



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

REGULAR MEETING AND PLANNING SESSION CITY HALL COUNCIL CHAMBERS December 3, 2014 – 5:30 p.m.

PLANNING SESSION

1. Call to Order
2. Citizens to Be Heard – Items Not on the Agenda
3. CRA Redevelopment Update – Rod Irwin, CRA Executive Director
4. Fiscal Year 2013-2014 DDB Accomplishments & Retail/Restaurant Update – Anne Fogarty France, Downtown Manager
5. DDB Mission Summary – Chairman Morfopoulos
6. Burlington and Boulder Presentation – Member Doran
 - a. Closing Cleveland Street – Geri Campos Lopez
7. Update on Variable Message Boards – Chairman Morfopoulos
8. Budget Discussion regarding additional 20K from Star Spectacular (advertising, marketing, more events w/Ruth Eckerd Hall or other replacement for Star Spectacular)
9. Holiday Lighting – Member Starova
10. Brainstorm session – General
11. Adjourn

NOTES: The following discussion items will be scheduled for future DDB meetings with the appropriate city staff in attendance:

1. General Signage Discussion
2. Parks and Recreation Special Events Discussion, i.e. How to Get Into Their Planning Cycle

CRA DOWNTOWN COMPREHENSIVE REDEVELOPMENT STRATEGY UPDATE

Prepared by: Rod Irwin, ACM/CRA Executive Director

Updated: 11/24/14

City /CRA downtown redevelopment—as a component of a City-wide economic development effort—is a critically important policy initiative for the City for several reasons:

- Increases in assessed value generated by a successful downtown redevelopment effort builds long term fiscal capacity for the entire City, allowing the funding support for critical services that a land constrained, fully developed City like Clearwater would otherwise have difficulty generating. The 33.4% Taxable Value (TV) increase realized by the Downtown CRA in between 2004 and 2011 is an example of the impact of such efforts (*See Attachment-Comparison of Taxable Values*). Redevelopment/development activities to increase the tax base for support of desired City services will have to be a part of the long –term response to revenue constrictions faced by the City if acceptable levels of City services are to be maintained.
- Failure to pursue redevelopment of older, blighted areas is not a static situation and will lead to further physical blight and deterioration; reduction in TV for support of City services; generate social conditions in the neglected areas that require more costly City service “packages” than would otherwise be required; lead to a spread of the blight, crime, cost of services and reduction of TV in surrounding areas as the conditions in the primary areas broadens and “bleeds “into the surrounding areas. “Walking away” is not a feasible alternative.

The Attachment entitled “Comparison of Taxable Values” shows the difference between Downtown CRA TV performance in response to active CRA intervention, and the TV performance in the East Gateway, where the CRA has only recently become involved and is still developing a strategic approach.

- Economically healthy, vibrant cities require the existence of vibrant , healthy commercial cores that facilitate the entertainment, social and residential choices sought by increasing numbers of residents making choices between communities in which to live, invest and spend discretionary income on lifestyle choices. The City cannot compete effectively with this trend toward a return to urban, mixed –use living without an attractive and vibrant downtown.
- The CRA structure in place allows the City to access the County portion of the collected TIF revenues for infrastructure, environmental remediation, housing and land acquisition within the CRA areas. Through the expiration of the current CRA authorizations in 2019, County revenues in the excess of \$ 5,000,000, by conservative projections, will flow to the CRA from County TIF to underwrite critical activities. Without the County TIF, these critical needs would either have to be funded from general City revenues or not accomplished.

Responsibilities, Objectives and Policies of CRA

1) Chapter 163, Florida Statutes provides for the establishment of CRA's, a redevelopment trust fund and the concomitant redevelopment activities, pursuant to an adopted Redevelopment Plan, for the stated purpose of: *1) elimination of deterioration and/or blight: 2) tax base preservation/expansion for the municipality: and, 3) reduction of the inordinate demand for services from unhealthy conditions in the redevelopment area*, among other stated objectives.

2) The Downtown Redevelopment Plan , adopted by the City Council and CRA in 2004, the seminal document concerning the City/CRA effort at redevelopment, states that the purpose of the Plan and the City/CRA efforts is to :

"reclaim its traditional downtown and make it the center and heart of the City"

The Plan further declares that the vision and intent of the Plan and redevelopment effort is:

"to provide a flexible framework for the redevelopment of Downtown into a place that attracts people to live, work, shop and play "; and,

"Downtown will be an integrated community with a mix of retail, residential, office and recreational opportunities".

3) A related guiding principle of the CRA is to utilize TIF and other resources to increase and expand the taxable value of the redevelopment areas so that at the end of the CRA redevelopment period the CRA redevelopment areas contribute a significant tax base to the City to underwrite municipal services and mitigate the need for millage increases to City residents.

This is consistent with the Council-adopted ED Strategic Plan and the Council Vision Statement. CRA involvement has been largely in the area of the IT/Software District initiative and working with Downtown Office property owners to make strategic investments in their buildings to support full occupancy.

The "capture" and use of TIF during the redevelopment period is intended to grow the tax base to the benefit of the entire City over the long- term.

4) Finally, CRA results of incentives/ investments should generate a positive public /private investment return ratio, so that strategic investment of public funds in redevelopment initiatives attract public investments at acceptable multiples based on risk incurred, the nature of the project and the opportunity cost vis-à-vis alternative use of TIF funds.

The CRA has thus developed the following strategy and is moving forward as outlined below:

A. **“Layered” Strategy for Downtown Redevelopment**—*no one set of initiatives will be sufficient to achieve the mass and diversity necessary to realize a vibrant, economically sustainable downtown. A strategy employing a “stack” of initiatives will be necessary to support the emergence of a 18/7 urban environment with the depth and variety to attract private investment and consumer interest:*

1) *Infrastructure Improvements* to create an attractive and supportive physical environment for private investment.

Completed to date:

- Streetscape, Phase I and Phase II
- Station Square Park
- Station Square Parking Facility
- Public Art in Median Program
- Clearwater Harbor Marina

Future projects

- City Hall
- Multi-Modal Transit Terminal

2) *“Roofs and Beds and Office Space”*—Ultimately need 2000+ new residential /hotel units in Downtown, as well as “lease up” of Downtown office towers, to generate on -going support for retail/restaurant services and support IT/Software nascent “cluster”

Completed to date:

- Water’s Edge (146 units)
- Station Square(114 units)
- Residence Inn(115 rooms)
- Technology District Council Initiative-23 Companies represented with 800+ Employees
- IT Building Infrastructure Study- Leveraged Major Office Building Private Investments to Make “Tech Ready”
- ED Plan IT/Software District and Incentives
- “Virtual” IT/Software Incubator Program
- BOA Parking Master Lease
- Developer selected for Prospect Lake Development(245 Units)

Although several residential properties were in distress as a result of national recession, prices were re-set and units have been occupied /sold/rented as economy recovers. Now approaching full sale/occupancy, with the possibility of additional construction in the near future.

- 3) *Restaurant/ Retail “Repopulation”*—strategic, targeted recruitment of restaurants and miscellaneous retail, with emphasis on established, “niche” operations that can survive the challenges of operating in a redevelopment environment.

Completed to date:

- Façade Improvement Study—established “Café Society” overall retail vision
- ERA Retail Analysis- Confirmed “Café Society and “niche” restaurants as new “anchors” of Cleveland Street District retail effort
- Downtown Manager position
- Tony’s Expansion
- Capital Beer House
- Eye Shop(DDB \$35K Grant)
- Bob and Daughter Produce
- Mixx Bar and Grill (furniture grant)

This area has been particularly challenging, due to the inherent risk and high failure rate of restaurants; the weak economy as result of the recession; and the basic development reality that “retail follows roofs”. The CRA—in acknowledgement of the economic recession-- has tried to do as much as possible—along with the DDB—to help maintain and/or establish retail/restaurant business that could possibly succeed during the recessionary period.

However, it is very difficult to essentially “force a market” of retail in advance of the requisite “roofs and offices”. So, CRA strategy going forward will concentrate more on catalyzing residential development office occupancy and critical public facilities as a means to create the market conditions to allow restaurant /retail businesses to be able to succeed.

- 4) *Cultural/Entertainment Magnet(s)*—Facilities with broad, recurring appeal to attract consistent, varying patrons to Downtown to support retail and restaurants

Completed to date:

- Capitol Theatre Acquisition and Redevelopment

Addition of a second cultural or entertainment attraction with significant, broad “draw” would be very beneficial (CMA Aquarium? Coachman Park Redevelopment? Etc.?).

- 5) *Special events*- Promote and support special events in—and-around the Cleveland Street District and the East Gateway to a) bring in support for retailers and restaurants; and b) expose more people to “new” redevelopment areas.

Initiatives to date (examples):

- Blast Fridays Miracle on Cleveland Street
- Sea Blues Festival and Blues Walk
- Downtown Farmers Market
- Cinco de Mayo

B. Economic and Development Environment Impacted

Our Strategy has been empirically validated and initiated on a multi-faceted basis. The approach was supported and validated by the ULI Panel, including the need to “lead” with the development of housing proximate to the Downtown core.

However, the major recessionary factors affecting the national and State economy and real estate markets —and even more severely the Florida scene---have significantly impacted and extended the accomplishment of redevelopment goals for the Downtown/Cleveland Street District.

The “perfect storm” of adverse factors affecting the economy and real estate markets included:

- Commercial and residential construction financing difficult/unavailable: Low LTV’s; High equity requirements; heavy discount in valuation of property acquired during “boom” period, further affecting equity requirements; high interest rates on available financings
- Retail and commercial expansion credit severely constrained and expensive
- High unemployment and earnings contraction, affecting both retail spending and housing market
- Severe overcapacity in residential markets, particularly condo
- Overall retail contraction by national and regional firms

These factors required that we “reset” our expectations and timelines for achieving our redevelopment goals and objectives and look at how the City could best proceed during this “hiatus” period before recovery of the retail and commercial markets.

C. Strategy During Economic Downturn-

Goal: Take advantage of the downturn to “position” the City to be best able to respond to

recovery and maximize our ability to capture investment

- 1) *Countercyclical Infrastructure Investment*- take advantage of favorable pricing and availability to accomplish projects that will support/ enhance private investment during and after recovery.

Completed:

Streetscape, Phase II

- Clearwater Harbor Marina
- Capitol Theatre Acquisition and Redevelopment
- Economy Inn Acquisition and Demolition
- IT/Software Building Study

- 2) *Update and Adjust Regulations and Plans*- Get ready!

Completed:

- ED Strategic Plan Development
- East Gateway Vision Plan & 5 Year Work Plan
- Revised Restaurant Incentive Guidelines
- Revised Sign Regulations
- Parking Signage and Wayfinding Improvements.

- 3) *“Strategic” Support for Commercial /Retail Projects that can Proceed During Downturn*- higher /different support programs are required to assist private ventures.

Completed:

- Tony’s Expansion
- Eye Shop
- Capital Beer house

- a. Support Regional and State Initiatives that will “Position” Area and City to Rebound and Capture Investment when Economy Recovers.*

Example:

- TBP ED “Cluster” Analysis Study
- Green Light Pinellas

- TIA Master Plan for Expansion

Outlook: The economy has begun to move toward stabilization and recovery, led by a rebound in the financial markets and stocks. However, recovery in the commercial/residential real estate and retail leasing sectors—those particularly important to our redevelopment program-- will “lag” behind the general recovery. While we began to see a modicum of improvement in 2013, we anticipate at least another year before the beginning of recovery in the real estate market is fully evident.

However, on a positive note, we are seeing interest in the residential multi-family rental real estate market that far exceeds what was evident over the past five years. Retail/restaurant leasing and development will continue to be very difficult, but should be aided in the Cleveland Street District by the opening of the Capitol Theatre and the successes in repopulating the office towers with IT/Software employees.

Objective: to position the downtown redevelopment initiative to be ready to respond to recovery with the best possible redevelopment environment in order to maximize opportunities for private investment.

We believe the strategy and process outlined above will assure that we meet those objectives.

A Cautionary Note: Redevelopment 1) is a long-term process, not a “quick fix”--- a multi-year effort that requires staying power and adjustment of tactics as the real estate environment changes; 2) requires broad, community consensus on the value and necessity of DT redevelopment in order to maintain momentum over time; 3) DT stakeholders need to be vocal educators and advocates in development of that consensus—in partnership with the City/CRA—to assure success. *All of these points were confirmed by the ULI Panel.*

Comparison of Taxable Value Changes
City of Clearwater, Downtown CRA, and East Gateway CRA
Valuation Years 2004-2013 (Prelim) *

	Citywide	Downtown CRA	East Gateway CRA
2004 Final Taxable Value	\$7,468,726,752	\$ 178,586,200	\$ 88,234,600
2012 Final Taxable Value	\$7,492,223,855	\$ 228,780,393	\$ 72,680,563
Change in Taxable Value 2004-2012	\$ 23,497,103	\$ 50,194,193	\$ (15,554,037)
% Change	0.3%	28.1%	-17.6%
2013 Prelim Taxable Value	\$7,734,673,154	\$ 238,240,318	\$ 74,624,265
Change in Taxable Value 2004-2013(Prelim) *	\$ 265,946,402	\$ 59,654,118	\$ (13,610,335)
% Change using Prelim 2013	3.6%	33.4%	-15.4%

* Preliminary 2013 taxable value is subject to further revision by Property Appraiser.

City of Clearwater Millage and Taxable Value History

Item 3

Fiscal Year	Valuation Date	Final County	County Debt Serv	Net County	Final County	Prelim City	Prelim City	(CWI)		(CWIA)		(CWIA)		(CWI + CWIA)		Prelim. DDB	Final DDB	Final DDB	Tax Value							
								Final City	Final City	Final Tax Value	Final Tax Value	Final Tax Value	Final Tax Value	Final Tax Value	Final Tax Value											
Ended		Mill Rate	Mill Rate	Mill Rate	Mill Rate	Mill Rate	Mill Rate	Tax Value	Tax Value	Tax Value	Tax Value	Tax Value	Tax Value	Tax Value	Tax Value	Tax Value	Tax Value	Tax Value	Tax Value							
9/30/1982	1/1/1981	4.7410					4.9050	1,995,652,108	84,658,490					84,658,490												
9/30/1983	1/1/1982	4.0950					4.0598	2,360,139,996	91,093,130					91,093,130												
9/30/1984	1/1/1983	4.3110					4.3690	2,527,552,670	93,888,410					93,888,410												
9/30/1985	1/1/1984	4.0930					4.3030	2,736,952,517	104,126,274					104,126,274												
9/30/1986	1/1/1985	4.1390	0.0190	4.1200	19,972,757,000		4.4558	3,014,755,556	119,363,020					119,363,020												
9/30/1987	1/1/1986	4.2580	0.0150	4.2430	22,412,139,000		4.4558	3,395,305,589	143,738,950					143,738,950												
9/30/1988	1/1/1987	4.9150	0.0150	4.9000	24,197,634,000		5.0000	3,621,135,827	155,771,600					155,771,600												
9/30/1989	1/1/1988	4.9090	0.0140	4.8950	25,600,464,000		5.1000	3,742,237,172	161,405,820					161,405,820												
9/30/1990	1/1/1989	5.2800	0.0140	5.2660	27,006,510,000		5.1000	3,856,684,436	158,802,070					158,802,070												
9/30/1991	1/1/1990	5.2340	0.0120	5.2220	29,048,542,839		5.2037	4,124,564,026	159,216,500					159,216,500												
9/30/1992	1/1/1991	5.4950	0.0110	5.4840	29,750,850,535		5.1158	4,178,558,206	138,333,100	1.0000				138,333,100	1.0000											
9/30/1993	1/1/1992	5.4170	0.0000	5.4170	29,572,044,680		5.1158	4,188,104,535	138,646,300	1.0000				138,646,300	1.0000											
9/30/1994	1/1/1993	5.4290	0.0000	5.4290	29,851,287,674		5.1158	4,181,314,054	128,959,300	1.0000				128,959,300	1.0000				148,909,690							
9/30/1995	1/1/1994	5.5850	0.0000	5.5850	30,453,421,806		5.1158	4,186,107,811	116,459,510	1.0000				116,459,510	1.0000											
9/30/1996	1/1/1995	5.5140	0.0000	5.5140	31,235,931,131		5.1158	4,252,432,849	113,245,840	1.0000				113,245,840	1.0000											
9/30/1997	1/1/1996	5.5100	0.0000	5.5100	32,223,393,033		5.1158	4,367,223,868	109,437,490	1.0000				109,437,490	1.0000											
9/30/1998	1/1/1997	5.5380	0.0000	5.5380	33,258,493,679		5.1158	4,481,678,018	107,852,380	1.0000				107,852,380	1.0000											
9/30/1999	1/1/1998	5.5380	0.0000	5.5380	34,852,110,909		5.1158	4,692,398,894	114,392,960	1.0000				114,392,960	1.0000											
9/30/2000	1/1/1999	5.8540	0.0000	5.8540	36,532,258,923		5.7158	4,867,353,899	115,726,740	1.0000				115,726,740	1.0000											
9/30/2001	1/1/2000	6.0040	0.0000	6.0040	38,967,933,267		5.5032	5,193,571,163	126,699,780	1.0000				126,699,780	1.0000											
9/30/2002	1/1/2001	6.1410	0.0000	6.1410	42,410,832,981		5.5032	5,677,932,207	142,956,410	1.0000				142,956,410	1.0000											
9/30/2003	1/1/2002	6.1410	0.0000	6.1410	45,520,363,031		5.7530	6,042,377,797	152,400,980	1.0000				152,400,980	1.0000											
9/30/2004	1/1/2003	6.1410	0.0000	6.1410	49,635,103,090		5.7530	6,698,081,424	161,388,700	1.0000				161,388,700	1.0000											
9/30/2005	1/1/2004	6.1410	0.0000	6.1410	54,866,545,238		5.7530	7,483,896,868	178,075,400	1.0000				178,075,400	1.0000											
9/30/2006	1/1/2005	6.1410	0.0000	6.1410	62,885,450,032		5.7530	8,644,569,806	205,952,300	1.0000				205,952,300	1.0000											
9/30/2007	1/1/2006	5.4700	0.0000	5.4700	75,505,062,616		5.4200	10,590,778,440	259,402,612	1.0000				259,402,612	1.0000											
9/30/2008	1/1/2007	4.8730	0.0000	4.8730	80,093,652,315		4.6777	11,155,469,329	258,022,284	1.0000				258,022,284	1.0000											
9/30/2009	1/1/2008	4.8730	0.0000	4.8730	73,118,247,221		4.9550	10,181,818,325	246,240,903	1.0000				246,240,903	1.0000											
9/30/2010	1/1/2009	4.8730	0.0000	4.8730	64,553,359,536		5.1550	8,860,464,620	266,885,392	1.0000				266,885,392	1.0000											
9/30/2011	1/1/2010	4.8730	0.0000	4.8730	58,203,688,479		5.1550	7,900,130,983	256,776,159	1.0000				256,776,159	1.0000											
9/30/2012	1/1/2011	4.8730	0.0000	4.8730	55,437,302,023		5.1550	7,618,804,093	239,182,002	1.0000				239,182,002	1.0000											
9/30/2013	1/1/2012	5.0727	0.0000	5.0727	54,350,309,869		5.1550	7,525,690,492	228,780,393	1.0000				228,780,393	1.0000											
9/30/2014	1/1/2013	5.3377	0.0000	5.3377	56,092,698,300		5.1550	7,773,145,276	239,683,728	1.0000				239,683,728	1.0000											
9/30/2015	1/1/2014						5.1550	8,236,939,966	259,239,478	1.0000				259,239,478	1.0000											
% Change Prev Yr															6.5%	Per preliminary tax roll as of 7-01-2014		8.4%	\$259,364,478 before senior exemptions.		3.7%	\$77,259,150 before senior exemptions.		8.1%	Per preliminary tax roll as of 7-01-2014	



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

FY 2013-14 DDB Accomplishments

Reviewed and Refined DDB Goals, Purposes, Ideal Scene and Policies

Sponsored Boat Slips Project

Sponsored Holiday Lighting of Cleveland Street Buildings

Funded Seasonal Banner Installation

Supported Events:

5th Annual Achieva Box Car Rally

Clearwater Downtown Farmer's Market

Clearwater's Blast Friday & Miracle on Cleveland Street

Clearwater Sea Blues Festival and Blues Walk

Clearwater Super Boat National Championships 2014

Star Spectacular Super Boat Weekend

ITEM 4

	A	B	C
1	History of Business Openings/Closings		
2	2008		
3		Open	Closed
4	June	La Rose Deli	La Rose Deli
5	June	Caliyogurt	Caliyogurt
6	August	Dunkin Donuts/Baskin Robbins	
7	September	Pangea International Café	Pangea International Café
8	September	Tangerine	Tangerine
9	September	Rio Grande Mexican	Rio Grande Mexican
10	2008	6	6
12	2009		
13		Open	Closed
14	September	OpAmerica	
15	September	El Maguey Hidalguense	El Maguey Hidalguense
16	September	Divino	Divino
17	September	Anytime Fitness	
18	October	Ware Haus	Ware Haus
19	October	LaCachette	Bought & Renamed
20	2009	6	3
22	2010		
23		Open	Closed
24	April	Just Right Chiropractic	
25	April	Casanova	Casanova
26	April	Tequila Blue	Tequila Blue
27	May	Café 421	Café 421
28	June	Blue Dahlia Marketplace	Blue Dahlia Marketplace
29	August	Kaps at Parthenon	Kaps at Parthenon
30	September	Refresh Café/Library	
31	2010	7	5
33	2011		
34		Open	Closed
35	April	Olive Tree Mediterrean	Olive Tree Restaurant
36	May	Joanne's Closet	
37	June	Grahame's Gourmet Café	
38	July	La Jewel & More	La Jewel & More
39	July	JoTo PR	
40	August	3 Monkey's Studios & Gallery	3 Monkey's Studios & Gallery
41	September	L'Auberge des Artistes	L'Auberge des Artistes
42	November	Court Street Galleria	Court Street Galleria
43	December	Krave Bistro & Bar	Krave Bistro & Bar
44	December	Winter's Dolphin Tale Adventure	
45			Diane's Hair Salon
46			Café Q
47		Clearwater City Grille	Clearwater City Grille
48			Downtown Newsstand
49		Green Organix	Green Organix
50	2011	12	11
52	2012		
53		Open	Closed
54	March	Eye Shop	
55	April	Mana Mana Mediterranean Food	
56	June	Kung Pao Express	Kung Pao Express
57	July	Harvey's Newsstand	Harvey's Newsstand
58	August	Standard Vitamin Nutrition	Standard Vitamin Nutrition
59	October	Socrates Dance School	
60	October	The Path Bicycle & Ride Shop	
61	November	Capitol Beer House	Court Street Galleria
62	November	Sweetwater Bakery	Sweetwater Bakery
63	December	Marilyn's Corner Store	Marilyn's Corner Store
64	December	Big B's Eatery	Big B's Eatery
65	2012	11	6
67	2013		
68		Open	Closed
69	January	Streetside Café	Bought and Renamed
70	February	The Loft	The Loft
71	March	Top 40 Bar & Grill	Top 40 Bar & Grill
72	April	Vita Nutrition	Vita Nutrition
73		ROMA - NYC	BeautiLoft
74	October	Mixx Bar & Grill	Hispania
75	December	Il Muretto Italian Ristorante	
76	December	Capitol Theatre	
77	2013	7	5
79	2014		
80		Open	Closed
81	March	Gala's Gelateria & More	
82	August	Old Moscow Art Café & Deli	Pure Life
83	August	Kara Lynn's Kitchen	Trickels
84	September	SignworX	Mixx Bar & Grill
85	September	Studio 617	
86	October	MJ Gift Basket Store	
87	November		Il Muretto sold to Reido
88	December(Est.)	Reido Restaurant	
89	December(Est.)	Street Pub	
91	2014	6	3
93	TOTAL	55	39
94	NET GAIN/LOSS		16
95	2015		
96	Lease Signed	Compounding Pharmacy/600 blk	
97	Lease Signed	Clearwater Center for the Arts/600 blk	
98	Lease Signed	Real Estate Company/500 blk	
99	Lease Signed	Glass Artist/400 blk	
100	Coming 2015	Co-work Space/500 blk	
101			



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

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.



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

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.



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

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



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

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 case 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

November 25, 2014

DDB Members -

The ULI recommendations are many and comprehensive; I hope they get the consideration they deserve. At the same time I have been reflecting on Sunsets at Pier 60 and the Jolley Trolley, because these two activities were driven by a few motivated and committed volunteers, and they have made a significant difference in our community. I have also been reflecting (for quite a while actually) about Cleveland Street and Downtown Clearwater. We have had a lot of plans and, honestly, spent a lot of money, but we are not there yet.

In the last few months I have visited two cities which have widely recognized successful downtown street malls: Pearl Street Mall in Boulder, Colorado, and Church Street Mall, in Burlington, Vermont. It may well be that this idea will not be embraced locally but I believe it deserves at least some discussion.

I understand that both Boulder and Burlington are college towns. I understand that other cities have tried the idea and then reversed course. I understand that Clearwater is different. I understand that parking perceptions are always a consideration. And I understand that we start something by starting something.

I think a variation on the pedestrian street mall theme could make a difference in downtown Clearwater. There were 2,840,000 results for my last web search for "pedestrian street malls", but I am providing just a few articles for reference. There are it appears thousands of pictures on the web of pedestrian street malls, but I am providing just a few for reference.

My vision is to make Cleveland Street pedestrian only from Osceola to Garden, but only east-west. We could not close the north-south streets, and don't need to. The street malls in both Boulder and Burlington use this design, and it works for them. I do not recommend that the city be asked to study or develop the idea, but rather be informed that a grassroots committee will be looking at it. I do recommend that such a committee of property and business owners do their homework, meet for discussion, and, if the idea has legs, develop a plan for short term implementation and long term enhancement.

Although just installing bollards at each end would limit the street to pedestrians, there is more to a pedestrian street mall than no cars. I suggest that we can ask for a code change, if needed, to accommodate expanded sidewalk café dining. I suggest that we expand upon the public art component. I suggest we can turn the street into a pedestrian mall that could give folks a reason to come downtown.

We could wait for downtown to redevelop, but we've been waiting for 40 years. It might not work, but it might. I think it would be worth the effort, but only if the downtown property and business owners buy in. It may not be that the DDB will take the lead on this, but I have to start somewhere.

Let the fun begin!

John Doran



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

112 S. Osceola Avenue, Clearwater, FL 33756

(727) 562-4044

William B. Horne, City Manager
City of Clearwater, Florida
112 S. Osceola Avenue
CLEARWATER FL 33756

November 13, 2014

Mr. Horne:

At the October 2014 DDB meeting there was much and lively discussion about promotion (or lack thereof) for Downtown and Cleveland Street events, including discussion about the adequacy of signage the day of and in advance of events. That discussion concluded with a motion approved to request that the City Manager be asked to direct staff to employ variable message boards in advance of such events, appropriately placed and worded to inform the traveling public of the upcoming event.

The next such event would likely be the Miracle on Cleveland Street event on December 6, but the request would include Blast Fridays and other events on Cleveland Street and in Coachman Park.

This discussion is a recurring one, and it would be fair to say that the sense of the DDB is that we need to know what (temporary) event signage could be employed by the event, by the DDB, and by the City. If the answer is little or none, what can the DDB do to effect a change in the ordinances or policies that would so limit promotional signage for Cleveland Street and Downtown events?

Very truly yours,

A handwritten signature in black ink, appearing to read 'Paris Morfopoulos', written over a horizontal line.

Paris Morfopoulos
Chairman, Downtown Development Board

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AD SIZE (col. inches)	SPOT	PROCESS
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	\$385	\$365	\$345	\$245	\$230	\$215
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	<u>Open</u>	<u>6 runs</u>	<u>12 runs</u>	<u>Open</u>	<u>6 runs</u>	<u>12 runs</u>
	\$250	\$235	\$220	\$160	\$150	\$120
Front Cover: \$300 (combo only) Full Page size: 7 1/4" x 4 1/2" Half Page size: 3 1/2" x 4 1/2" Includes one spot color						
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