



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

October 7 2015 – 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 9, 2015 Meeting
4. Approve the Minutes from the September 15, 2015 Meeting
5. Adopt August 2015 Financial Statement for Filing
6. DDB Sponsorship Request Form – Clearwater Community Volunteers – Winter Wonderland
7. Cleveland Street Business Alliance Update – Member Tony Starova
8. Homeless Initiative Update – Geri Campos Lopez, Director of Economic Development & Housing
9. Chairman's Report – Chairman Paris Morfopolous
10. Reminder - Canvassing Committee Meets on October 13, 2015 at Supervisor of Elections Office, 315 Court Street, 1st floor, at 3:00 p.m. to count ballots. A brief meeting to announce election results will be held at 5:30 p.m. at City Hall in Council Chambers, 112 S. Osceola Ave.
11. Final Comments
12. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
September 9, 2015 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Dennis Bosi	Vice-Chairman
	Chelsea Allison	Member
	Stu Sjouwerman	Member
	Tony Starova	Member
	Thomas Wright	Member
 Also Present:	Jay Polglaze	Ex-Officio/Councilmember
	Anne Fogarty France	Board Administrator
	Geri Campos Lopez	Director, Economic Development & Housing Department
 Absent:	Craig Rubright	Treasurer
	Bill Jonson	Ex-Officio/Councilmember

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m.
2. Citizen Comments – Items Not on the Agenda. – There were no citizen comments.
3. First Public Millage Hearing – Resolution 02-15.

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 mil on August 5, 2015, which is the rate that appeared on the TRIM bill notices mailed to taxpayers in August. The millage rate of .9651 mil represents a 6.77 percent increase from the rolled back rate of .9039 mil.

Resolution 02-14 is presented in order to adopt the millage rate of .9651 mills to support the operating budget for the 2015-16 fiscal year.

Member Wright moved to adopt Millage Resolution 02-15 on First Reading. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Morfopoulos, Vice-Chairman Bosi, Member Allison, Member Sjouwerman, Member Starova, and Member Wright.

“Nays”: None.

Motion carried.

4. First Public Budget Hearing – Resolution 03-15.

In accordance with Chapter 200 of the Florida Statutes and the rules governing TRIM compliance, the DDB must hold two public hearings to adopt the budget. The adoption of this resolution adopting the 2015-16 millage rate and budget are an integral part of fulfilling these requirements. On June 3, 2015, staff provided the DDB with a Preliminary Budget that outlined proposed estimates of revenues and expenditures for the 2015-16 fiscal year. The preliminary budget was also presented at the August 5, 2015 DDB meeting.

Member Wright moved to adopt Budget Resolution 03-15 on First Reading. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Morfopoulos, Vice-Chairman Bosi, Member Allison, Member Sjouwerman, Member Starova, and Member Wright.

“Nays”: None.

Motion carried.

5. Approve the Minutes from the August 5, 2015 DDB Meeting

Member Sjouwerman moved to approve the minutes of the DDB meeting of August 5, 2015. The motion was duly seconded. Upon roll call, the vote was:

“Ayes”: Chairman Morfopoulos, Vice-Chairman Bosi, Member Allison, Member Sjouwerman, Member Starova, and Member Wright.

“Nays”: None.

Motion carried.

6. Adopt July 2015 Financial Statement for Filing

Member Wright moved to adopt the July 2015 Financial Statement for Filing. The motion was duly seconded. Upon roll call, the vote was:

“Ayes”: Chairman Morfopoulos, Vice-Chairman Bosi, Member Allison, Member Sjouwerman, Member Starova, and Member Wright.

“Nays”: None.

Motion carried.

7. Parking Garage Usage Discussion

Charles “Eric” Wilson, Parking Manager, addressed the board and answered questions concerning the Garden Avenue parking garage and the documentation provided to board members.

It was noted that the Downtown Development Board purchased additional parking signs that are not being used. When asked if he could put together a cost estimate to place these signs at events, Eric Wilson stated that the City does not have the staff nor was this in their work program. Member Wright suggested when the event application is updated; the event coordinator should be required to distribute this additional signage for parking. Member Starova suggested parking information be added to all event advertising.

Anne Fogarty France stated that she would make parking maps more available and the sponsorship application could be changed for next year.

8. Second Reading – Approve Sponsorship Request in the amount of \$1,600 from Clearwater Center for the Arts, Inc. for Cleveland Street Saturday Market

Shelly Jaffe advised that Clearwater Center for the Arts, Inc. would be placing the parking signs and that parking information would be on the website. The Clearwater Beacon is sponsoring the market and will provide an advertisement. The Capitol Theatre is sponsoring Trick or Treat on Cleveland Street on Halloween.

Member Wright moved to approve sponsorship of the Cleveland Street Saturday Market in the amount of \$1,600 on second reading. The motion was duly seconded. Upon roll call, the vote was:

“Ayes”: Chairman Morfopoulos, Vice-Chairman Bosi, Member Allison, Member Sjouwerman, Member Starova, and Member Wright.

“Nays”: None

Motion carried.

9. ULI Update

Geri Campos Lopez, Director of Economic Development and Housing provided the ULI Update and noted the completed items. Ms. Lopez stated that the ULI report noted many action items and twelve items were chosen as priority items. The Bluff/Coachman Park Master Plan was added as priority item thirteen. She noted the White Papers on the Tax Increment Financing (TIF) Bonds and East Gateway Mercado that were provided to Council as well as the Branding presentation and advised she would provide these to board members.

Members were concerned about the timeline for the ULI items. Member Wright asked if there was anywhere the public can go to find out the status of the ULI items such as the status of the Harborview Center.

Ms. Lopez advised that there was a lot going on in addition to staff's current work plan and there is currently not a place for someone to go for such an update.

Member Wright reiterated what he mentioned a couple of meetings ago in that he was concerned that there doesn't seem to be any leadership for these items and \$500,000 has already been spent.

Ms. Lopez advised that Rod Irwin was coordinating the ULI effort, there are many departments involved in the priority items and quarterly reports are provided to the CRA.

Member Wright stated that he would like to hear from Mr. Irwin as to what was going on.

Ms. Lopez advised that the current ULI report would again be provided to members and that there was a November 2 ULI meeting planned.

10. Nominating Committee Report

Chairman Morfopoulos announced that the proposed slate of candidates for the October 13, 2015 election was current Board Member Thomas Wright from Merrill Lynch, Robert “Bob” Roperti from Jiffy Reprographics and Zachary Thorn from the Clearwater Regional Chamber of Commerce. He asked if there were any additions to the proposed slate and hearing no additional names asked for a motion.

Member Bosi moved to approve the FY 2015-2016 Slate of Election Candidates for the October 13, 2015 election. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Chairman Morfopoulos, Vice-Chairman Bosi, Member Allison, Member Sjouwerman, Member Starova, and Member Wright.

"Nays": None

Motion carried.

11. Chairman's Report

Chairman Morfopoulos reminded everyone of upcoming events in downtown such as Art in the Park on September 19, Super Boat Parade September 25, Rock the Block and Marlene Rose Gallery opening on September 26. He announced that there will be a ULI Community Meeting on November 2, 2015 at the Main Library. The Chairman reported that he met Zachary Thorn at the Downtown Coordination Committee meeting. Grant Wood represents the Clearwater Downtown Partnership.

12. Final Comments

Member Wright commented that he is happy with so many moving parts going on right now. He supports Member Starova's marketing and signage efforts but feels we need to be careful not to micromanage people sponsoring events. He added he was happy with the prioritization list and thanked Ms. Lopez's her report.

Vice Chairman Bosi stated he wanted to promote the Box Car Rally as it was a great family event that brings people downtown. He attended the Seminole Boat Dock meeting and that there were some out of the box ideas. Vice Chairman Bosi hoped we don't run into the same problems as the St. Petersburg Pier. He added that everyone should get ready for a busy event season.

Member Starova stated that it was a good meeting. He made his point about the downtown signs and parking in garages. The north marina meetings were well advertised on the variable message boards but they don't have traffic messages nor does the Police messages and he did not like the double standard. He like the monument installed on the Causeway that looks like our downtown monuments. He feels that the Merchants Association should be part of the Downtown Coordination Committee meetings with Rod Irwin.

Member Sjouwerman stated that to get to where we want to be we need to get the word out. He has been saying since he has started that a data base of names was needed so the board could send e-mails out to 100,000 residents. It would be the most effective and efficient way to get our message out.

Member Allison stated that she brought people to downtown for a birthday party at visited the Escape Room. Her guests had no problem with parking because they went to the website and the parking information was there and easy to find. She added that it starts with all of us having the information on our websites and in our advertising.

Chairman Morfopoulos stated that each time an idea is suggested members need to come up with a solution and an estimated cost to get it done. The board needs specifics and to propose a solution.

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

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
SECOND AND FINAL PUBLIC HEARING

September 15, 2015 – 5:30 PM – City Hall – Council Chambers

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

1. Chairman Morfopoulos called the Downtown Development Board (DDB) Second and Final Public Hearing to order at 5:30 p.m. and introduced members.
2. Citizen comments – There were no citizen's comments.
3. Final Public Millage Hearing – Resolution 02-15.

Resolution 02-15 was presented to adopt the millage rate of .9651 mills to support the operating budget for the 2015-16 fiscal year.

Treasurer Rubright read Resolution 02-15 for the record.

Member Sjouwerman moved to adopt Millage Resolution 02-15 on Second and Final Reading. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Morfopoulos, Member Rubright, Member Allison, and Member Sjouwerman.

“Nays”: None.

Motion carried.

4. Final Public Budget Hearing – Resolution 03-15.

Resolution 03-15 was presented to adopt the budget.

Treasurer Rubright read Budget Resolution 03-15 for the record.

Member Allison moved to adopt Budget Resolution 03-15 on First Reading. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Morfopoulos, Member Rubright, Member Allison, and Member Sjouwerman.

“Nays”: None.

Motion carried.

5. Final Comments

Member Rubright had no final comments.

Member Sjouwerman had no final comments.

Member Allison wished everyone a good evening.

Ex-Officio Councilmember Jonson apologized for not being present at the first public hearing due to a conflict with a PSTA board meeting.

Chairman Morfopoulos thanked everyone for attending the meeting.

6. The meeting was adjourned at 5:36 p.m.

ITEM 5

	A	B	C	D	E	F	G	H	I		
1		Downtown Development Board Statement of Revenues & Expenditures For the Period August 1 thru August 31, 2015						10/2/15 4:16 PM			
2											
3											
4											
5											
6											
7			Budget		August		Year to Date		Difference		
8		Income									
9											
10		Ad Valorem (Property) Taxes	241,551				234,065		(7,486)		
11		Ad Valorem Taxes Prior Yr	100		187		248		148		
12		Interest Income	1,000				956		(44)		
13		CRA Interlocal Agreement Rev	160,178				154,566		(5,612)		
14		Misc Revenue	500				2,113		1,613		
15		Total Income	403,329		187		391,949		(11,380)		
16											
17		Expenditures									
18											
19		Promoting District									
20		Banner Installation & Maintenance	600				320		280		
21		New Cleveland Street District Banners	7,700				4,811		2,889		
22		Downtown Streetscape Maintenance	3,200				3,129		71		
23		Boatslip Construction & Maint	50,000				50,000		0		
24		Cleveland St Palm Tree Lighting	6,077						6,077		
25		Holiday Lighting	12,000				13,182		(1,182)		
26		Total Promoting District	79,577		-		71,441		8,136		
27											
28		Promoting Merchants									
29		Graphic Design and Printing	3,000				1,246		1,754		
30		Advertising	3,000				36		2,964		
31		Jolley Trolley Downtown Loop	9,220				9,220		0		
32		Total Promoting Merchants	15,220		-		10,502		4,718		
33											
34		Promoting Events									
35		6th Annual Achieva Box Car Rally	1,000						1,000		
36		Clw Superboat National Championship	10,000		10,000		10,000		0		
37		City/Clw Celebrates America	1,250		1,250		1,250		0		
38		City/Fun n' Sun Festival	5,000		5,000		5,000		0		
39		City/Sea Blues Festival	5,000				5,000		0		
40		Blast Friday	17,979				17,500		479		
41		Clearwater Jazz Festival	5,000				5,000		0		
42		Farmer's Market Support	6,500				6,500		0		
43		Pianos on Main Street/Pop-Up Gallery	1,800				2,300		(500)		
44		Santa & Suds Race/Walk for ASL & Deaf	3,500				3,500		0		
45		Art in the Park	2,635				2,622		13		
46		Cleveland St Saturday Market	1,600						1,600		
47		Unallocated Funds	12,323						12,323		
48		Total Promoting Events	73,587		16,250		58,672		14,915		
49											

	A	B	C	D	E	F	G	H	I
1		<p style="text-align: center;">Downtown Development Board Statement of Revenues & Expenditures For the Period August 1 thru August 31, 2015</p>							10/2/15 4:16 PM
2									
3									
4									
5									
6							Year to		
7			Budget		August		Date		Difference
50									
51									
52		Staff & Office Administration							
53		Downtown Meeting & Event Support	200				23		177
54		Office Expenditures	750				314		436
55		Public Meeting Notices	2,000		44		639		1,361
56		Legal Fees	3,500		200		1,750		1,750
57		CRA Mgt & Admin Fee	63,724		5,310		58,410		5,314
58		DDB Minutes Preparation	1,300				1,000		300
59		Total Staff & Office Admin	71,474		5,554		62,136		9,338
60									
61		Fixed Payments							
62		Officers & Directors Insurance	700				640		60
63		Liability Insurance (Dolphins)	1,422				1,246		176
64		Annual Audit	9,100				9,100		0
65		CRA Increment Payment	160,178				154,566		5,612
66		State Special District Fee	175				175		0
67		Property Appraiser Fee	2,231				2,266		(35)
68		Total Fixed Payments	173,806		-		167,994		5,812
69									
70		Total Expenditures	413,664		21,804		370,744		42,920
71									
72		Revenues in Excess of Expenditures	-		-		21,205		
73									
74		Expenditures in Excess of Revenues	\$ (10,335)		-		(10,335)		
75									
76		Beginning Fund Balance (10-1-14)	\$ 76,676						

B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1															10/2/15 4:15 PM
2															
3															
4															
5															
6															
7															
8	Income	Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date
9	Ad Valorem (Property) Taxes	241,551		18,943.70	106,159.73	69,627.58	9,050.54	3,084.59	6,445.87	14,411.63	6,341.05				234,064.69
10	Ad Valorem Taxes Prior Yr	100										61.25	187.20		248.45
11	Interest Income	1,000			307.26			171.53			477.10				955.89
12	CRA Interlocal Agreement Rev	160,178						154,566.33							154,566.33
13	Misc Revenue	500		1,613.49			500.00								1,613.49
14	Total Income	403,329.00	-	20,557.19	106,466.99	69,627.58	9,550.54	157,822.45	6,445.87	14,411.63	6,818.15	61.25	187.20	-	391,948.85
15															
16	Expenditures														
17															
18	Promoting District														
19	Banner Installation & Maintenance	600		160.00		19.97		140.00							319.97
20	New Cleveland Street District Banners	7,700								2,702.30	2,108.21				4,810.51
21	Downtown Streetscape Maintenance	3,200								3,128.52					3,128.52
22	Boatlift Construction & Maint	50,000				50,000.00									50,000.00
23	Cleveland St Palm Tree Lighting	6,077													-
24	Holiday Lighting	12,000	358.94	5,598.14	3,129.00	3,478.00		309.00				309.00			13,182.08
25	Total Promoting District	79,577.00	358.94	5,758.14	3,129.00	53,497.97	-	449.00	-	5,830.82	2,108.21	309.00	-	-	71,441.08
26															
27	Promoting Merchants														
28	Graphic Design and Printing	3,000	413.10			(413.10)				70.60	760.24	414.89			1,245.73
29	Advertising	3,000	500.00			(500.00)			36.00						36.00
30	Jolley Trolley Downtown Loop	9,220		2,305.00	2,305.00				2,305.00			2,305.00			9,220.00
31	Total Promoting Merchants	15,220.00	913.10	2,305.00	2,305.00	(913.10)	-	-	2,341.00	70.60	760.24	2,719.89	-	-	10,501.73
32															
33	Promoting Events														
34	6th Annual Achieva Box Car Rally	1,000													-
35	Cw Superboat National Championships	10,000											10,000.00		10,000.00
36	City/Cw Celebrates America	1,250											1,250.00		1,250.00
37	City/Fun n' Sun Festival	5,000											5,000.00		5,000.00
38	City/Sea Blues Festival	5,000										5,000.00			5,000.00
39	Blast Friday	17,979		17,500.00											17,500.00
40	Clearwater Jazz Festival	5,000			5,000.00										5,000.00
41	Farmer's Market Support	6,500		6,500.00											6,500.00
42	Pianos on Main Street/Pop-Up Gallery	1,800		1,800.00		500.00									1,800.00
43	Santa & Suds Race/Walk For ASL & Deaf	3,500					3,500.00								3,500.00
44	Art in the Park	2,635								2,622.00					2,622.00
45	Cleveland St Saturday Market	1,600													-
46	Unallocated Funds	12,323													-
47	Total Promotions	73,587.00	-	25,800.00	5,000.00	500.00	3,500.00	-	-	2,622.00	-	5,000.00	16,250.00	-	58,672.00
48															
49	Staff & Office Administration														
50	Downtown Meeting & Event Support	200													
51	Office Expenditures	750	11.63	44.67	109.94	(11.63)	47.18	28.90	10.97		83.17	11.99			22.96
52	Public Meeting Notices	2,000	1,079.50		172.00	(1,016.62)	40.00	80.00	80.00	40.00	40.00	80.00	44.00		313.86
53	Legal Fees	3,500	750.00	125.00		(750.00)					1,300.00	125.00	200.00		638.88
54	CRA Mgt & Admin Fee	63,724	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00		1,750.00
55	DDB Minutes Preparation	1,300		100.00	200.00	100.00		200.00	100.00	100.00	100.00	100.00	5,310.00		58,410.00
56	Total Staff & Office Admin	71,474.00	7,151.13	5,579.67	5,791.94	3,631.75	5,397.18	5,618.90	5,500.97	5,450.00	6,833.17	5,626.99	5,554.00	-	62,135.70

[illegible]



SPONSORSHIP/FUNDING REQUEST FORM

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

Please submit the completed form to: Anne Fogarty France, Downtown Development Board (DDB) Administrator, email: anne.fogarty-france@myclearwater.com, (727) 562-4044 / Fax (727) 562-4075. (Completed forms are due to DDB Administrator by May 15 of each calendar year.)

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

Date submitted: 2 October 2015
 Name: Pam Ryan Anderson
 Title of event: Winter Wonderland
 Event contact: Pam Ryan Anderson
 Organization: Clearwater Community Volunteers
 Address: P. O. Box 998
 City: Clearwater State: FL Zip: 33757-0998
 Daytime phone: (727) 442-2099 Cell phone: (727) 442-2822
 Fax number: () E-mail address: pamryananderson@gmail.com
 Website address: clearwatercommunityvolunteers.org

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

• Date and time of event/program: First Friday of December to Sunday before Christmas Wednesday through Sunday of each week

• Location and address of event/program site: Osceola Courtyard – Fort Harrison & Drew

• Projected attendance: 5-10,000

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

Family Holiday Festival – Santa, Mrs. Claus, bouncy, slide, gyroscope, petting zoo, train rides,

• What kind of activities will take place during your event? What activities will take place on Cleveland Street?
See above. The beautiful lights will attract people to the downtown

• Briefly list the purpose of the event/program and the ways in which it will benefit the community as well as promote the Cleveland Street District: _____ To bring people to the downtown and is also a toy and food drive for the disadvantaged _____

• How long has this event/program been in existence? 23 years

• Is there a charge for the event/program? ☐ Yes ☒ No but a small fee for rides, hot chocolate
If yes, please include prices, distribution/outlets for purchase and on-sale date: _____

• Is this event/program a fund-raiser? ☐ Yes ☐ No If yes, for whom?
_____ Not a fundraiser but food and toys for Homeless Emergency Project and Public Defender's Nourish to Flourish _____

• Will your organization prepare a banner or sign including the Cleveland Street District (CSD) and DDB's approved logo? ☐ Yes ☐ No Not sure what this means but open to doing something on Cleveland Street to publicize WWL
If yes, what size? _____

• Will you allow the DDB to display its banner(s)? ☐ Yes ☐ No

• Possible sponsorship benefits to the DDB. Please check all that apply:

Will the DDB/CSD be included in the official program? ☒ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD be provided a program ad or insert? ☐ Yes ☐ No ☐ Not Applicable

If yes, what are the dimensions? Perhaps we can do something during the festival

Color _____ Black & White _____ Deadline: _____

Will the DDB/CSD logo be on brochures? ☐ Yes ☐ No ☒ Not Applicable

Will the DDB/CSD logo be on invitations? ☐ Yes ☐ No ☒ Not Applicable

Will the DDB/CSD logo be on tickets? ☐ Yes ☐ No ☒ Not Applicable

Will the DDB/CSD logo be on posters? ☐ Yes ☐ No ☒ Not Applicable

Will the DDB/CSD be mentioned in radio spots? ☐ Yes ☐ No ☒ Not Applicable

Will the DDB/CSD logo be included in television promotions? ☐ Yes ☐ No ☒ Not Applicable

Will the DDB/CSD be noted in press releases? ☐ Yes ☐ No ☒ Not Applicable

Will the CSDistrict website be included in all promotional material? ☒ Yes ☐ No ☐ Not Applicable

Is there an opportunity for a DDB booth on site? ☒ Yes ☐ No ☐ Not Applicable

Is there an opportunity for distribution of DDB/CSD printed materials? ☒ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD be recognized on stage? ☒ Yes ☐ No ☐ Not Applicable

Is there an opportunity for an on-stage appearance by a DDB representative? ☒ Yes ☐ No ☐ Not Applicable

Is there an opportunity for a sponsorship banner on your Web site? ☒ Yes ☐ No ☐ Not Applicable

Will the DDB members receive tickets to the event? ☐ Yes ☐ No ☒ Not Applicable

If yes, how many and what is their value? Is free and open to everyone

Other sponsorship benefits:

(Continue on additional pages if needed.)

Please list other participating media sponsors and corporate sponsors:

Church of Scientology, Postcardmania, and others

Do you have an event budget? ☐ Yes ☐ No If yes, please describe. Attach detailed budget that includes expenses and income. If a recurring event, attach last year's budget.

Do you have a media budget and timeline? ☐ Yes ☐ No If yes, please describe.

What is the number of attendees expected at your event? 5-10,000

If this is a recurring event, what was the number of attendees at your event last year? apprx 5,500

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

A donation of \$1-2,000 towards cost of petting zoo (est \$4,500 cost.)
AFK

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

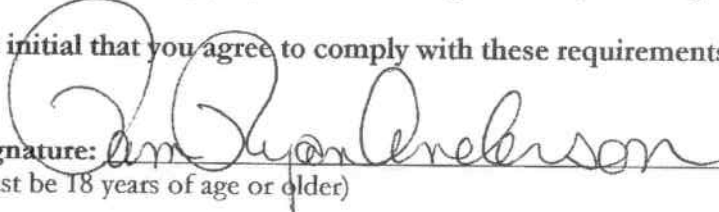
There isn't really a list of levels. Sponsors provide what funds they choose as well as in kind services/products

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 in all collateral material. Copies of promotional material must be provided with Invoice for reimbursement.
- b. Each organization is responsible for placing Event Parking Signs directing event attendees to parking garage before the event and for returning these signs to the Garden Avenue Parking Garage after the event. (Parking Sign location map attached.)
- 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.
- 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: 10-2-15
(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., 1st Floor, Clearwater, FL 33756/anne.fogarty-france@myclearwater.com.
(4/1/15)