



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

April 4, 2018 – 5:30 PM
City Hall – 2nd Floor Meeting Room

AGENDA

1. Call to Order
2. Citizen Comments – Items Not on the Agenda
3. Approve the Minutes from the March 7, 2018 DDB Meeting
4. Adopt February 2018 Financial Statement for Filing
5. Downtown Clearwater Merchants Association (DCMA) Request to Amend FY 2017-18 DDB Funding Request Application – Lina Teixeira, DCMA President
6. Community Redevelopment Agency (CRA) Updates – Amanda Thompson, CRA Director
7. Approve Funding for DDB Planning Session – Amanda Thompson, CRA Director
8. Revisions to DDB Goals, Purposes, Policies – Paris Morfopoulos, DDB Chairman
9. Review of DDB Funding Request Application – Anne Fogarty France, Downtown Manager
10. Chairman's Comments
11. Final Comments
12. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
March 7, 2018 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Stu Sjouwerman	Vice-Chairman
	Caitlein Jammo	Treasurer
	Ray Cassano	Member
	Venkat "Vincent" Devineni	Member
	Lina Teixeira	Member
	Thomas Wright	Member

Also Present:	Bill Jonson	Ex-officio Councilmember
	Doreen Caudell	Ex-officio Councilmember
	Amanda Thompsons	CRA Director
	Anne Fogarty France	Board Administrator

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. asking the board and Ex-officio councilmembers to introduce themselves.
2. Citizens Comments--Items not on the agenda—No comments.
3. Approve the Minutes from the February 7, 2018, Meeting

Member Wright moved to approve the minutes from the February 7, 2018 meeting. The motion was duly seconded and upon roll call, the vote was:

Ayes: **Member Morfopoulos, Member Wright, Member Jammo, Member Teixeira, Member Cassano, and Member Devineni.**

Nays: **None.**

Motion carried.

4. Adopt January 2018 Financial Statement for Filing

Member Sjouwerman moved to adopt the January 2018 Financial Statement for filing. The motion was duly seconded.

Upon roll call, the vote was:

Ayes: **Member Morfopoulos, Member Wright, Member Jammo, Member Teixeira, Member Cassano, and Member Devineni.**

Nays: **None.**

Motion carried.

5. Community Redevelopment Agency (CRA) Updates—Amanda Thompson, CRA Director

Amanda Thompson, CRA Director, addressed some questions that were raised by the Board at the last meeting. The Martin Luther King Avenue property for which the DDB provided funds to the CRA

to purchase will be sold and the monies (approximately \$40,000) returned to the DDB. The sale of this property is a high priority.

The Garden Avenue Garage mural that the DDB funded for \$5,000 ran into a few snags. Ms. Thompson met with Parks and Recreation and the Public Art and Design Board. The City is soliciting other artists and is also looking at other sites. A panel will be established and will report back to the boards. Chairman Morfopoulos suggested that the monies be returned to the DDB for allocation at a future date since the funds were approved in 2016 and the project has still not been started. Ms. Thompson advised him that she will report back to the Board next month with a start date or the funds will be returned. The money was paid to the Parks & Recreation Cultural Affairs Division.

The wayfinding project is moving forward. It was held up because of approvals needed from the Florida Department of Transportation (FDOT) for signs on the state highway rights of way. The downtown area has been uncoupled from U.S. 19 so that part of the project can move forward. The current sign posts can be used with the updated signs. There should be progress visible where the current signs are. The new gateway signs need to be approved by the FDOT. The CRA has \$250,000 budgeted for these signs once permission is granted. Mr. Morfopoulos suggested the Board write a letter to assist with obtaining the approvals. Ex-officio Member Caudell thought this was a good idea and asked Ms. Thompson to give her the name of her contact at FDOT.

Ms. Thompson said there are 23,000 email addresses in the database of those who our city email updates. She doesn't know how many of these may duplicates because one can request information from multiple areas. It is possible to set up a list server.

6. Placemaking Presentation—Amanda Thompson, CRA Director, gave a PowerPoint presentation of placemaking. She advised the Board of the role the CRA will play moving forward. She asked the members to provide their backgrounds which they did. The presentation showed what the City needs to do to make the downtown area vibrant. Member Cassano said that the homeless is a real problem in downtown which the City needs to address. Ms. Thompson assured him that the City is working on this. She stated that the CRA is ruled by both public and private regulations. She said networking is an important role for the CRA.
7. Second Reading—Funding Request for Dali Tours Downtown—Carolyn Bradham, Downtown Clearwater Merchants' Association

The Board considered this request on second reading. Member Teixeira said the event will be called the Clearwater Galleriez Tour and the schedule has been set.

Member Wright moved to approve on second reading funding for the Dali Tour in the amount of \$1500 from future initiatives. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: **Member Morfopoulos, Member Wright, Member Sjouwerman, Member Jammo, Member Cassano, and Member Devineni.**

“Nays”: **None.**

Abstentions: **Member Teixeira**

Motion carried.

8. Revise and Approve DDB Goals, Purposes, and Policies—Chairman Morfopoulos

Chairman Morfopoulos explained to the Board why it developed goals, purposes, and policies. The Board can't realistically adopt all the items outlined in the City code. He said the Board needs to decide what it can reasonable do within its resources and time. The consensus of the members was that they do not want the Board to just be a body that provides funding to various special events.

Many good ideas were expressed by the members. Member Jammo stated that in the short term we need to focus on the arts because that helps build a successful downtown and in the long term we need to draw people from the surrounding areas.

Member Teixeira said Secondary Goal "a" which is to advise the city and CRA on policies which will bring more business and residents to downtown is important because we have a very diverse group of people that can be used to accomplish this goal.

Ex -officio Councilmember Jonson said sometimes members identify concerns but not a way to resolve these concerns and suggested the Board review its priorities each year and follow through on completing them.

Member Devineni had three major points: 1) to solve the homeless problem, a full-time Police Officer should be allocated for six months at Cleveland Street and Garden Avenue; 2) the anchor tenant program is important and he would like the CRA Director to give the Board a monthly update on who has applied, and 3) the parking situation—there are lots of parking spaces in the area but people don't want to walk a long distance from the parking to downtown. He had additional items which he will send to Anne Fogarty France for the Board.

Ex-officio Councilmember Caudell stated the City Council has provided direction on improvements to Crest Lake Park. She said years ago we had a great parade that was very successful. The members should bring to the CRA and City Council events that you want to see happen. Parking is an issue on the beach. People need to be directed to use the Pelican Walk Parking Garage. She has been having a lot of meetings regarding transit.

Member Wright stated that Goal "d" regarding preparing and distributing public relations materials is not the Board's job. The Board should hire someone to handle that for them.

Ms. Caudell said we should look to private sponsorships to fund some of these events. She said there are lots of entities who would be willing to be sponsors.

Member Sjouwerman said the Board should have more of a strategic role than a technical role. It should be an accelerator in getting things done. Members should find out what is needed and wanted and come back with a plan and then get with the CRA to see how to make it happen.

Ms. Thompson said the CRA needs to renew the County TIF in October. She will be updating the downtown plan within the next 45 days. The Board should write a memo with things its wants to work on and what its priorities are.

Mr. Morfopoulos suggested that the members provide additional ideas in the form of a motion that the members could vote on. Members were asked to provide this information to Anne Fogarty-France by the end of next week. It was then suggested that the members hold a special workshop on a Saturday morning to brainstorm ideas. The consensus was that all the members were in favor of this idea.

- 9.** Discussions on Revisions to 2017 DDB Funding Request (for approval April 4th)—Chairman Morfopoulos asked the Board members to review the form and send their requested changes to Ms. Fogarty-France. She will send the form to the Board electronically.

10. Chairman's Comments

Mr. Morfopoulos advised the Board on upcoming events. The list of events is available at www.downtowncleawater.com.

11. Final Comments

Mr. Cassano said he enjoyed the meeting. He said we need to catch up with other cities. We need to get people to want to move in to downtown.

Ms. Teixeira is happy with the collaboration with the CRA and feels the change in the Board's direction is a great next step.

Mr. Wright said he would not ask when the Harborview Center would be demolished.

Mr. Sjouwerman agreed with Ms. Thompson that we needed to get the arts supported in downtown. He also said the new logo looks like a child drew it and feels we deserve better and it should be redone.

Member Jammo said she is looking forward to the strategic meeting.

Member Devineni said he was very interested in the on-line presence and feels we also need a Facebook page.

Mr. Jonson said this was his last meeting and he has enjoyed working with the Board over the past six years. He said the Board members work hard for not getting paid. He said with all the hard work it is still sometimes hard to get things across the finish line. He can now visit with the members one on one and hopes they will allow him to do so.

Ms. Caudell welcomed Ms. Thompson and feels she is on the right track. Marketing is very important. It is hard to get all the cities in Pinellas County on the same page to accomplish something like mass transit.

Ms. Thompson thanked everyone and said she is looking forward to working with everyone.

Mr. Morfopoulos stated he is excited with where the Board is going; many things that have been done have been at the initiation of this board. He said he was very impressed with the Blues Festival and congratulated everyone who organized it.

12. The meeting was adjourned at 7:15 p.m.

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March 20, 2018

Dear DDB Members,

Upon review of all previously held events, the Downtown Clearwater Merchants Association (DCMA) board members have determined that the sidewalk sales held last summer were a good initial attempt of continued branding of last Friday events in downtown Clearwater.

However, the board has determined that the return and success of these events were limited by certain factors. The sidewalk sales were very work intensive and relied heavily on the weather. With the addition of the Saturday Farmers Markets, the DCMA board feels that it would be redundant and diminish each event.

Therefore, we are requesting the \$3,000 in funds allotted by the Downtown Development Board for sidewalk sales be reallocated to monthly "Art Crawls". All merchants would have the opportunity to "host" pop up art in their own venue. These events would be inside and not be dependent on good weather. The funds would be allocated to curating the art; roughly 10% of the budget and 90% would be to marketing the events. This would also solidify the art initiative in downtown Clearwater.

The DCMA feels strongly that the Art Crawl Events would be a more effective way to assist each merchant, as well as downtown Clearwater in general.

Thank You,

Lina Teixeira/DCMA President



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@myclearwater.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: Lina Teixeira

Title of event: DCMA Downtown Yearly Events

Event contact: Lina Teixeira

Organization: Downtown Clearwater Merchants Association

Address: 1106 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: Every last Friday of every month

2. Location and address of event/program: 400, 500, 600 blocks and Station Square park

3. Projected attendance: Sidewalk sales (1000) Downtown Funk (3000) Blast Fridays (4000) BBQ Block Party (4000) Miracle on Cleveland St (7000)

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

To promote downtown Clearwater, Bring awareness, business and foot traffic to all downtown merchants. To establish downtown Clearwater as a destination for Clearwater residents as well as visitors.

5. How many times has the DDB funded this event?

Third time for Downtown Funk, First time for sidewalk sales, BBQ Second time for Miracle on Cleveland
2017 DDB Sponsorship Request Form

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? yes 3feet x 4 feet

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? refer to above

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? last year totaled 8000 attendees for all events

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

Sidewalk sales (3000) Blast Friday supplement (2000) BBQ (2000) Downtown Funk (5000) Miracle on Cleveland St. Supplement (3000) TOTAL \$15,000

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 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@myclearwater.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)

~~TAB II~~

Downtown Clearwater Merchant's Association

Revenue

Downtown Development Board	10,000.00
Downtown Funk Bar Crawl	256.00
Taste of Downtown	930.00
Membership	3,750.00
Total Expenses	14,936.00

Expenditures

Clearwater Police	320.00
Liquor License Fee	25.00
Event Liability Insurance	352.26
DJ/Downtown Funk	495.00
City Parking	155.00
Clearwater Fire Inspector	285.00
Internet Advertising	340.00
Signworx/Signs & Banners	1,048.60
Creative Loafing Ads/Three	2,500.00
Great Bay Distributing/Beer Truck	342.00
Blue Site Portalets	193.00
Bob & Daughter/Pumpkins	63.00
Selfie Booth	662.50
Rack Cards	215.00
Payment to Restaurants/Taste of Clearwater	830.00
Sign Art/Step & Repeat	288.37
Little Miss Miracle Crown/Tiara	50.33
State of Florida/SunBiz Fee	375.00
Membership Incentive	1,875.00
Morning Blend Segment	2,550.00
Clearwater Ferry Ad	1,750.00
Total Expenditures	14,715.06
Net Surplus	220.94



TO: Downtown Development Board Members

FROM: Anne Fogarty France, Downtown Manager and Downtown Development Board (DDB) Administrator *AF*

CC: Amanda Thompson, Community Redevelopment Agency Director

DATE: March 21, 2018

RE: Approve Funding for DDB Planning Session

In response to the Downtown Development Board's request to have a strategic planning session, staff contacted Collaborative Labs.

Collaborative Labs has over 10 years of expertise in strategic planning, collaborative problem solving and facilitated meetings. Their approach incorporates interactive technology, strength-based techniques and real-time documentation to develop an actionable plan. They will analyze the board's goals and create an implementation plan with performance measures to ensure accountability. See the attached documents for more information.

They will provide these services to the board for \$6,200 and staff will work with their catering company for refreshments for the board.

I request that the board approve funding at an amount not to exceed \$7,000 for these services with funding from the Future Initiatives line item.

Proposal Community Redevelopment Agency

Collaborative Labs designs and executes strategic-planning sessions and facilitates organizational problem solving. Our unique approach incorporates interactive technology, strength-based techniques and real-time documentation to develop an actionable plan that produces tangible results. We carefully analyze each client's needs and goals, then synthesize our findings into a custom solution that ensures consensus, team building and accountability.

Our Space at Collaborative Labs:

Our dynamic collaborative environment is unique in the southeast United States, with 10,000 square feet of flexible meeting space and technology-equipped work labs. Individually or in combination, our four labs can host teams of five to 150, while our banquet hall/ballroom accommodates larger groups of up to 300 participants.



Our Mobile Capabilities:

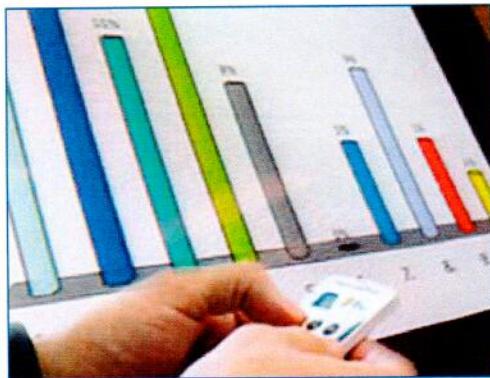
We have the flexibility and mobility to bring our collaborative environment to a venue of your choice. We've worked in boardrooms, ballrooms and even industrial spaces throughout the country, and we can facilitate groups of up to 1,000 participants.



Proposal

Our Technology:

Your team will have access to a full suite of collaborative technology, including personal tablet computers, visioning and brainstorming software, handheld voting devices, paper-thin whiteboards, projectors, digital cameras, web conferencing and more.



Our Staff:

Wherever you choose to hold your collaborative engagement, we can provide a dedicated Collaborative Labs team consisting of an expert facilitator, technology support lead, documenter and business illustrator. You choose the setting for your collaborative environment, and leave the planning and logistics to us!





Proposal

Fees:

Service	Description	Pricing
Full-Day Fully Facilitated Collaborative Engagement	<ul style="list-style-type: none"> • Support of 4 Collaborative Labs' staff: 1 facilitator, 1 documenter, 1 visual illustrator, 1 technologist. • Design, facilitation, documentation and illustration of a full-day engagement for up to 50 participants. • Design, administration and analysis of online stakeholder survey for up to 100 participants – in advance of the facilitated session • Conduct data gathering meetings with client. • Set up and provision of mobile collaborative technology (e.g., tablet pcs, projectors, screens, think tank, voting technology, etc.) • Delivery of Real-Time Record™ (meeting notes) within 24-48 hours. • Delivery of a full color Graphic Illustration. 	<p style="text-align: center;"> Full-Day Engagement Market value \$10,000 - Non-Profit Discount \$3,800 <hr/> \$6,200 </p> <p style="text-align: center;">Room Fee is Waived for Full Team Engagement</p>
Half-Day Fully Facilitated Collaborative Engagement	<ul style="list-style-type: none"> • Support of 4 Collaborative Labs' staff: 1 facilitator, 1 documenter, 1 visual illustrator, 1 technologist. • Design, facilitation, documentation and illustration of a half-day engagement for up to 50 participants. • Design, administration and analysis of online stakeholder survey for up to 100 participants – in advance of the facilitated session • Conduct data gathering meetings with client. • Set up and provision of mobile collaborative technology (e.g., tablet pcs, projectors, screens, think tank, voting technology, etc.) • Delivery of Real-Time Record™ (meeting notes) the next business day. • Delivery of a full color Graphic Illustration. 	<p style="text-align: center;"> Half-Day Engagement Market value \$7,000 - Non-Profit Discount \$3,100 <hr/> \$3,900 </p> <p style="text-align: center;">Room Fee is Waived for Full Team Engagement</p>

Appreciative Inquiry





Facilitated Solutions. Immediate Results.

Check out what some of our clients are saying. Would you like to say the same?

What is one thing you would tell a business/organization interested in using the Collaborative Labs?

- Do it! You will get more productive discussion and decision-making done in a day than you will in a month of meetings in the office. ~ Chris Vivian, National Forensic Science Technology Center
- The Collaborative Labs resources, including both the staff and the technology are phenomenal. Staff members have the depth of experience necessary to lead and facilitate discussions of all types, allowing teams to quickly hone in on the issues that are most pertinent to their objective. Also, the technology allows teams to focus all their attention on the discussion at hand, increasing the overall quantity and quality of input, and proceed at a much faster pace than they could achieve on their own. ~ Jen Daniel, Superior Uniform Group
- Using Collaborative Labs provides opportunity for intense and authentic collaboration, deep dive planning, and reflection on what is working in the organization. ~ Jacqueline Haynes, 34th Street Church of God
- The easiest, but most in depth process to work through strategic planning for a comprehensive result! ~ Yvonne Fry, Plant City Chamber of Commerce Board Chair

What is the one thing that had the greatest impact from your work with Collaborative Labs?

- We first used the labs in 2010 when we were struggling to create a strategic vision for our Association. By the time our work with the labs was completed, we had a vision, we had commitment, and we had the foundation of what has become a living strategic vision plan for our organization. From that plan have come initiatives that have catapulted our work and elevated our organization at the state level with decision makers. We could not have done it without the Collaborative Labs! ~ Eleanor Warmack, Florida Recreation and Park Association
- Speed of design and execution! ~ Ronice Barlow, Franklin Templeton Investments
- Often we have a vision and sometimes we do not come to a place to start. The lab environment forces your organization to get to a starting point with goals, objectives, task and rolls. It incorporates the accountability piece. ~ Eisenhower Elementary School
- We have learned that meetings can be more efficient and that we can meet deadlines. We know that leadership and strong facilitation at meetings are extremely important to outcomes. Our second strategic plan (2013-2016) was so successful we achieved Fortune Magazine's top 100 fastest growing companies in the world for 2016! Just as we envisioned we would in our 2013 work with the Collaborative Labs. ~ Michael Benstock, CEO Superior Uniform Group

Contact Laurie Hill for more information on how Collaborative Labs can partner with you for success!
727-424-3429 ~ hill.laurie@spcollege.edu

Since October of 2005, the Collaborative Labs at St. Petersburg College has served private companies, non-profits, governmental and regional entities in engaging processes that have enabled maximum participation to identify areas of consensus on a shared strategic vision and priorities.

The list below is a sampling of the collaborative engagements we have facilitated. We are trusted strategic partners with **95%** of our business coming from repeat and referral clients.

<p><u>Sampling of Engagements</u></p> <ul style="list-style-type: none"> • Franklin Templeton • Tech Data • Plasma-Therm • Macfarlane, Ferguson & McMullen • Bayshore Solutions • Jabil Global IT, Finance and HR • First Community Bank of America • Florida Bank Group • Canerday, Belfsky & Arroyo Architects • Honeywell • Superior Uniform Group • Sykes Enterprises • Time Customer Service • Catalina Marketing • Cox Target Media • Colliers Arnold • State Farm Insurance • Alltrust Insurance • Sparton Electronics • Aveda • Ceridian • Wishnatzki Farms • AMA Medical Group • Suncoast Solutions <p><u>Sampling of Non-Profit Organizations</u></p> <ul style="list-style-type: none"> • BayCare Health Systems • All Childrens Hospital • National Forensic Science Tech. Center • Achieva Credit Union • United Way Suncoast • Blue Cross Blue Shield of Florida • Tampa Bay Healthcare Collaborative • Salvation Army • Homeless Empowerment Program • Boys & Girls Club of Tampa 	<p><u>Sampling of Statewide, Regional & Local Initiatives</u></p> <ul style="list-style-type: none"> • Florida Department of Transportation (FDOT) • Dept. of Economic Opportunity (DEO) 5-Year Strategic Plan • FL Film and Entertainment Industry • Future Florida Forum: Trade & Logistics • Statewide Energy Policy Collaborative Engagement • FL Chamber Foundation Six Pillars Plan • Pinellas County Schools Race to the Top Initiative • Hillsborough County Government Mobility Fee Project • Pinellas County Government • FL Attorney General's- Gang Reduction Task Forces in 7 Regions • One Bay Healthy Communities • Pinellas County Transportation Task Force • Pinellas County Sports Commission • FL Office of Drug Control-PDMP (Prescription Drug Monitoring Program) Legislation • Hillsborough County- Economic Stimulus Task Force • Hillsborough County Transportation Task Force • Tampa Bay Partnership Reality Check • Pinellas County School Board: School Choice • FL Blue Ribbon Task Force on Higher Education • FL Retail Federation • Tampa Bay Blueprint for Economic Development • FL Recreation and Parks Association • FL Education Foundation
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CLEARWATER DOWNTOWN DEVELOPMENT BOARD

GOAL

A flourishing and prospering downtown, with rising property values, a successful, attractive and interesting mix of cultural, restaurant, retail, residential and office tenants that attracts and serves visitors from the local and surrounding area as well as travelers from around the world. Approved 4/2/14.

Purposes

Primary:

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 (per the DDB/CRA Interlocal Agreement).

Secondary:

- a) To advise the city and the CRA on policies and procedures which will succeed in bringing more businesses and residents into the downtown district and thus improve its tax base and overall economic conditions (per City Code Sec 2.149 point (4)).
- b) To survey downtown freeholders and businesses to determine needs and attitudes, to monitor progress, to evaluate success or failure of initiatives (per City Code Sec 2.149 point (7)).
- c) To sponsor community events and encourage public attendance at such events in support of downtown merchants (per City Code Sec 2.149 point (7)).
- d) To prepare and distribute public relations pieces such as, but not limited to, brochures and videos, district maps, etc. (per City Code Sec 2.149 point (7)).
- e) To cooperate with the Chambers of Commerce, the Convention and Visitors Bureau, and all others interested in promoting the district as a destination (per City Code Sec 2.149 point (7)). Approved 4/2/14.

Ideal Scene:

Downtown streets bustling with foot traffic from locals and visitors patronizing shops, restaurants and cultural activities. Clean, attractive storefronts filled with customers. Desirable and accessible housing in the immediate downtown area resulting in a viable and reliable customer base for local businesses. Local workforce employed within the downtown area in high-tech enterprises resulting in upwardly-mobile, successful and affluent consumers of downtown products and services. Rising property values, resulting in increasing revenues to the DDB allowing for even more successful developmental actions. Safe, upscale district offering desirable services and amenities to locals and visitors. High employment and rental rates, low vacancy rates for real estate of all types and an attractive, desirable destination for those wishing to relocate.

Approved 4/2/14.

Valuable Final Product:

A downtown that is being visibly transformed into an attractive and vibrant destination for residents, tourists, visitors, shop-keepers and office workers, in which to live, work and play, thus demonstrating a steady rise in property values and quality of life.

Approved 4/2/14.

Policy:

1. To prioritize the revitalization of Cleveland Street, as its success will then spread to the rest of the district.
2. To fund other groups and events where there is a demonstrable expectation that it will primarily benefit the business climate in the Cleveland Street District.
3. To provide funds and support to event and functions that take place primarily on Cleveland Street.
4. To maintain a reserve fund to be used only in emergencies, which emergencies can't really be predicted in advance.
5. To discourage imprudent use of reserves, a policy requiring a second reading at a subsequent meeting before any funds can be allocated that have not been designated in the annual budget.
6. Petty cash expenditures would not have to comply with our general spending rules. For example, a second reading would not be required for allocations of less than \$100. In order to respond in a timely fashion, the Board should be able

to direct the purchase of flowers, recognitions and commendation type awards as the occasion arises as long as the expense is limited to the above maximum.

7. To set a maximum grant per budget line item for future requests or a sliding scale depending on how well the proposal furthers DDB goals and purposes. This could be a dollar figure or a percentage of our discretionary budget. Could be a firm rule or just a guideline. Suggest just a guideline until we see how workable it is in practice.

Revised 5/7/14

Fogarty-France, Anne

From: lina teixeira <lina@linateixeira.com>
Sent: Saturday, March 17, 2018 3:07 PM
To: Fogarty-France, Anne
Subject: Re: Reminder

I would like to have the secondary goal (item A) as well as (item B) to be our 3 primary goals.
thanks

On Wed, Mar 14, 2018 at 4:24 PM, Fogarty-France, Anne <Anne.Fogarty-France@mclearwater.com> wrote:

Please send me input for any revisions that you may have to the DDB Goals, Purposes and Policies.

Thank you,

Anne

Anne Fogarty France

Downtown Manager | Community Redevelopment Agency

Clearwater City Hall, 2nd Floor
112 South Osceola Ave.
Clearwater, FL 33756

DowntownClearwater.com

Office: [727-562-4044](tel:727-562-4044)

Cell: [727-224-6710](tel:727-224-6710)



Dear Board,

First two months as a board member I have spent researching and engaging local downtown community and stakeholders to learn more about ongoing needs, challenges and opportunities that we as a board must address in the coming years. I have created a list of priorities that Downtown Development Board can actively promote, work, and collaborate on with the City of Clearwater staff and officials to improve Clearwater downtown:

1. Parking and parking signage should be a top priority. Working on allocating short and long-term solutions for current and future office, retail, and visitor needs.
Facilitate an open dialogue between city and downtown property owners to allocate the right partnerships and opportunities to solve pressing parking needs.
2. Support art initiatives, competitions, and workshops in downtown Clearwater. DDB can subsidize supplies, give out award money or marketing to promote these events.
3. Downtown street signage improvement. Building prominent downtown signage in high traffic areas such as Court Street and Chestnut Street.
4. Sustainability Enhanced (LED) street lighting in downtown core to promote sustainability and eco friendliness.
5. Install charging stations for electric vehicles in the downtown core.
6. Farmers market and food vendor stands should be promoted at station square park on a weekly basis by DDB so that people will get used to coming to downtown on weekends.
7. The anchor tenant program should be more actively promoted. The Board should ask for a monthly update from CRA director regarding new restaurants, retail, and entertainment prospects.
8. The homeless are congregating at Station Square Park and the intersection of Cleveland Street and Garden Ave. They are using the tables and chairs of restaurants and cafes during afterhours. The city of Clearwater Police Department may not be able to dedicate a police officer for Cleveland Ave but can assign a full time Police Aide to Cleveland Street for next six months to improve the situation and to prevent loitering.
9. A Facebook page has to be created to compliment updates from DowntownClearwater.com. The DDB should request for a monthly report on user statistics.
10. DDB can request the help of the city and communities to reach out to Environmental Protection Agencies Office of Sustainable Communities (OSC) for plans and grants to Clearwater downtown.

<https://www.epa.gov/smartgrowth/smart-growth-small-towns-and-rural-communities>

Regards,

Venkat "Vincent" Devineni
DDB Board Member



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

2018 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, (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: _____

Name: _____

Title of event: _____

Event contact: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Cell phone: () _____

E-mail address: _____

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: _____

2. Location and address of event/program: _____

3. Projected attendance: _____

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

5. How many times has the DDB funded this event?

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? _____

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:

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? _____

12. Will you allow the merchants/businesses of Downtown Clearwater display flyers or have tables at no charge at your event?

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?

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 Special Events Division, 706 N Missouri Avenue, Clearwater, FL 33755 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 Madai Gutierrez via email at madai.gutierrez@MyClearwater.com within 10 business days of your event. 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: _____ **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., 2nd Floor, Clearwater, FL 33756/anne.fogarty-france@myclearwater.com.

(4/4/18)