

December 5, 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 November 7, 2018 Meeting
- 4. Adopt October 2018 Financial Statement for Filing
- 5. Valet Parking Recommendation Daniels Ikajevs, One Clearwater Tower
- 6. Sign Code Update Gina Clayton, Assistant Director, Clearwater Planning Department
- 7. Second Reading Approve \$9,000 in funding for the duPont Registry Cars & Coffee event from Future Initiatives line item and pending the approval from the City's Parks & Recreation Department and a refined concept Inglis Leslie, duPont Registry/Jay Polglaze, Clearwater Downtown Partnership
- 8. Post Event Report Downtown Clearwater Merchants
 Association (DCMA) Art Walks & Drink or Treat on Cleveland
 Street Events Carolyn Bradham, DCMA Vice-President
- 9. Work Plan Update Anne Fogarty France, Community Redevelopment Agency (CRA) Business Assistance Manager
- 10. CRA Updates Amanda Thompson, CRA Director
- 11. Chairman's Report Chairman Paris Morfopoulos
- 12. Final Comments
- 13. Adjournment



CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING November 7, 2018 – 5:30 PM – City Hall – Council Chambers

Members Present: Paris Morfopoulos Chairman

Stu Sjouwerman Vice-Chairman
Caitlein Jammo Treasurer
Thomas Wright Member
Lina Teixeira Member
Ray Cassano Member
Venkat "Vincent" Devineni Member

Also Present: David Allbritton Ex-Officio Councilmember

Amanda Thompson CRA Director

Anne Fogarty France Board Administrator

Absent: Hoyt Hamilton Ex-Officio Councilmember

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m.

2. Citizens Comments--Items not on the agenda.

Bill Jonson, 2694 Redford Court West, Clearwater, addressed the board on the failure of a change in the form of local government to pass in the recent elections. He noted that while 60% of those voting were against it, 40% was a strong showing in favor of the modification. Mr. Jonson also voiced his hope that the DDB – whose charter, he noted, states its purpose as "to aid the CRA" – would partner with the CRA in support of the signage updates for downtown. Mr. Jonson asked that the DDB assist the CRA in implementing its goals, and that everyone keep in mind Imagine Clearwater with its original plans and strategies.

Karena Morrison, 409 Highland Avenue, Clearwater, greeted the board noting she is a second-generation resident and 17-year homeowner in Clearwater. Ms. Morrison announced that her business, Shop Local for Good, is moving to downtown. She described her business as a non-profit entrepreneur incubator with a mission to build a stronger community and connect small businesses with non-profits. She will also be managing a Saturday community market at Station Square Creative Spaces.

Beth Daniels, 911 Chestnut Street, Clearwater, presented an update on the Cultural Maps, whose printing was funded by the DDB. An update has been printed detailing the galleries and public art displays and distributed by hand to downtown small businesses while broader deliveries will be made by a delivery service. Members asked if the maps showed the signal box wraps and were advised that that the signal boxes and the dolphin displays are too numerous to add individually however there is a reference on the map for these displays.

Chairman Morfopoulos requested that Items 3-5 on the agenda be delayed and Items 6 and 7 be addressed to accommodate a speaker's schedule. The vote was unanimous, and the board proceeded with Item 6.

6. Downtown Parking Study Update – David Taxman, Kimley-Horn Engineering provided a presentation of occupancy counts, parking management strategies and considerations for determining future parking demand in the downtown plan area. He responded to questions from board members about the Atrium

parking garage, the accessibility of parking from Cleveland Street in the downtown core and the ability to provide parking during special events in publicly owned parking garages and surface lots.

Mr. Taxman noted parking technology that might be applied to the current assets: signage; space availability; apps to show availability; placement of base stations; license plate recognition for payment and ticketing. The next phase of the parking survey is site analysis and the report should be complete by end of December.

Councilmember Albritton stated that he is now a member of the PSTA board and is looking forward to helping move some of these items forward, including relocation of the bus station; the target site is Court Street and Myrtle Avenue with approval and funding in place for building in 2020.

Mr. Taxman noted that a new transit facility is an option a new parking garage can incorporate.

- 7. Valet Parking Discussion Daniels Ikajevs, One Clearwater Tower, had to leave to attend another board meeting. The item will be presented at the December meeting
- 8. Approve the Minutes from the October 3, 2018, Meeting

Member Wright moved to approve the minutes from the October 3, 2018 meeting. The motion was duly seconded and upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Sjouwerman, Member Cassano, Member Teixeira, Member

Devineni, and Member Jammo.

Nays: None.

Motion carried.

9. Approve the Minutes from the October 12, 2018, Meeting

Member Wright moved to approve the minutes from the October 12 meeting. The motion was duly seconded. Upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Sjouwerman, Member Cassano, Member Teixeira, Member

Devineni, and Member Jammo.

Nays: None.

Motion carried.

10. Adopt September 2018 Financial Statement for Filing

Member Jammo moved to adopt the September 2018 Financial Statement for filing. The motion was duly seconded. Upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Sjouwerman, Member Cassano, Member Teixeira, Member

Wright, and Member Devineni.

Nays: None.

Motion carried.

8. Adopt Resolution – 04-18 Grant Funding for Ruth Eckerd Hall's Festival Series Events, Anne Fogarty France, Community Redevelopment Agency (CRA) Business Assistance Manager

Chairman Morfopoulos read the resolution aloud. DDB Administrator Fogarty France noted that the Ruth Eckerd Hall motorcycle event had a competing event so the decision was made to replace it with a children and family art event. There being no further discussion, Chairman Morfopoulos called for a vote.

Member Teixeira moved to Adopt Resolution – 04-18 Grant Funding for Ruth Eckerd Hall's Festival Series Events. The motion was duly seconded. Upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Sjouwerman, Member Cassano, Member Wright, Member

Jammo, and Member Devineni.

Nays: None.

Motion carried.

9. DDB FY 18-19 Work Plan Item Updates – Anne Fogarty France, DDB Administrator. It was noted that October 12 was a special meeting associated with work plan items.

At that meeting Member Teixeira noted that there was no need for her to be named as a liaison to the CDP as Member Sjouwerman was on the board.

Regarding an update of the bylaw and the code of ordinance addressing the DDB, the DDB attorney has suggested the bylaws change be addressed first. The board will receive a copy when it is ready for approval. Ordinance changes would next go to the council for approval.

Chairman Morfopoulos noted that this will be a regular agenda item, so please plan accordingly for individual updates and for other work plan matters, please contact the DDB Administrator.

Member Wright asked about RFP for the marketing firm; CRA Director Thompson stated that an offer is out for a Public Relations and Communications Manager and she hoped to hear back within a couple of days and have someone in place by end of month. Chairman Morfopoulos noted that the final two candidates were "exceptional" and thanked CRA Director Thompson for all her work on that process.

10. Community Redevelopment Agency (CRA) Updates – Amanda Thompson, CRA Director. The Harborview Center demolition will be a multi-stage operation, with asbestos abatement scheduled to begin late January-early February. Most of this work will take place inside, but activity will become visible externally within 60 days, so it is time to make plans for the demo party. Member Wright stated that he feels the need to make it dramatic, with "visions of a wrecking ball". CRA Director Thompson suggested brainstorming further at the December meeting.

Work plan strategies continue with projects in each of the four areas.

The Downtown Clearwater website now includes a Clearwater Extravaganza button. Holiday events will be promoted here, via social media and through regular emails.

A Request for Proposals is out for the site at 115 S. Martin Luther King Jr. Avenue to develop the space for a restaurant, brewpub or attraction. The CRA will match up to \$250,000 in funding for renovation or build-out.

DDB Administrator Fogarty France gave an update on the Food & Drink Grant program for incentives to property owners: Property owners must prequalify November 1-30, 2018; grant funding is available for 50% up to \$250,000 per space; once pre-approved, the owner may submit the full grant documentation and has 90 days to find a tenant. Requirements for approval include: must sell food and drink from Wednesday - Saturday, 5:00-10:00 pm, the tenant must be identified with the full application. The CRA has provided a link and documents on their website for eligible property owners.

- 11. DDB Election Results Chairman Morfopoulos stated that the two candidates who received the greatest number of votes, who will serve three-year terms were: Thomas Wright (131 votes), Caitlein Jammo (119 votes). The candidate who received the third greatest number of votes, who will serve a one-year term was Lina Teixeira (100 votes). He noted that 10 envelopes were ineligible due to invalid or no signature.
- **12.** Chairman's Report Chairman Morfopoulos advised viewers of the upcoming events and stated that they could visit DowntownClearwater.com for more information.

13. Final Comments

Member Cassano is pleased with progress.

Member Teixeira had no further comment.

Member Wright complimented CRA Director Thompson for forward movement of various items.

Member Sjouwerman had no further comment.

Member Devineni thanked CRA Director Thompson for her dedication and effort.

Member Jammo reiterated all comments.

Ex-officio Councilmember Allbritton felt it had been a great discussion with the perfect group to be involved and thanked everyone for their participation. Also, the Achieva Box Car Rally was a great day for downtown Clearwater and it is an event to look forward to every year.

Chairman Morfopoulos stated that the Achieva Box Car Rally is his favorite event, it is professionally run, and a great event for downtown. He thanked everyone for an animated discussion on the ongoing parking matters.

11. The meeting was adjourned at 7:07 p.m.

	В	С	D	E F	G H	I J	K	M
1		Down	town Developm	ent Board				11/21/2018
2								
3			of Revenues &					
4		For the Period	l October 1 thru	October 31, 20	18			
3					200000000000000000000000000000000000000			
6		Adopted	Budget		Amended		Year to	
7		Budget	Transfer		Budget	October	Date	Difference
8	Income	-			0.00			
9	V. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10							
10	Ad Valorem (Property) Taxes - 0.9700 mills	342,497			342,497	-	-	(342,497)
11	Ad Valorem Taxes Prior Year	100			100		-	(100)
12	Interest Income	500			500	-		(500)
13	CRA Interlocal Agreement Revenue	274,651			274,651	-	12	(274,651)
14	Misc Revenue	500			500	_		(500)
15	Total Income	618,248		-	618,248	1.00		(618,248)
10	and the state of t	0.2078.10	150		000000000000000000000000000000000000000	200		V
17	Expenditures							
19	Marketing							
20	Achieva Box Car Rally - 9th Annual	1,500			1,500	_		1,500
21		10,000			10,000	-		10,000
_	City / Sea Blues Festival	-			2,500			2,500
22	City / Clearwater Celebrates America	2,500					2,500	2,300
23	Clearwater Jazz Festival Downtown Party	2,500			2,500	2,500		5.000
24	Downtown Clearwater Craft Beer & Music Festival	5,000			5,000	121	-	5,000
	Downtown Clearwater Merchants Association Yearly Events (Taste of Downtown, Downtown Funk, Miracle on							
25	Cleveland Supplement, Art Crawls)	10,000			10,000		-	10,000
20	Festival Series including Blast Fridays, Miracle on	10,000			.0,000			.0,000
26	Cleveland St & Cruisin at the Capitol (Ruth Eckerd Hall)	40,000			40,000	1-1		40,000
27	Hooters Clearwater Super Boat National Championship	10,000			10,000	-	140	10,000
28	Santa & Suds 5K Fun Run	1,500			1,500			1,500
29	Graphic Design and Printing	3,000			3,000		-	3,000
30	TOTAL	10,000			10,000		-	10,000
$\overline{}$	Advertising	10,000			10,000	-	-	10,000
31	Demolition/Fundraising Imagine Clearwater Party (WP) Public Relations Firm (WP) and Website Content to include	10,000			10,000	-	270	10,000
32	List Serve and Video Production	24,400			24,400			24,400
33	Incubator Incentives Collateral (WP)	5,000			5,000			5,000
34	Art/Tech Exhibitions (WP)	25,000			25,000	-		25,000
35	DuPont Registry Cars & Coffee Event	23,000			20,000	-	-	20,000
	Duront Registry Cars & Conee Event	-			-			
36	Total Madestina	270.100			1/0 400	2,500	2 500	157,900
37 38	Total Marketing	160,400	*		160,400	2,500	2,500	157,900
_	D							
39	Business Assistance				45.000			14 500
40	Holiday Lighting	15,000			15,000	411	411	14,589
41	Downtown Streetscape Maintenance	3,200			3,200	121	-	3,200
42	Jolley Trolley Downtown Loop	15,951			15,951	-		15,951
43								
44	Total Business Assistance	34,151		-	34,151	411	411	33,740
45								
46	Policy and Project Work							
47	Create High Tech CEO Council (WP)	5,000			5,000		-	5,000
48	One Stop Shop Education Campaign (WP)	5,000			5,000	-		5,000
49	Station Square Park Events	10,000			10,000	5-0	7.0	10,000
50								
51	Total Policy and Project Work	20,000		2	20,000	350		20,000
52								
53	Future Downtown Initiatives	29,153			29,153	-		29,153
54				4				
55	Staff & Office Administration							
56	Operating Expenditures	1,000			1,000	30	30	970
57	Public Meeting Notices	2,000			2,000	-	*	2,000
58	Legal Fees	3,500			3,500	10-11	1140	3,500
59	CRA Mgt & Admin Fee - 3.5% Increase	71,026			71,026	5,919	5,919	65,107
60	DDB Minutes Preparation	1,452			1,452	121	121	1,331
61	Total Staff & Office Admin	78,978	120	- 12	78,978	6,070	6,070	72,908
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62	r:t n							
63	Fixed Payments				7000			ar.
64	Officers & Directors Insurance	750			750			750
65	Liability Insurance (Dolphins)	1,500			1,500	540	-	1,500
66	Annual Audit	8,500			8,500			8,500
67	CRA Increment Payment	274,651			274,651	-	150	274,651
68	State Special District Fee	175			175			175
69	Tax Collector Commissions	7,350			7,350	175	175	7,175
70	Property Appraiser Fee	2,640			2,640	660	660	1,980
71	Total Fixed Payments	295,566			295,566	835	835	294,731
72								
73	Total Expenditures	618,248		-	618,248	9,816	9,816	608,432
74								
75	Revenues in Excess of Expenditures					-	-	
76	C. Th. The Forest Market							
77	Expenditures in Excess of Revenues					(9,816)	(9,816)	
80								
81	Beginning Fund Balance 10/1/2017	152,292						
82	0							
83	Minimum Reserves Approved by Board 7/11/2018	75,000						
84	The state of the s	. 5,000						
85	Cash in Bank as of 10/31/2018	200,128						
05	Note the Datik as of 10/34/2016	200,120						

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44				Stats For the	Statement of Revenues & Expenditures For the Period October 1 thru October 31, 2018	venues & E ber 1 thru (xpenditure)ctober 31,	s 2018							
7 7 Income	Amended Budget	October	November	December	January	February	March	April	May	June	July	August	September	Year to Date	Difference
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	100														(100.00)
12 Interest Income 13 CRA Interlocal Agreement Revenue	274.651													1 1	(500.00)
Misc Revenue	200														(500.0
Total Income Total Income	618,248						•		*						(618,248.00)
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20 Achieva Box Car Rally - 9th Annual	1,500													177	1.500.00
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Clearwater Jazz Festival Downtown Party Downtown Clearwater Craft Beer & Music Festival	2,500	2,500.00												2,500.00	2,000,00
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Festival Series including Blast Fridays, Miracle on Cleveland															
St & Cruisin at the Capitol (Ruth Eckerd Hall) Hoodern Cleanardor Street Market Market Chammionship															40,000.00
Santa & Suds 5K Fun Run	1500														10,000,00
Graphic Design and Printing	3,000														3,000.00
Advertising	10,000														10,000.00
Dublic Relations Green (WP) and Website Contract to include	10,000														10,000.0
List Serve and Video Production	24,400													19	24,400.0
Incubator Incentives Collateral (WP)	2,000													1	5,000.00
DuPont Registry Cars & Coffee Event															C.000,62
Total Marketing	160,400	2,500.00		1	.9	E		ŀ					3.	2,500.00	157,900.00
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Holiday Lighting	15 000	411.00												441.00	
Downtown Stressape Maintenance	3,200	•													
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Total Business Assistance	34,151	411.00												411.00	33,740.00
Policy and Project Work															
Over Stem Show Education Committee (AVD)	5,000													1	2,000.00
Station Square Park Events	10,000													1 .1	10,000.00
Total Policy and Project Work	20,000		à			.8		٠		S	7		3.4		20,000.00
Future Downtown Initiatives	29,153														29,153.00
Staff & Office Administration															
Operating Expenditures Public Mantan Notices	1,000	30.25												30.25	969.75
Legal Fees	3,500														3500.0
CRA Mgt & Admin Fee - 3.5% Increase DDB Minutes Preparation	71,026	5,918.83												5,918.83	65,107.17
														121.00	
Total Staff & Office Admin	78,978	80'020'9	9	3			339	3	3		r		6	6,070.08	72,907.92
Fixed Payments	Car														
Cincers & Directors Insurance Liability Insurance (Dolphins)	1500														750.00
Annual Audit	8,500														8,500.00
CRA becreent Payment	274,651	100.00												*	27
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	Amended															Year to	
	Budget	Octob	er Noven	nber De	cember	January	October November December January February	March	April	May	June	July		August September	mber	Date	Difference
Total Fixed Payments	295,566		834.90		2.					,			120	3		834.90	294,731.10
Total Expenditures	618,248	86:218:6						3	٠	,	,	,		a		9,815.98	608,432.02
77 Revenues in Excess of Expenditures	2.5			2		25	į.		30	21		72					
79 Expenditures in Excess of Revenues	8	6)	(9,816)	į.		æ	10					4				(9,816)	
Beginning Fund Balance 10/1/2017	152,292	72															



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

2018 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-fogury-france a my clearwater.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: 2-29-2018 Name: duPont REGISTRY Title of event: duPont REGISTRY Cars & Coffee
Event contact: Inglis Leslie
Organization: duPont REGISTRY
Address: 3051 Tech Drive
City: St. PetersburgState: FloridaZip: 33716
Cell phone: (610) 235-9687
E-mail address: ileslie@dupontregistry.com
Website address: www.dupontregistry.com
501(c)(3) not for profit organization? Yes (if yes, provide proof of your not for profit status X No
1. Date and time of event/program: November 17, 2018 (AM Event)
2. Location and address of event/program: Coachman Park Parking Lot
3. Projected attendance: + 3,000 people and +400 Cars
4. Briefly describe the event/program and its purpose:
A gathering of car enthusiasts and a unique luxury lifestyle event
5. How many times has the DDB funded this event?
2018 would be the first time
S I S D N M NI Thurs for whom?

7. Will your organization prepare a banner or sign including the Downtown Clearwater logo and DDB's approved logo? ★ Yes □ No
If yes, what size? It is important that we have Clearwater DDB input on signage
8. Will you include the Downtown Clearwater logo and DDB logos and web url on all marketing materials for
your event?
× Yes □ No
9. Please list other participating media sponsors and corporate sponsors:
None yet but we would like to partner with Ferrari of Tampa Bay and other high end local dealers.
Also want to look into the possibility of having a boat display!
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? +3,000 people
12. Will you allow the merchants/businesses of Downtown Clearwater display flyers or have tables at no
charge at your event? Yes. We would love to set up some vendor in Coachman Park and have some
local coffee vendors support the event!
13. Does this event generate revenue for your business? ★ Yes □ No
14. If this is a recurring event, what was the number of attendees at your event last year?
15. Specifically, what are you asking the DDB to provide as a sponsor?
We are asking for a \$12,000 sponsorship from the DDB. This will be used to promote "Downtown
Clearwater" in the media. This sponsorship will also be used to offset some of the event expenses
related to staffing, signage, permits, safety and police requirements.
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 Special Events Division, 706 N Missouri Avenue, Clearwater, FL 33755 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 these signs contact Madai Gutierrez via email at madai.gutierrez@MyClearwater.com within 10 business days of your event. 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.

Please initial that you agree to comply with these requirements.

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

Date: 8-29-2018

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(a myclearwater.com.

Clearwater DDB 1-Year Tactical Plan Approved 8-1-18



Marketing 1-Year Ta	actical Plan				
MARKETING GOAL: INVESTMENT IN DOV		ARWATER SPURS	COMMERCIAL AN	D RESIDE	NTIAL
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those responsible for Strategy	People/Materials/ Time/\$/etc.	How to quantify success	Start of Strategy	Completion of Strategy
1. Strategy 1 Celebrate		he Harborview Cent	er		the reliable
1.1. Plan a demolition/launch Imagine party concert	Caitlein/ Thomas	\$10,000 funds, Work with City Special Events	Number of Party Attendees; New enewsletter sign ups; Media mentions	Aug-18	Aug-19
2. Strategy 2 Hire PR fir	rm to promote o	lowntown			
2.1. Develop scope of services for Public Relations RFP	Thomas/Stu/ CRA Staff	N/A	Scope approved by DDB	Sep-18	Oct-18
2.2. Issue RFP for Public Relations consultants	Thomas/Stu/ CRA Staff	N/A	Attract 3+ responses, including some from Clearwater	Oct-18	Nov-18
2.3. DDB hires and funds firm	Thomas/Stu/ CRA Staff	\$20,000 DDB; \$15,000 CRA	Firm hired	Nov-18	Dec-18
3. Strategy 3 Review th	e ULI study hig	h priority items and	make recommendati	ons.	
3.1. Review status of ULI action items	Venkat/Ray	N/A	Presentation of findings	Oct-18	Nov-18
3.2. Determine if any incomplete items should be addressed by DDB - compare with Imagine Clearwater	Venkat/Ray	N/A	DDB discussion item on this topic	Oct-18	Nov-18
3.3. Review and provide recommendations for Imagine Clearwater implementation	Venkat/Ray	N/A	9-5-18 - DDB voted to recommend to the City that a 5 story observatoin deck be included in the Civic Gateway-letter sent.	Sep-18	Completed Sep-18

Clearwater DDB 1-Year Tactical Plan 8-1-18

	NCE GUAL. A	TTRACT NEW H	IGH TECH EMPLO	TERS AND	HIGH LECH
WORKERS					
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those	People/Materials	How to quantify	Start of	Completion of
	responsible for	/Time/\$/etc.	success	Strategy	Strategy
	Strategy	/ Time/ \p/ctc.	3400033	Ollalogy	Ciratogy
1. Strategy 1 Renovati	na old buildinas	s into modern, tre	ndy places to suppo	rt residents	e.g., Armature
Works)				40 De 10 De	
1.1. Coordinate with PR	Ray/CRA staff	Work with CDP	Number of tenants	Nov-18	Mar-19
campaign to attract	l tayror w totall	& DCMA on	attracted		000000000000000000000000000000000000000
tenants (Trader Joe's,		campaign	duadioa		
		development.			
Top Golf)	Ray/CRA staff	N/A	Number of tenants	Nov-18	Mar-19
1.2. Court potential	Ray/CRA Stall	IN/A		1100-10	IVIAI-13
tenants for vacant			attracted		
storefronts					
2. Strategy 2 Partner w	ith an educatio	nal institution to	train high tech and o	design worke	rs
2.1. Establish contact	Carol	initial contact	develop plan for	Jan-19	Jun-19
with SPC	Hague/CRCC/	miliar corridor	proceeding		
Willi SPC	Caitlein		proceeding		
0.0 Fatablish asstant		initial contact	dayalan nlan for	Jan-19	Jun-19
2.2. Establish contact	Stu	initial contact	develop plan for	Jan-19	Juli-19
with USF	0		proceeding		Jun-19
The same of the sa				1 lon 1()	I lun 10
2.3. Coordinate with	CRA & DDB	CRA & DDB	How many	Jan-19	Juli-19
2.3. Coordinate with the PR campaign to	CRA & DDB	CRA & DDB funds	universities are	Jan-19	3411-19
	CRA & DDB		,	Jan-19	Juli-19
the PR campaign to	CRA & DDB		universities are	Jan-19	Juli-19
the PR campaign to attract an educational institution	200 p. 1993 (1992) (1993) (1994)	funds	universities are	Jan-19	3411-19
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a	200 p. 1993 (1992) (1993) (1994)	funds	universities are	Jan-19	Jun-19
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a 2a.1. Fund art + tech	rt/tech exhibitio	funds	universities are interested Number of	10. 10. 11. 11. 11. 11. 11. 11. 11. 11.	
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a 2a.1. Fund art + tech exhibitions/installatio	rt/tech exhibitio	funds	universities are interested Number of exhibitions; media	10. 10. 11. 11. 11. 11. 11. 11. 11. 11.	
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a 2a.1. Fund art + tech exhibitions/installations/festivals to attract	rt/tech exhibitio	funds	universities are interested Number of exhibitions; media mentions;	10. 10. 11. 11. 11. 11. 11. 11. 11. 11.	
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a 2a.1. Fund art + tech exhibitions/installatio	rt/tech exhibitio	funds	universities are interested Number of exhibitions; media mentions; sponsors;	10. 10. 11. 11. 11. 11. 11. 11. 11. 11.	
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a 2a.1. Fund art + tech exhibitions/installations/festivals to attract tech workers	rt/tech exhibition	funds ons \$25,000	universities are interested Number of exhibitions; media mentions; sponsors; attendees	10. 10. 11. 11. 11. 11. 11. 11. 11. 11.	
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a 2a.1. Fund art + tech exhibitions/installatio ns/festivals to attract tech workers 3. Strategy 3. Develop	nt/tech exhibition Lina & CRA high-technical j	funds ons \$25,000 ob incentive prog	Number of exhibitions; media mentions; sponsors; attendees	Jan-19	Jun-19
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a 2a.1. Fund art + tech exhibitions/installations/festivals to attract tech workers 3. Strategy 3. Develop 3.1. Identify regulations	rt/tech exhibition	funds ons \$25,000	universities are interested Number of exhibitions; media mentions; sponsors; attendees grams Presentation of	10. 10. 11. 11. 11. 11. 11. 11. 11. 11.	
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund at 2a.1. Fund art + tech exhibitions/installations/festivals to attract tech workers 3. Strategy 3. Develop 3.1. Identify regulations for eligibility for	nt/tech exhibition Lina & CRA high-technical j	funds ons \$25,000 ob incentive prog	Number of exhibitions; media mentions; sponsors; attendees	Jan-19	Jun-19
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a 2a.1. Fund art + tech exhibitions/installations/festivals to attract tech workers 3. Strategy 3. Develop 3.1. Identify regulations for eligibility for incentive program for	nt/tech exhibition Lina & CRA high-technical j	funds ons \$25,000 ob incentive prog	universities are interested Number of exhibitions; media mentions; sponsors; attendees grams Presentation of	Jan-19	Jun-19
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund at 2a.1. Fund art + tech exhibitions/installations/festivals to attract tech workers 3. Strategy 3. Develop 3.1. Identify regulations for eligibility for	nt/tech exhibition Lina & CRA high-technical j	funds ons \$25,000 ob incentive prog	universities are interested Number of exhibitions; media mentions; sponsors; attendees grams Presentation of	Jan-19	Jun-19
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a 2a.1. Fund art + tech exhibitions/installations/festivals to attract tech workers 3. Strategy 3. Develop 3.1. Identify regulations for eligibility for incentive program for	nt/tech exhibition Lina & CRA high-technical j	funds ons \$25,000 ob incentive prog	universities are interested Number of exhibitions; media mentions; sponsors; attendees grams Presentation of	Jan-19	Jun-19
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a 2a.1. Fund art + tech exhibitions/installations/festivals to attract tech workers 3. Strategy 3. Develop 3.1. Identify regulations for eligibility for incentive program for tech incubators 3.2. Coordinate PR	high-technical j	funds ons \$25,000 ob incentive prog	Number of exhibitions; media mentions; sponsors; attendees Presentation of findings	Jan-19 Feb-19	Jun-19 Mar-19
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a 2a.1. Fund art + tech exhibitions/installatio ns/festivals to attract tech workers 3. Strategy 3. Develop 3.1. Identify regulations for eligibility for incentive program for tech incubators 3.2. Coordinate PR campaign with The Ring	high-technical j	funds ons \$25,000 ob incentive prog	universities are interested Number of exhibitions; media mentions; sponsors; attendees grams Presentation of findings Campaign includes	Jan-19 Feb-19	Jun-19 Mar-19
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a 2a.1. Fund art + tech exhibitions/installatio ns/festivals to attract tech workers 3. Strategy 3. Develop 3.1. Identify regulations for eligibility for incentive program for tech incubators 3.2. Coordinate PR campaign with The Ring activities	rt/tech exhibition Lina & CRA high-technical j Stu	funds ons \$25,000 ob incentive prog N/A	universities are interested Number of exhibitions; media mentions; sponsors; attendees Presentation of findings Campaign includes The Ring	Jan-19 Feb-19 Nov-18	Jun-19 Mar-19 Feb-19
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a 2a.1. Fund art + tech exhibitions/installatio ns/festivals to attract tech workers 3. Strategy 3. Develop 3.1. Identify regulations for eligibility for incentive program for tech incubators 3.2. Coordinate PR campaign with The Ring activities 3.3. Make collateral	high-technical j	funds ons \$25,000 ob incentive prog	universities are interested Number of exhibitions; media mentions; sponsors; attendees Presentation of findings Campaign includes The Ring number of incubator	Jan-19 Feb-19 Nov-18	Jun-19 Mar-19
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a 2a.1. Fund art + tech exhibitions/installatio ns/festivals to attract tech workers 3. Strategy 3. Develop 3.1. Identify regulations for eligibility for incentive program for tech incubators 3.2. Coordinate PR campaign with The Ring activities 3.3. Make collateral available to market the	rt/tech exhibition Lina & CRA high-technical j Stu	funds ons \$25,000 ob incentive prog N/A	universities are interested Number of exhibitions; media mentions; sponsors; attendees Presentation of findings Campaign includes The Ring number of incubator applicants and	Jan-19 Feb-19 Nov-18	Jun-19 Mar-19 Feb-19
the PR campaign to attract an educational institution 2a. Strategy 2a. Fund a 2a.1. Fund art + tech exhibitions/installatio ns/festivals to attract tech workers 3. Strategy 3. Develop 3.1. Identify regulations for eligibility for incentive program for tech incubators 3.2. Coordinate PR campaign with The Ring activities 3.3. Make collateral	rt/tech exhibition Lina & CRA high-technical j Stu	funds ons \$25,000 ob incentive prog N/A	universities are interested Number of exhibitions; media mentions; sponsors; attendees Presentation of findings Campaign includes The Ring number of incubator	Jan-19 Feb-19 Nov-18	Jun-19 Mar-19 Feb-19

Clearwater DDB 1-Year Tactical Plan 8-1-18

Business Assistance 1-Year Tactical Plan

BUSINESS ASSISTANCE GOAL: ATTRACT NEW HIGH TECH EMPLOYERS AND HIGH TECH

Strategies & Tactics	Champions	Resources	Success Metrics	Start Date	Completion
	10027	Needed			Date
3.4. Promote downtown tech corridor via social media	Stu/Caitlein	access to social media or ability to provide same	number of people who access promotions	Feb-19	Jun-19
3.5 Create a High-Tech CEO Council	Stu/Lina	\$5,000	Number of CEO's willing to participate; Number of new tech firms that locate to Clearwater	1	Mar-19
3.6 Create a Liaison to CDP	Stu	NA	Number of collaborative projects	Ongoing	Ongoing

Clearwater DDB 1-Year Tactical Plan 8-1-18

Policy & Project 1-	Year Tactical	Plan			
POLICY & PROJECT	GOAL: DDB F	PROMOTES FAS	T TRACK PERM	MIT APPRO	VAL
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those responsible for Strategy	People/Materials/ Time/\$/etc.	success	Start of Strategy	Completion of Strategy
1. Strategy 1 Recomme	end changes to	improve the pern	nitting process		
1.1. Identify key complaints and make recommendations on how to correct and increase customer satisfaction. Review the 2011 Business Task Force recommendations.	Lina	set up time to meet with city employees	city employee buy in to a new process	Jan-19	Mar-19
1.2. Create budget for implementation	Lina/Caitlein	N/A	City approves budget changes	Mar-19	Apr-19
1.3 Review the updated downtown zoning ordinance	Venkat	N/A	Present findings	Jul-19	Aug-19
1.4. Create campaign to educate the public about the one stop shop		\$5,000	Increase in customer satisfaction	Apr-19	Jul-19
2. Strategy 2 Update th	e Downtown De	evelopment Board	ordinances		
2.1. Review current DDB ordinances	Paris	time of DDB meeting agenda	decision made by DDB after discussion	Sep-18	Nov-18
2.2. First draft	Paris	city attorney cooperation	draft to DDB	Nov-18	Dec-18
2.3. Second/final draft	Paris	city attorney cooperation	draft to DDB	Jan-19	Feb-19
2.4. Present to Council	Paris	on city agenda	implementing changes	Mar-19	Apr-19