573			142,202.88			(535.09)							8,800.00
58	CRA Special Programs	7,848					7,848.28								141,667.79
59	State Special District Fee	175			200.00										7,848.28
60	Property Appraiser Fee	2,136	534.85			519.93		534.83							200.00
61	Total Fixed Payments	163,487.00	534.85	2,500.00	144,902.88	1,941.71	8,848.28	2,799.74	-	653.12	-	534.81	-	-	2,124.42
62															162,715.39
63	Total Expenditures	369,877.00	37,475.78	13,667.73	159,333.04	66,273.42	15,711.79	11,127.89	5,449.42	6,368.02	6,781.10	8,293.80	9,686.77	-	340,168.76

Downtown Development Board
Statement of Revenues & Expenditures
For the Period Oct. 1, 2013 thru September 30, 2014

ITEM 6

**DOWNTOWN CLEARWATER
FARMER'S MARKET, INC.**

1006 Drew Street
Clearwater, FL 33755

(727) 442-3888
Fax: (727) 443-6944

September 16, 2014

Mr. Paris Morfopoulos, Chairman
Downtown Development Board
112 S. Osceola Avenue
Clearwater, FL 33756

Re: 2014 Downtown Development Board Funding for
Downtown Clearwater Farmer's Market

Dear Paris:

It is with great regret that the Downtown Clearwater Farmer's Market, Inc. (DCFM) must decline the 2014-2015 funding grant from the Downtown Development Board (DDB).

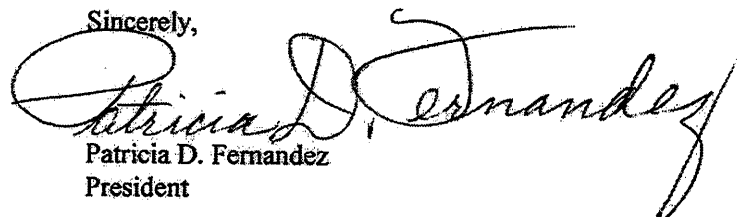
Our board discussed this matter at length. We are simply not able to comply with the condition that the DCFM "NOT sell food items that downtown restaurants sell", as stated in Anne Fogarty France's email of August 25, 2014. The restriction, as presented in this message, encompasses all restaurants in the DDB's district and applies to all food, prepared and unprepared, major or minor menu item. The restriction is so broad that it would prevent us from selling produce and baked items because even the most basic menu uses some form of lettuce and serves bread with meals. Perhaps if we ran a craft market, we could comply. We do not.

We are very sorry to lose this partnership. We are at a loss as to why the restriction was imposed upon our event and not upon others funded by the DDB. The DDB has been involved with the DCFM since the beginning days of Saturday in the City in 1995. This has been a long and productive relationship for both organizations and for the Cleveland Street district. We will miss the participation of the DDB.

The DCFM will of course strive to remain good neighbors to the Cleveland Street community and will ensure that food stations are not located in front of restaurants.

Best regards,

Sincerely,


Patricia D. Fernandez
President

cc: Board of Directors DCFM

Fogarty-France, Anne

From: Fogarty-France, Anne
Sent: Monday, August 25, 2014 9:16 AM
To: 'pbjfernandez@gmail.com'
Cc: Lopez, Geraldine Campos
Subject: DDB Sponsorship

Hi Pat –

At last week's Special Budget Meeting the DDB approved sponsorship for the Farmers Market in the amount of \$6,500 with a stipulation.

The board was in consensus that due to the tough times that our restaurants are experiencing, the DDB requires that Farmers Market food vendors NOT sell food items that downtown restaurants sell.

Thank you,

Anne

Anne Fogarty France
Downtown Manager
Downtown Development Board Administrator
City of Clearwater Community Redevelopment Agency
112 South Osceola Avenue, First Floor
Clearwater, FL 33756
(727) 562-4044
www.ClevelandStreetDistrict.com
anne.fogarty-france@myclearwater.com



We propose producing a total of seven events in the Cleveland Street District between December 2014 and May 2015 including the signature “Miracle on Cleveland Street”, five traditional Blast Fridays and a Sunday afternoon Classic Cars Festival. While musical entertainment will still be featured at each event, this year the scope will be broadened to meet the following objectives:

- Presence **beyond** the 300 and 400 blocks
- Variety of entertainment , non-stop live music, national and regional on **two** stages
- Activities that appeal to **different ages**
- **Variety of vendors** offering more food choices and wares
- **Incorporating the downtown businesses**, offering them opportunities for brand awareness

In essence, we create a festival atmosphere vs. a concert event. While the specifics still need to be confirmed contractually, this is the flavor of what to expect:

2nd Annual Winter’s Miracle (and a little Hope) on Cleveland Street

- We continue our partnership with the CMA in making Clearwater’s holiday celebration the premiere event for families.
- **We propose moving this to Saturday, December 6 to enable the event to start earlier for families and increase participation.**
- Includes free Live music, food trucks, a large snow hill and other family friendly carnival activities, ice skating, a scavenger hunt through the downtown district with vendors and retail stores for prizes.
- Grand prizes to include 10 bicycle giveaways
- CMA open for Santa photos, tours in CMA exhibit, costume contests
- Capitol Theatre features Classic Albums Live in Concert: “A Very Lennon Christmas” John Lennon /Beatles Concert at 8pm available for a nominal charge to families.

Themed Blast Fridays (tentative schedule – may be switched or tweaked)

- January - **’70’s Celebration** with biggest name 70s act we can find combined with local 70s bands forming a Battle of the Bands atmosphere, costume contest, 70s trivia, etc.
- February – a **Philly Street Party (Welcome back Phillies)** with the Stylistics, R & B band, etc. and Philly style food trucks
- March (Spring Break) – Downtown Cleveland District morphs into **DOWNTOWN Margaritaville with Caribbean/Key West music**, food and themed activities.
- April – Clearwater’s Centennial Celebration with live music (country, etc), 100 ft sidewalk cake, small town Americana at its best. **Threshers, Rays, Bucs, Lightning, Phillies presence** w interactive games, mascots etc
- May – Billy Joel 65th Birthday Party with Big Shot Billy’s actual touring band, New York Deli/Little Italy food trucks.

Also added to Blast Friday this year -

- **Blast Bingo**- Live from Capitol Theatre Free w/ prizes provided by sponsors, downtown merchants, sports teams, including Ruth Eckerd Hall/Capitol Theatre tickets.
- **Blast Big Screen** - 10pm movies in the Capitol Theatre with feature film tie-in to the theme

Sunday Bonus Blast (January/late February)

- Classic Car Festival with Oldies/Doo-Wop theme
- Daytime to dark with live bands like Sha Na Na
- ‘50’s Costume Contest – prizes include Olivia Newton John and Frankie Avalon tickets
- Free GREASE sing a long movie either inside the Capitol or on big outdoor screen

	Car Show Sunday Bonus	Miracle Sat 12/6/2014	01/30/15	02/27/15	03/27/15	04/24/15	05/29/15	TOTAL PROPOSED
CASH CONTRIBUTIONS								
Downtown Development Board (request)	2,500	2,500	2,500	2,500	2,500	2,500	2,500	17,500
Community Redevelopment Agency (request)	10,714	10,716	10,714	10,714	10,714	10,714	10,714	75,000
Ruth Eckerd Hall	7,261	21,809	4,746	4,746	4,746	4,746	4,746	52,800
EARNED REVENUE								
VIP Sales		2,000	2,500	2,500	2,500	2,500	2,500	
Net Vendor Fees	600	800	600	600	600	600	600	-
Net F&B Sales	1,250	2,000	1,250	1,250	1,250	1,250	1,250	
TOTAL REVENUE	<u>22,325</u>	<u>39,825</u>	<u>22,310</u>	<u>22,310</u>	<u>22,310</u>	<u>22,310</u>	<u>22,310</u>	<u>173,700</u>
EXPENSES								
ARTIST								
Artist Fees	8,600	2,000	8,600	8,600	8,600	8,600	8,600	
Artist Transpo & Lodging	300	300	300	300	300	300	300	
Artist Catering	400	700	400	400	400	400	400	
EQUIPMENT								
Production Equipment	3,400	24,000	3,400	3,400	3,400	3,400	3,400	
City Svcs - Rentals and Electricity	1,000	1,500	1,000	1,000	1,000	1,000	1,000	
LABOR								
Stagehands	900	2,000	900	900	900	900	900	
City Svcs - Parks & Rec Labor	2,000	2,000	2,000	2,000	2,000	2,000	2,000	
City Svcs - Police	800	2,400	800	800	800	800	800	
Security	325	325	325	325	325	325	325	
Event Staff (production mgr, event mgr)	2,385	2,385	2,385	2,385	2,385	2,385	2,385	
Cleaning	275	275	275	275	275	275	275	
OTHER								
Marketing - Print Advertising	650	650	650	650	650	650	650	
License Fees & Royalties	65	65	50	50	50	50	50	
Insurance - Comprehensive	900	900	900	900	900	900	900	
Insurance - Rain	300	300	300	300	300	300	300	
Licenses & Permits	25	25	25	25	25	25	25	
TOTAL EXPENSES	<u>22,325</u>	<u>39,825</u>	<u>22,310</u>	<u>22,310</u>	<u>22,310</u>	<u>22,310</u>	<u>22,310</u>	<u>173,700</u>
NET GAIN/LOSS	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
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REH SPONSORSHIPS								
REH Admin (Accounting, Marketing, Booking, etc)	2,600	2,600	2,600	2,600	2,600	2,600	2,600	18,200
BrightHouse - Fifty 30 sec spots each	42,850	42,900	42,850	42,850	42,850	42,850	42,850	300,000
Tampa Bay Times - 4 ads each	10,500	10,500	10,500	10,500	10,500	10,500	10,500	73,500
Hyatt Regency	1,540	1,540	1,540	1,540	1,560	1,540	1,540	10,800
Radio - Fifty 30 sec spots each plus interviews, giveaways, promotions, etc.	18,500	18,500	18,500	18,500	18,500	18,500	18,500	129,500
TOTAL	<u>75,990</u>	<u>76,040</u>	<u>75,990</u>	<u>75,990</u>	<u>76,010</u>	<u>75,990</u>	<u>75,990</u>	<u>532,000</u>