



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

September 9, 2015 – 5:30 PM - City Hall – Council Chambers

AGENDA

1. Call to Order
2. Citizen Comments – Items Not on the Agenda
3. First Public Millage Hearing – Resolution 02-15 – Treasurer Craig Rubright
4. First Public Budget Hearing – Resolution 03-15 – Treasurer Craig Rubright
5. Approve the Minutes from the August 5, 2015 Meeting
6. Adopt July 2015 Financial Statement for Filing
7. Parking Garage Usage Discussion – Charles “Eric” Wilson, Parking Manager
8. Second Reading – Approve Sponsorship Request in the amount of \$1,600 from Clearwater Center for the Arts, Inc. for the Cleveland Street Saturday Market
9. ULI Update – Geri Campos Lopez, Economic Development & Housing Director
10. Nominating Committee Report – Chairman Paris Morfopoulos
11. Chairman’s Report – Chairman Paris Morfopoulos
12. Final Comments
13. Adjournment

**Reminder – Second Public Hearing – September 15, 2015, 5:30 p.m.,
City Hall 3rd Floor Council Chambers**

**MILLAGE RESOLUTION
RESOLUTION NO. 02-15**

RESOLUTION OF THE CLEARWATER DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA, DECLARING THE MILLAGE RATE TO BE LEVIED FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2015, AND ENDING SEPTEMBER 30, 2016, FOR OPERATING PURPOSES; PROVIDING AN EFFECTIVE DATE OF THIS RESOLUTION.

WHEREAS, the estimated revenues to be received by the Clearwater Downtown Development Board for the fiscal year beginning October 1, 2015 and ending September 30, 2016, from ad valorem taxes in the amount of \$251,056

WHEREAS, based upon the taxable value provided by the Pinellas County Property Appraiser, .9651 mil is necessary to generate \$251,056

NOW, THEREFORE, BE IT RESOLVED BY THE CLEARWATER DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA:

Section 1. It is hereby determined that a tax of .9651 mil against the non-exempt real and personal property within the Clearwater Downtown Development Special Taxing District is necessary to raise the sums to be appropriated for operational purposes, for the fiscal year beginning October 1, 2015.

Section 2. The levy of .9651 mil constitutes a 6.77 percent increase from the rolled back rate of .9039.

Section 3. This resolution shall take effect October 1, 2015.

PASSED ON FIRST READING

PASSED ON SECOND AND FINAL
READING AND ADOPTED

Paris Morfopoulos, Chairman

Witness:

Dennis Bosi, Vice-Chairman

ITEM 4

**BUDGET RESOLUTION
RESOLUTION NO. 03-15**

RESOLUTION OF THE CLEARWATER DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA, DECLARING THE FINAL BUDGET TO BE ADOPTED FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2015, AND ENDING SEPTEMBER 30, 2016 FOR OPERATING PURPOSES; PROVIDING AN EFFECTIVE DATE OF THIS RESOLUTION.

WHEREAS, the Clearwater Downtown Development Board of the City of Clearwater, Florida, on September 9, 2015 held a public hearing as required by Florida Statute 200.065; and

WHEREAS, the Clearwater Downtown Development Board of the City of Clearwater, Florida, set forth the appropriations and revenue estimate for the Budget for Fiscal Year 2015/16 in the amount of \$425,429.

NOW, THEREFORE, BE IT RESOLVED BY THE CLEARWATER DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA:

Section 1. It is hereby determined that a budget of \$425,429 is adopted for the fiscal year beginning October 1, 2015 and ending September 30, 2016.

Section 2. The resolution shall take effect October 1, 2015.

PASSED ON FIRST READING

PASSED ON SECOND AND FINAL
READING AND ADOPTED

Paris Morfopoulos, Chairman

Witness:

Dennis Bosi, Vice-Chairman

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

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

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m.
2. Citizen Comments – Items Not on the Agenda. – There were no citizen comments.
3. Approve the Minutes from the July 1, 2015 DDB Meeting

Member Bosi moved to approve the minutes of the DDB meeting of July 1, 2015. The motion was duly seconded. Upon roll call, the vote was:

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

“Nays”: None.

4. Adopt June 2015 Financial Statement for Filing

Member Rubright moved to adopt the June 2015 Financial Statement for Filing. The motion was duly seconded. Upon roll call, the vote was:

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

“Nays”: None.

5. Approve an Agreement with the Pinellas County Property Appraiser to Investigate and to Recover Improper Property Tax (Homestead) Exemptions and Authorize the Chairman to Execute Same.

Pam Dubov provided a briefing regarding the Agreement before the board.

Vice-Chairman Bosi moved to approve the Agreement with the Pinellas County Property Appraiser to Investigate and to Recover Improper Property Tax (Homestead) Exemptions. The motion was duly seconded. Upon roll call, the vote was:

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

“Nays”: None.

6. Adopt Clearwater Investment Policy Per Florida Statute Requirement

Monica Mitchell addressed the board and noted that this investment policy was briefly discussed by the former audit firm principal during the presentation and adoption of the financial report. The policy is necessary due to the Auditor General's recommendation that the DDB adopt an Investment Policy. Without a written investment policy, the DDB is essentially restricted to the “short list” of permitted investments per Florida Statute. The resolution, if approved, states that the DDB will review the Clearwater Investment Policy at least annually to re-adopt it. And the DDB will review the Clearwater Investment Policy any time there is a substantive change in the policy. Elise Winters, Board Attorney, has reviewed the requirements and drafted the Resolution.

Treasurer Rubright moved to adopt the Clearwater Investment Policy per Resolution 01-15. The motion was duly seconded. Upon roll call, the vote was:

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

7. Cleveland Street Palm Tree Light Discussion

Charlie Sheldon, City of Clearwater General Services/Building & Maintenance addressed the board. He discussed the costs associated with the project from the memo included in the agenda packet.

Member Stu Sjouwerman moved to approve sharing the cost for the LED lights on the Cleveland Street palm trees with the CRA at an amount of \$6,077 from the current budget using funds from the Unallocated Funds line item. The motion was duly seconded. Upon roll call, the vote was:

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

8. Approve Sponsorship Request from Clearwater Center for the Arts, Inc. for Cleveland Street Saturday Market

Shelley Jaffe, Clearwater Center for the Arts Executive Director discussed the sponsorship request with the board. She advised that she would manage the market with Howard Warshauer.

Member Sjouwerman moved to approve sponsorship of the Cleveland Street Saturday Market in the amount of \$1,600 to cover the cost for barricades, cones and event insurance from the Unallocated Funds line item. The motion was duly seconded. Upon roll call, the vote was:

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

9. Approve CRA/DDB FY 2015-2016 Interlocal Agreement.

Vice-Chairman Bosi moved to approve the CRA/DDB FY 2015-2016 Interlocal Agreement. The motion was duly seconded. Upon roll call, the vote was:

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

10. Adopt Aggregate Millage Rate of 0.9651 mil for FY 2015-2016 – Geri Campos Lopez

Member Sjouwerman felt that the millage rate should be changed. He requested the board review this prior to preliminary budget preparation for next fiscal year.

Member Bosi moved to adopt the Aggregate Millage Rate of 0.9651 for FY 2015-2016. The motion was duly seconded. Upon roll call, the vote was:

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

“Nay”: Member Sjouwerman. Motion carried.

11. Finalize and Adopt FY 2015-2016 DDB Budget

Geri Campos Lopez, Director of Economic Development & Housing, proceeded with a line by line review of the proposed budget.

Member Rubright moved to adopt the FY 2015-2016 DDB Budget as approved by the board. The motion was duly seconded. Upon roll call, the vote was:

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

12. Appoint Nominating Committee for the October 13, 2015 DDB Election

Chairman Morfopoulos advised that all members except Members Rubright and Wright are eligible to be members of the nominating committee.

Vice-Chairman Bosi moved to appoint Members Allison, Sjouwerman and himself to the Nominating Committee. The motion was duly seconded. Upon roll call, the vote was:

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

13. Chairman Morfopoulos reminded members that the First & Final Public Budget & Millage Hearing Dates are scheduled for September 9 and 15. He also reminded the board that the normal first Wednesday meeting date was rescheduled from September 2 to September 9 to accommodate the TRIM Budget and Millage Calendar. All Taxing Authorities are required to hold the first public hearing to adopt the between September 3 and 18.

14. Chairman's Report

Chairman Morfopoulos advised members that the monthly Art in the Park event is scheduled for August 15 in Station Square and on the 600 block of Cleveland Street.

He also stated that he attended a realtors meeting organized by Hybridge Realty at the Capitol Theatre. The meeting introduced Tampa Bay area brokers to the Cleveland Street District. The Hybridge Realty team discussed a focused plan to attract two restaurants, two fast-casual restaurants and shops and boutiques to the district by the end of this year and provided a tour to attendees followed by a reception at the Church of Scientology.

15. Final Comments

Member Rubright stated that the meeting was a good discussion with a lot of differing opinions and without a lot of controversy. Members came to a consensus and thought through the final decision on their votes. He added that it was good to have unallocated funds to use when things come up.

Member Bosi stated that he would like the board to send a letter to Pat Fernandez recognizing all the work that she has done with the Farmer's Market.

Member Sjouwerman felt the meeting was very constructive.

Member Allison commented that the board was going in a positive forward moving motion.

Ex-Officio Councilmember Jonson stated that Ms. Fogarty France forwarded photos that he took in Philadelphia. The photos continued what Peter Kageyama was talking about in his books in regard to doing some small things that were fun. Some of these were of repurposed shipping containers with the sides cut out for an ice cream shop or beer garden type use. They had bicycle rentals and bicycle lanes that made it easier for people to get around. He added that he was reading a book "Walkable Cities" by Jeff Speck, subtitled "How Downtowns Can Save America, One Step at a Time" and noted that he was one of Jeff Vinik's principal designers for Tampa's Harborside. He quoted Enrique Peñalosa, former mayor of Bogota, Columbia, who sees things in a much simpler light, "God made us walking animals, pedestrians; as a fish needs to swim, a bird to fly and a deer to run we need to walk, not in order to survive, but to be happy". He added that he had dinner at the RIEDO Restaurant and it was good food at a reasonable price.

Ex-Officio Councilmember Polglaze complimented the Church of Scientology on bringing the real estate brokers together as it brought a broad range of people here and goes hand in hand with the anchor strategy that he talks to the private sector about. He also complimented the church on the investments that were made to their buildings and noted that had received a tour. The church is trying to be engaging with transparency and openness and dispel the myth and build collaboration with the city. He was glad to see a new strategy being promoted as each one of the buildings and each of the build-outs were beautifully done for the great programs on human rights and the way to happiness.

Chairman Morfopoulos agreed with Member Bosi about sending a letter to Mrs. Fernandez at the appropriate time. He added that he was recently in St. Augustine and felt it was a great town and a good example of public/private cooperation. He spoke of a carousel that was privately operated with the costs shared with the city where the city doesn't incur the liability. St. Augustine is a small area and here we have an elevation and a larger area down the hill. He suggested we have small trains taking people around the downtown and felt it might be good to investigate this program. He added if the board is spending \$10,000 to promote an event, we can spend \$500.00 to get a train.

16. The meeting was adjourned at 7:34 p.m.

ITEM 6

	B	C	E	G	I
1	Downtown Development Board Statement of Revenues & Expenditures For the Period July 1 thru July 31, 2015				9/3/15 1:49 PM
2					
3					
4					
5					
6				Year to	
7		Budget	July	Date	Difference
8	Income				
9					
10	Ad Valorem (Property) Taxes	241,551		234,065	(7,486)
11	Ad Valorem Taxes Prior Yr	100	61	61	(39)
12	Interest Income	1,000		956	(44)
13	CRA Interlocal Agreement Rev	160,178		154,566	(5,612)
14	Misc Revenue	500		2,113	1,613
15	Total Income	403,329	61	391,762	(11,567)
16					
17	Expenditures				
18					
19	Promoting District				
20	Banner Installation & Maintenance	600		320	280
21	New Cleveland Street District Banners	7,700		4,811	2,889
22	Downtown Streetscape Maintenance	3,200		3,129	71
23	Boatslip Construction & Maint	50,000		50,000	0
24	Holiday Lighting	12,000	309	13,182	(1,182)
25	Total Promoting District	73,500	309	71,441	2,059
26					
27	Promoting Merchants				
28	Graphic Design and Printing	3,000	415	1,246	1,754
29	Advertising	3,000		36	2,964
30	Jolley Trolley Downtown Loop	9,220	2,305	9,220	0
31	Total Promoting Merchants	15,220	2,720	10,502	4,718
32					
33	Promoting Events				
34	6th Annual Achieva Box Car Rally	1,000			1,000
35	Clw Superboat National Championship	10,000			10,000
36	City/Clw Celebrates America	1,250			1,250
37	City/Fun n' Sun Festival	5,000			5,000
38	City/Sea Blues Festival	5,000	5,000	5,000	0
39	Blast Friday	17,979		17,500	479
40	Clearwater Jazz Festival	5,000		5,000	0
41	Farmer's Market Support	6,500		6,500	0
42	Pianos on Main Street/Pop-Up Gallery	1,800		2,300	(500)
43	Santa & Suds Race/Walk for ASL & Deaf	3,500		3,500	0
44	Art in the Park	2,635		2,622	13
45	Unallocated Funds	20,000			20,000
46	Total Promoting Events	79,664	5,000	42,422	37,242
47					
48					
49					

	A	B	C	D	E	F	G	H	I
1		<p style="text-align: center;">Downtown Development Board Statement of Revenues & Expenditures For the Period July 1 thru July 31, 2015</p>							9/3/15 1:49 PM
2									
3									
4									
5									
6									
7									
			Budget		July		Year to Date		Difference
50		Staff & Office Administration							
51		Downtown Meeting & Event Support	200		12		23		177
52		Office Expenditures	750				314		436
53		Public Meeting Notices	2,000		80		595		1,405
54		Legal Fees	3,500		125		1,550		1,950
55		CRA Mgt & Admin Fee	63,724		5,310		53,100		10,624
56		DDB Minutes Preparation	1,300		100		1,000		300
57		Total Staff & Office Admin	71,474		5,627		56,582		14,892
58									
59		Fixed Payments							
60		Officers & Directors Insurance	700				640		60
61		Liability Insurance (Dolphins)	1,422				1,246		176
62		Annual Audit	9,100				9,100		0
63		CRA Increment Payment	160,178				154,566		5,612
64		State Special District Fee	175				175		0
65		Property Appraiser Fee	2,231				2,266		(35)
66		Total Fixed Payments	173,806		-		167,994		5,812
67									
68		Total Expenditures	413,664		13,656		348,940		64,724
69									
70		Revenues in Excess of Expenditures	-		-		42,821		
71									
72		Expenditures in Excess of Revenues	\$ (10,335)		-		(10,335)		
73									
74		Beginning Fund Balance (10-1-14)	\$ 76,676						

**Downtown Development Board
Statement of Revenues & Expenditures**

	Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date
Income														
Ad Valorem (Property) Taxes	241,551		18,943.70	106,159.73	69,627.58	9,050.54	3,084.59	6,445.87	14,411.63	6,341.05	61.25			234,064.69
Ad Valorem Taxes Prior Yr	100													61.25
Interest Income	1,000			307.26			171.53			477.10				955.89
CRA Interlocal Agreement Rev	160,178						154,566.33							154,566.33
Misc Revenue	500		1,613.49			500.00								2,113.49
Total Income	403,329.00	-	20,557.19	106,466.99	69,627.58	9,550.54	157,822.45	6,445.87	14,411.63	6,818.15	61.25	-	-	391,761.65
Expenditures														
Promoting District														
Banner Installation & Maintenance	600		160.00		19.97		140.00							319.97
New Cleveland Street District Banners	7,700								2,702.30	2,108.21				4,810.51
Downtown Streetscape Maintenance	3,200								3,128.52					3,128.52
Boat Slip Construction & Maint	50,000				50,000.00									50,000.00
Holiday Lighting	12,000	358.94	5,598.14	3,129.00	3,478.00		309.00				309.00			13,182.08
Total Promoting District	73,500.00	358.94	5,758.14	3,129.00	53,497.97	-	449.00	-	5,830.82	2,108.21	309.00	-	-	71,441.08
Promoting Merchants														
Graphic Design and Printing	3,000	413.10			(413.10)				70.60	760.24	414.89			1,245.73
Advertising	3,000	500.00			(500.00)			36.00						36.00
Jolley Trolley Downtown Loop	9,220		2,305.00	2,305.00				2,305.00			2,305.00			9,220.00
Total Promoting Merchants	15,220.00	913.10	2,305.00	2,305.00	(913.10)	-	-	2,341.00	70.60	760.24	2,719.89	-	-	10,501.73
Promoting Events														
6th Annual Achieva Box Car Rally	1,000													-
Clw Superboat National Championships	10,000													-
City/Clw Celebrates America	1,250													-
City/Fun n' Sun Festival	5,000													-
City/Sea Blues Festival	5,000													-
Blast Friday	17,979		17,500.00								5,000.00			5,000.00
Clearwater Jazz Festival	5,000			5,000.00										17,500.00
Farmer's Market Support	6,500		6,500.00											5,000.00
Pianos on Main Street/Pop-Up Gallery	1,800		1,800.00		500.00									6,500.00
Santa & Suds Race/Walk For ASL & Deaf	3,500					3,500.00								2,300.00
Art in the Park	2,635								2,622.00					3,500.00
Unallocated Funds	20,000													2,622.00
Total Promotions	79,664.00	-	25,800.00	5,000.00	500.00	3,500.00	-	-	2,622.00	-	5,000.00	-	-	42,422.00
Staff & Office Administration														
Downtown Meeting & Event Support	200							10.97						22.96
Office Expenditures	750	11.63	44.67	109.94	(11.63)	47.18	28.90			83.17	11.99			313.86
Public Meeting Notices	2,000	1,079.50		172.00	(1,016.62)	40.00	80.00	80.00	40.00	40.00	80.00			594.88
Legal Fees	3,500	750.00	125.00		(750.00)					1,300.00	125.00			1,550.00
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	5,310.00			53,100.00
DDB Minutes Preparation	1,300		100.00	200.00	100.00		200.00	100.00	100.00	100.00	100.00			1,000.00
Total Staff & Office Admin	71,474.00	7,151.13	5,579.67	5,791.94	3,631.75	5,397.18	5,618.90	5,500.97	5,450.00	6,833.17	5,626.99	-	-	56,581.70

Downtown Development Board
Statement of Revenues & Expenditures

	Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date
Fixed Payments														
Officers & Directors Insurance	700							640.00						640.00
Liability Insurance (Dolphins)	1,422				1,246.32									1,246.32
Annual Audit	9,100	500.00		5,750.00	1,850.00				1,000.00					9,100.00
CRA Increment Payment	160,178			155,206.66			(640.33)							154,566.33
State Special District Fee	175		175.00											175.00
Property Appraiser Fee	2,231	557.52		528.03			557.52		65.42	557.52				2,266.01
Total Fixed Payments	173,806.00	1,057.52	175.00	161,484.69	3,096.32	-	(82.81)	640.00	1,065.42	557.52	-	-	-	167,993.66
Total Expenditures	413,664.00	9,480.69	39,617.81	177,710.63	59,812.94	8,897.18	5,985.09	8,481.97	15,038.84	10,259.14	13,655.88	-	-	348,940.17

Garden Avenue Garage - Total Revenue (Hourly & Monthly) - Self Populates

ITEM 7

MONTH	FY 10/11	% CHANGE	FY 11/12	% CHANGE	FY 12/13	% CHANGE	FY 13/14	% CHANGE
OCT	4,815	-21%	5,764	20%	6,268	9%	7,056	13%
Y-T-D OCT	4,815	-21%	5,764	20%	6,268	9%	7,056	13%
NOV	7,601	58%	9,653	27%	6,599	-32%	5,627	-15%
Y-T-D NOV	12,416	14%	15,417	24%	12,867	-17%	12,683	-1%
DEC	12,086	-3%	7,283	-40%	4,316	-41%	12,726	195%
Y-T-D DEC	24,502	5%	22,700	-7%	17,183	-24%	25,409	48%
JAN	6,638	42%	9,423	42%	9,509	1%	7,191	-24%
Y-T-D JAN	31,140	11%	32,123	3%	26,692	-17%	32,600	22%
FEB	5,190	-4%	6,694	29%	6,121	-9%	1,400	-77%
Y-T-D FEB	36,330	9%	38,817	7%	32,813	-15%	34,000	4%
MAR	11,872	-23%	6,793	-43%	7,186	6%	7,344	2%
Y-T-D MAR	48,202	-1%	45,610	-5%	39,999	-12%	41,344	3%
APR	8,453	31%	6,606	-22%	7,203	9%	6,601	-8%
Y-T-D APR	56,655	2%	52,216	-8%	47,202	-10%	47,945	2%
MAY	5,488	-20%	7,392	35%	7,548	2%	5,437	-28%
Y-T-D MAY	62,143	0%	59,608	-4%	54,750	-8%	53,382	-2%
JUN	10,438	-8%	8,694	-17%	6,326	-27%	7,215	14%
Y-T-D JUN	72,581	-1%	68,302	-6%	61,076	-11%	60,597	-1%
JUL	4,817	-25%	6,050	26%	5,855	-3%	6,545	12%
Y-T-D JUL	77,398	-3%	74,352	-4%	66,931	-10%	67,142	0%
AUG	8,836	44%	6,986	-21%	7,703	10%	8,405	9%
Y-T-D AUG	86,234	0%	81,338	-6%	74,634	-8%	75,547	1%
SEP	9,965	-13%	6,398	-36%	8,848	38%	3,334	-62%
Y-T-D TOTAL	96,199	-1%	87,736	-9%	83,482	-5%	78,881	-6%

(Comments - see next page)

Garden Avenue Garage (Hourly) - Total Revenue

MONTH	FY 10/11	% CHANGE	FY 11/12	% CHANGE	FY 12/13	% CHANGE	FY 13/14	% CHANGE	FY 14/15	% CHANGE
OCT	1,560	5%	1,624	4%	1,393	-14%	1,777	28%	1,273	-28%
Y-T-D OCT	1,560	5%	1,624	4%	1,393	-14%	1,777	28%	1,273	-28%
NOV	1,619	40%	1,498	-7%	1,419	-5%	1,417	0%	772	-46%
Y-T-D NOV	3,179	20%	3,122	-2%	2,812	-10%	3,194	14%	2,045	-36%
DEC	2,900	93%	1,236	-57%	1,107	-10%	676	-39%	1,126	67%
Y-T-D DEC	6,079	46%	4,358	-28%	3,919	-10%	3,870	-1%	3,171	-18%
JAN	1,478	0%	1,641	11%	1,537	-6%	970	-37%	1,045	8%
Y-T-D JAN	7,557	34%	5,999	-21%	5,456	-9%	4,840	-11%	4,216	-13%
FEB	1,545	-14%	1,424	-8%	1,313	-8%	787	-40%	1,265	61%
Y-T-D FEB	9,102	23%	7,423	-18%	6,769	-9%	5,627	-17%	5,481	-3%
MAR	2,227	8%	1,798	-19%	1,389	-23%	1,096	-21%	975	-11%
Y-T-D MAR	11,329	19%	9,221	-19%	8,158	-12%	6,723	-18%	6,456	-4%
APR	1,889	20%	1,633	-13%	1,514	-7%	1,024	-32%	1,176	15%
Y-T-D APR	13,198	19%	10,854	-18%	9,672	-11%	7,747	-20%	7,632	-1%
MAY	1,760	10%	1,485	-16%	1,568	6%	1,041	-34%	NA	NA
Y-T-D MAY	14,958	18%	12,339	-18%	11,240	-9%	8,788	-22%	7,632	-13%
JUN	1,980	33%	1,819	-8%	1,461	-20%	1,015	-31%	NA	NA
Y-T-D JUN	16,938	20%	14,158	-16%	12,701	-10%	9,803	-23%	7,632	-22%
JUL	1,293	-10%	1,282	-1%	1,468	15%	997	-32%	NA	NA
Y-T-D JUL	18,231	17%	15,440	-15%	14,169	-8%	10,800	-24%	7,632	-29%
AUG	1,538	-13%	1,689	10%	1,599	-5%	1,028	-36%	NA	NA
Y-T-D AUG	19,769	14%	17,129	-13%	15,768	-8%	11,828	-25%	7,632	-35%
SEP	1,621	3%	1,155	-29%	1,751	52%	1,120	-36%	NA	NA
Y-T-D TOTAL	21,390	13%	18,284	-15%	17,519	-4%	12,948	-26%	7,632	-41%

(Comments - see next page)

6/9/2015

Garden Avenue Garage (Monthly) - Total Revenue

MONTH	FY 10/11	% CHANGE	FY 11/12	% CHANGE	FY 12/13	% CHANGE	FY 13/14	% CHANGE	FY 14/15	% CHANGE
OCT	3,255	-29%	4,140	27%	4,875	18%	5,279	8%	4,997	-5%
Y-T-D OCT	3,255	-29%	4,140	27%	4,875	18%	5,279	8%	4,997	-5%
NOV	5,982	64%	8,155	36%	5,180	-36%	4,210	-19%	5,393	28%
Y-T-D NOV	9,237	12%	12,295	33%	10,055	-18%	9,489	-6%	10,390	9%
DEC	9,186	-16%	6,047	-34%	3,209	-47%	12,050	276%	10,380	-14%
Y-T-D DEC	18,423	-4%	18,342	0%	13,264	-28%	21,539	62%	20,770	-4%
JAN	5,160	61%	7,782	51%	7,972	2%	6,221	-22%	4,777	-23%
Y-T-D JAN	23,583	5%	26,124	11%	21,236	-19%	27,760	31%	25,547	-8%
FEB	3,645	1%	5,270	45%	4,808	-9%	613	-87%	5,717	833%
Y-T-D FEB	27,228	5%	31,394	15%	26,044	-17%	28,373	9%	31,264	10%
MAR	9,645	-27%	4,995	-48%	5,797	16%	6,248	8%	7,312	17%
Y-T-D MAR	36,873	-6%	36,389	-1%	31,841	-12%	34,621	9%	38,576	11%
APR	6,584	35%	4,973	-24%	5,689	14%	5,577	-2%	713	-87%
Y-T-D APR	43,457	-2%	41,362	-5%	37,530	-9%	40,198	7%	39,289	-2%
MAY	3,728	-29%	5,907	58%	5,980	1%	4,396	-26%		NA
Y-T-D MAY	47,185	-5%	47,269	0%	43,510	-8%	44,594	2%	39,289	-12%
JUN	8,458	-15%	6,875	-19%	4,865	-29%	6,200	27%		NA
Y-T-D JUN	55,643	-6%	54,144	-3%	48,375	-11%	50,794	5%	39,289	-23%
JUL	3,524	-29%	4,768	35%	4,387	-8%	5,548	26%		NA
Y-T-D JUL	59,167	-8%	58,912	0%	52,762	-10%	56,342	7%	39,289	-30%
AUG	7,298	67%	5,297	-27%	6,104	15%	7,377	21%		NA
Y-T-D AUG	66,465	-3%	64,209	-3%	58,866	-8%	63,719	8%	39,289	-38%
SEP	8,344	-16%	5,243	-37%	7,097	35%	2,214	-69%		NA
Y-T-D TOTAL	74,809	-5%	69,452	-7%	65,963	-5%	65,933	0%	39,289	-40%

(Comments - see next page)

6/9/2015



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

SPONSORSHIP/FUNDING REQUEST FORM

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

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

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

Date submitted: July 29, 2015

Name: Shelley Jaffe

Title of event: Cleveland Street Saturday Market

Event contact: Shelley Jaffe

Organization: Clearwater Center for the Arts, Inc

Address: 621 Cleveland Street

City: Clearwater State: FL Zip: 33756

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

Fax number: () _____ E-mail address: shelley@lgjaffe.com

Website address: http://www.clevelandstreetmarket.com/

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

• Date and time of event/program: October 10, 2015 thru June 25, 2016

• Location and address of event/program site: 600 Block of Cleveland Street

• Projected attendance: 1000 per week guests plus vendors

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

The CSSM will be a diverse art, craft, and food experience where the customer will enjoy their time spent strolling our main downtown street. Clients will come from all over Clearwater.

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

All activities will take place on Cleveland Street. There will be a diverse group of artists and crafters and a wide selection of organic produce, cheeses, and other food delights. There will be samples from the vendors. Entertainment and shaded seating will be set up for people to sit and relax.

- Briefly list the purpose of the event/program and the ways in which it will benefit the community as well as promote the Cleveland Street District: The purpose of the market is to be the 'heart' of Downtown Clearwater - the place, more than anywhere else, that people feel a strong sense of joyful connectedness and creative community. Cleveland Street is part of the market name so all promotional materiel will promote Cleveland Street. The event will provide the downtown area with a good source of healthy affordable organic food and a reason to visit Cleveland Street. Since we will have limited hot food the downtown restaurants should benefit from our customers.
-

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

This is a new event although we have been bringing about 600 customers to Station Square Park once a month for an art market.

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

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

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

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

If yes, what size? There will be an 8 foot by 3 foot banner at each end of the market

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

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

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

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

If yes, what are the dimensions?

Color _____ Black & White _____ Deadline: _____

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Other sponsorship benefits:

(Continue on additional pages if needed.)

Please list other participating media sponsors and corporate sponsors:

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

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

What is the number of attendees expected at your event? 800 per week

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

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

We are asking for a total of \$1,600.00

This request includes payment for 4 Barricades at a cost of \$500.00, 6 cones at a cost of \$100.00, Event insurance at a cost of \$1000.00 for the season.

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

APPLICANT CERTIFICATION:

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

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

- d. I also understand that I must give a final report to the board within three months after the event. Failure to adhere to this condition may jeopardize future sponsorship funding.

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

Applicant Signature: _____

(Applicant must be 18 years of age or older)

Date: July 29, 2015

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

Budget for the Cleveland Street Saturday Market

Printed promotional materials:	
40 posters	\$25.00
20,000 rack cards	\$750.00
2 - 8 x 3 Outdoor banners	\$192.00
Printed Promo Total:	\$967.00
Advertising:	
Weekly newspaper ads, October through June	\$6,000.00
Website registration, development and hosting	\$5,000.00
Social Media promotion/online calendar submissions, website updates, etc. 40 hours a month, 400 hours total.	\$10,000.00
Advertising Total:	\$21,000.00
Entertainment	
Musical Performers – 10 months x \$1500	\$1,500.00
Logistics:	
Market Manager – 10 months	\$10,800.00
Market Administrator/Coordinator	\$10,800.00
Trash Management	\$2,000.00
Volunteers for the event will be provided by the art center	\$0.00
Barricades	\$500.00
Traffic Cones	\$100.00
Insurance	\$1,000.00
Logistics Total:	\$25,200.00
Total budget for all ten months:	\$48,667.00
Clearwater Center for the Arts in-kind contribution	\$15,000.00
Sponsor/Market Funded	\$32,067.00
Total requested of the DDB	\$1,600.00
Notes:	