



ANNUAL REPORT CITY OF CLEARWATER COMMUNITY REDEVELOPMENT AGENCY

FY 2016-2017

Message from the Chair of the Community Redevelopment Agency

Greetings,

On behalf of the city of Clearwater's Community Redevelopment Agency (CRA), I am pleased to share with you the CRA's Annual Report for Fiscal Year 2016/2017, which ended on September 30, 2017. This report outlines our significant activities and achievements during the past year. It also contains the fiscal year's financial statements.

The CRA remains focused on redeveloping downtown into a vibrant place to live, work, shop and play. Citizens should be proud of the partnerships established with Ruth Eckerd Hall to provide live music at Blast Fridays every month in downtown, the establishment of Second Century Studios, and the ongoing development of the Imagine Clearwater plan to make downtown everyone's second neighborhood. In the Downtown Gateway area, the CRA staff worked with Project for Public Spaces to explore the idea of a public market, or Mercado, to serve the community.

On behalf of the CRA trustees and staff, I invite you to invest in the creation of Florida's next great waterfront destination, and with warm, personal regards, I am

Sincerely,

-George N. Cretkos

George N. Cretkos
Chairman, Clearwater CRA

THE MISSION OF THE COMMUNITY REDEVELOPMENT AGENCY IS TO REVITALIZATION THROUGH PROGRAMS AND INITIATIVES THAT STRENGTHEN THE DOWNTOWN CLEARWATER WATERFRONT.



IMAGINE CLEARWATER

- Continued to partner with Planning and Development and HR&A consultants to develop a master plan designed to revitalize the Downtown Clearwater Waterfront. (\$154,950)
- Opened the Second Century Studios storefront to showcase and educate the public on the major downtown initiatives: Imagine Clearwater, North Marina Master Plan, Cleveland Streetcape Phase III and the future addition of the Mercado/Market in the Downtown Gateway. The space also includes a community art space featuring exhibitions by local artists. (\$35,702)

DOWNTOWN GATEWAY

- Selected Project for Public Spaces to develop a plan for a Mercado/Market area and community gathering place that will support local vendors, weekend markets, music showcases and movie nights all in Clearwater's Downtown Gateway. (\$50,000)
- Hosted the Downtown Gateway Celebration of Arts, Food and Culture in the Downtown Gateway. This family-oriented event attracted over 800 people to the Downtown Gateway. (\$10,000)

ANCHOR TENANT INCENTIVE PROGRAM

- Launched the Anchor Tenant Incentive Program to provide loan to grant funding to commercial property owners and/or commercial tenants to assist with interior building improvements and business start-up costs for destination restaurants and breweries. Received more than 80 requests to provide incentive program guidelines and pre-applications.

FAÇADE IMPROVEMENT GRANT PROGRAM

- Processed three grants to Downtown Clearwater businesses towards aesthetic improvements: Botanica Day Spa, Chiang Mai Thai and Sushi and The Lucky Anchor. (\$10,513)



STATION SQUARE PARK

- Purchased new furniture for Station Square Park, including tables, chairs and umbrellas suitable for year-round, all weather use. (\$37,984)
- Celebrated the improvements in Station Square Park in February 2017 with an event that included surveys on the types of activities residents and office workers would like to see in the park.
- Partnered with Anytime Fitness, a Downtown Clearwater business, to develop weekly programming and exercise schedule that includes yoga, zumba, circuit training and self-defense classes held at Station Square Park. (\$1,150)
- Provided music in the park, a two-hour lunchtime concert series held every Friday at the park. (\$3,350)
- Assisted with the coordination of Bazaar Art Painting in the Park, a monthly public art event that included a featured artist, live music, children's activities, and vendors. (\$1,250)

PUBLIC ART

- Issued a call to artists for the design of an artistic banner. A winning artist was selected, and their design was printed on a banner and installed along the

fence facing Cleveland Street. (\$5,000)

- Partnered with Nelson Construction and a local artist to design and install a second artistic fence banner along Martin Luther King Jr. Avenue in Downtown Clearwater. (\$350)
- Provided grant money to Public Art & Design Program for the Garden Street Parking Garage Mural Project. (\$5,000)



DOWNTOWN BEAUTIFICATION

- Worked with city departments to ensure clean and safe streets.
- Worked with the city's Parks and Beautification Division to provide quarterly pressure washing cleaning of the Cleveland Street sidewalks, Station Square Park and Gaslight Alley Park.



DOWNTOWN EVENTS

- Provided financial support to Ruth Eckerd Hall to produce and coordinate the Blast Friday Music Series including Miracle on Cleveland Street and Cruisin' at the Cap. (\$100,000)
- Co-sponsored and provided marketing and promotional support for the inaugural Downtown Clearwater Craft Beer and Music Fest. (\$14,614)
- Provided support to the Pierce Street Market. (\$7,500)

TRANSIT AND TRANSPORTATION

- Assisted in promoting the accessibility and availability of the Clearwater Jolley Trolley and the Clearwater Ferry through social media.

PROMOTE DOWNTOWN CLEARWATER'S ONGOING NEIGHBORHOOD NGTHEN AND STIMULATE OUR LOCAL ECONOMY AND ENVIRONMENT.



- Installed additional bicycle parking, including a bike corral on Cleveland Street. (\$5,575)
- Continued to coordinate downtown wayfinding implementation with Planning and Development and Engineering, with anticipated installation in fall 2018.

BRANDING AND MARKETING

- Contracted with Sparxoo to create a new Downtown Clearwater website and logo to help solidify the downtown branding and help promote downtown's businesses and events. (\$65,000)
- Published a monthly E-newsletter promoting new businesses, upcoming events and Downtown Clearwater projects and initiatives, which is distributed to more than 2,000

downtown stakeholders and is shared on social media.

- Installed 48 light pole banners in the Downtown Gateway. (\$15,073)
- Contracted with the Clearwater Regional Chamber of Commerce to promote Downtown Clearwater in the Relocation Guide; WHERE Tampa Bay Magazine and Hoot's Beach Guide. (\$3,000)

INTERLOCAL AGREEMENTS

- Approved an interlocal agreement with the Downtown Development Board (DDB) to provide administration to the DDB to support activities that promote and advance downtown revitalization and attract businesses and residents to the DDB's district. (\$66,950)
- Continued the interlocal agreement with the Clearwater Main Library, a prominent public institution located in the CRA, to provide education and training in Business and Science, Technology, Engineering and Math (STEM) topics through research opportunities, a STEM maker space area, classes and tutorials. (\$100,270)
- Continued the interlocal agreement with the Clearwater Police Department to provide a bike patrol team to monitor Downtown Clearwater and create community policing relationships with the residents, business owners and visitors. (\$171,402)
- Approved an interlocal agreement with the City of Clearwater to provide administrative staff, Information Technology service and telephone services to the CRA. (\$408,181)



CRA FISCAL YEAR 2017 FINANCIALS

Governmental Funds | Balance Sheet September 30, 2017

	General	Capital Projects	Total Governmental Funds
Assets:			
Cash on hand and in banks	677,930	5,656,081	6,334,011
Interest receivable	17,636	-	17,636
Mortgage notes	25,000	-	25,000
Total assets	720,566	5,656,081	6,376,647
Liabilities:			
Accounts and contracts payable	5,459	58,975	64,434
Accrued payroll	-	441	441
Due to other funds	316,667	-	316,667
Due to other government entities	48,000	-	48,000
Construction escrows	25,000	-	25,000
Advances from other funds	325,440	-	325,440
Total liabilities	720,566	59,416	779,982
Fund Balances:			
Nonspendable	-	-	-
Restricted	-	5,574,583	5,574,583
Committed	-	-	-
Assigned	-	22,082	22,082
Unassigned	-	-	-
Total fund balances	-	5,596,665	5,596,665
Total liabilities and fund balances	720,566	5,656,081	6,376,647

Schedule of Revenues, Expenditures and Changes in Fund Balance - Budgetary Comparison Schedule - General Fund for the year ended September 30, 2017

	Budgeted Amounts			
	Original	Final	GAAP Basis Actual Amounts	Variance with Final Budget Positive (Negative)
Revenues:				
Intergovernmental - local	1,231,046	1,229,663	1,229,663	-
Investment earnings	50,000	50,000	25,343	(24,657)
Miscellaneous	66,950	66,950	66,950	-
Total revenues	1,347,996	1,346,613	1,321,956	(24,657)
Expenditures:				
Current - economic environment	409,040	408,829	337,675	71,154
Debt service - Interest & fiscal charges	-	-	10,106	(10,106)
Total expenditures	409,040	408,829	347,791	61,048
Excess (Deficit) of revenues over expenditures	938,956	937,784	974,175	36,391
Other financing sources (uses):				
Transfers in	1,006,484	1,005,363	2,041,437	1,036,074
Transfers out	(1,945,440)	(1,943,147)	(3,015,612)	(1,072,465)
Total other financing sources (uses)	(938,956)	(937,784)	(974,175)	(36,391)
Net change in fund balances				
Fund balance, beginning of year				
Fund balance, end of year				

LOOKING AHEAD TO
FY 2017-2018, PRIORITY
PROJECTS INCLUDE:

- Implement Imagine Clearwater
- Activate Downtown public spaces
- Launch DowntownClearwater.com
- Create a co-working space
- Attract new businesses
- Finalize Cleveland Streetscape Phase III
- Issue a Request for Proposal for Housing

BOARD OF TRUSTEES:
GEORGE N. CRETEKOS
DOREEN CAUDELL
DR. BOB CUNDIFF
DAVID ALLBRITTON
HOYT HAMILTON



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