



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

October 4, 2016 – 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 September 7, 2016 Meeting
4. Approve the Minutes from the September 19, 2016 Meeting
5. Adopt August 2016 Financial Statement for Filing
6. Funding Request – Facilitation of Clearwater Innovation Center (CLIC),  
Elaine Mann, Florida Business Incubator
7. Second Reading – Approve funding for The Cleveland Street Project, Lina  
Teixeira, Studio 617 in the amount of \$3,000 with funds from the Future  
Initiatives line item.
8. Appoint DDB Election Canvassing Committee Members (Meets on October  
11, 2016 at Supervisor of Elections Office, 315 Court Street, 1<sup>st</sup> floor, at 3:00  
p.m.)
9. Appoint Member to Jolley Trolley Procurement Committee – Chairman  
Morfopoulos
10. Discussion Regarding Recommendation to Rename Cleveland Street to  
Main Street – Member Starova
11. Cleveland Street Business Alliance (CSBA) Update – CSBA Chairman Tony  
Starova
12. Chairman's Report – Chairman Morfopolous
13. Final Comments
14. Adjournment

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING**  
**September 7, 2016 – 5:30 PM – City Hall – Council Chambers**

Members Present:	Paris Morfopoulos Dennis Bosi Zachary Thorn Thomas Wright Tony Starova Stu Sjouwerman	Chairman Vice-Chairman Member Member Member Member
Also Present:	Bill Jonson Doreen Caudell Anne Fogarty France Denise Sanderson	Ex-Officio/Councilmember Ex-Officio/Councilmember Board Administrator Director, Economic Development & Housing Department
Absent:	Chelsea Allison	Member

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. asking the board and Ex-Officio members to introduce themselves.
2. Citizens Comments--Items not on the agenda—No comments.
3. First Public Millage Hearing—Resolution 03-16—Chairman Morfopoulos stated that In accordance with Chapter 200 of the Florida Statutes, which defines requirements for the Determination of Millage and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt a final millage rate for the new fiscal year. The adoption of this resolution to establish the millage rate and the related budget resolution are an integral part of fulfilling these requirements. The DDB set a tentative millage rate of .9651 mill on August 3, 2016, which is the rate that appeared on the TRIM bill notices mailed to taxpayers in August.

Resolution 03-16 is presented in order to adopt the millage rate of .9651 mills to support the operating budget for the 2016/17 fiscal year. Member Wright read the resolution into the record.

**Member Wright moved to adopt Millage Resolution 03-16 on first reading. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

4. First Public Budget Hearing—Resolution 04-16—Chairman Morfopoulos advised that In accordance with Chapter 200 of the Florida Statutes and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt the budget. The adoption of this resolution adopting the 2016/17 millage rate and budget are an integral part of fulfilling these requirements. On June 1, 2016, the DDB approved a Preliminary Budget that

outlined proposed estimates of revenues and expenditures for the 2016/17 fiscal year. The preliminary budget was also discussed at the August 3, 2016, DDB meeting. Member Sjouwerman read the resolution into the record.

**Member Wright moved to adopt Budget Resolution 04-16 on first reading. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

5. Approve the Minutes from the August 3, 2016, Meeting

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

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

**“Nays”:** None.

**Motion carried.**

6. Adopt July 2016 Financial Statement for Filing

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

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

**“Nays”:** None.

**Motion carried.**

7. Pinellas County Bike Share Feasibility Presentation. Rodney Chatham, Planning Division Manager for Forward Pinellas, gave the Board an overview of the bike sharing feasibility study recently conducted for Pinellas County. Discussion ensued concerning the cost, the number of stations located in downtown Clearwater and on the beach and where other stations may be located. The Board was advised that the City of Clearwater was working with Forward Pinellas on this issue. Mr. Chatham said at this point they are trying to determine the level of interest from cities throughout the county. Pinellas County is pursuing a “bike friendly” designation for the county but it was not necessary to have this designation before rolling out a bike sharing program.
8. PSTA/Jolley Trolley Downtown Loop Agreement. Anne Fogarty France, Downtown Development Board Administrator, presented concerns that the Board’s attorney raised when reviewing the proposed agreement. Two of the concerns were minor and easily resolved: 1) the DDB will be billed quarterly rather than monthly and 2) if additional funding requests are submitted, applicant must provide prior year information to the DDB. The major issue is the requirement that the DDB

provide its proportionate share of any shortfall if the Jolley Trolley does not receive at least \$20,850 in advertising revenue. This amounts to an additional cost of \$3,376.50 annually.

Discussion ensued concerning this issue. Members questioned the cost of advertising on the Jolley Trolley's and what the advertising sources are. Chairman Morfopoulos cannot sign the proposed agreement until the Board authorizes this additional expenditure that was not previously presented to the Board.

**Member Bosi moved to approve the PSTA/Jolley Trolley Downtown Loop Agreement with the additional advertising cost not to exceed \$3,276.50 with funds from the Future Initiatives line item. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** Member Morfopoulos and Member Starova.

**Motion carried.**

9. Funding Request — The Cleveland Street Project. Lina Teixeira, Studio 617 and Jose Gomez, Tampa Bay Society of Photographic Artists, made a presentation to the Board regarding a request for funding a photographic art exhibit of Cleveland Street locations to be held during the Jazz Walk. They felt that this event during the Jazz Holiday Festival with support from the merchants will increase the exposure. They estimate that the exhibit will be viewed by 200 to 400 people. Discussion ensued concerning how the event will be advertised. Mr. Gomez has a marketing company that will assist with this. There is also a large social media presence. The event will be open for the whole week, not just during the Jazz Walk and Jazz Holiday.

**Member Wright moved to approve the funding request for The Cleveland Street Project in the amount of \$3,000 on first reading with funds from the Future Initiatives line item. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** Member Bosi.

**Motion carried.**

10. Funding Request — Facilitation of Clearwater Innovation Center (CLIC), Elaine Mann, Florida Business Incubator

The item has been continued to the October meeting.

11. Discussion of Branding Downtown Clearwater — Seth Taylor, Community Redevelopment Agency (CRA) Director, advised the Board that the CRA has acquired the web site downtownclearwater.com. The CRA will be working with a consultant to design the website. He encouraged everyone to get behind the new Downtown Clearwater brand. Parts of the Cleveland Street District website will be preserved and moved to the new one and people would be directed from there to the new site.
12. Nominating Committee Report — Vice Chairman Dennis Bosi announced that four people have been nominated for the three Board vacancies: Keanan Kintzel, BuzzAzz Internet Marketing; Paris Morfopoulos, One Stoppe Shoppe; Stu Sjouwerman, KnowBe4; and Bledar “Tony” Starova, Tony’s Pizza & Bar.

**Member Wright moved to approve the slate of candidates. The motion was duly seconded and upon roll call, the vote was:**

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

**"Nays": None.**

**Motion carried.**

Anne Fogarty France advised the Board members who are running for reelection that she needs photos and biographies by Friday, September 9<sup>th</sup>.

**13. Chairman's Report** - Chairman Morfopoulos advised the Board of upcoming events.

**14. Final Comments**

Member Thorn reminded the members that Imagine Clearwater community workshop was being held at the Clearwater Library on September 12 and at the Holiday Inn on September 13.

Member Wright asked that after hearing a proposal the Board take a moment to see if there is a motion before launching into discussions. He felt that the Board should not micromanage the event organizers.

Member Bosi reminded everyone of the Box Car Rally being held on October 22.

Member Starova stated that the Merchants' Association is much more active now than in years past. He encouraged everyone to support the Cleveland Street photo event because these pictures will live on for years.

Member Sjouwerman advised the Board that Clearwater Tower has been purchased by the owner of AutoLoop. AutoLoop will be relocating from the Bank of America Building to three floors in the building. He added that the building then will be almost completely occupied by software companies.

Ex-Officio Member Jonson passed around a picture of downtown Clearwater from 2002 that he found that depicted many newspaper boxes near the Post Office.

Ex-Officio Member Caudell stated that there will be a Clearwater SPARK meeting at the Clearwater Main Library on September 8 and on September 9 at the Long Center there will be a City employee art exhibit.

Chairman Morfopoulos encouraged people to attend the Box Car Rally. He stated that his vote on the photographic event was for more money than the Board usually approves but he did so to show support for the art community. The October meeting will be held on Tuesday, October 4<sup>th</sup>, at 5:30 p.m.

**15. The meeting was adjourned at 7:31 p.m.**

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD  
SECOND AND FINAL MILLAGE AND BUDGET HEARING  
September 19, 2016 – 5:30 PM – City Hall – Council Chambers**

Members Present:	Paris Morfopoulos Dennis Bosi Tony Starova Stu Sjouwerman	Chairman Vice-Chairman Member Member
Also Present:	Bill Jonson Anne Fogarty France	Ex-Officio/Councilmember Board Administrator
Absent:	Chelsea Allison Zachary Thorn Thomas Wright	Member Member Member

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. asking the board and Ex-Officio members to introduce themselves.
2. Citizens Comments--Items not on the agenda—No comments.
3. Second Public Millage Hearing—Resolution 03-16 Chairman Morfopoulos stated that In accordance with Chapter 200 of the Florida Statutes, which defines requirements for the Determination of Millage and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt a final millage rate for the new fiscal year. The adoption of this resolution to establish the millage rate and the related budget resolution are an integral part of fulfilling these requirements. The DDB set a tentative millage rate of .9651 mill on August 3, 2016, which is the rate that appeared on the TRIM bill notices mailed to taxpayers in August.

Resolution 03-16 is presented in order to adopt the millage rate of .9651 mills to support the operating budget for the 2016/17 fiscal year. Member Sjouwerman read the resolution into the record.

**Member Bosi moved to adopt Millage Resolution 03-16 on second and final reading.  
The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”: Member Morfopoulos, Member Bosi, Member Starova, and Member Sjouwerman.**

**“Nays”: None.**

**Motion carried.**

4. Second Public Budget Hearing—Resolution 04-16— Chairman Morfopoulos advised that In accordance with Chapter 200 of the Florida Statutes and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt the budget. The adoption of this resolution adopting the 2016/17 millage rate and budget are an integral part of fulfilling these requirements. On June 1, 2016, the DDB approved a Preliminary Budget that outlined proposed estimates of revenues and expenditures for the 2016/17 fiscal year. The

preliminary budget was also discussed at the August 3, 2016, DDB meeting. Member Bosi read the resolution into the record.

**Member Sjouwerman moved to adopt Budget Resolution 04-16 on second and final reading. The motion was duly seconded and upon roll call, the vote was:**

**"Ayes": Member Morfopoulos, Member Bosi, Member Starova, and Member Sjouwerman.**

**"Nays": None.**

**Motion carried.**

## **5. Final Comments**

Member Starova requested that a proposal to change the name for Cleveland Street to Main Street be placed on the agenda for the next meeting.

Ex-officio Councilmember Jonson stated that we heard from our Community Redevelopment Agency (CRA) Director about the rebranding the area to Downtown Clearwater but that didn't include Cleveland Street.

Ex-officio Councilmember Caudell thought it was a great idea as most cities have a Main Street.

Member Bosi requested that staff find out the significance of why the street was named Cleveland Street.

Ex-officio Councilmember Caudell stated that it was a good thing to ask the Historical Society but she didn't believe there was any significance. With the branding that the CRA Director will be doing to brand the area as Downtown Clearwater it is a good step to call it Main Street was a bonus.

## **6. The meeting was adjourned at 5:39 p.m.**

A	B	C	D	E	F	G	H	I
1	Downtown Development Board							9/29/16 2:59 PM
2	Statement of Revenues & Expenditures							
3	For the Period June 1thru June 30, 2016							
4								
5								
6								
7								
8	<b>Income</b>							
9								
10	Ad Valorem (Property) Taxes	251,056				247,743		(3,313)
11	Ad Valorem Taxes Prior Yr	100				109		9
12	Interest Income	500				876		376
13	CRA Interlocal Agreement Rev	173,273				173,218		(55)
14	Misc Revenue	500				2,877		2,377
15	<b>Total Income</b>	<b>425,429</b>		0		<b>424,824</b>		(605)
16								
17	<b>Expenditures</b>							
18								
19	<b>Promoting District</b>							
20	Funding Advertising - Mall/BVIC	1,345				1,345		0
21	Banner Installation & Maintenance	600				680		(80)
22	Downtown Streetscape Maintenance	3,200						3,200
23	Boatlip Construction & Maint	50,000				50,000		0
24	Holiday Lighting	14,500				14,613		(113)
25	<b>Total Promoting District</b>	<b>69,645</b>		0		<b>66,638</b>		3,007
26								
27	<b>Promoting Merchants</b>							
28	Graphic Design and Printing	3,000		551		1,270		1,730
29	Advertising	3,000						3,000
30	Jolley Trolley Downtown Loop	9,220				9,220		0
31	<b>Total Promoting Merchants</b>	<b>15,220</b>		551	0	<b>10,490</b>		4,730
32								
33	<b>Promoting Events</b>							
34	Pierce Street Market	15,000				15,000		0
35	Clw Corner Art - "Thinking Outside the Box"	5,450				5,450		0
36	6th Annual Achieva Box Car Rally	1,000						1,000
37	Art in the Park	4,800				4,800		0
38	Clw Superboat National Championship	10,000		10,000				10,000
39	City/Clw Celebrates America	2,500				2,500		0
40	City/Fun n' Sun Festival	2,500				2,500		0
41	City/Sea Blues Festival	7,500				7,500		0
42	Miracle on Cleveland St @ Cap/Blast Friday	25,000				25,000		0
43	Clearwater Jazz Festival Jazz Walk	5,000				5,000		0
44	Santa & Suds Race/Walk for ASL & Deaf	3,500				3,500		0
45	<b>Total Promoting Events</b>	<b>82,250</b>		10,000		<b>71,250</b>		11,000
46								
47	Unallocated Funds	33						33
48								
49	<b>Staff &amp; Office Administration</b>							
50	Downtown Meeting & Event Support	200				65		135
51	Office Expenditures	750		-38		262		488
52	Dolphin Sign Replacement Cost	150						150
53	Public Meeting Notices	2,000				480		1,520
54	Legal Fees	3,500		500		1,450		2,050
55	CRA Mgt & Admin Fee - 2.5% Increase	65,317		5,443		48,988		16,329
56	DDB Minutes Preparation	1,430		110		990		440

A	B	C	D	E	F	G	H	I
1	Downtown Development Board							9/29/16 2:59 PM
2	Statement of Revenues & Expenditures							
3	For the Period June 1thru June 30, 2016							
4								
5								
6								
7								
57	<b>Total Staff &amp; Office Admin</b>	<b>Budget</b>	<b>Aug</b>	<b>Year to Date</b>				<b>Difference</b>
58		73,347	6,015	52,235				21,112
60	<b>Fixed Payments</b>							
61	Officers & Directors Insurance	700		640				60
62	Liability Insurance (Dolphins)	1,422		1,246				176
63	Annual Audit	7,000		7,000				0
64	CRA Increment Payment	173,273		178,662				(5,389)
65	State Special District Fee	175		175				0
66	Property Appraiser Fee	2,364		2,330				34
67	<b>Total Fixed Payments</b>	<b>184,934</b>	<b>0</b>	<b>190,053</b>				<b>(5,119)</b>
68								
69	<b>Total Expenditures</b>	<b>425,429</b>	<b>16,566</b>	<b>390,667</b>				<b>34,762</b>
70								
71	Revenues in Excess of Expenditures	-	0	34,157				
72								
73	Expenditures in Excess of Revenues	\$ -	0	0				
74								
75	Ending Fund Balance	\$ -	0	34,157				34,157
76								
77	Beginning Fund Balance 10-1-15	89,716						
78								
79	Minimum Reserves Approved by Board 11-6-13	71,465						
80								
81	Cash in Bank as of 9/31/16	\$101,046						

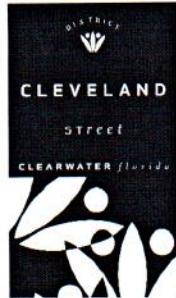
B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1															9/29/16 3:00 PM
2															
3															
4															
5															
6															
7															
8	Income														
9	Ad Valorem (Property) Taxes	25,056		17,187.89	138,895.99	52,183.98	5,156.51	5,150.61	7,380.69	13,139.65	8,647.78				247,743.10
10	Ad Valorem Taxes Prior Yr	100		46.15											109.05
11	Interest Income	500			146.85										876.26
12	CRA Interlocal Agreement Rev	173,273							252.81						173,218.43
13	Misc Revenue	500							173,218.43						2,876.85
14	Total Income	425,429.00		-	18,956.19	140,197.84	52,183.98	5,156.51	178,621.85	7,380.69	13,139.65	9,124.38	62.60	-	424,823.69
15															
16	Expenditures														
17															
18	Promoting District														
19	Funding Advertising - Mall/ BV/C	1,345.00													1,345.00
20	Banner Installation & Maintenance	600													680.45
21	Downtown Streetscape Maintenance	3,200													-
22	Boatlift Construction & Maint	50,000													50,000.00
23	Holiday Lighting	14,500		327.00	6,979.59	3,156.00	3,478.00								14,612.59
24	Total Promoting District	69,645.00		327.00	6,979.59	3,156.00	53,478.00	-	160.00	336.00	1,865.45	-			66,638.04
25															
26	Promoting Merchants														
27	Graphic Design and Printing	3,000													
28	Advertising	9,220													
29	Jolley Trolley Downtown Loop														
30	Total Promoting Merchants	15,220.00		-	2,305.00	441.96	-	-	2,305.00	2,305.00	2,305.00	2,305.00			
31															
32	Promoting Events														
33	Pierce Street Market	15,000													15,000.00
34	Clw Corner Art - Thinking Outside of Box*	5,450													5,450.00
35	6th Annual Achieva Box Car Rally	1,000													-
36	Art in the Park	4,800													4,800.00
37	Clw Superboat National Championships	10,000													10,000.00
38	City/Clw Celebrates America	2,500													2,500.00
39	City/Fun n' Sun Festival	2,500													2,500.00
40	City/Sea Blues Festival	7,500													7,500.00
41	Miracle on Cleveland @ Cap/Blast Fri	25,000													25,000.00
42	Clearwater Jazz Festival Jazz Walk	5,000													5,000.00
43	Santa & Suds Race/Walk For ASL & Deaf	3,500													3,500.00
44	Total Promotions	82,250.00		9,800.00	25,000.00	-	3,500.00	-	20,450.00	10,000.00	-	2,500.00	-		81,250.00
45															
46	Unallocated Funds														
47		33.00													
48	Staff & Office Administration														
49	Downtown Meeting & Event Support	200													65.53
50	Office Expenditures	750													223.12
51	Dolphin Sign Replacement	150													-
52	Public Meeting Notices	2,000		40.00	80.00	80.00			40.00	40.00	40.00	80.00			480.00
53	Legal Fees	3,500			200.00	625.00	50.00		575.00						1,950.00
54	CRA Mgt & Admin Fee	65,317		5,443.08	5,443.08	5,443.08	5,443.08	5,443.08	5,443.08	5,443.08	5,443.08	5,443.08			59,873.88
55	DDB Minutes Preparation	1,430			110.00	220.00			110.00	220.00	110.00	110.00			1,100.00
56	Total Staff & Office Admin	73,347.00		5,483.08	5,845.34	6,160.39	5,833.94	5,443.08	6,168.08	5,703.08	5,636.19	5,694.72	5,710.04		63,692.53





# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

## FUNDING REQUEST FORM



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

Please submit the completed form to: Anne Fogarty France, Downtown Development Board (DDB) Administrator, email: [anne.fogarty-france@myclearwater.com](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: Non-budgeted Request

Date submitted: \_\_\_August 26, 2016\_\_\_\_\_

Name: \_\_\_Florida Business Incubator (formerly TAFFIE)\_\_\_\_\_

Title of event: \_\_\_Facilitation of Clearwater Innovation Center [CLIC]\_\_\_\_\_

Event contact: \_\_\_Elaine Mann\_\_\_\_\_

Organization: \_\_\_Florida Business Incubator\_\_\_\_\_

Address: \_\_\_1499 Gulf to Bay Blvd\_\_\_\_\_

City: \_\_\_Clearwater\_\_\_\_\_ State: \_\_\_FL\_\_\_\_\_ Zip: \_\_\_33755\_\_\_\_\_

Daytime phone: (727) 270-7971 \_\_\_\_\_ Cell phone: (727) 945-4118 \_\_\_\_\_

Fax number: ( ) \_\_\_\_\_ E-mail address: \_\_\_Elaine@TAFFIE.net\_\_\_\_\_

Website address: \_\_\_www.TAFFIE.net\_\_\_\_\_

501(c)(3) not for profit organization?  Yes APPLICATION PENDING

1. Date and time of event/program: \_\_\_Q4 2016\_\_\_\_\_

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

3. Projected attendance: \_\_\_Current Mailing List 800+\_\_\_\_\_

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

\_\_\_Facilitation of Clearwater Innovation Center. Coworking space open to public participation located in the heart of downtown Clearwater designed to catalyze small business participation in Downtown Clearwater. Emerging and small business owners will be provided pro-active, value-added support services involving critical tools, information, education, contacts, resources and capital that might otherwise be unaffordable, inaccessible, and unknown. These services include business and strategic planning, comprehensive business

training and education programs for startup, strategic growth and success leverage, financial management, sales and marketing, government procurement, research and development, legal services and capital infusion. Funding by the DDB would allow the incubator to establish the downtown location and expand programming; ultimately encouraging innovation and business expansion and retention within the Downtown.

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

The Florida Business Incubator's mission parallels the Clearwater Downtown Development Board in stimulating economic development and diversification in the downtown area. The Clearwater Innovation Center will offer workspace, support services, networking opportunities and training to help launch and grow successful businesses in the downtown core.

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

 The facility will utilize area resources to develop comprehensive training programs as well as offer business basics, networking opportunities, strategic partnering, marketing assistance, research and development, financial and legal management, links to higher education resources, access to investment capital, mentoring, technology development and implementation, regulatory compliance, government procurement through Disadvantaged Business Enterprise and HUBzone qualification.

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

The Florida Business Incubator was originally established as the Technical Arts Facility For Innovation & Entrepreneurship [TAFFIE] in February of 2015. Since that time, the presence has grown to serve over 800 participants on a variety of levels. Today, the Incubator is a proud partner in Clearwater's Business SPARK.

8. Is this event/program a fund-raiser? NO

9. Will your organization prepare a banner or sign including the Cleveland Street District (CSD) and DDB's approved logo? YES Freestanding Rollup Banner 33" x 78"

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

YES

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

—City of Clearwater CRA; KnowBe4; iDatix/Docuphase;

12. Attach detailed budget that includes expenses and income. If a recurring event, attach last year's budget.  
Under preparation. Will submit for consideration prior to final approval.

13. What is the number of attendees expected at your event? \_\_Current mailing incubator is at 800+ area entrepreneurs and small business owners and growing daily.

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

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

\$25,000 sponsorship with consideration for annual renewal based on performance.

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:

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 and social media. Copies of promotional material must be provided with Invoice for reimbursement.
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- 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:** \_\_\_\_\_ **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).  
(4/6/16)

**FLORIDA BUSINESS INCUBATOR**  
**THREE YEAR FINANCIAL PROJECTIONS**

<b>REVENUE</b>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Incubator Client Passports	\$15,000	\$22,000	\$30,000
Incubator Programs	15,000	30,000	50,000
Grants		20,000	50,000
Sponsorships	150,000	180,000	200,000
Donations In Kind	50,000	53,000	50,000
<b>TOTAL REVENUE</b>	<b>230,000</b>	<b>305,000</b>	<b>380,000</b>
<b>EXPENSES</b>			
Salaries			
Executive Dir	60,000	75,000	90,000
Strategic Comms Specialist	30,000	40,000	45,000
Program Dev Coordinator	10,000 [Internship]	30,000 [FTE]	40,000 [FTE]
Trainer (.75 FTE)	10,000	15,000	30,000 [FTE]
Receptionist (.75 FTE)	14,040	14,900	16,000
Benefits 25%	22,500	36,250	51,250
<b>PAYROLL EXPENSES</b>	<b>\$146,540</b>	<b>211,150</b>	<b>272,250</b>
Books/Subscriptions	500	500	500
Dues/Fees	2,000	3,000	4,000
Insurance			
D&O, E&O	1,000	1,000	1,500
Liability	3,000	3,000	3,500
Janitorial Services	9,000	9,500	10,000
Maintenance/Repairs	2,000	2,500	3,000
Marketing/PR			
Incubator Marketing	1,000	1,000	1,500
Fundraising Expense	2,000	2,500	3,000
Office Equipment/Maint	2,000	3,500	4,000
Office Supplies/Printing	3,000	4,000	5,000
Postage/Shipping	750	1,000	1,250
Professional/Contract Svcs	4,000	4,500	6,000
Rent	30,000	30,000	30,000
Telephone/Internet/Fax	2,000	2,500	3,000
Tenant Improvements	3,000	2,000	3,000
Travel/Training	1,500	2,500	4,500
Utilities	10,000	12,000	13,000
<b>OTHER EXPENSES</b>	<b>76,750</b>	<b>85,000</b>	<b>96,750</b>
Contingency Reserve 3%	6,710	8,850	11,000

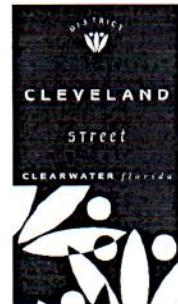
**Notes to Budget:**

This financial proforma contains forward-looking statements based on management's current expectations and assumptions regarding the Company's business and performance, the economy and other future conditions and forecasts of future events, circumstances and results. As with any projection or forecast, forward-looking statements are inherently susceptible to uncertainty and changes in circumstances. The Company's actual results may vary materially from those expressed or implied in its forward-looking statements. Important factors that could cause the Company's actual results to differ materially from those in its forward-looking statements include government regulation, economic, strategic, political and social conditions and the following factors:

- Additional revenue was not projected in this proforma. Expected additional revenue will derive from others sources, specifically additional grants, state funding, rent, federal funds and philanthropy.
- Revenue from Passport and Educational Programming may vary dependent upon participation and associated fees.
- In order to obtain long term sustainability, the incubator will continue to work on gaining private funding and/or partnerships with local companies to help fund the program.
- One time expenditures include development of a regional website. Year 1 includes the development of a website FloridaBusinessIncubator.com that will help pull together regional resources.
- Staffing will be escalated through the three-year period. Through additional hires and expansion of hours per position, the incubator should be fully staffed with 4.75 full-time employees by end of year three.
- Executive Director, Strategic Communications Specialist, Program Development Coordinator and Receptionist will be employees. Budget includes admin and benefit costs based on allocations (25%). Benefit costs may vary based on exempt vs non-exempt status and demand for full- vs part-time employees.



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD



## FUNDING REQUEST FORM

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

Please submit the completed form to: Anne Fogarty France, Downtown Development Board (DDB) Administrator, email: [anne.fogarty-france@myclearwater.com](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 Request (submitted by May 15)  Non-budgeted Request

Date submitted: August 25<sup>th</sup>, 2016

Name: Lina Teixeira

Title of event: The Cleveland Street Project

Event contact: Lina Teixeira

Organization: Studio 617 in collaboration with the Tampa Bay Society of Photographic Artists

Address: 617 Cleveland Street

City: Clearwater                    State: FL                    Zip: 33755

Daytime phone: (727) 409-3604                    Cell phone: (727) 409-3604

Fax number: ( ) \_\_\_\_\_ E-mail address: [lina@linateixeira.com](mailto:lina@linateixeira.com)

Website address: <http://www.studio617clearwater.com>

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

1. Date and time of event/program: August 28, 2016 & October 12, 2016

2. Location and address of event/program: Studio 617 (address above)

3. Projected attendance: 100-300

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

On August 28, photographers from the Tampa Bay Society of Photographic Artists will be photographing along Cleveland Street in each of their respective artistic styles. These styles will range from architectural to fine art nudes. Participating vendors may provide their spaces for the setting of these images as well. On October 12, selections from this day will be exhibited at Studio 617 with 1-2 art pieces displayed at vendor locations along Cleveland Street, providing visitors with a large exhibit that spans the entire district.

The goal of The Cleveland Street Project is to promote the culture and scenery of downtown Clearwater as well as the talent and perspective of the artists represented in the exhibit.

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

It will celebrate Cleveland street through fine art images and draw the fan base of the respective artists to reexamine downtown Clearwater. It will also demonstrate the viability of download Clearwater as a home for art and culture to local residents and visitors.

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

On August 28, the photographers will be photographing throughout the Cleveland Street area, inside and outside of the shops. On October 12, the grand showcase will be held at Studio 617, which will include live music and entertainment.

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

This is a new project birthed from the wonderful reception we had on July 29<sup>th</sup>, when the Tampa Bay Society of Photographic Artists held it's art show at Studio 617. The Society has been in existence for 7 months and has over 100 members.

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

No.

**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? 4'x6'

**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:**

None at this time. This event is done in partnership with the Tampa Bay Society of Photographic Artists.

**12. Attach detailed budget that includes expenses and income.**

Supplies: \$400

Staffing: \$ 500 (crew to transport, build up, take down and transport walls back.)

Rentals: exhibit walls: \$300

Transportation of exhibit: \$300

Frames & Prints: \$400

Refreshments: \$800

Entertainment:\$300

If a recurring event, attach last year's budget. N/A

**13. What is the number of attendees expected at your event? 200-300**

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

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

Promotion as well as \$3,000 in grant funding.

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:**

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:**

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hours of your event, Monday through Thursday. Signs must be removed and returned to the garage after the event.

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Applicant Signature: Lina Teixeira Date: Aug 25<sup>th</sup>, 2016  
(Applicant must be 18 years of age or older)

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(4/6/16)

**Fogarty-France, Anne**

**From:** Cassandra Borchers [CBorchers@psta.net]  
**Sent:** Monday, September 26, 2016 3:53 PM  
**To:** 'Judy Staley'; 'mlecouris@ctsfl.us'; klemmons@ctsfl.us; 'grice@dunedinFL.net'; 'Rironsmith@DunedinFL.Net'; 'DHutchens@DunedinFL.Net'; Silverboard, Jill; 'sswearengen@co.pinellas.fl.us'; 'clanford@co.pinellas.fl.us'; Fogarty-France, Anne; Bertels, Paul; Celeste, Merry E (mceleste@co.pinellas.fl.us)  
**Cc:** Sangita Land; James Bradford; Walt Lenz; Jean Smith; Lou Emma Cromity  
**Subject:** Trolley Partners Meeting for Procurement  
**Attachments:** Trolley Svcs Procurement Timeline\_rev 3.xls

Hello Everyone!

Thank you all for your hard work and patience over the past few months to achieve a new milestone in partnership. All our funding agreements have been signed by the partners and we are awaiting a final signature from Jolley Trolley on the contract. Sangita will be sending you all final executed copies of the agreement shortly.

However, there is no time to rest!

As we discussed many months ago, we must move on to the procurement of trolley services for the next contract. In order to give the selected vendor adequate start up time, we will need to conduct the procurement and select a vendor by January of next year. To show you how quickly this time will go, I've attached an updated schedule from our procurement team. You will note the items marked in Yellow for the "Selection Team" – this is where we will need your engagement.

Please let me know as soon as possible who from your organization/municipality will be representing you. I would ask that you each identify a primary and an alternate to ensure that your interests are represented to the fullest.

On October 7, 2016, I will send out a copy of the RFP for your review. We will have a partners meeting around October 20, 2016 to discuss and collect your comments prior to publishing the RFP on October 24, 2016. (I will send out a doodle poll to gauge availability for an exact time).

Please email/call me if you have any questions. I look forward to your participation.

Cassandra

Cassandra E. Borchers, AICP  
Chief Development Officer  
Pinellas Suncoast Transit Authority (PSTA)  
(727) 540-1802 office  
(727) 260-1177 mobile  
cborchers@psta.net

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**Fogarty-France, Anne**

**From:** Bertels, Paul  
**Sent:** Tuesday, September 27, 2016 12:52 PM  
**To:** Fogarty-France, Anne  
**Cc:** Taylor, Seth; Quillen, Michael  
**Subject:** RE: Cleveland Street Renamed to Main Street

I do not recall this being discussed in the past. Several years ago Crum Incorporated wanted to change Cleveland Street to Crum Street but I advised them there is a process to go through starting with City Council and involving approval from the US Postal Service. They decided not to go there. There is an ordinance that regulates the naming of streets and some things to consider:

1. Cleveland Street goes all the way to Belcher and then picks up just before McMullen Booth Road and that is because the ordinance says a street has to carry the same name across its entire alignment. That is to prevent confusion where the same roadway alignment has multiple names. In this case the City Council would want a buy in from all the residents and businesses along the roadway who would have to go through an address change. That is a lot of people.
2. There is a Main Avenue that runs north south one block west of Belcher between Drew Street and Gulf to Bay. Changing Cleveland to Main is a conflict in addressing that the Post Office would probably not approve. Potentially you could have the intersection of Main Street and Main Avenue.
3. There are locations very close to our boundaries that already have Main Street as a name and it could be misleading. For example Sunset Point Road becomes Main Street at McMullen Booth Road as it enters Safety Harbor. SR 580 in Dunedin is named Main Street downtown. So if we named Cleveland Street Main Street in downtown Clearwater there would be three downtown Main Streets in this area; Clearwater, Dunedin, and Safety Harbor. Do we really want that confusion?

**From:** Fogarty-France, Anne  
**Sent:** Tuesday, September 27, 2016 12:31 PM  
**To:** Bertels, Paul  
**Cc:** Taylor, Seth; Quillen, Michael  
**Subject:** Cleveland Street Renamed to Main Street

Hi Paul –

The above will be a discussion item for the DDB per Member Tony Starova's request.

Wasn't this discussed in the past and if so what was the outcome?

Thanks,

Anne

**Anne Fogarty France**  
**Downtown Manager | Community Redevelopment Agency**  
Clearwater City Hall, 2nd Floor  
112 South Osceola Ave.  
Clearwater, FL 33756