



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

July 12, 2017 – 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 June 7, 2017 Regular Monthly Meeting
4. Adopt May 2017 Financial Statement for Filing
5. Second Reading – Approve funding for the Sidewalk Sales/Downtown Clearwater Merchants Association in the amount of \$3,000 on second reading from the Advertising line item. Lina Teixeira, President
6. Funding Request – Clearwater Downtown Partnership (CDP) Membership – Jay Polglaze, CDP Executive Director
7. Budget Discussion
 - a. Certification of Taxable Value from Property Appraiser – Seth Taylor, Community Redevelopment Agency Director
 - b. Funding Requests/Programs & Events – 3 min. presentation followed by Questions
 - (1) Spectrum Clearwater Super Boat National Championship Festival – Frank Chivas & Brian Aungst Sr.
 - (2) Mural Projects – Siobhan Nehin
 - (3) Jolley Trolley North Coastal Route/PSTA – Cassandra Borchers & Debbie Leous
 - (4) 9th Annual Achieva Box Car Rally – Chelsey Wilson
 - (5) Blast Friday Festival Series including Miracle on Cleveland Street & Cruisin' at the Capitol Post Event Report followed by Funding Request – Susan Crockett
 - (6) City of Clearwater – Post Event Reports/Clearwater Celebrates America, SeaBlues and Fun 'n Sun and Funding Request 2017 Clearwater Sea Blues Festival, Bay 2 Beach Festival & Clearwater Celebrates America – Kris Koch & Justin Kristich
 - (7) Clearwater Jazz Downtown Party – Steve Weinberger & Gary Hallas
 - (8) Downtown Clearwater Merchants Association Yearly Events – Downtown Funk, Sidewalk Sales, Supplement to Blast Friday, BBQ Block Party, Supplement to Miracle on Cleveland Street – Lina Teixeira
 - (9) Downtown Clearwater Monthly Art Events – Lina Teixeira
 - (10) Jeeps Downtown now – Stephanie DiPolito
 - (11) Santa and Suds 5K Race / Walk – Robert Radney
 - (12) Open Air Paint Party & Art Bazaar – Jennie Pearl
 - (13) Second Annual Downtown Clearwater Craft Beer & Music Fest – Jay Polglaze, Rick Clemo and Andy Polche



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

July 12, 2017 – 5:30 PM - City Hall – 3rd Floor Council Chambers

AGENDA (Cont'd)

8. Set Minimum Reserves for FY 2017-18 – Chairman Morfopoulos
9. Appoint Nominating Committee for October 10, 2017 Election – Anne Fogarty France
10. Chairman's Report
11. Final Comments
12. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
 June 7, 2017 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Thomas Wright Tony Starova Stu Sjouwerman Zachary Thorn Chelsea Allison	Chairman Member Member Member Member Treasurer
Also Present:	Bill Jonson Anne Fogarty France Seth Taylor	Ex-officio/Councilmember Board Administrator CRA Director
Absent:	Dennis Bosi Doreen Caudell	Vice-Chairman Ex-officio/Councilmember

1. Chairman Morfopoulos called the meeting to order at 5:33 p.m., asking the board and Ex-officio members to introduce themselves.
2. Citizens Comments--Items not on the agenda—No comments.
3. Approve the Minutes from the May 3, 2017, Meeting

Member Wright moved to approve the minutes from the May 3, 2017, meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Starova, Member Sjouwerman, Member Allison, Member Wright and Member Thorn.

“Nays”: None.

Motion carried.

4. Adopt April 2017 Financial Statement for Filing

Member Allison moved to adopt the April 2017 Financial Statement for filing. The motion was duly seconded.

Upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Starova, Member Sjouwerman, Member Allison, Member Wright and Member Thorn.

“Nays”: None.

Motion carried.

5. Second Century Presentation—Seth Taylor, Community Redevelopment Agency Director, gave the board an update on the Second Century initiative. He stated he will focus on three parts—the Cleveland Street streetscaping project, the wayfinding project and Imagine Clearwater.

The streetscaping drawings are being prepared in-house and construction should start in early 2018, with a completion date of early 2019. The streetscape runs from Missouri Avenue to the five-point intersection of Highland, Gulf to Bay/Court Street.

The wayfinding project is moving forward and Merge, the vendor, will be back in July. Different areas of the city will have different color schemes. The designs will be sent to the board via email.

For Imagine Clearwater, a Request for Qualifications for an engineering firm has been released. A firm should be hired by the time the referendum goes to the voters on November 7th. The referendum text will go before the Council in July for approval. Voters need to approve any proposed changes below the 28-foot contour line of the bluff. Imagine Clearwater will be done in two phases—phase one is everything north of Cleveland Street and phase two is everything south of Cleveland Street.

Discussion ensued on when the Clearwater Marine Aquarium will vacate the building. A question was raised on what will happen with the monuments that are part of the downtown landscape. Mr. Taylor said this could be added to the scope of the work being done by Merge. In response to a question from Member Wright about Ruth Eckerd Hall's involvement regarding its use of the band shell, Mr. Taylor said the City is working with Ruth Eckerd Hall concerning its programming needs. The band shell will be relocated further south on The Green (Coachman Park) and will probably be the first element built. Moving the band shell further south in the park will also require voter approval.

Member Starova stated that there needs to be way-finding signs on major roads directing people to the downtown area. He said Clearwater is the only city that does not do this. Merge will work with the DDB when they return in July to ensure all areas are covered.

Mr. Taylor will update the board on the Mercado (public market) coming to the gateway area after his teleconference at the end of the month.

6. Second Reading—Approve Funding in the amount of \$3,000 for Station Square Park—Bazaar Art with funds from the Future Initiatives line item. Jennie Pearl, Bazaar Art, addressed the board on the request for funding. This request was approved for \$3,000 at the last meeting without her presence and she apologized for not being able to attend the last meeting.

Ms. Pearl advised the board of the components of the event. She currently provides music but would like to include local bands. However, the cost for this is outside her budget, although the CRA does provide assistance for the music.

In July an Art Throwdown is planned for artists to compete for prizes. She advised the board that the \$3,000, if approved, will be used for marketing. Discussion ensued concerning ways to improve attendance.

Member Wright moved to approve funding for the Station Square Park Bazaar Art in the amount of \$3,000 on second reading. The motion was duly seconded.

Upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Starova, Member Sjouwerman, Member Allison, Member Wright and Member Thorn.

"Nays": None.

Motion carried.

7. Funding Request for Sidewalk Sales/Downtown Clearwater Merchants Association (DMCA) — Carolyn Bradham, DCMA Vice President addressed the board concerning the upcoming sidewalk sales. In an effort to keep the momentum generated by Blast Fridays going during the summer months, DCMA came up with the idea to do a sidewalk sale on the last Friday of the month in June, July, and August. Merchants will put tables outside their shops with food samples, merchandise, and vendors will be recruited to sell their wares. They are also considering creating a kid's zone. The event will run from 5 to 8:30 p.m.

The Association is asking for assistance from the board to expand its marketing campaign. Member Sjouwerman asked if Ruth Eckerd Hall was helping with the promotion since they have a large mailing list. She said they were assisting the DCMA. The DCMA is asking for a total of \$3,000 for \$850 each for three Morning Blend segments and \$450 for social media advertising. The sidewalk sales will proceed with or without the monies from the DDB. Discussion ensued.

Member Starova asked for an item to be placed on the DDB agenda to discuss whether money from the DDB should be matched with whatever the event organizer already has available.

Member Sjouwerman moved to approve funding for the Sidewalk Sales/Downtown Clearwater Merchants Association in the amount of \$3,000 on first reading from the Advertising line item. The motion was duly seconded.

Upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Starova, Member Sjouwerman, Member Allison, Member Wright and Member Thorn.

"Nays": None.

Motion carried.

8. Adopt Fiscal Year 2017-2018 Preliminary Budget — Chelsea Allison, Treasurer addressed the board on the proposed 2017-2018 budget. She advised the board that the millage rate has been changed from .9651 to .9700. This will provide an additional \$1,320 in funding. The Property Appraiser provided the taxable value which is a 6.91% increase over last year. Another figure will be provided on July 1st which will include the tangible personal property taxes.

The preliminary budget must be adopted this month. In July the Board will hear from all those who have requested funding. In August the board can make changes to the budget which will be finally adopted in September. Additionally, the board must adopt the preliminary millage rate in July which also will be adopted in September.

Member Wright moved to approve the preliminary budget. The motion was duly seconded.

Upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Starova, Member Sjouwerman, Member Allison, Member Wright and Member Thorn.

"Nays": None.

9. 2017 DDB Funding Requests — Anne Fogarty France, Downtown Manager, advised the board members that before the next meeting they needed to review the requests provided to them in the binder. Everyone requesting funds will have three minutes at the July 12th meeting to make a presentation. Please note that the July meeting has been changed from July 5th to July 12th due to the July 4th holiday.
10. Downtown Clearwater Direct Mail Advertising Proposal — Chairman Paris Morfopoulos addressed the board concerning its advertising budget. He stated that although the board now has a budget for advertising and marketing, no one has come forth with a formal proposal on how to use these funds. He provided a cost analysis comparing direct mailing of postcards to mailing a newsletter which could include advertisements for downtown merchants.

A lengthy discussion ensued concerned the use of direct mailings versus the use of social media and emails. If the board did a pilot program over the next three months and sent out 5,000 newsletters each month to select addresses, it would cost approximately \$4,707.00. Several board members felt that direct mailings are a waste of time and money because people tend to just throw them away. They felt that Facebook ads would be a better return on investment.

The Pierce Street Market was cited as a prime example of how social media and forward-moving technology can grow a business. Once the new website is up and running, a monthly mailing will be available. This could include upcoming events sponsored by the DDB. After further discussion, no action was taken at this time.

11. **Chairman's Report** - Chairman Morfopoulos advised the Board of upcoming events. These events are listed on the web site at www.clevelandstreetdistrict.com.

12. Final Comments

Member Starova stated that the last Blast Friday had about 4500 people in attendance. He said the sales for the merchants in the 400 block of Cleveland Street are up from last year.

Member Sjouwerman thinks we should have an integrated advertising campaign with both direct mailings and the use of technology. It should be done professionally with Seth Taylor and hit the same demographic as the new website.

Member Allison agreed with his comments. She requested merchants open doors during events.

Ex-officio Member Jonson said he attended the last painting in the park event. He and his wife then went to dinner at Chiang Mai and it was packed. After listening to the discussion about marketing, he suggested the board may want to consider having an open session to discuss strategy.

Mr. Taylor said the recent beer fest was a great success. He thanked Jay Polglaze and the Dunedin House of Beer for making it such a success.

Chairman Morfopoulos stated the recent events have been well-attended and very successful.

13. The meeting was adjourned at 7:08 p.m.

ITEM 4

	A	B	K	L	M	N	P	R
1	Downtown Development Board Statement of Revenues & Expenditures						7/6/17 9:52 AM	
2								
3								
4								
5								
6								
7								
8	Income:							
9	Ad Valorem (Property) Taxes	262,815	268,815	2,748	261,743	(1,072)		
10	Ad Valorem Taxes Prior Yr	100	100	-	-	(100)		
11	Interest Income	500	500	-	471	(29)		
12	CRA Interlocal Agreement Rev	188,500	188,500	-	188,289	(211)		
13	Misc Revenue	500	500	-	1,831	1,331		
14	Total Income	452,415	458,415	2,748	452,335	(80)		
15								
16	Expenditures:							
17								
18	Promoting District							
19	Banner Installation & Maintenance	1,500	1,500	-	-	1,500		
20	Downtown Streetscape Maintenance	3,200	3,200	-	-	3,200		
21	Holiday Lighting	14,000	14,000	52	12,938	1,062		
22	Total Promoting District	18,700	18,700	52	12,938	5,762		
23								
24	Promoting Merchants							
25	Graphic Design and Printing	3,000	3,000	-	237	2,763		
26	Advertising	10,000	10,000	1,345	2,136	7,865		
27	List Serve	2,400	2,400	-	-	2,400		
28	Video Production	2,000	2,000	-	-	2,000		
29	Jolley Trolley Downtown Loop	13,520	16,797	-	6,760	6,760		
30	Total Promoting Merchants	30,920	34,197	1,345	9,133	21,788		
31								
32	Promoting Events							
33	8th Annual Achieva Box Car Rally	1,500	1,500	-	1,000	500		
34	Bright House Clw Superboat National Championship	10,000	10,000	-	-	10,000		
35	City/Clw Celebrates America	2,500	2,500	-	-	2,500		
36	City/Fun n' Sun Festival	5,000	5,000	-	-	5,000		
37	City/Sea Blues Festival	10,000	10,000	-	-	10,000		
38	Clearwater Jazz Festival Jazz Walk	5,000	5,000	-	5,000	-		
39	Festival Series including Blast Friday, Miracle on Cleveland Street & Cruisin at the Capitol	25,000	25,000	-	18,750	6,250		
40	Cleveland Street Business Alliance: Taste of Downtown Downtown Funk, Little Miss Miracle Pageant	10,000	10,000	-	10,000	-		
41	Pierce Street Market	7,500	7,500	-	7,500	-		
42	Pierce Street Market Vendor Incubator Space	-	-	-	-	-		
43	Santa & Suds Race/Walk for ASL & Deaf	4,000	4,000	-	4,000	-		
44	Cleveland Street Project/Photography Exhibit	-	3,000	-	3,000	(3,000)		
45	Garden Avenue Garage Mural	-	5,000	-	5,000	(5,000)		
46	Latino Anniversary Party	-	3,500	3,500	3,500	(3,500)		
47	Total Promoting Events	80,500	92,000	3,500	57,750	22,750		
48								
49	Future Initiatives	46,353	31,577	-	-	46,353		
50								
51	Staff & Office Administration							
52	Downtown Meeting & Event Support	200	200	15	202	(2)		
53	Office Expenditures	750	750	-	35	715		
54	Dolphin Sign Replacement Cost	100	100	-	-	100		
55	Palm Tree Lighting Replacement (as needed)	300	300	-	-	300		
56	Public Meeting Notices	2,000	2,000	30	210	1,790		
57	Legal Fees	3,500	3,500	-	825	2,675		
58	CRA Mgt & Admin Fee - 2.5% Increase	66,950	66,950	5,579	44,633	22,317		
59	DDB Minutes Preparation	1,430	1,430	110	880	550		
60	Tax Collector Commissions	-	6,000	55	5,717	(5,717)		
61	Total Staff & Office Admin	75,230	81,230	5,789	52,503	22,728		
62								
63	Fixed Payments							
64	Officers & Directors Insurance	700	700	-	-	700		
65	Liability Insurance (Dolphins)	1,422	1,422	-	1,246	176		

	A	B	K	L	M	N	P	R
1	Downtown Development Board Statement of Revenues & Expenditures							7/6/17 9:52 AM
6		Approved Budget	Amended Budget	May	Year to Date			Difference
66	Annual Audit	7,500	7,500	-	7,500			-
67	CRA Increment Payment	188,500	188,500	-	188,289			211
68	State Special District Fee	175	175	-	175			-
69	Property Appraiser Fee	2,415	2,415	-	1,764			651
70	Total Fixed Payments	200,712	200,712	-	198,974			1,738
71								
72	Total Expenditures	452,415	458,415	10,686	331,297	121,118		
73								
74	Revenues in Excess of Expenditures	-	-	-	121,038			
75								
76	Expenditures in Excess of Revenues	-	-	(7,939)	-			
77								
78	Beginning Fund Balance 10-1-16		103,835		103,835			
79								
80	Ending Fund Balance		103,835		224,873			
81								
82	Minimum Reserves Approved by Board 7-13-16		70,000					
83								
84	Cash in Bank as of 5/31/2017		-		222,814			



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@mclearwater.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: May 15, 2017

Name: Downtown Clearwater Merchants Association

Title of event: Monthly Sidewalk Sales,

Event contact: Lina Teixeira/Carolyn Bradham

Organization: DCMA

Address: 1006 Drew St

City Clearwater State: FL Zip: 33755

Cell phone: () 727-409-3604

E-mail address: lina@linateixeira.com

Website address: _____

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: Summer Sidewalk Sales June 30, 2017; July 28, 2017; August 25, 2107 _____

2. Location and address of event/program: 400, 500, 600 blocks _____

3. Projected attendance: 1000

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

To continue the last Friday events on Cleveland Street, the CRA and the Downtown Clearwater Merchants

Association are partnering in the Summer Sidewalk Sales. The goal is to generate exposure and create an

economic stimulus for Downtown Clearwater businesses during summer months.

5. How many times has the DDB funded this event? Never

6. Is this event/program a fund-raiser? Yes No If yes, 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? 3 x 5

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 at this time

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? 1000

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

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?

\$3,000 for ABC Morning Blend Segment @ \$850 for 3 segments = \$2,550 and \$450 in Social Media Advertising.

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.

 Please initial that you agree to comply with these requirements.

Applicant Signature: Lina Teixeira Date: May 15, 2017

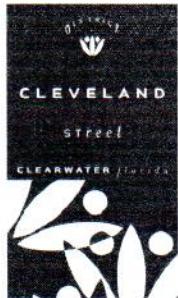
(Applicant must be 18 years of age or older)

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

(4/5/17)



CLEARWATER DOWNTOWN DEVELOPMENT BOARD



FUNDING REQUEST FORM

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

Date submitted: 6/23/2017

Name: CLEARWATER DOWNTOWN PARTNERSHIP

Title of event: MEMBERSHIP FOR CDP

Event contact: JAY POLGLAZE

Organization: CDP

Address: 600 CLEVELAND ST STE 450

City: CLEARWATER State: FL Zip: 33755

Daytime phone: () _____ Cell phone: () 727-410-3270

Fax number: () _____ E-mail address: jaypolglaze@gmail.com

Website address: clearwaterdowntownpartnership.com

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

1. Date and time of event/program: ANNUAL MEMBERSHIP

2. Location and address of event/program: _____

3. Projected attendance: _____

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

5. How does this request help achieve the goals of the DDB?

CDP actively markets downtown and continually recruits new business that align with CRA strategies and facilitate and encourage economic development.

6. What kind of activities will take place during your event and what activities will take place on Cleveland Street?

For membership: MAY - BEER FEST / SEPT -
SAT DOWNTOWN Super Power Boat / OCT -
OCTOBERFEST

7. How long has this event/program been in existence?

FIRST YEAR

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

CDP

9. 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? AS LARGE AS REQUIRED

10. Will you include the DDB and CSD logos and web url on all marketing materials for your event?

Yes No

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

CRA, BAYSTAR REST, DUNEDIN HOUSE OF BEER
CITY OF CLWR, INfiSystems

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

13. What is the number of attendees expected at your event? ANNUALLY - 25,000

If this is a recurring event, what was the number of attendees at your event last year? BEER FEST
9,000

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

THIS IS A MEMBERSHIP REQUEST
FOR DDB TO JOIN CDP at either
SUSTAINING LEVEL - 3,000 OR ASSOCIATE - 1,000

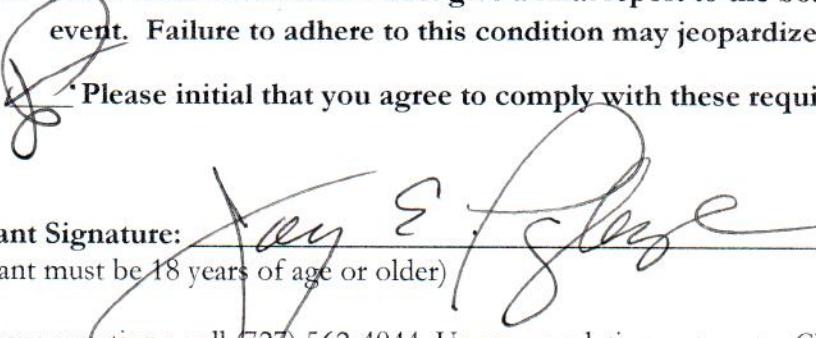
All organizations requesting funds will be required to do a brief presentation about the event at a DDB meeting. Funds that are approved by the DDB will have both a First and Second Reading of the request.

Funds will be provided not more than 30 days prior to the event date.

15. APPLICANT CERTIFICATION:

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- a. Use the description "Cleveland Street District" or "Cleveland Street District in downtown Clearwater" AND the url www.ClevelandStreetDistrict.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.


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

Applicant Signature:

(Applicant must be 18 years of age or older)

Date:

6/03/17

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@mclearwater.com.
(4/6/16)



Consumer's Certificate of Exemption

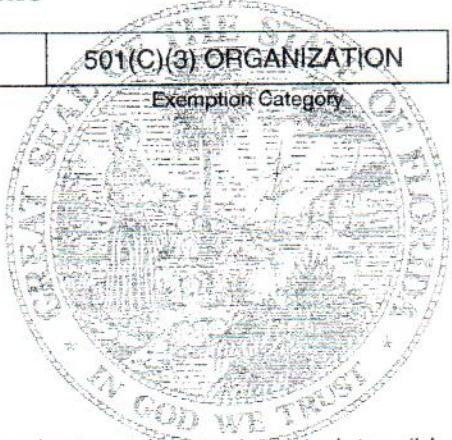
DR-14
R. 04/11

Issued Pursuant to Chapter 212, Florida Statutes

85-8015234037C-6	07/27/2015	07/31/2020	501(C)(3) ORGANIZATION
Certificate Number	Effective Date	Expiration Date	Exemption Category

This certifies that

CLEARWATER DOWNTOWN PARTNERSHIP INC
175 1ST ST S APT 1401
SAINT PETERSBURG FL 33701-4506



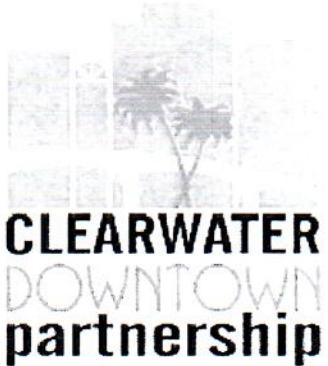
is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.



Important Information for Exempt Organizations

DR-14
R. 04/11

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (F.A.C.).
2. Your *Consumer's Certificate of Exemption* is to be used solely by your organization for your organization's customary nonprofit activities.
3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.
4. This exemption applies only to purchases your organization makes. The sale or lease to others of tangible personal property, sleeping accommodations, or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, F.A.C.).
5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third-degree felony. Any violation will require the revocation of this certificate.
6. If you have questions regarding your exemption certificate, please contact the Exemption Unit of Account Management at 800-352-3671. From the available options, select "Registration of Taxes," then "Registration Information," and finally "Exemption Certificates and Nonprofit Entities." The mailing address is PO Box 6480, Tallahassee, FL 32314-6480.



The Clearwater Downtown Partnership
is a not-for-profit organization comprised of
Downtown property owners, developers,
concerned citizens and civic groups. Working
together, we foster & promote economic
development in Downtown Clearwater.

Open to any and all individuals, partnerships,
firms, corporations and businesses interested in
the development of Downtown Clearwater,
Florida, CDP membership is an investment
in Clearwater's future.

CDP Members sustain the organization allowing
us to fulfill our strategic mission as a prominent
advocate for Downtown Clearwater.

Visit clearwaterdowntownpartnership.com
Join the CDP In Action Today!

See back for membership levels

CDP MEMBER BENEFITS

EXECUTIVE COUNCIL - \$10,000

- Invitation to be a CDP Executive Board Member
- Notice of all Executive Board & Committee Meetings
- Executive Board Meeting Minutes
- Company Logo included on CDP Collateral Materials
- "Featured Member" & Corporate Link on CDP Web Site
- Acknowledgement of CDP Participation for Display
- Complimentary seating CDP forums
- Complimentary CDP event participation
- Reduced sponsorship rates
- Literature distribution at CDP events

PARTNERS COUNCIL - \$5,000

- Invitation to be a CDP Advisory Board Member
- Notice of all Executive Board & Committee Meetings
- Executive Board Meeting Minutes
- Company Logo included on CDP Collateral Materials
- "Featured Member" & Corporate Link on CDP Web Site
- Acknowledgement of CDP Partnership for Display
- CDP Event Participation to include:
- Reduced Sponsorship Rates
- Literature Distribution at CDP Events

SUSTAINING — \$3,000

- Notice of all Executive Board & Committee Meetings
- Executive Board meeting Minutes
- Early notice of CDP Events
- Corporate Link on CDP Web Site
- Acknowledgement of CDP Participation for Display

ASSOCIATE — \$1,000

- Executive Board Meeting Minutes
- Early notice of CDP Events
- Corporate link on CDP Web Site
- Acknowledgement of CDP Participation for Display

FRIEND — \$500 - \$100

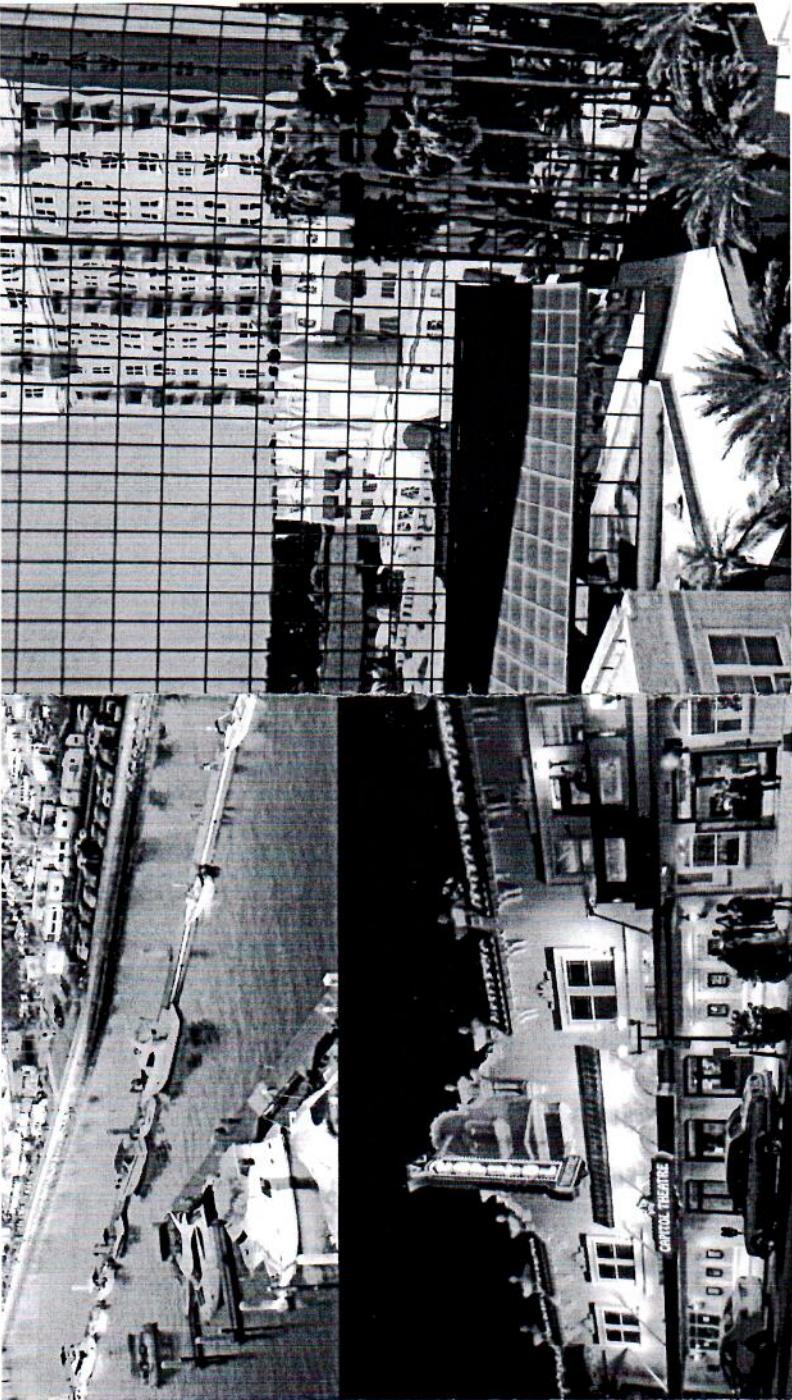
- Early notice of CDP Events
- Acknowledgement of CDP Participation for Display

Visit
clearwaterdowntownpartnership.com
Join the CDP In Action Today!

JOIN THE CDP TODAY AT CLEARWATERDOWNTOWNPARTNERSHIP.COM!

Clearwater Downtown Partnership membership is open to any and all individuals, organizations and businesses interested in furthering the economic development of Downtown Clearwater. Together the CDP represents a belief and personal investment in Downtown Clearwater's future.

Become a part of the CDP in action at:
ClearwaterDowntownPartnership.com



CLEARWATER DOWNTOWN PARTNERSHIP

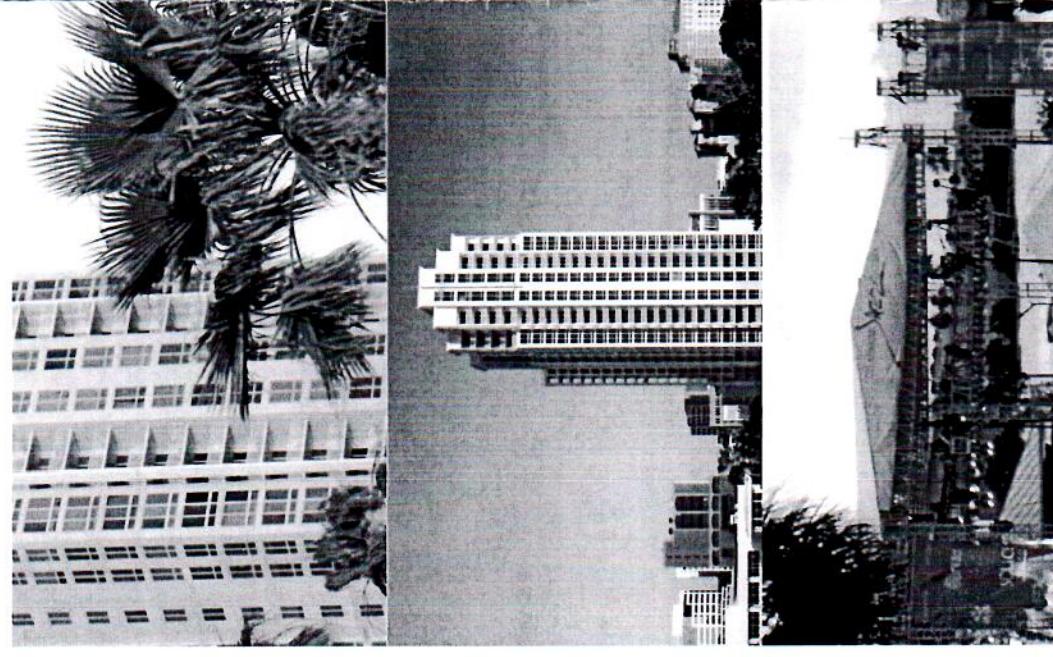
 **CLEARWATER**
DOWNTOWN
partnership

Fostering and Promoting Economic Development in the Cleveland Street District



The Clearwater Downtown Partnership is a not-for-profit organization comprised of Downtown individuals, businesses, and civic groups. Working together, we foster and promote economic development to create a thriving Live / Work / Play atmosphere. Membership contributions sustain the CDP, allowing us to fulfill our strategic mission as a prominent Downtown Clearwater Advocate.

Join the
Clearwater Downtown Partnership
at ClearwaterDowntownPartnership.com



The Clearwater Downtown Partnership in Action!

The Clearwater Downtown Partnership – a non-profit group comprised of individuals, businesses, and civic organizations – encourages and advances the strategic economic development of gracious living spaces, inviting office and retail, and extraordinary entertainment ultimately creating the premier destination to live, work, and play.

LIVE

Set at the water's edge, Downtown Clearwater offers an incomparable opportunity to hang up the car keys and stroll from your luxury condo or home throughout the Cleveland Street District. Cruise the Gulf on your boat housed in the Clearwater Harbor Marine. Hop the Jolley Trolley to the beach. Or... simply walk out your front door where you can enjoy appealing streetscaping, admire open air art sculptures, or meet with friends for an evening of fun and relaxation. Come alive where you live in Downtown Clearwater.

WORK

Behind the bustling bistro society, Downtown Clearwater houses an expansive business

district where progressive City programs, unparalleled ancillary support services and Florida's hassle-free lifestyle lend themselves to today's corporate footprint. Whether you're an entrepreneur, a growing business or established company, you'll find an inviting blend of historic storefronts sporting updated interiors intermingled with modern high rise office buildings. In Downtown Clearwater, your business is our business during this flourishing economic development.

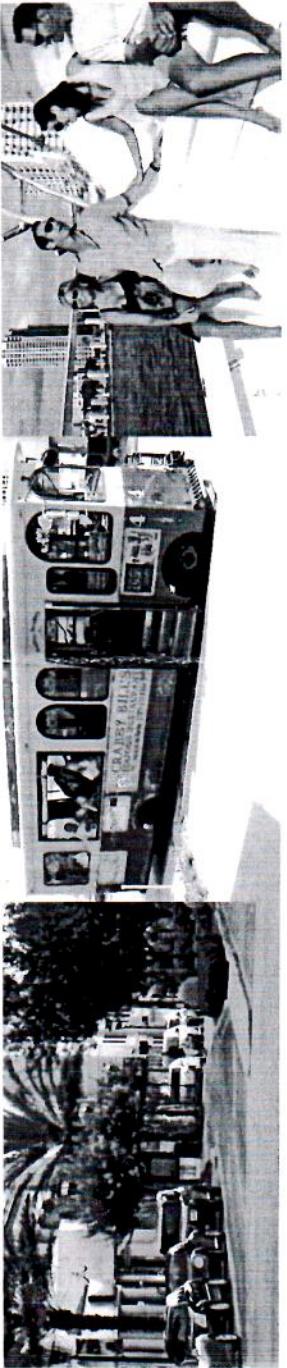
PLAY

Teaning with culture and a sense of community, unique eateries, specialty shops, and entertainment venues such as the Capitol Theatre and the Clearwater Marine Aquarium create multi-generational family experiences. Be a part of nationally-recognized events including the Clearwater Jazz Holiday and Super Power Boat Races. Enjoy a good book from the 90,000 square foot library. And at day's end, lounge in Coachman Park to marvel at nature's living portrait of sunset over the water. Be a part of Clearwater's heart in Downtown Clearwater.

CLEARWATER DOWNTOWN PARTNERSHIP

Working together with the private and public sectors, the Clearwater Downtown Partnership strategically develops and promotes Clearwater's live / work / play atmosphere. Annual CDP workshops, interactive planning sessions, and progressive economic development, business recruitment ultimately result in

Advocating Downtown Clearwater as the premier destination to Live... Work... Play!



ITEM 7.

MIKE TWITTY, PINELLAS COUNTY PROPERTY APPRAISER
 2017 TAXABLE VALUE BY TAXING AUTHORITY AS OF JULY 01, 2017
 2017 PRELIMINARY TAX ROLL

NAME	2016 Just Value Real Property	2017 Just Value Real Property	% Change in Just Value of Real Property	2016 Taxable Value Real Property	2017 Taxable Value Real Property	2017 Net Taxable Value New Construction	2017 Taxable Value Annexation	2016 Taxable Value Tangible Personal	2017 Taxable Value Tangible Personal	2016 Total Taxable Personal Property	2017 Total Taxable Personal Property	2016 Total Taxable Property	2017 Total Taxable Property	% Change in Total Taxable Value
GENERAL FUND	97,607,408,350	105,560,284,608	8.15%	63,795,90,535	68,953,207,305	773,707,304	-	4,375,174,843	4,651,659,149	68,171,078,578	73,604,966,554	8,08%	6,32%	7.97%
HEALTH DEPT	97,607,408,350	105,560,284,608	8.15%	63,795,90,535	68,953,207,305	713,707,304	-	4,375,174,843	4,651,659,149	68,171,078,578	73,604,966,554	8,08%	6,32%	7.97%
EMER MEDICAL SVC	97,607,408,350	105,560,284,608	8.15%	63,801,733,243	68,956,926,072	713,705,410	-	-	-	63,801,733,243	68,956,926,072	8,08%	8,08%	8.08%
MUNI SVC TAX UNIT	24,623,705,596	15,209,057,055	6.50%	16,200,62,915	80,286,395	-	1,431,921,306	1,536,854,063	16,640,917,8361	17,737,483,978	6,52%	7.33%	6.59%	
SCHOOL	97,607,408,350	105,560,284,608	8.15%	70,291,918,726	75,881,847,861	792,643,825	-	4,375,174,843	4,651,659,149	74,667,153,569	80,533,507,010	7.95%	6.32%	7.86%
SUNCOAST TRANSIT	89,802,337,127	97,142,181,012	8.17%	57,977,163,723	62,693,485,649	731,441,041	-	-	-	57,977,163,723	62,693,485,649	8,13%	8.13%	8.13%
LIBRARY SERVICES	14,821,211,555	15,783,830,916	6.49%	8,842,790,249	9,447,903,642	36,339,117	-	1,278,103,238	1,381,944,180	10,120,893,487	10,829,847,822	6.84%	8.12%	7.00%
ETF LIBRARY SERVICES	3,892,506,174	4,081,200,735	4.85%	2,653,394,049	2,776,162,639	3,562,441	-	43,571,846	42,241,224	2,697,518,895	2,818,403,863	4.61%	3.05%	4.48%
ETF RECREATION SVCS	3,892,506,174	4,081,200,735	4.85%	2,653,394,049	2,776,162,639	3,562,441	-	43,571,846	42,241,224	2,697,518,895	2,818,403,863	4.61%	3.05%	4.48%
PIN PARK WTR MGMT	3,500,663,270	3,710,101,049	7.70%	2,193,82,261	2,352,127,637	14,245,604	-	-	-	2,193,82,261	2,352,127,637	7.22%	7.22%	7.22%
PIN PLANNING COUNCIL	97,607,408,350	105,560,284,608	8.15%	63,795,90,535	68,953,207,305	773,707,304	-	4,375,174,843	4,651,659,149	68,171,078,578	73,604,966,554	8,08%	6,32%	7.97%
JUVENILE WELFARE BD	97,607,408,350	105,560,284,608	8.15%	63,801,733,243	68,956,926,072	713,705,410	-	4,375,174,843	4,651,659,149	68,176,908,086	73,608,585,221	8,08%	6,32%	7.97%
SW FLA WATER MGMT	97,607,408,350	105,560,284,608	8.15%	63,801,733,243	68,956,926,072	713,705,410	-	4,375,174,843	4,651,659,149	68,176,908,086	73,608,585,221	8,08%	6,32%	7.97%
CLW DOWNTOWN DEV	562,309,312	596,768,312	5.06%	253,456,167	272,216,529	3,923,187	-	33,167,465	33,542,552	286,623,332	305,759,481	7.40%	1.13%	6.68%
FEATHER SND COM SVC	402,510,250	415,285,821	3.17%	285,528,201	298,518,464	117,335	-	10,556,607	12,113,248	296,084,808	310,631,712	4.55%	14.75%	4.91%
PALM HBR COMM SVC	5,909,987,867	6,358,818,015	7.59%	3,807,273,222	4,068,654,676	40,395,525	-	110,246,222	112,668,659	3,917,159,444	4,181,323,335	6.87%	2.20%	6.73%
BELLEAIR BLUFFS FIRE	513,424,774	537,811,007	4.75%	331,434,224	351,019,225	2,878,327	-	-	-	331,434,224	351,019,225	5.91%		5.91%
CLEARWATER FIRE	1,673,332,864	1,811,808,921	8.28%	1,013,164,666	1,093,199,641	2,226,553	-	-	-	1,013,164,666	1,093,199,641	7.90%		7.90%
DUNEDIN FIRE	516,731,127	514,795,701	11.24%	332,800,023	358,549,737	1,096,345	-	-	-	332,800,023	358,549,737	7.74%		7.74%
EAST LAKE FIRE	3,892,506,174	4,081,200,735	4.85%	2,653,394,049	2,776,162,639	3,562,441	-	-	-	2,653,394,049	2,776,162,639	4.61%		4.61%
GANDY FIRE	65,442,495	68,644,229	4.89%	56,622,628	59,651,467	42,734	-	-	-	56,622,628	59,651,467	5.34%		5.34%
HIGH POINT FIRE	1,361,953,567	1,431,953,087	4.61%	751,115,427	788,356,304	547,383	-	-	-	751,115,427	788,356,304	4.96%		4.96%
LARGO FIRE	957,741,654	1,015,419,508	6.02%	591,156,531	624,394,421	(4,855,807)	-	-	-	591,156,531	624,394,421	5.60%		5.60%
LEALMAN FIRE	1,668,819,166	1,832,771,384	9.82%	988,652,705	1,077,773,817	5,362,222	-	-	-	988,652,705	1,077,773,817	9.01%		9.01%
PALM HARBOR FIRE	5,909,987,867	6,358,818,015	7.59%	3,807,273,222	4,068,654,676	40,395,525	-	110,246,222	112,668,659	3,917,519,444	4,181,323,335	6.87%		6.73%
PINELANDS PARK FIRE	463,245,081	493,133,623	6.41%	280,497,492	291,892,696	267,953	-	-	-	280,497,492	291,892,696	4.06%		4.06%
PINELANDS SUNCOAST FIRE	-	4,355,257,218	-	-	3,232,032,199	43,395,541	-	-	-	-	3,232,032,199	-		
S PASADENA FIRE	200,504,430	222,478,232	10.90%	129,07,302	142,920,510	5,899,781	-	-	-	129,07,302	142,920,510	10.73%		10.73%
SAFETY HARBOR FIRE	113,515,558	120,623,441	6.26%	77,09,5645	81,213,556	512,590	-	-	-	77,09,5645	81,213,556	5.34%		5.34%
SEMINOLE FIRE	4,603,741,241	4,912,768,521	6.71%	2,616,01,346	2,813,053,003	17,168,617	-	-	-	2,616,01,346	2,813,053,003	7.53%		7.53%
TARPON SPRINGS FIRE	260,245,296	272,466,006	4.70%	191,054,837	200,85,322	927,892	-	-	-	191,054,837	200,85,322	5.13%		5.13%
TERRA VERDE FIRE	1,197,987,650	1,200,161,091	0.18%	888,590,736	923,447,230	2,820,192	-	-	-	888,590,736	923,447,230	4.47%		4.47%

MIKE TWITTY, PINELLAS COUNTY PROPERTY APPRAISER
2017 TAXABLE VALUE BY TAXING AUTHORITY AS OF JULY 01, 2017
2017 PRELIMINARY TAX ROLL

NAME	2016 Just Value Real Property	2017 Just Value Real Property	% Change In Just Value of Real Property	2016 Taxable Value Real Property	2017 Taxable Value Real Property	2017 Net Taxable Value New Construction	2017 Taxable Value Annexation	2016 Taxable Value Tangible Personal Property	2017 Taxable Value Tangible Personal Property	2016 Total Taxable Value Tangible Personal Property	2017 Total Taxable Value Tangible Personal Property	% Change Real Property Tax Val	% Change TPD Tax Val	% Change in Total Taxable Value
BELLEAIR	914,309,591	1,042,246,614	6.97%	665,194,396	707,532,925	3,216,533	-	5,335,984	5,606,010	670,508,380	713,128,935	6.36%	5.10%	6.25%
BELLEAIR BEACH	631,589,704	680,672,051	7.77%	475,298,071	510,767,146	1,959,297	-	1,823,450	1,954,061	417,121,521	512,721,207	7.46%	7.16%	7.46%
BELLEAIR BLUFFS	280,361,799	292,699,619	4.40%	187,511,773	201,384,853	158,004	-	9,583,060	9,649,054	197,094,833	211,033,907	740%	0.69%	7.07%
BELLEAIR SHORE	166,207,523	179,605,714	8.06%	128,135,035	141,733,092	99	-	175,307	195,096	128,310,342	141,929,188	10.61%	11.86%	10.61%
CLEARWATER	13,194,205,662	14,176,981,417	7.45%	8,947,285,821	9,698,251,990	117,579,109	3,995,284	452,814,613	483,778,127	9,400,100,434	10,182,020,117	8.39%	6.84%	8.32%
DUNEDIN	3,809,461,766	3,809,461,766	11.48%	2,061,652,667	2,263,122,048	287,711,74	594,181	857,116,582	90,142,719	2,147,371,249	2,353,264,767	9.77%	5.16%	9.59%
GULFPORT	1,291,040,847	1,382,572,673	7.09%	794,074,409	855,492,113	3,497,208	-	11,083,929	11,083,929	805,160,338	867,360,365	7.73%	7.06%	7.73%
INDIAN ROCKS BEACH	1,257,263,123	1,411,239,029	12.33%	969,910,448	1,081,145,1387	30,356,676	-	8,086,530	10,923,659	9,78,056,978	10,923,659	35.09%	11.69%	35.09%
INDIAN SHORES	945,913,076	1,019,117,461	7.73%	803,473,718	871,038,986	9,626,254	-	4,975,997	5,307,915	808,448,715	876,346,903	8.41%	6.69%	8.40%
KENNETH CITY	237,798,057	259,371,170	9.07%	132,294,418	144,782,743	2,422,495	-	6,041,510	6,801,674	138,341,928	151,584,417	9.44%	12.47%	9.57%
LARGO	5,567,484,716	5,967,696,867	7.19%	3,713,511,255	4,020,260,697	65,040,552	6,044,411	330,996,417	347,412,086	4,044,507,672	4,367,692,783	8.26%	4.91%	7.99%
MADERA BEACH	1,378,509,898	1,498,313,586	8.69%	1,066,933,051	1,155,191,635	5,782,405	-	14,639,582	14,994,781	1,081,572,633	1,170,186,416	8.27%	2.43%	8.19%
N REDINGTON BEACH	562,528,606	567,936,184	0.96%	462,664,196	479,641,979	5,494,250	-	2,551,052	2,607,062	46,522,148	48,249,041	3.67%	1.96%	3.66%
OLDSMAR	1,434,056,612	1,547,145,456	7.89%	1,009,077,506	1,068,899,588	7,293,248	265,106	225,964,626	219,768,401	1,235,042,132	1,288,667,989	5.93%	-2.74%	4.34%
PINELAND PARK	4,025,095,146	4,325,095,319	7.27%	2,692,980,723	2,884,781,201	14,009,733	7,533,467	393,199,385	422,981,200	3,086,180,108	3,307,762,401	7.12%	7.57%	7.18%
REDINGTON BEACH	55,520,494	53,190,291	1.21%	393,234,582	6,498,748	6,498,748	-	30,692,236	34,507,386	4,73,925,818	45,199,7004	6.17%	12.33%	6.62%
REDINGTON SHORES	768,680,692	841,630,017	10.27%	6,13,095,626	664,791,966	4,427,583	-	9,334,095	10,314,095	62,242,9721	67,516,851	8.33%	11.15%	8.41%
SAFETY HARBOR	1,811,146,418	1,965,271,232	8.51%	1,085,954,840	1,166,486,174	8,584,394	1,113,934	45,141,060	44,995,051	1,131,095,900	1,211,481,225	7.42%	-0.32%	7.11%
SEMINOLE	1,871,463,898	1,975,947,547	8.71%	1,149,674,032	1,268,218,052	49,264,293	3,54,633	47,524,299	51,860,012	1,197,198,331	1,320,078,064	10.31%	9.12%	10.25%
SOUTH PASADENA	704,532,420	752,997,352	6.88%	522,288,485	553,458,844	4,132,766	-	27,801,588	28,159,601	530,090,073	581,618,445	5.57%	1.29%	5.73%
ST PETE BEACH	3,223,435,434	3,564,734,644	10.59%	2,468,838,475	2,675,198,185	9,009,340	-	63,331,358	63,668,185	2,552,175,833	2,738,965,570	7.99%	0.52%	7.31%
ST PETERSBURG	24,287,616,226	26,711,821,625	9.98%	14,827,880,534	16,275,023,643	268,937,512	-	1,078,420,563	1,130,064,807	15,906,301,097	17,405,088,450	9.63%	4.79%	9.42%
TARPON SPRINGS	2,361,721,311	2,568,565,982	7.83%	1,508,306,376	1,620,878,791	25,882,673	4,465,060	68,795,078	80,743,911	1,577,101,454	1,701,622,702	7.46%	17.37%	7.90%
TREASURE ISLAND	2,062,587,269	2,256,318,320	7.82%	1,579,342,564	1,747,680,093	20,195,201	-	15,680,619	17,899,907	1,595,023,183	1,735,579,900	8.76%	14.15%	8.81%

NOTE: This tax roll summary is provided in the same format as the annual June 1 tax roll estimates at the request of the taxing authorities, but is not the official tax roll recap. Some values on this report may not balance against the annual DR-489 or DR-403 Recap forms due to centrally assessed property and lands available for taxes. This report may reflect changes to the tax roll from certification to the report date.

When establishing budgets or analyzing the tax roll, please rely on the official tax roll recap forms (DR-489s/DR-403s), DR-420s/422s, and the certified tax roll database. Roll recaps and reports are available online at www.pcpao.org/prv/.



TO: Downtown Development Board Members

FROM: Anne Fogarty France, Downtown Manager and DDB Administrator *AFF*

CC: Seth Taylor, Community Redevelopment Agency Director
Monica Mitchell, Assistant Director, Finance Department

DATE: June 30, 2017

RE: Minimum Reserves for Fiscal Year 2017-18

On April 6, 2016 the board approved a policy to review annually during the budget process, the percentage of available funds allocated to reserves.

The beginning unassigned fund balance as of October 1, 2016 was \$103,835 which is an increase of \$14,119 over the beginning unassigned fund balance as of October 1, 2015.

Staff recommends a minimum reserve level of \$74,500 for fiscal year 2017-18 keeping the formula of 25% of the fixed payments and staff and office administration fees, (\$228,379 + \$68,624 = 297,003 at 25% = \$74,250.75) and adding the language "but in no event less than \$74,500" as the minimum reserve level for Fiscal year 2017-18.



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

ELECTION TIMETABLE

2017-2018

Wednesday, July 12, 2017	Nominating Committee appointed (All members are eligible except Members Allison & Bosi.)
Friday, August 11, 2017	Voter Designation forms mailed to new property owners and those property owners that have not voted in the last few elections
Wednesday, September 6, 2017	Nominating Committee Report & Appoint Canvassing Committee
Friday, September 8, 2017	Candidate biographies, statements and photos due
Friday, September 8, 2017	Close voter designation list
Tuesday, September 19, 2017	Ballots mailed to all designated voters
Tuesday, October 10, 2017	Ballots due to Supervisor of Elections Office 12:00 noon
Tuesday, October 10, 2017	Canvassing Board meets at Supervisor of Elections Office, Clearwater Court House, 3:00 p.m. E-mail sent to DDB members and candidates announcing election results.