



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

February 7, 2018 – 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 January 3, 2018 DDB Meeting
4. Adopt December 2017 Financial Statement for Filing
5. Introduction of CRA Director Amanda Thompson – Micah Maxwell
6. Adopt 2017 Annual Financial Report and Audit Results – Andrew Laflin, CliftonLarsonAllen LLP
7. Post Event Report – Clearwater Brews & Jeep Festival, Stephanie DiPolito
8. Post Event Report – Santa & Suds, Kathryn Pederson
9. Bazaar Art Throwdown Funding Request – Jennie Pearl
10. Recognition for former Vice-Chairman, Dennis Bosi – Member Wright
11. Discussion Regarding DDB Purposes & Goals – Chairman Morfopoulos
12. Chairman's Comments
13. Final Comments
14. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
 January 3, 2018 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Stu Sjouwerman Thomas Wright Caitlein Jammo Lina Teixeira Ray Cassano Venkat "Vincent" Devineni	Chairman Member Member Member Member Member Member
Also Present:	Bill Jonson Doreen Caudell Micah Maxwell Denise Sanderson Anne Fogarty France	Ex-officio Member/Councilmember Ex-officio Member/Councilmember (arrived 5:32) Asst. City Manager/Interim CRA Director Economic Development Director (arrived 5:40) Board Administrator

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. asking the board and Ex-officio members to introduce themselves.
2. Oath of Office – Anne Fogarty France, Board Administrator, administered the oath of office to Mr. Cassano and Mr. Devineni. Chairman Morfopoulos welcomed the new members.
3. Election of Officers – Chairman Morfopoulos advised that the Board selects a Chairman, Vice-Chairman, and Treasurer at the first meeting of each year.

a. Chairman – **Member Wright moved to appoint Paris Morfopoulos as Chairman. No additional nominations were made. The motion was duly seconded and upon roll call, the vote was:**

Ayes: Member Morfopoulos, Member Sjouwerman, Member Wright, Member Jammo, Member Teixeira, Member Cassano, and Member Devineni.

Nays: None.

Motion carried.

b. Vice-Chairman – **Member Wright moved to appoint Stu Sjouwerman as Vice-Chairman. No additional nominations were made. The motion was duly seconded and upon roll call, the vote was:**

Ayes: Member Morfopoulos, Member Sjouwerman, Member Wright, Member Jammo, Member Teixeira, Member Cassano, and Member Devineni.

Nays: None.

Motion carried.

c. Treasurer – **Member Wright moved to appoint Caitlein Jammo as Treasurer. No additional nominations were made. The motion was duly seconded and upon roll call, the vote was:**

Ayes: Member Morfopoulos, Member Sjouwerman, Member Wright, Member Jammo, Member Teixeira, Member Cassano, and Member Devineni.

Nays: None.

Motion carried.

4. Citizens Comments--Items not on the agenda

Jack Mortimer, 331 Cleveland Street, addressed the Board. He had concerns that the new Downtown Redevelopment Plan does not address the use of technology as it relates to smart cities. He said the City needs to be sure it is heading in the right direction and now is the time to do this since they have rewritten the code. He said there are many apps available to assist with parking issues and other things. He said there are sensors available that can direct people to open parking spaces. Driverless cars are already here, and Uber has already ordered 24,000 of them. Large parking lots are a thing of the past. He said the City is already behind the times. He cited several articles that have been written on this subject—one from *The San Francisco Chronicle* and one from *Huffington Post*. Chairman Morfopoulos thanked him for his input.

5. Approve the Minutes from the December 6, 2017, Meeting

Ex-officio Member Jonson advised the Chairman that there was a correction to the minutes on page 3 under his comments. It should read “live active storefronts” with removal of the word “the.”

Member Wright moved to approve the minutes from the December 6, 2017, meeting as amended. The motion was duly seconded and upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Sjouwerman, Member Wright, Member Jammo, Member Teixeira, Member Cassano, and Member Devineni.

Nays: None.

Motion carried.

6. Adopt November 2017 Financial Statement for Filing

Member Wright moved to adopt the November 2017 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Sjouwerman, Member Wright, Member Jammo, Member Teixeira, Member Cassano, and Member Devineni.

Nays: None.

Motion carried.

7. Status of Downtown Plan Update—Ella Crandall, Senior Planner, and Gina Clayton, Assistant Director—Planning & Development Services Department provided a presentation to the Board regarding the update to the Downtown Redevelopment Plan. The current plan that was adopted in 2004 is divided into four chapters. The first three chapters are being amended at this time however, Chapter 4 will be updated by the CRA and the plan will be amended later this year.

The new plan divides Downtown Clearwater into five districts instead of the current six. They are the Downtown Core District, the Downtown Gateway District, the Old Bay District, the South Gateway District, and the Prospect Lake District which combines the old Town Lake Residential District with the Town Lake Business Park District.

Michael Delk, Planning & Development Director, stated that the City hired HDR to redraft the downtown code and this plan is like the U.S. 19 plan. They tried to eliminate the processes that were an impediment to development and there are lower thresholds for approval. They have moved more towards a form-based approach and will be more user friendly.

Members asked what tools were in place to educate everyone on the new guidelines and processes to which Mr. Delk said information will be available on the City's website. Ex-officio Member Caudell advised the board to go to the city's website and click on the hyperlink to the U.S. 19 plan to review that document.

A question was asked regarding the amount of interest in putting "bed & breakfasts" in the downtown area since the changes would allow for them. Ms. Crandall advised that there was some interest and Planning wanted to ensure they covered this use to allow for it in the future.

Members questioned the timeframe for implementation of these changes. The first three chapters should be ready by April and Chapter 4 must be presented to the County by the end of October or early November. Ordinance 9103-18 will go before the Community Development Board on 1/9/18, the CRA on 1/16/18, and the City Council for first reading on 1/18/18 and second reading on 2/1/18. Once the City Council approves the changes, they must submit to Pinellas County for approval.

Members asked if there was a date for demolition of the Harborview Center and were advised that the City has been in discussion with the engineering firm Stantec, to ensure the stability of the bluff once the building is removed. The report will probably be received in the April/May timeframe.

Discussion ensued about parking as concerns were raised that the City needs to look toward the future as far as technology is concerned. Technology firms are hiring more employees with limited parking. Mr. Delk advised that the City is getting ready to do a parking study. He said the City does need to look at what technology can do, and we may need to look to the CRA for future funding.

Further discussion ensued concerning the parking situation and one of the issues is how people coming to the downtown find out about the available parking. It was noted that the City is working with Merje, the city's consultant for the wayfinding initiative. Ex-officio Councilmember Jonson stated that this has been held up with DOT permitting.

Chairman Morfopoulos commented on the large effort that went in to making these changes. He asked that the City come back to the Board for input as it moves forward with these changes.

8. DDB Orientation—Board Attorney Elise Winters, provided an orientation to members. She reviewed the Sunshine Law, Public Records Law and voting conflicts. She advised members to send any questions to Ms. Fogarty France and she will provide a written reply.
9. Post Event Report for First Six Months & Request for Additional Funding—Open Air Art Party and Art Bazaar—Jennie Pearl addressed the Board regarding her open-air art party and bazaar. Ms. Pearl advised the Board that she has had some issues with holding her events in Station Square Park. Her October event was moved to Coachman Park in conjunction with an event with House of Beers. November's event had a low attendance. The December event was held in conjunction

with Miracle on Cleveland Street and was held in the intersection of Osceola and Cleveland Streets rather than in the park. She coordinated with Ruth Eckerd Hall and provided space to them for their Tell an Elf promotion with 875 children participating. There was a conflict with the January event which Ms. Pearl was going to cancel but she has received funding and noted that everything was set for the January 6 event.

Ms. Pearl stated that these events are costing her money even with the funding from the DDB. She said the CRA was reimbursing her for the music up until the time Mr. Taylor left. She advised the Board that she would like to increase her request to \$2,000 per event. Ms. Pearl was just advised this past week that there is also a conflict with the date for the March event. She said she submitted her permit for her 12 events to Parks & Recreation before the first event. Members questioned why Parks & Recreation is scheduling other events for the same time her events are scheduled. Ms. Fogarty-France will research this and find out why Ms. Pearl keeps getting moved.

A lengthy discussion ensued concerning whether Station Square Park is the best venue for her events and whether or not the Board wants to continue funding them. Upon direct questioning, Ms. Pearl stated she does not want to continue these events in Station Square Park. She does not think there is enough visibility there.

When asked what the reasons were that the event is not work she replied that she is not permitted to put banners at each end of the street and feels people don't know the art bazaar is being held in the park. She noted that the stigma of Scientology was hurting the event and she has been thinking of working with the church. She also feels she has had little involvement from the merchants.

At the conclusion of the discussion, it was suggested that Ms. Pearl not hold her February and March events and come back to the Board with another proposal.

Member Wright moved to suspend the funding for the February and March events pending Ms. Pearl coming back to the Board with another proposal. The motion was duly seconded and upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Sjouwerman, Member Wright, Member Jammo, Member Teixeira, Member Cassano, and Member Devineni.

Nays: None.

Motion carried.

10. Chairman's Report

Chairman Morfopoulos advised the Board that upcoming events are listed on the City's website. He thanked all the members and appreciates their volunteering.

11. Final Comments

Member Cassano stated he has lived in Clearwater for 35 years and wants Clearwater to become a vital place to live and work.

Member Teixeira welcomed the new members and said she is excited about 2018.

Member Wright asked Mr. Mortimer to send the websites for the articles he referenced to Ms. Fogarty France so she could share them with the Board. He asked when the new CRA Director was starting and was advised that Amanda Thompson will start on February 5th and she will be present at the February 7th meeting. He also felt that the Board should acknowledge Dennis Bosi's years of service on the Board in some manner and will bring this up at the next meeting. He also welcomed the new members.

Member Sjouwerman welcomed the new members and told them this Board can do great things.

Member Jammo welcomed the new members.

Member Devineni said he moved here in 2017. This is the first time he has been able to live, work, eat, and exercise all within a few blocks. This is a new way of living, and he would like more activities in downtown Clearwater and wants to do his part to make it great.

Ex-officio Member Jonson said the Board needs to raise awareness to speed things along. It was a year ago that they were given the first presentation on the new redevelopment plan and he doesn't think the Board expected it would have to wait a year to hear something else. He advised that staff would appreciate the Board's interest. He noted he had a problem with the new plan not cross-referencing between the plan and the ULI report. He thinks there may be some things missing; and, when this comes before the Council, he plans to ask for a cross-reference. He felt that we needed to make sure we include all the property owner issues. He asked the City Manager to reclaim the parking spaces between the MSB parking garage and SunTrust parking garage as a short-term solution to providing more public parking. He noted that the ULI report referenced keeping downtown clean and encouraged everyone to do their part to keep it clean and beautiful by maintaining their buildings. If they see a problem with something that they can't take care of, they should report it, so it can be handled.

Micah Maxwell, Assistant City Manager and Interim CRA Director, said that as far as Chapter 4 of the Redevelopment Code is concerned, staff wants to get that done as soon as possible. Ms. Thompson will have the support of a consultant to get it completed in a timely manner.

Chairman Morfopoulos advised the new members that if there are terms they are unfamiliar with, such as ULI, they should ask Ms. Fogarty France and she will get the definitions to them.

Mr. Sjouwerman asked if Mr. Delk could clarify what he meant by a "form-based approach." He also asked about some of the terms such as FAR which was not well-defined. He would like clarification of these terms in writing. Ms. Fogarty France will forward the presentation to the Board.

12. The meeting was adjourned at 7:45 p.m.

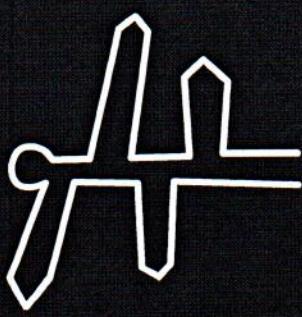
ITEM 4

1	B	C	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	T
2																	1/26/2018
3																	
4																	
5																	
6																	
7	Income																
8																	
9	Ad Valorem (Property) Taxes - 0.9700 mils																
10	Ad Valorem Taxes Prior Year																
11	Interest Income																
12	CFA Interlocal Agreement Revenue																
13	Misc Revenue																
14																	
15	Total Income																
16																	
17	Expenditures																
18																	
19	Downtown Arts & Beautification																
20	Banner Installation & Maintenance	1,000															1,000.00
21	Downtown Streetscape Maintenance	3,200															3,200.00
22	Mural Projects	1,500															1,500.00
23	Holiday lighting	15,000															14,149.18
24	Total Downtown Arts & Beautification	20,700															19,849.18
25																	
26	Downtown Marketing																
27	Graphic Design and Printing	3,000															402.58
28	Advertising	10,000															10,000.00
29	Website Content (Includes List Serve & Video Production)	4,400															4,400.00
30	Jolley Trolley Downtown Loop	14,466															14,466.00
31	Total Downtown Marketing	31,866															31,463.42
32																	
33	Downtown Events																
34	Archieva Box Car Rally - 9th Annual Festival Series including Blast Friday, Miracle on Cleveland Street & Cruisein at the Capitol	1,500															1,500.00
35	36 City/Sea Blue Festival	30,000															30,000.00
36	City/Bay Beach Music and Art Festival (formerly known as Fun-n-Sun)	10,000															10,000.00
37	City/Cle Celebrates America	5,000															5,000.00
38	Clearwater Jazz Festival Downtown Party	2,500															2,500.00
39	Downtown Clearwater Merchants Association Yearly Events (Blast Friday Supplements, BIO Block Party, Downtown Jepcs Downtown Santa & Suds 5K Fun Run Spectrum Clearwater Super Boat National 1 Championship	5,000															5,000.00
40	Frank, Miracle on Cleveland Supplement, Sidewalk Sales)	15,000															17,500.00
41	Santa & Suds 5K Fun Run	5,000															5,000.00
42	Station Square Park Events	10,000															10,000.00
43	COP - Downtown Clearwater Beer Fest	7,500															7,500.00
44	Open Air Paint Party & Art Bazaar	9,000															6,000.00
45	Total Downtown Events	115,500															75,500.00
46																	
47																	
48																	
49	Future Downtown Initiatives	19,383															19,383.00
50																	
51	Staff & Office Administration																
52	Operating Expenditures	1,000															248.20
53	Public Meeting Notices	2,000															751.80
54	Legal Fees	3,500															1,898.00
55	CRA Mgt & Admin Fee -2.5% Increase	68,624															1,950.00
56	DBB Minutes Preparation	1,452															17,156.01
57	Total Staff & Office Admin	76,576															1,089.00
58																	
59	Fixed Payments																
60	Officers & Directors Insurance	700															700.00
61	Liability Insurance (Dolphins)	1,422															1,422.00
62	Annual Audit	8,000															5,500.00
63	CRA Increment Payment	210,441															210,339.17
64	State Special District Fee	175															301.83
65	Tax Collector Commissions	6,000															175.00
66	Property Appraiser Fee	2,535															4,671.96
67	Total Fixed Payments	229,273															1,328.04
68																	
69	Total Expenditures	493,298															
70	Revenues in Excess of Expenditures	-															-
71																	
72																	
73	Expenditures in Excess of Revenues	-															-
74																	
75	Beginning Fund Balance 10/1/2017	152,292															
76																	
77																	

Downtown Development Board
Statement of Revenues & Expenditures
For the Period October 1 thru December 31, 2017



Clearwater Downtown Development Board



Board Meeting – FY '17 Audit Presentation

Investment advisory services are offered through CliftonLarsonAllen Wealth Advisors, LLC,
an SEC-registered investment advisor. | ©2016 CliftonLarsonAllen LLP



CLA Engagement Team

➤ Overall Engagement Responsibility

- Andrew Laflin, Principal

➤ Financial Statement Audit Team

- Andrew Laflin, CPA, Principal
- Sue Pagan, CPA, Director
- Kim Poblete, Senior



Audit and Attestation Services Performed

Financial Statements

- Financial statement audit for the year ended September 30, 2017, in accordance with *Government Audit Standards*

Internal Controls

- Evaluate internal controls over the Board's financial reporting processes and compliance with applicable laws, regulations, contracts, and agreements
1. Understanding Information Technology at the City of Clearwater
 2. Revenue and AR
 3. General Disbursements and AP
 4. Financial Close and Reporting Process



Audit and Attestation Services Performed- cont.

State Compliance

- Examination of compliance with investment provisions in accordance with requirements of *Section 218.415, Florida Statutes*

Compliance w/ CRA & DDB Interlocal Agreement

- Ensure DDB expenditures were for promotion, facilitation, and support of activities that sustain, promote, and advance downtown revitalization and attract businesses & residents within the DDB district
 - Tested \$387,186 of expenditures out of the total \$409,086, or 95%
 - No exceptions noted
- DDB maintains its cash/investment balances with the City of Clearwater, and DDB's relationship to the City in this regard is akin to holding cash with a fiscal agent. DDB does not make any cash deposits or purchase investment securities on its own, therefore no testing procedures to perform

Element of Unpredictability

- Review of top 10 vendors (most used and highest paid)
- Results in line with ordinary course of business for the entity and with the approved budget and amendments



Reports to be Delivered

1

Independent Auditors' Report

2

Report on Internal Control Over Financial Reporting and On
Compliance And Other Matters Based on an Audit of
Financial Statements Performed in Accordance with
Government Auditing Standards (Yellow Book Report)

3

Management letter as required by
Chapter 10.550 Rules of the Auditor General

4

Independent Accountants' Report (Examination)

5

Communication to Governance



Results of Procedures

- **Independent Auditors' Report**
 - Unmodified Opinion
- **Independent Auditors' Report on Internal Control (GAS - Yellow Book)**
 - No Material Weaknesses reported
- **Management Letter (*Florida Auditor General*)**
 - No findings or recommendations made in the preceding annual financial report.
- **Independent Accountants' Report (*Examination – Investment Compliance*)**
 - Unmodified attestation opinion on investment compliance



Financial Overview

- Total revenues increased by \$27,300 (\$457,979 in CY vs. \$430,679 in PY)
 - Increase in program revenues and general revenues due to increasing property values



Financial Overview, Continued

- Total expenses decreased by \$9,014 (\$409,522 in CY vs. \$418,536 in PY)
 - Promoting District: decreased by \$50,070 due to the completion in the prior year of the DDB's contribution of \$50,000 per year for ten years to the CRA for the construction, operation, and maintenance of the downtown waterfront facilities.
 - Fixed Payments: increase in payment to CRA (\$188,289 in CY vs. \$173,218 in PY) also due to rising property values
 - Promoting Merchants: increase in Jolley Trolley Downtown Loop (\$16,517 in CY vs. \$10,965 in PY)
 - Promoting Events: increase of \$18,370 (\$97,500 in CY vs. \$79,130 in PY) mainly due to new sponsorships in FY17.



Financial Overview, Continued

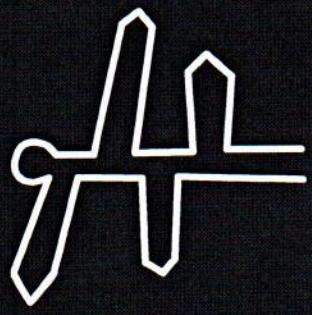
- Net Position & Fund Balance – \$48,457 increase (\$200,292 in CY vs. \$151,835 in PY)
 - Loan receivable balance from CRA remains at \$48,000



Required Communication to Governance

- No difficulties encountered in dealing with management
- No uncorrected misstatements
- No disagreements with management



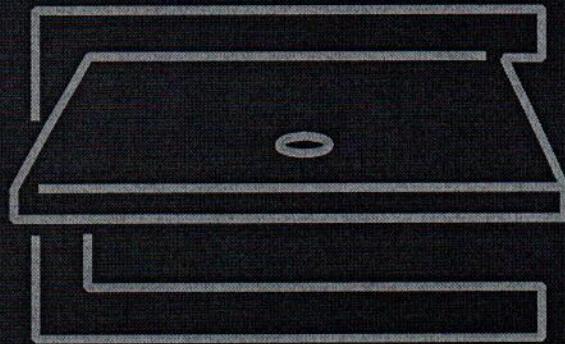


Conclusion

We appreciate everyone's
cooperation throughout the audit.



**Andrew Laflin, CPA
Principal**
andrew.laflin@CLAConnect.com
813-384-2711



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Board Members
Clearwater Downtown Development Board
Clearwater, Florida

We have audited the financial statements of the governmental activities and the general fund of Clearwater Downtown Development Board (the Board) as of and for the year ended September 30, 2017, and have issued our report thereon dated December 13, 2017. We have previously communicated to you information about our responsibilities under auditing standards generally accepted in the United States of America and *Government Auditing Standards*, as well as certain information related to the planned scope and timing of our audit. Professional standards also require that we communicate to you the following information related to our audit.

Significant audit findings

Qualitative aspects of accounting practices

Accounting policies

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by Clearwater Downtown Development Board are described in Note 1 to the financial statements.

No new accounting policies were adopted and the application of existing policies was not changed during 2017.

We noted no transactions entered into by the Board during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

Accounting estimates

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected. There were no accounting estimates affecting the financial statements which were particularly sensitive or required substantial judgments by management.

Financial statement disclosures

Certain financial statement disclosures are particularly sensitive because of their significance to financial statement users. There were no particularly sensitive financial statement disclosures.

The financial statement disclosures are neutral, consistent, and clear.

Difficulties encountered in performing the audit

We encountered no significant difficulties in dealing with management in performing and completing our audit.

Uncorrected misstatements

Professional standards require us to accumulate all misstatements identified during the audit, other than those that are clearly trivial, and communicate them to the appropriate level of management. Management did not identify and we did not notify them of any uncorrected financial statement misstatements.

Corrected misstatements

Management did not identify and we did not notify them of any financial statement misstatements detected as a result of audit procedures.

Disagreements with management

For purposes of this letter, a disagreement with management is a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditors' report. No such disagreements arose during our audit.

Management representations

We have requested certain representations from management that are included in the management representation letter dated December 13, 2017.

Management consultations with other independent accountants

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Board's financial statements or a determination of the type of auditors' opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

Significant issues discussed with management prior to engagement

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to engagement as the Board's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our engagement.

Other information in documents containing audited financial statements

With respect to the required supplementary information (RSI) accompanying the financial statements, we made certain inquiries of management about the methods of preparing the RSI, including whether the RSI has been measured and presented in accordance with prescribed guidelines, whether the methods of measurement and preparation have been changed from the prior period and the reasons for any such changes, and whether there were any significant assumptions or interpretations underlying the measurement or presentation of the RSI. We compared the RSI for consistency with management's responses to the foregoing inquiries, the basic financial statements, and other knowledge obtained during the audit of the basic financial statements. Because these limited procedures do not provide sufficient evidence, we did not express an opinion or provide any assurance on the RSI.

Our auditors' opinion, the audited financial statements, and the notes to financial statements should only be used in their entirety. Inclusion of the audited financial statements in a document you prepare, such as an annual report, should be done only with our prior approval and review of the document.

Board Members
Clearwater Downtown Development Board
Page 3

* * *

This communication is intended solely for the information and use of the Board Members and management of Clearwater Downtown Development Board and is not intended to be, and should not be, used by anyone other than these specified parties.

CliftonLarsonAllen LLP

CliftonLarsonAllen LLP

Tampa, Florida
December 13, 2017



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

2017 FUNDING REQUEST FORM

The Clearwater Downtown Development Board (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. Requests submitted after the due date will not receive the same consideration as those that are submitted on time.)

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

Date submitted: January 17, 2018

Name: Jennie Pearl

Title of event: Bazaar Art Throwdown

Event contact: Jennie Pearl

Organization: Bazaar Art LLC

Address: PO Box 3156

City: Holiday State: Florida Zip: 34691

Cell phone: (727) 944-2974

E-mail address: BazaarArtLLC@Gmail.com

Website address: www.bazaarArt.org

501(c)(3) not for profit organization? Yes (if yes, provide proof of your not for profit status

No

1. Date and time of event/program: **2. Location and address of event/program:**

Blast Friday Events:

Once a Month Jan 26, Feb 23, March 30, April 27, May 25 - Station Square Park Location

Clearwater Farmers Market: Once a Month - Coachman Park

Collaboration with other local events: Once a Month - Coachman Park - Sea Blues, Bay 2 Beach Speed Boat Races, Jazz Holiday, Miracle on Cleveland Street, etc., etc.

3. Projected attendance: 150-500 per event, 3 events per month

4. Briefly describe the event/program and its purpose:

Bazaar Art proposes to host a Bazaar Art Throwdown at various monthly events which are sponsored by the DDB. Bazaar Art Throwdowns feature 3 or more local artists who compete against one another for cash prizes within the timeframe of the sponsored event. The theme for each event is predetermined by criteria such as the event theme, seasonal influence, sponsor determined or scenic opportunities. These activities enhance the sponsored events by contributing an art element, creating additional foot traffic and excitement in and around the sponsored events.

5. How many times has the DDB funded this event?

5 times (Bazaar Art Throwdowns at Station Square Park)

6. Is this event/program a fund-raiser? Yes X No If yes, for whom?

7. Will your organization prepare a banner or sign including the Downtown Clearwater logo and DDB's approved logo? X Yes No

If yes, what size? Standard

8. Will you include the Downtown Clearwater logo and DDB logos and web url on all marketing materials for your event?

X Yes No

9. Please list other participating media sponsors and corporate sponsors:

Long Term Care Solutions, Clearwater Parks and Recreation, Second Century Studios

10. Attach detailed budget that includes expenses and income. If a recurring event, attach last year's budget.

- 11. What is the number of attendees expected at your event? 150-500 per event**
- 12. Will you allow the merchants/businesses of Downtown Clearwater display flyers or have tables at no charge at your event? Yes**

- 13. Does this event generate revenue for your business? Yes No**

If a painting from the throwdown is sold, Bazaar Art receives a commission from the sale.

- 14. If this is a recurring event, what was the number of attendees at your event last year?**

75-150 per event at Station Square Park as a Bazaar Art Event. The activities sponsored by these funds would aim to enhance pre-existing events sponsored by the City of Clearwater and the DDB.

- 15. Specifically, what are you asking the DDB to provide as a sponsor?**

\$1500 per month

Funding to apply towards overall expenses incurred during the planning and execution of each event including but not limited to cash prizes, marketing and advertising, materials for the competition and free family friendly art activities (rock painting table, paint my trailer activity, etc., etc.)

All organizations requesting funds will be required to do a brief presentation about the event at a DDB meeting. Funds that are approved by the DDB will have both a First and Second Reading of the request.

Funds will be provided not more than 30 days prior to the event date or as determined by Downtown Manager.

16. 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 "Downtown Clearwater" AND the url
www.DowntownClearwater.com in all collateral material and social media.
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.) Photos that show use of these parking signs are required to be part of your post event report to the DDB at the end of your event/event season. To schedule your pick-up of the signs contact Robert "Mike" Skinner via email at

Robert.Skinner@mclearwater.com within 24 hours of your event, Monday through Thursday. Signs must be removed and returned to the garage after the event.

- 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. Photos that show the location of the banners are required to be part of your post event report to the DDB at end of your event/event season.
- 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.

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

Applicant Signature:

Jennifer Pearl

Date: January 17, 2018

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 2nd Floor, Clearwater, FL
33756/anne.fogarty-france@mclearwater.com.

DDB Funding Request for Bazaar Art Throwdowns

Bazaar Art LLC	Invoice Date:	01/17/2018
3748 Moog Road Holiday, Florida 34691	Bill To:	DDB - Downtown Development Board
(727) 944-2974 BazaarArt.org BazaarArtLLC@gmail.com	Contact:	Anne Fogarty-France Clearwater City Hall (727) 562-4024 Anne.Fogarty-France@mymclearwater.com
Description	Amount	
Bazaar Art Throwdowns	1,500.00	
This funding will provide 2-3 Bazaar Art Throwdown Competitions per month.		
Invoice Total	1,500.00	
		Make all checks payable to Bazaar Art LLC
		Thank you for your support!
		Expenses per Event

Marketing		20.00
Art Throwdown		
	Paint	75.00
	Canvases	125.00
	Prize Money	300.00
	Total Throwdown	500.00
Rock Painting Table		
	Assistant	20.00
	Rocks	25.00
	Paint	30.00
	Plates	10.00
	Cups	10.00
	Napkins	10.00
	Total RP	105.00
Administrative	6 hours per event	120.00
Total Expense per event (no more than)		745.00
DDB Funding		1,500.00



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

GOAL

A flourishing and prospering downtown, with rising property values, a successful, attractive and interesting mix of cultural, restaurant, retail, residential and office tenants that attracts and serves visitors from the local and surrounding area as well as travelers from around the world. Approved 4/2/14.

Purposes

Primary:

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 (per the DDB/CRA Interlocal Agreement).

Secondary:

- a) To advise the city and the CRA on policies and procedures which will succeed in bringing more businesses and residents into the downtown district and thus improve its tax base and overall economic conditions (per City Code Sec 2.149 point (4)).
- b) To survey downtown freeholders and businesses to determine needs and attitudes, to monitor progress, to evaluate success or failure of initiatives (per City Code Sec 2.149 point (7)).
- c) To sponsor community events and encourage public attendance at such events in support of downtown merchants (per City Code Sec 2.149 point (7)).
- d) To prepare and distribute public relations pieces such as, but not limited to, brochures and videos, district maps, etc. (per City Code Sec 2.149 point (7)).
- e) To cooperate with the Chambers of Commerce, the Convention and Visitors Bureau, and all others interested in promoting the district as a destination (per City Code Sec 2.149 point (7)). Approved 4/2/14.

Ideal Scene:

Downtown streets bustling with foot traffic from locals and visitors patronizing shops, restaurants and cultural activities. Clean, attractive storefronts filled with customers. Desirable and accessible housing in the immediate downtown area resulting in a viable and reliable customer base for local businesses. Local workforce employed within the downtown area in high-tech enterprises resulting in upwardly-mobile, successful and affluent consumers of downtown products and services. Rising property values, resulting in increasing revenues to the DDB allowing for even more successful developmental actions. Safe, upscale district offering desirable services and amenities to locals and visitors. High employment and rental rates, low vacancy rates for real estate of all types and an attractive, desirable destination for those wishing to relocate.

Approved 4/2/14.

Valuable Final Product:

A downtown that is being visibly transformed into an attractive and vibrant destination for residents, tourists, visitors, shop-keepers and office workers, in which to live, work and play, thus demonstrating a steady rise in property values and quality of life.

Approved 4/2/14.

Policy:

1. To prioritize the revitalization of Cleveland Street, as its success will then spread to the rest of the district.
2. To fund other groups and events where there is a demonstrable expectation that it will primarily benefit the business climate in the Cleveland Street District.
3. To provide funds and support to event and functions that take place primarily on Cleveland Street.
4. To maintain a reserve fund to be used only in emergencies, which emergencies can't really be predicted in advance.
5. To discourage imprudent use of reserves, a policy requiring a second reading at a subsequent meeting before any funds can be allocated that have not been designated in the annual budget.
6. Petty cash expenditures would not have to comply with our general spending rules. For example, a second reading would not be required for allocations of less than \$100. In order to respond in a timely fashion, the Board should be able

- to direct the purchase of flowers, recognitions and commendation type awards as the occasion arises as long as the expense is limited to the above maximum.
- 7. To set a maximum grant per budget line item for future requests or a sliding scale depending on how well the proposal furthers DDB goals and purposes. This could be a dollar figure or a percentage of our discretionary budget. Could be a firm rule or just a guideline. Suggest just a guideline until we see how workable it is in practice.

Revised 5/7/14