



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

January 4, 2017 – 5:30 PM - City Hall – 2<sup>nd</sup> Floor Meeting Room #222

## AGENDA

1. Call to Order
2. Oath of Office – Paris Morfopoulos, Tony Starova, Stu Sjouwerman
3. Election of Officers
  - a. Chairman
  - b. Vice-Chairman
  - c. Treasurer
4. Citizen Comments – Items Not on the Agenda
5. Approve the Minutes from the December 7, 2016 DDB Meeting
6. Adopt November 2016 Financial Statement for Filing
7. Status of downtown Plan Update – Gina Clayton, Planning and Development Services (P&DS) Assistant Director; Mark Parry, P&DS Senior Planner; Ella Crandall, P&DS Senior Planner
8. Mid-Year Review and Sponsorship Request – Natalie Nagengast, Pierce Street Market
9. Post Event Report – Cleveland Street Business Alliance (CSBA) Events: Downtown Funk, Taste of Downtown & Little Miss/Mr. Miracle – Tony Starova, CSBA President
10. Second Reading – Approve funding the Garden Avenue Garage Mural in the amount of \$5,000 from the Future Initiatives line item.
11. Chairman's Comments
12. Final Comments
13. Adjournment

## ITEM 5

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

Members Present:	Paris Morfopoulos	Chairman
	Dennis Bosi	Vice-Chairman
	Zachary Thorn	Member
	Thomas Wright	Member
	Tony Starova	Member
	Stu Sjouwerman	Member

Also Present:	Bill Jonson	Ex officio/Councilmember
	Doreen Caudell	Ex officio/Councilmember
	Anne Fogarty France	Board Administrator
	Seth Taylor	CRA Director

Absent:	Chelsea Allison	Treasurer
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1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. asking the board and Ex officio members to introduce themselves.
2. Citizens Comments--Items not on the agenda—No comments.
3. Approve the Minutes from the November 2, 2016, Meeting

**Member Bosi moved to approve the minutes from the November 2, 2016, meeting. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”: None.**

**Motion carried.**

4. Adopt October 2016 Financial Statement for Filing

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

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

**“Nays”: None.**

**Motion carried.**

5. Post Event Report — Clearwater Jazz Downtown Party. Gary Hallas, Clearwater Jazz Holiday advised that the 37<sup>th</sup> Annual Jazz Holiday Festival was a huge success. The 3<sup>rd</sup> Annual Jazz Walk attracted about 1,200 people due in large part to the Chick Correa concert at the Capitol Theatre. There was music on the 400, 500, and 600 blocks of Cleveland Street.

Members suggested they do a better job of promoting the jazz walk in the future. Chairman Morfopoulos asked if the transition to charging admission to the festival has been successful and was advised that it was. Mr. Hallas stated that this year was a challenge with weather issues and the cancellations by two of the main acts. A suggestion was made that the Jazz Holiday headquarters be located on the street level of Cleveland Street.

6. Post Event Report — Chelsey Wilson reported on the 7<sup>th</sup> Annual Achieva Box Car Rally. They had 67 cars that raced in 176 classes and 260 races. The new car return system, restroom trailers and the larger kids' zone were great improvements. The Pierce Street Market was held at the same time and they worked well together. They raised \$25,000 in classroom grants.
7. Post Event Report — Lina Teixeira, Studio 617, reported on Cleveland Street Project and thanked everyone for funding the event. She said the art work was incredible and the attendance was fabulous. Since the response was so great, the exhibit was extended for a month which included private tours. She said not many attendees came from the Jazz Holiday. She felt the Jazz Walk needed to be promoted better. About 85% of the attendees said this was their first visit to Clearwater. Studio 617 will now have exhibits that will be rotated on a monthly basis.
8. Request for Funds — Garden Avenue Garage Mural, Christopher Hubbard, Cultural Affairs Specialist for the City of Clearwater, addressed the Board concerning a request for funding for a mural on the Garden Avenue Garage. He advised the Board that the Public Art & Design Board has approved \$10,000 for the mural project. The CRA advised that it will match the contribution from the DDB up to \$5,000. Mr. Hubbard stated that artists will be given guidelines to follow and then present their various ideas.

**Member Bosi moved to approve funding the Garden Avenue Garage Mural in the amount of \$5,000 from the Future Initiatives line item on first reading. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

9. Adopt Resolution 05-16 Grant Funding for Blast Friday Events. Anne Fogarty France, Downtown Manager stated that the purpose of this resolution is a formality to allow Chairman Morfopoulos to execute the agreement to provide \$25,000 in funding for the Blast Friday events. This funding was already approved in the DDB FY 2016-17 budget. Member Thorn read the resolution into the record.

**Member Sjouwerman moved to approve Resolution 05-16 allowing the Chairman to sign the granting funding agreement for Blast Friday Events. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

**10.** 2<sup>nd</sup> Century Clearwater 4Q FY15-6 Progress Report—Seth Taylor, Community Redevelopment Agency (CRA) Director, gave the Board the 2nd Century Clearwater fourth quarter progress report. This presentation was the same one made to the CRA on November 15, 2016. When asked about HR&A's Imagine Clearwater plan Mr. Taylor stated that he felt it was a well balanced plan.

Member Sjouwerman asked if the report could be sent to the DDB and Mr. Taylor advised it would.

Members commented about the need for housing units to support retail, special consideration for downtown in the Downtown Plan Update, increasing façade funds, wayfinding signs, banners, lights in the palm trees, tree lighting event and a parade.

**11. Chairman's Report**

Chairman Morfopoulos stated that he agreed with Mr. Taylor about the Imagine Clearwater plan and noted that the recent meetings had a great turnout. He alerted citizens that they can go to the website and post their comments. He also advised the Board of upcoming events.

**12. Final Comments**

Member Thorn agreed with previous comments about Imagine Clearwater and stated that Board members should continue to be positive advocates for the City.

Member Wright echoed Member Thorn's comments.

Member Bosi stated the Board has worked hard to get the Jazz Walk and Blues Walk to involve Cleveland Street. He thought that the board should focus their energy on where they have the biggest return.

Member Starova noted that it was the last meeting of the year and thanked everyone for their hard work. He asked that City departments be requested to provide ideas on how to improve downtown. He wished everyone Merry Christmas.

Member Sjouwerman said it would nice to see some results. He noted that the Church of Scientology wasn't mentioned once in the 2<sup>nd</sup> Century presentation and that they should be used as a resource. He added that it would be good to look at the initial ULI report where it was stated that the City and the Church should work better together.

Mr. Taylor advised that he works closely with Pat Harney and Lisa Mansell from the Church. He noted that they were part of the stakeholder committee.

Ex-officio Councilmember Jonson commented on the recent article about the technology companies located in Downtown Clearwater and the opportunity to attract technology professionals to downtown. He noted that he was looking forward to the Nolen opening up. He added that he was impressed with how experienced HR&A are and the number of enthusiastic people who came to the meetings. He agreed with Member Thorn about keeping it positive. He ended noting that he had dinner at the Carthage Grille and was also looking forward to Dan Shouvlis's ClearSky Cleveland restaurant opening.

Ex-officio Councilmember Caudell stated she is glad the City has the DDB and that they encourage these different programs and events. Clearwater is becoming quite the destination. She noted that the Clearwater Young Professionals are gearing up to get involved.

Chairman Morfopoulos agreed with Member Thorn's comment that we should continue to be positive. He said he was proud of the events and initiatives in the arts that the board has funded and that there is more that the board can accomplish in the years to come. He ended by stated that he heard feedback that the Miracle on Cleveland Street was well-attended and that there needed to be more signage for Santa's location.

13. The meeting was adjourned at 7:24 p.m.

A	B	C	E	G	I
	Downtown Development Board Statement of Revenues & Expenditures For the Period November 1 thru November 30, 2016				12/29/16 2:21 PM
		Budget	November	Year to Date	Difference
8	<b>Income</b>				
10	Ad Valorem (Property) Taxes	262,815	76,909	76,909	(185,906)
11	Ad Valorem Taxes Prior Yr	100		52	(48)
12	Interest Income	500			(500)
13	CRA Interlocal Agreement Rev	188,500			(188,500)
14	Misc Revenue	500	2,273	2,273	1,773
15	<b>Total Income</b>	<b>452,415</b>	<b>79,182</b>	<b>79,234</b>	<b>(373,181)</b>
17	<b>Expenditures</b>				
19	<b>Promoting District</b>				
20	Banner Installation & Maintenance	1,500			1,500
21	Downtown Streetscape Maintenance	3,200			3,200
22	Holiday Lighting	14,000	5,558	5,894	8,106
23	<b>Total Promoting District</b>	<b>18,700</b>	<b>5,558</b>	<b>5,894</b>	<b>12,806</b>
25	<b>Promoting Merchants</b>				
26	Graphic Design and Printing	3,000	237	237	2,763
27	Advertising	10,000			10,000
28	List Serve	2,400			
29	Video Production	2,000			
30	Jolley Trolley Downtown Loop	16,797			16,797
31	<b>Total Promoting Merchants</b>	<b>34,197</b>	<b>237</b>	<b>237</b>	<b>33,960</b>
33	<b>Promoting Events</b>				
34	8th Annual Achieva Box Car Rally	1,500			1,500
35	Bright House Clw Superboat National Championship	10,000			10,000
36	City/Clw Celebrates America	2,500			2,500
37	City/Fun n' Sun Festival	5,000			5,000
38	City/Sea Blues Festival	10,000			10,000
39	Clearwater Jazz Festival Jazz Walk	5,000	5,000	5,000	0
40	Festival Series including Blast Friday, Miracle on Cleveland Street & Cruisin at the Capitol	25,000			25,000
41	Cleveland Street Business Alliance: Taste of Downtown				
	Downtown Funk, Little Miss Miracle Pageant	10,000		10,000	0
42	Pierce Street Market	7,500		7,500	0
43	Santa & Suds Race/Walk for ASL & Deaf	4,000			4,000
44	Cleveland Street Project/Photography Exhibit	3,000		3,000	0
45	<b>Total Promoting Events</b>	<b>83,500</b>	<b>5,000</b>	<b>25,500</b>	<b>58,000</b>
47	Future Initiatives	40,077			40,077
49	<b>Staff &amp; Office Administration</b>				
50	Downtown Meeting & Event Support	200			200
51	Office Expenditures	750	6	6	744

A	B	C	D	E	F	G	I
1	Downtown Development Board Statement of Revenues & Expenditures For the Period November 1 thru November 30, 2016						12/29/16 2:21 PM
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7							
52	Dolphin Sign Replacement Cost	Budget	November		Year to Date	Difference	
53	Palm Treet Lighting Replacement (as needed)	100				100	
54	Public Meeting Notices	300					
55	Legal Fees	2,000	36		36	1,964	
56	CRA Mgt & Admin Fee - 2.5% Increase	3,500			300	3,200	
57	DDB Minutes Preparation	66,950	5,579		11,158	55,792	
58	Tax Collector Commissions	1,430	110		220	1,210	
59	<b>Total Staff &amp; Office Admin</b>	<b>75,230</b>	<b>7,752</b>		<b>13,741</b>	<b>61,489</b>	
60							
61							
62	<b>Fixed Payments</b>						
63	Officers & Directors Insurance	700				1,422	
64	Liability Insurance (Dolphins)	1,422				7,500	
65	Annual Audit	7,500				188,500	
66	CRA Increment Payment	188,500				175	
67	State Special District Fee	175				175	2,240
68	Property Appraiser Fee	2,415				603	200,109
69	<b>Total Fixed Payments</b>	<b>200,712</b>	<b>0</b>		<b>778</b>	<b>199,934</b>	
70							
71	<b>Total Expenditures</b>	<b>452,415</b>	<b>18,547</b>		<b>46,150</b>	<b>406,265</b>	
72							
73	Revenues in Excess of Expenditures	-		60,635		33,084	
74							
75	Expenditures in Excess of Revenues	\$ -		0		0	
76							
77	Ending Fund Balance	\$ -		60,635		33,084	33,084
78							
79	Beginning Fund Balance 10-1-15		89,716				
80							
81	Minimum Reserves Approved by Board 7-13-16		70,000				

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**Downtown Development Board  
Statement of Revenues & Expenditures  
For the Period Oct. 1, 2016 thru November 30, 2016**



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## PIERCE STREET MARKET



### Pierce Street Market - DDB Addendum & Mid-season Update

Prepared for: Clearwater Downtown Development Board

Prepared by: Natalie Nagengast, Owner

December 28, 2016

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## **PIERCE STREET MARKET**

# MID SEASON REVIEW

### **October - December Review**

Pierce Street market has seen a huge growth this past season. Thanks to the help of the CRA and the DDB we were able to allocate the money granted toward marketing and invest into resources that helped with our growth.

We have been taking attendance for the first time this season on an hourly base to get an estimate of how many people visit the market. The average stay is 30 minutes so we double the head count we take on an hourly basis to get these statistics:

October 8 - 2664 attendees

October 22 - 4760 attendees (Box Car Rally and Trick or Treat)

November 12 - 3312 attendees

November 26 - 4980 attendees (Taste of Downtown Clearwater)

December 10 - 3860 attendees

December 17 - 2454 attendees (Hours 12-5 due to morning 5k/10k)

The month of December was challenging with two markets and a lot of competition with many different types of pop-up holiday markets. Next year, our goal is to throw one very large December market so we can consolidate our attendance and get more attendees for one large Christmas market.

We have also noticed we see a drop in attendance when there are two markets back to back. This shows us we are not yet ready for expansion to a weekly market, but we are now supporting a thriving market every other weekend which is stellar for our second year. We aspire to having a market every weekend when the waterfront opens.

We also learned that collaborating with similar types of events has helped boost our attendance. The Box Car Rally collaboration was a beautiful success and the Taste of Downtown Clearwater collaboration gave us \$1000 toward our mutual marketing efforts and they were able to sell 200 tickets to their taste. We hope to collaborate more with them quarterly and encourage more restaurants and stores to utilize our market.

We have also hit over 100 lives saved with blood donors and were able to get a lot of voters registered to vote this past year with booths in the market. We have also extended the market up the hill toward Cleveland Street which allows for an easier transition from the market to the stores downtown.

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## 2017 SEASON OBJECTIVES & REQUESTS

### **Objective**

Pierce Street Market has many different objectives for the remainder of our season:

- We will be creating a Downtown Dollar program within Downtown Clearwater to incentivize the various businesses within the downtown blocks to cross promote each other. This program consists of a box of coupons, i.e. "dollars", to the various businesses within Downtown Clearwater.
- Encourage more businesses to participate in the market from Downtown Clearwater.
- We have had information on the various types of businesses downtown clearwater but we hope that the businesses take advantage of their own free info booth within the market.
- We would like to host a quarterly Taste of Downtown Clearwater within the market quarterly.
- We are hoping to expand our efforts to collaborate with various programs within Clearwater. We have spoken with Chief Slaughter and are excited to see the collaboration opportunities that we can have within the market.
- Extend our reach with larger festivals. Market dollars will help with this initiative.
- Create a Shop Local Movement for Clearwater with a focus on Downtown Clearwater.
- Sponsorships are key to our expansion and we have received many small sponsors from small businesses but hope to expand this effort in 2017. Some of these initiatives are to create strategic alliances.
  - We were able to create a strategic alliance with Nature's Food Patch and get our event post cards into all of the grocery bags.
  - We have just met with Creative Loafing to receive and ad in their magazine monthly and shout outs online in exchange for a booth in our market. This is a wonderful opportunity and we are excited for its impact on our market.
- Picnic tables and music are something we hope to have better programmed within the market. We can't currently afford the stage.
- Better electricity on pier and around the market.
- We have been very busy working to get more booths owned by Pierce Street Market within the market so we can become self sustaining. So far we have tried fruit cup booths, a flower booth for aesthetics, gift wrapping booth in December and a mini doughnut booth. We are continuing to refine this initiative and hope by the end of this year to have ironed out all of the details on this booth so we do not depend so deeply on sponsors and the City with our goals.
- Meet with SPARK executives and go over a program where we can help these small businesses grow with hopes they would like to stay in Clearwater.

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- Create a co-work type space Downtown Clearwater where vendors can “step up” to a storefront Downtown Clearwater.

## **Goals**

Our goals are to achieve a market that the city feels is their own but also get the market to a point where it is self sustaining and not in need of as much marketing to keep it going. We have already utilized the market to encourage voting, donations, use as a platform for recycling initiatives, information for other non profits and programs the city has put on. Our hope is that you don't see Pierce Street Market as just a market but a partner in helping the city reach the local residents.

Our goal has never been tourism but we are growing at such a pace that it will be a focal point of Clearwater in the next few years and be “on the map”. St. Pete Saturday Morning Market is a weekly market that has been around for 20+ years and sees thousands of people every weekend. They say their market is the “heart of St. Pete” and we hope that the City of Clearwater sees this to be true as well.

We also hope to utilize this market to revitalize Downtown Clearwater with programs for our vendors to be able to work with Spark and get into co-work type spaces. Thus, helping them grow into storefronts.

## **Solution**

Last year we were so grateful for the support of not only the DDB but the city in sponsoring our market and giving us a grant of \$15,000 and in kind services that totaled \$8631.14 in help with a total \$23631.14 . This totaled \$1,837.04 in support for every market and then we extended into the summer monthly with a smaller pop up market we were able to support on our own.

This year we took on 18 markets and have received \$7,500 in support for the markets from the DDB and \$7,500 from the CRA with a total of \$15,000 in support. This works out to be, \$833.33 in support per market and with the expansion of our market, comes extra expenses like hiring a market manager. We're staying afloat as of now but will not be able to maintain our marketing budget in the new year or work toward.

We have already seen over 17,500 people in the market these past 3 months and are currently slated to see over 40,000 people enter the market. We would like to request \$20,000 from the DDB so we can expand our budget to \$1944.44 per market in assistance. The CRA money has been devoted to port-o-lets, dumpster rentals and other equipment for the market (\$416.66 per market).

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## **Project Outline**

This extra money will be devoted to the necessary additional marketing budget to keep up the momentum of the market. We took the \$7500 from the DDB to show the city what we could do with the extra marketing money but as of January we will be faced with about a \$500 marketing budget versus the \$2000 we hope to keep. This money will also go toward programs to help vendors go from the market to the downtown store fronts and all of the goals mentioned above.

We wish to be able to throw larger "festival" type markets and collaborate with other types of groups (Like the Taste of Downtown Clearwater) with the extra marketing budget.

We have a lot of initiatives going and have expanded very quickly and provided the city with an amazing gem Downtown Clearwater. We will continue to bridge the gap between the city and the market with your help.

## **Summary**

We feel that we are one of the top groups that are really trying and actually creating a big difference for the Downtown Clearwater image and businesses and hope you feel the same way and feel we deserve your support.

Your help and assistance has been absolutely the main reason why we have been so successful so quickly at Pierce Street Market. We hope to create a world class market that is the heart of Clearwater and a way for locals to get information from their city and for vendors to grow into storefronts which will stimulate the local economy.

By the time the waterfront is redeveloped we hope to be at the point where we are a weekly market and will be able to sustain ourself with the income of a weekly market, but we need help to get there.

We are continuing to try to put various booths within the market to be self sustaining and have been learning every market what is working and isn't working. We must remember we are only at the beginning of our sophomore year of the market and need support from groups like you to make this initiative a huge success.

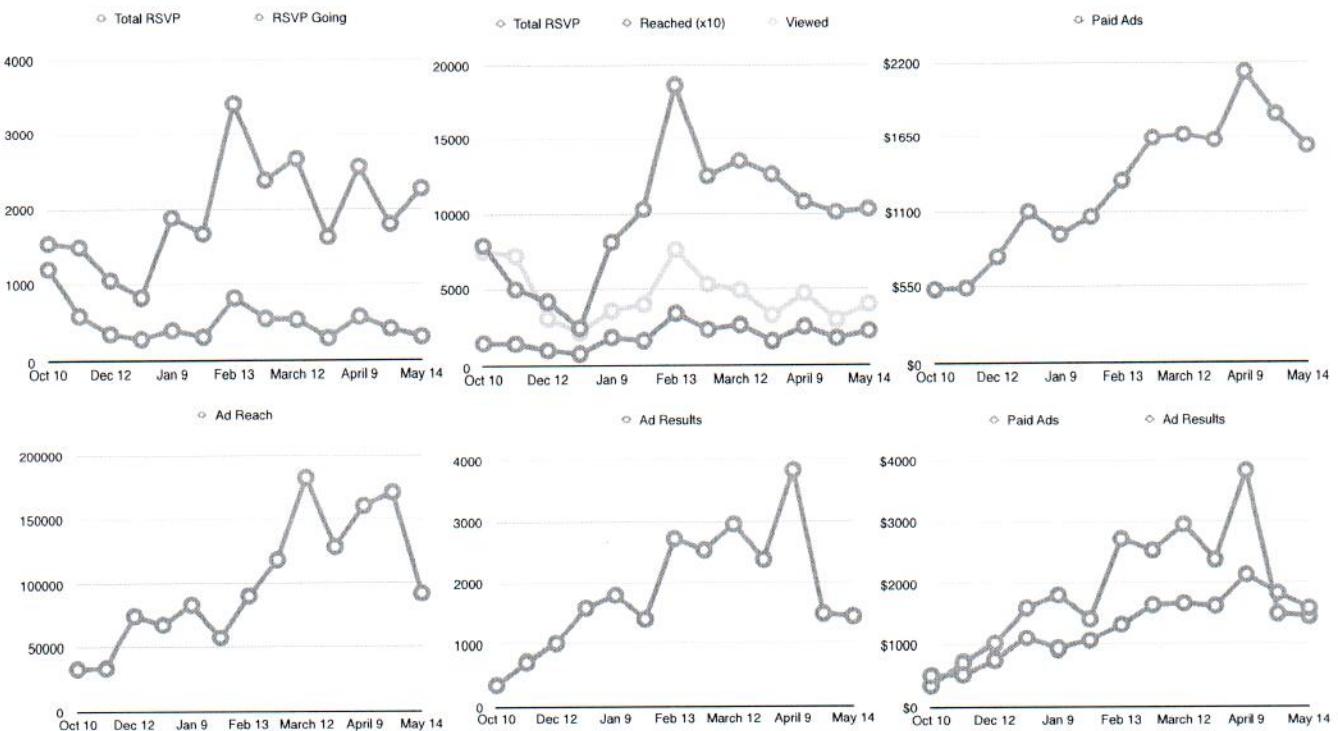
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2015/2016 Season

	Oct 10	Nov 14	Dec 12	Dec 19	Jan 9	Jan 23	Feb 13	Feb 27	March 12	March 19	April 9	April 23	May 14
<b>RSVP Interested</b>	334	900	700	539	1477	1352	2610	1822	2120	1323	1978	1370	1952
<b>RSVP Going</b>	1204	589	354	288	401	315	820	555	542	300	578	422	315
<b>Total RSVP</b>	1538	1489	1054	827	1878	1667	3430	2377	2662	1623	2556	1792	2267
<b>Reached (x10)</b>	7900	5000	4200	2500	8100	10300	18700	12500	13500	12600	10800	10100	10300
<b>Viewed</b>	7500	7200	3100	2200	3600	4000	7600	5300	4900	3300	4700	3000	4000
<b>Paid Ads</b>	\$529.96	\$540.00	\$767.65	\$1,101.00	\$930.66	\$1,060.81	\$1,324.14	\$1,642.02	\$1,666.13	\$1,624.64	\$2,133.53	\$1,830.20	\$1,579.53
<b>Ad Reach</b>	34419	34843	74870	67714	83443	57177	90497	118492	182321	128325	160513	170810	92023
<b>Ad Results</b>	368	731	1016	1599	1805	1417	2718	2528	2952	2376	3825	1494	1451

2016/2017 Season

	Oct 8	Oct 22	Nov 12	Nov 26	Dec 10	Dec 17
<b>RSVP Interested</b>	1938	2380	1982	1814	1108	1216
<b>RSVP Going</b>	382	496	354	405	230	265
<b>Total RSVP</b>	2320	2876	2336	2219	1338	1481
<b>Reached (x10)</b>	9700	11500	6900	9300	5000	4400
<b>Viewed</b>	4100	5200	3400	3900	2000	2700
<b>Paid Ads</b>	\$1597.72	\$1652.00	\$1877.76	\$2647.69	\$2012.10	\$1277.66
<b>Ad Reach</b>	114158	129795	141821	95938	73696	44496
<b>Ad Results</b>	2426	2501	2302	3375	2611	1848





# CLEARWATER DOWNTOWN DEVELOPMENT BOARD



## FUNDING REQUEST FORM

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

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

Check one:  Budgeted Request (submitted by May 15)  Non-budgeted Request

Date submitted: 12/02/2016

Name: Christopher Hubbard, Cultural Affairs Specialist

Title of event: Garden Avenue Garage Mural

Event contact: Christopher Hubbard, Cultural Affairs Specialist

Organization: City of Clearwater Cultural Affairs Division

Address: PO Box 4748

City: Clearwater State: Florida Zip: 33758-4748

Daytime phone: (727) 562-4837 Cell phone: (727) 336-2949

Fax number: (727) 562-4825 E-mail address: [Christopher.hubbard@myclearwater.com](mailto:Christopher.hubbard@myclearwater.com)

Website address: [www.myclearwater.com/culturalarts](http://www.myclearwater.com/culturalarts)

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

1. Date and time of event/program: To be completed by December 31, 2017

2. Location and address of event/program: Garden Avenue Garage, 28 Garden Avenue, Clearwater

3. Projected attendance: Daily garage users, walk-by viewers, special event parking

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

The Garden Avenue Mural Project will draw from the popularity of mural programs in the Tampa Bay area to highlight and draw attention to the Garden Avenue Garage. It is hypothesized that visual enhancement will bring more traffic and users to the garage.

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

By highlighting the garage, it is hypothesized that additional traffic will utilize the parking spaces within, thus increasing the amount of pedestrian traffic, and potential patrons, in the Cleveland Street District.

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

The mural will be the focus of this project, however, an unveiling celebration can be held in the Garden Avenue Garage and on the structure's rooftop featuring entertainment, vendors, and other partners in the Cleveland Street District.

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

This program has been in the planning stages for the previous six months and has been approved by the Public Art & Design Board and the Parking Services Division.

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

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9. Will your organization prepare a banner or sign including the Cleveland Street District (CSD) and DDB's approved logo?  Yes  No

If yes, what size? Size to be determined based on location. A DDB presence would be encouraged at any events highlighting the mural.

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

Yes  No

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

The City's Public Art & Design Board, Clearwater Arts Alliance, CRA, DDB (requested), CDP (requested)

12. Attach detailed budget that includes expenses and income. If a recurring event, attach last year's budget.

13. What is the number of attendees expected at your event? Thousands of walk-by attendance annually.

If this is a recurring event, what was the number of attendees at your event last year? First-time project

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

We are seeking \$5,000 in support funds from the DDB to enhance the impact and surface coverage of the mural. Funds will go towards paint, supplies, equipment, and protective coatings for the final product. The CRA has agreed to match the DDB's donation, up to \$5,000.

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.

## 15. APPLICANT CERTIFICATION:

I hereby certify that I have read this application and that all information contained herein is true and correct to the best of my knowledge, information and belief. **PLEASE READ AND INITIAL:** If DDB funds are granted, I understand that when promoting my event I must:

- a. Use the description "Cleveland Street District" or "Cleveland Street District in downtown Clearwater" AND the url [www.ClevelandStreetDistrict.com](http://www.ClevelandStreetDistrict.com) in all collateral material and social media. Copies of promotional material must be provided with Invoice for reimbursement.
1. 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@mclearwater.com](mailto:Robert.Skinner@mclearwater.com) within 24 hours of your event, Monday through Thursday. Signs must be removed and returned to the garage after the event.
- b.
- 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.

WJ Please initial that you agree to comply with these requirements.

Applicant Signature: Christy J. Hall  
(Applicant must be 18 years of age or older)

Date: 12/02/2016

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 1<sup>st</sup> Floor, Clearwater, FL 33756/[anne.fogarty-france@mclearwater.com](mailto:anne.fogarty-france@mclearwater.com).  
(4/6/16)

## GARDEN AVENUE GARAGE MURAL PRELIMINARY PROJECT BUDGET

### Current support:

Public Art & Design Board	\$10,000.00	Confirmed
CRA	Up to \$5,000.00	Confirmed
DDB	\$5,000.00 requested	Requested
	<b>\$20,000.00</b>	<b>Total budget if requests fulfilled</b>

### Project partners:

Public Art & Design Board	Council-appointed advisory board
Clearwater Arts Alliance	Clearwater focused arts advocacy agency
CRA	Community Redevelopment Agency
DDB (requested)	Downtown Development Board
CDP (requested)	Clearwater Downtown Partnership

### Preliminary project budget, assuming \$20,000 in support:

Preparation (pressure wash, patching, etc)	\$2,000.00
Materials (paint, brushes, rollers, etc.)	\$5,000.00
Equipment rental (scaffolding, lifts, etc.)	\$3,000.00
Modern Masters protective coating (anti-fading, anti-graffiti)	\$5,000.00
Artist fees (no more than 15%)	\$3,000.00
Contingency (no more than 10%)	\$2,000.00
<b>TOTAL</b>	<b>\$20,000.00</b>

BRIGHT AND BEAUTIFUL • BAY TO BEACH

**Garden Avenue Garage Mural Proposal**

**Prepared by Christopher Hubbard, Cultural Affairs Specialist**

**July 7, 2016**

**Brief:**

Citing the popularity of mural programs in neighboring cities, and to set precedent for murals of quality and longevity, the Cultural Affairs Division seeks permission to enhance the south and east facades of the Garden Avenue Garage with a painted mural. The Cultural Affairs Division will be responsible for the funding, contracting, and maintenance of the mural. Project budget will not exceed \$10,000.00

**Detail:**

Neighboring cities such as Tampa, St. Petersburg, and Dunedin have implemented successful public/private mural partnerships to improve their communities. Many Clearwater citizens and organizations have inquired on the existence of a Clearwater mural program. Past murals have created resistance between business owners and City administration due to conflict between murals and the Sign Codes and Ordinances.

The Cultural Affairs Division, in an attempt to set precedence for the quality and longevity that is desired for private murals, will produce a mural on the Garden Avenue Garage. The benefits of this are two-fold: 1) the proper demonstration of a quality mural for reference; 2) highlights the Garden Avenue Garage to increase the structure's road-view and assist with citizens finding available parking during events and festivals.

Cultural Affairs staff will seek approval of the Parking Services Division to create the mural. Once permitted, a Call for Artists will be released to the Tampa Bay area seeking a professional artist or artist team to enhance the garage facades. Up to \$10,000.00 in discretionary fund budget has been approved by the Public Art & Design Board for the creation and protection of the mural. When the project is complete, the artist and Cultural Affairs staff will develop a care and maintenance plan to ensure the longevity of the mural.