



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

April 6, 2016 – 5:30 PM - City Hall – 3<sup>rd</sup> Floor Council Chambers

## **AGENDA**

1. Call to Order
2. Citizen Comments – Items Not on the Agenda
3. Approve the Minutes from the March 2, 2016 Regular Monthly Meeting
4. Adopt February 2016 Financial Statement for Filing
5. Post-Event Report – Blues Walk/Sea Blues Festival: Kris Koch
6. Post-Event Report – Santa & Suds: Rosa Rodriguez
7. Continuing Discussion on DDB Goals, Purposes and Administrative Scale – Chairman Paris Morfopoulos
8. Approve Advertising at Clearwater Regional Chamber of Commerce Visitor Center at Countryside Mall – Zachary Thorn
9. Approve Changes to DDB Sponsorship Request Form for 2016 – Anne Fogarty France, Downtown Manager
10. Chairman's Report
11. Final Comments
12. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING  
March 2, 2016 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Dennis Bosi Chelsea Allison Zachary Thorn Thomas Wright	Chairman Vice-Chairman Member Member Member
Also Present:	Bill Jonson Jay Polglaze Geri Campos Lopez  Denise Sanderson	Ex-Officio/Councilmember Ex-Officio/Councilmember Director, Economic Development & Housing Department Assistant Director, Economic Development & Housing Department
Absent:	Tony Starova Stu Sjouwerman	Member Member

1. Chairman Morfopoulos called the meeting to order at 5:32 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 February 3, 2016, Meeting

**Member Bosi moved to approve the minutes from the February 3, 2016, meeting. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”:** Member Morfopoulos, Member Bosi, Member Allison, Member Thorn, and Member Wright.

**“Nays”:** None.

**Motion carried.**

4. Adopt January 2016 Financial Statement for Filing

**Member Wright moved to adopt the January 2016 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:**

**Ayes”:** Member Morfopoulos, Member Bosi, Member Allison, Member Thorn, and Member Wright.

**“Nays”:** None.

**Motion carried.**

## 5. Review 2016 Sponsorship Form

Discussion ensued concerning revising the Sponsorship Form. Member Bosi expressed concern that the form contains so much information that it is hard to verify that everything is being done. There are no checks and balances to ensure compliance with all the requirements.

Member Bosi suggested a committee be created to review the form and make suggested revisions. Director Lopez advised the Board that the form must be ready for final approval at the April meeting so it is ready for the budget process that starts in May. Chairman Morfopoulos stated that such committee meetings require a public notice. Ex Officio Member Jonson suggested that information regarding the DDB banners and logos could be submitted as an attachment to the form. Ex Officio Member Polglaze agreed that the form could be streamlined.

Member Bosi stated he attends many of these events to see what is going on and who is attending. He would be interested in some historical performance information. Member Wright stated the DDB should not give funds in advance, and he thought the Board had decided it would not provide funds to those organizations that do not provide the required report within three months of the event. Director Lopez advised the Board that she believes everyone has submitted the report, although they may not have been submitted within the three-month timeframe.

At the conclusion of the discussion, it was determined that the form would be sent to the members electronically and Board members would provide their recommendations to Anne Fogarty-France via email.

**Member Wright moved that the Board independently make changes to the form and submit them to Anne Fogarty-France for the next DDB meeting. The motion was duly seconded and upon roll call, the vote was:**

**Ayes": Member Morfopoulos, Member Bosi, Member Allison, Member Thorn, and Member Wright.**

**"Nays": None.**

**Motion carried.**

## 6. ULI Update – FY 15-16, Quarter 1

Director Lopez gave the Board a PowerPoint presentation on the ULI update that City Manager Horne presented to the CRA on Monday (please see attached). Five projects have been completed, six projects are on schedule, and two projects are underway but slightly behind schedule. Ms. Lopez shared update of activities of Clearwater Business SPARK and suggested that by the next meeting she could have the numbers associated with exposure (web, referrals, etc). There is a VIP event on March 31 for Clearwater Business Spark. All members should have received an invitation. Ms. Lopez stated they hope the next stakeholder group meeting will be held in May.

Member Wright asked who was heading the Bluff Master Plan committee. The Committee was comprised of the Planning Director, the Assistant Planning Director, the Parks & Recreation Director, the Marine & Aviation Director, Ms. Lopez, and the Engineering Director.

Member Thorn asked what the timeframe is for completion of the Bluff Master Plan study. The City received 8 proposals and narrowed it down to six. They hope to have a contract by April and anticipate completion of the study by March, 2017.

Director Lopez said the *"Bridge as a Gateway"* project is underway. The Cultural Affairs Committee is consulting with the City of Tampa since they went through something similar. Member Bosi asked about installing lighting on the underside of the bridge. Director Lopez stated this has an artistic component and any kind of attachment must go through the necessary approval process.

Director Lopez stated the revised downtown redevelopment plan is expected to incorporate all new and existing plans: North Marina Master Plan, Comprehensive Boating Plan, Bluff Master Plan, and the East Gateway Vision Plan.

The roll out of the new branding is in process. Chairman Morfopoulos asked what the public's response to the branding has been. Director Lopez stated the response from the public has been very positive. There are great opportunities to use the new tag phrase. As an example, the City ran an ad in the Boston Herald that was very positive.

Member Bosi suggested that as these projects move along and the CRA starts looking for a partnership with the DDB to assist with some of these projects, the DDB should start looking at holding some funds back to be able to help with projects.

Director Lopez stated that they are always looking at partnership opportunities. One area she suggested the DDB start thinking about is restaurants. They are getting many inquiries about the \$50,000 interior build-out grant program. The program is currently on hold and has not been budgeted. Member Bosi suggested they not be so quick to spend this money next year. Next year is a really important planning year with a lot of projects coming out of the Bluff Master Plan process.

Ex Officio Member Polglaze stated this is a very relevant point. There are people out there who are looking for participation and a good faith commitment. Microbreweries/brew pubs are very interested.

Chairman Morfopoulos asked for an update on 1100 Cleveland Street. Director Lopez advised him that the last information she had on this was that the project fell through. Ex Officio Member Polglaze said the City Attorney indicated the project is still underway. Ms. Lopez was on vacation and her information was three weeks old. Mr. Polglaze will get clarification on this.

Ex Officio Member Jonson asked if some of these projects will replace or update the wayfinding signs downtown. Director Lopez advised him that this is not included as part of the current ULI priorities but is on the radar to be addressed in the future.

Ex Officio Member Jonson asked the board if this project update was meeting its expectations. Member Wright stated he was happy to see progress and did not really have any expectations as to when the projects would be completed. Director Lopez felt that the City is on schedule with most of the projects. Member Allison stated she would like to see more momentum, but there are a lot of projects on the list.

Ex Officio Member Polglaze stated The Nolen is a quantifiable result. The City needs to set the stage to prepare for development by the private sector. Transportation gridlock is a very big issue for downtown. There will need to be a downtown parking garage to support remote parking for beachgoers, the Capital Theatre, City Hall, and anything else downtown.

Member Bosi asked if the passage of the pending referendums will speed up the process. Director Lopez said this will set the stage but not necessarily speed up the process. There are other referendums that will be required for some things such as the Harborview and City Hall.

Chairman Morfopoulos stated there are a very large number of recommendations being processed by the same number of people (staff). Although the public is impatient for something to occur; RFPs take time but progress is being made.

Ex Officio Member Jonson stated that some of the things Economic Development has done are outstanding and far exceeded his expectations. Director Lopez said that once the City starts the Bluff Master Plan, things will move faster.

## **7. Review of Goals/Purposes**

Chairman Morfopoulos distributed a document (see attached) on the Board's goals and purpose that was created as a result of the series of workshops that began on January 14. The members read various sections of the report. Mr. Morfopoulos advised the Board that each section will be reviewed at future meetings. Member Bosi asked if it is possible to get the figures mentioned under the statistics section of the report. Director Lopez advised him that the Board has received some figures, but they will put together a spreadsheet with everything in one place. They may not be able to go back too far for some of the information. She stated they will also be working on the report to request County extension of the TIF.

Ex Officio Member Jonson was thrilled the Board is reviewing goals because it adds discipline and direction. One of the things in the report is to survey downtown freeholders and business owners. Some people have communicated to him that we should focus on the gateways, not just Cleveland Street. He understands there are some difficult landlords but others are terrific. There may be something the DDB could do to assist with this. Ex Officio Member Jonson said that Panama City, for one, has marketing consultants who come in to help owners build their businesses. They show them ways to improve their storefronts and build their customer base. The Board may want to consider this as part of its scope.

## **8. Chairman's Report**

Chairman Morfopoulos advised the Board of upcoming events. They include:

March 6	Wild Splash (sold out)
March 12	Pierce Street Market 10 to 4 (monthly--second and fourth Saturdays)
March 19	Pierce Street Market (make-up day from January)
March 13	Peace Concert Series 3:00 to 4:30
March 25	Blast Friday with Atlanta Rhythm Section 5:30
March 31	Clearwater Business Spark Open House 6:00 to 7:30 Clearwater Main Library

## **9. Final Comments**

Member Thorn stated that Blast Friday was awesome this past Friday. The Chamber of Commerce is opening a visitors' center at Westfield Countryside Mall. The ferry is going to be offering \$2 one-way rides during spring break. He encouraged everyone to vote yes on the referendums.

Member Wright questioned where the DDB banners are that were supposed to be hanging along Cleveland Street. Director Lopez will look into this and report back to the Board. Mr. Wright

complimented Chairman Morfopoulos on his leadership. He also stated the new monument on the causeway looks great with the new branding logo.

Member Bosi attended the Sea Blues and there was a great showing. He stated the street was packed on Blast Friday.

Chairman Morfopoulos asked Member Thorn if the DDB could have brochures and maps at the visitors' center and was advised it could.

Member Allison stated she worked on selecting the art to be installed on Cleveland Street and thinks the selections will look very nice.

Ex Officio Member Jonson complimented the group organized by the Church of Scientology to clean up downtown. About 117 people participated. He received a couple of complaints of overgrowth in plants in pots on Cleveland Street and passed this on to the City Manager. He noticed some sidewalk renovations and suggested they could repair the underground feeds for streetlamps at the same time. While he was participating in the cleanup, someone asked him where to park to use the trail. He believes there are opportunities to improve the trail through downtown although it belongs to Pinellas County so the City is not responsible for it.

Member Thorn noticed a bike repair station heading over to beach and suggested that perhaps there could be one in downtown.

Ex Officio Member Polglaze told the Board he and his wife are the proud grandparents of a new grandson, Jayce, who weighed 6 lbs. 1 oz.

**10.** The meeting was adjourned at 7.04 p.m.



	B	C	E	G	I
1	Downtown Development Board Statement of Revenues & Expenditures For the Period February 1 thru February 29, 2016				3/30/16 2:03 PM
2					
3					
4					
5					
6				Year to	
7		Budget	February	Date	Difference
8	Income				
9					
10	Ad Valorem (Property) Taxes	251,056	5,157	213,424	(37,632)
11	Ad Valorem Taxes Prior Yr	100		46	(54)
12	Interest Income	500		147	(353)
13	CRA Interlocal Agreement Rev	173,273			(173,273)
14	Misc Revenue	500		2,877	2,377
15	Total Income	425,429	5,157	216,495	(208,934)
16					
17	Expenditures				
18					
19	Promoting District				
20	Banner Installation & Maintenance	600			600
21	Downtown Streetscape Maintenance	3,200			3,200
22	Boatslip Construction & Maint	50,000		50,000	0
23	Holiday Lighting	14,500		13,941	559
24	Total Promoting District	68,300	0	63,941	4,359
25					
26	Promoting Merchants				
27	Graphic Design and Printing	3,000		442	2,558
28	Advertising	3,000			3,000
29	Jolley Trolley Downtown Loop	9,220		2,305	6,915
30	Total Promoting Merchants	15,220	0	2,747	12,473
31					
32	Promoting Events				
33	Pierce Street Market	15,000			15,000
34	Clw Corner Art - "Thinking Outside the Box"	5,450			5,450
35	6th Annual Achieva Box Car Rally	1,000			1,000
36	Art in the Park	4,800		4,800	0
37	Clw Superboat National Championship	10,000			10,000
38	City/Clw Celebrates America	2,500			2,500
39	City/Fun n' Sun Festival	2,500			2,500
40	City/Sea Blues Festival	7,500			7,500
41	Miracle on Cleveland St @ Cap/Blast Friday	25,000		25,000	0
42	Clearwater Jazz Festival Jazz Walk	5,000		5,000	0
43	Santa & Suds Race/Walk for ASL & Deaf	3,500		3,500	0
44	Total Promoting Events	82,250	0	38,300	43,950
45					
46	Unallocated Funds	1,378			1,378
47					

	A	B	C	D	E	F	G	H	I
1		<p style="text-align: center;">Downtown Development Board Statement of Revenues &amp; Expenditures For the Period February 1 thru February 29, 2016</p>							3/30/16 2:03 PM
2									
3									
4									
5									
6							Year to		
7			Budget		February		Date		Difference
48		<b>Staff &amp; Office Administration</b>							
49		Downtown Meeting & Event Support	200				21		179
50		Office Expenditures	750				84		666
51		Dolphin Sign Replacement Cost	150						150
52		Public Meeting Notices	2,000				240		1,760
53		Legal Fees	3,500				875		2,625
54		CRA Mgt & Admin Fee - 2.5% Increase	65,317		5,443		27,215		38,102
55		DDB Minutes Preparation	1,430				330		1,100
56		<b>Total Staff &amp; Office Admin</b>	73,347		5,443		28,766		44,581
57									
58									
59		<b>Fixed Payments</b>							
60		Officers & Directors Insurance	700						700
61		Liability Insurance (Dolphins)	1,422				1,246		176
62		Annual Audit	7,000				7,000		0
63		CRA Increment Payment	173,273				173,218		55
64		State Special District Fee	175				175		0
65		Property Appraiser Fee	2,364				1,158		1,206
66		<b>Total Fixed Payments</b>	184,934		0		182,797		2,137
67									
68		<b>Total Expenditures</b>	425,429		5,443		316,551		108,878
69									
70		Revenues in Excess of Expenditures	-		0		0		
71									
72		Expenditures in Excess of Revenues	\$ -		0		0		
73									
74		Ending Fund Balance	\$ -		0		0		0
75									
76		Beginning Fund Balance 10-1-14	86,998						
77									
78		Minimum Reserves Approved by Board 11-6-13	71,465						



	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																3/31/16 2:05 PM
2																
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6																
7																
8	Income		Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date
9	Ad Valorem (Property) Taxes		251,056		17,187.89	138,895.99	52,183.98	5,156.51								213,424.37
10	Ad Valorem Taxes Prior Yr		100		46.45											46.45
11	Interest Income		500			146.85										146.85
12	CRA Interlocal Agreement Rev		173,273													
13	Misc Revenue		500		1,721.85	1,155.00										-
14	Total Income		425,429.00	-	18,956.19	140,197.84	52,183.98	5,156.51	-	-	-	-	-	-	-	2,876.85
15																216,494.52
16	Expenditures															
17																
18	Promoting District															
19	Banner Installation & Maintenance		600													-
20	Downtown Streetscape Maintenance		3,200													-
21	Boatlift Construction & Maint		50,000				50,000.00									50,000.00
22	Holiday Lighting		14,500	327.00	6,979.59	3,156.00	3,478.00									13,940.59
23	Total Promoting District		68,300.00	327.00	6,979.59	3,156.00	53,478.00	-	-	-	-	-	-	-	-	63,940.59
24																
25	Promoting Merchants															
26	Graphic Design and Printing		3,000			441.96										441.96
27	Advertising		3,000													-
28	Jolley Trolley Downtown Loop		9,220		2,305.00											2,305.00
29	Total Promoting Merchants		15,220.00	-	2,305.00	441.96	-	-	-	-	-	-	-	-	-	2,746.96
30																
31	Promoting Events															
32	Pierce Street Market		15,000													-
33	Clw Corner Art - "Thinking Outside of Box"		5,450													-
34	6th Annual Achieva Box Car Rally		1,000													-
35	Art in the Park		4,800	4,800.00												-
36	Clw Superboat National Championships		10,000													4,800.00
37	Clw/Ciw Celebrates America		2,500													-
38	City/Fun n' Sun Festival		2,500													-
39	City/Sea Blues Festival		7,500													-
40	Miracle on Cleveland @ Cap/Blast Fri		25,000		25,000.00											25,000.00
41	Clearwater Jazz Festival Jazz Walk		5,000	5,000.00												5,000.00
42	Santa & Suds Race/Walk For ASI & Deaf		3,500				3,500.00									3,500.00
43	Total Promotions		82,250.00	9,800.00	25,000.00	-	3,500.00	-	-	-	-	-	-	-	-	38,300.00
44																
45	Unallocated Funds		1,378.00													
46																
47	Staff & Office Administration															
48	Downtown Meeting & Event Support		200		6.43		14.88									21.31
49	Office Expenditures		750		5.83	52.31	25.98									84.12
50	Dolphin Sign Replacement		150													-
51	Public Meeting Notices		2,000	40.00	80.00	40.00	80.00									240.00
52	Legal Fees		3,500		200.00	625.00	50.00									875.00
53	CRA Mgt & Admin Fee		65,317	5,443.08	5,443.08	5,443.08	5,443.08	5,443.08								27,215.40
54	DDB Minutes Preparation		1,430		110.00		220.00									330.00
55	Total Staff & Office Admin		73,347.00	5,483.08	5,845.34	6,160.39	5,833.94	5,443.08	-	-	-	-	-	-	-	28,765.83

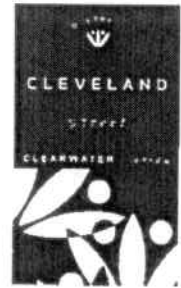
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Downtown Development Board  
Statement of Revenues & Expenditures  
For the Period Oct. 1, 2015 thru September 30, 2016

	Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date
Fixed Payments														
Officers & Directors Insurance	700													1,246.32
Liability Insurance (Dolphins)	1,422				1,246.32									7,000.00
Annual Audit	7,000			5,500.00	1,500.00									173,218.43
CRA Increment Payment	173,273			173,218.43										175.00
State Special District Fee	175	175.00												1,157.59
Property Appraiser Fee	2,364	586.20												182,797.34
Total Fixed Payments	184,934.00	761.20	-	179,289.82	2,746.32	-	-	-	-	-	-	-	-	316,550.72
Total Expenditures	425,429.00	16,371.28	40,129.93	189,048.17	65,558.26	5,443.08	-	-	-	-	-	-	-	



# 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](mailto: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: 3/31/16

Name: Zachary Thorn

Title of event: Westfield Countryside Mall Visitor Center Sponsorship

Event contact: Zachary Thorn

Organization: Clearwater Regional Chamber of Commerce

Address: 1600 Cleveland Street

City: Clearwater State: FL Zip: 33755

Daytime phone: ( ) \_\_\_\_\_ Cell phone: 727 772-3959

Fax number: ( ) \_\_\_\_\_ E-mail address: zthorn@clearwaterflorida.org

Website address: clearwaterflorida.org

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

• Date and time of event/program: NA

• Location and address of event/program site: Countryside Mall: 27001 U.S. Hwy 19

• Projected attendance: Annual Patronage of 7-8 million

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

Sponsorship opportunity at the CRCC's Visitor Center in Countryside mall, which includes downtown brochures and a 90 second ad about downtown that will loop on our monitors

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

NA

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.

NA

What is the number of attendees expected at your event? NA

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

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

\$1,300<sup>annual</sup> sponsorship, brochures and a 90 second video.

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



## Visitor Information Centers

Operated by the Clearwater Regional Chamber of Commerce  
Advertising Rates Annual/12 months – 2016\*

\*Not agency commissionable

### **Group II – Westfield Countryside Mall Visitor Information Center (MVIC)**

- Brochure \$1,200
- Publication \$1,500
- Advertisers may also submit 90 second slide show or video for monitor displays
- Group II - Chamber members only may advertise at this location

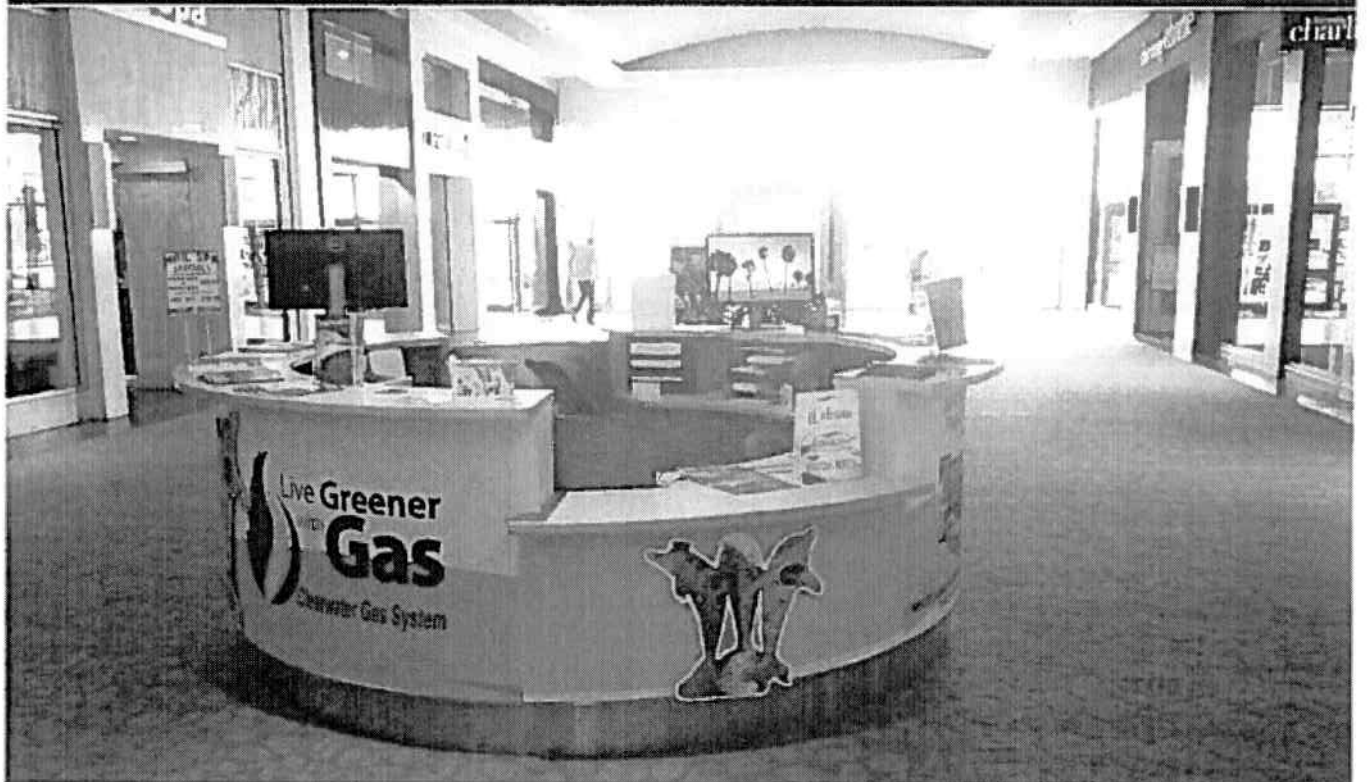
### **Display Advertisement Creation Fees**

- Assistance available - negotiable on a case by case basis

### **Terms & Specifications**

- The contract year begins upon contract signing, not upon delivery of advertising to the appropriate center(s).
- It is the advertiser's responsibility to see that brochures/materials are delivered to the appropriate center(s).
- Advertisers are responsible for getting their own display advertising created and delivered to the center.

Rates effective April 1, 2016





## CRCC Announces New Visitor Center at Westfield Countryside!

Exciting new activation in Countryside!  
Increase your company's visibility and reach a  
broader audience



The Visitor Center at Westfield provides a purposeful outreach blending interests of locals and tourists alike. We are excited to establish a Countryside presence, as this is a great step towards unifying the footprint of Clearwater as a whole. This is a big opportunity for our members to schedule a day at the center to promote their business. Beginning Monday, March 14, there will be a Chamber liaison at the desk from 10a.m. - 8 p.m, Monday - Saturday; Sunday hours are noon to 5 p.m. Our many Chamber members will have exclusive opportunities to advertise here. The Visitor Center will include:

- Visitor Guides/ Maps to Clearwater attractions and destinations
- Video loop of Clearwater assets and attractions- coming soon
- Discounted shop n' ship service - coming soon
- Specialized "Dolphin Trail" stamps and T shirt sales - coming soon
- Ticket sales for Clearwater Marine Aquarium, Jolley Trolley - coming soon
- A Chamber liaison manning the center, acting as guide and concierge

For questions or advertisement inquiries, please contact Lynn Harris at  
[lharris@clearwaterflorida.org](mailto:lharris@clearwaterflorida.org)





## CLEARWATER DOWNTOWN DEVELOPMENT BOARD



### SPONSORSHIP/FUNDING REQUEST FORM

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

Date submitted: \_\_\_\_\_

Name: \_\_\_\_\_

Title of event: \_\_\_\_\_

Event contact: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime phone: ( ) \_\_\_\_\_ Cell phone: ( ) \_\_\_\_\_

Fax number: ( ) \_\_\_\_\_ E-mail address: \_\_\_\_\_

Website address: \_\_\_\_\_

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

1. Date and time of event/program: \_\_\_\_\_

2. Location and address of event/program site: \_\_\_\_\_

3. Projected attendance: \_\_\_\_\_

4. Briefly describe the event/program; and its purpose if applicable, provide brief details about audience:

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5. What kind of activities will take place during your event and w<sup>2</sup> What activities will take place on Cleveland Street?

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• 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: \_\_\_\_\_

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

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

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

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

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• 8. 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? \_\_\_\_\_

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• 9. Will you include the DDB and CSD logos and web url on all marketing materials for your event? ☐ Yes

☐ No

— 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:

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(Continue on additional pages if needed.)

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

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Do you have an event budget? ☐ Yes ☐ No If yes, please describe:

11. 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:

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12. What is the number of attendees expected at your event? \_\_\_\_\_

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

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

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

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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.

**14. 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](http://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.) Staff Question - Who will enforce?
- 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. Staff Question - Who will enforce?
- 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:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
(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., 1<sup>st</sup> Floor, Clearwater, FL 33756/[anne.fogarty-france@myclearwater.com](mailto:anne.fogarty-france@myclearwater.com).  
(4/1/15)