



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

March 7, 2018 – 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 February 7, 2018 DDB Meeting
4. Adopt January 2018 Financial Statement for Filing
5. Community Redevelopment Agency (CRA) Updates – Amanda Thompson, CRA Director
6. Placemaking Presentation – Amanda Thompson, CRA Director
7. Second Reading – Funding Request for Dali Tours Downtown – Carolyn Bradham, Downtown Clearwater Merchants Association
8. Revise and Approve DDB Goals, Purposes and Policies – Chairman Morfopoulos
9. Discussion on Revisions to 2017 DDB Funding Request (for approval April 4) – Chairman Morfopoulos
10. Chairman's Comments
11. Final Comments
12. Adjournment

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

Members Present:	Paris Morfopoulos Stu Sjouwerman Thomas Wright Caitlein Jammo Lina Teixeira Ray Cassano Venkat "Vincent" Devineni	Chairman Member (arrived at 5:45 p.m.) Member (arrived at 5:35 p.m.) Member Member Member Member
Also Present:	Bill Jonson Micah Maxwell Amanda Thompsons Anne Fogarty France	Ex-officio Councilmember Asst. City Manager CRA Director Board Administrator
Absent:	Doreen Caudell	Ex-officio Councilmember

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:

Natalie Nagengast from Markets for Makers, 331 Cleveland Street, addressed the board. Ms. Nagengast gave the DDB an update on the Pierce Street Market that she held for two years. She extended her thanks to the board for its financial support and stated how important it is for the board to continue to fund these strategies. She said they are moving the market to other cities this year and may target Tampa as a possible new venue. She stated that the market helped about 500 small businesses that moved in and out of the market. Chairman Morfopoulos thanked her for work with the market.

3. Approve the Minutes from the January 3, 2018, Meeting

Member Wright moved to approve the minutes from the January 3, 2018, meeting. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Motion carried.

4. Adopt December 2017 Financial Statement for Filing

Member Jammo moved to adopt the December 2017 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Motion carried.

5. Introduction of CRA Director Amanda Thompson—Micah Maxwell

Micah Maxwell, Assistant City Manager, introduced Amanda Thompson as the new CRA Director. He thanked Denise Sanderson for all her help in the interim. Ms. Thompson stated she is excited about being here and has moved to downtown Clearwater. She is impressed by everyone's passion for downtown.

6. Adopt 2017 Annual Financial Reports and Audit Results—Andrew Laflin, CliftonLarsonAllen LLP

Andrew Laflin reviewed the audit results. He stated the purpose of the audit is to evaluate internal controls, review state compliance and review compliance. They reviewed the top ten vendors. There were no unfavorable results. Revenue increased due to property value increases. Mr. Laflin noted that there is a loan receivable balance from the CRA of \$48,000. This was for a piece of property purchased several years ago and will be returned to the DDB when the property is sold.

When asked what the plan was for this property members were advised that Mr. Maxwell and Ms. Thompson will be reviewing all CRA property and will have an answer for this next month.

Staff was asked if the parking garage mural had been started. Ms. Thompson advised that there was a misstep made by City staff that will be addressed within the next 30 days and will either commence or the money will be returned to the DDB.

Member Wright moved to adopt the 2017 Annual Financial Report and Audit Results. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

- 7. Post Event Report—Clearwater Brews & Jeep Festival**—Stephanie DiPolito provided the board with a written report. She stated the event was good but did not meet the expected outcome. Ms. DiPolito said she would hold the event again but would schedule it for a different time of year.
- 8. Post Event Report—Santa & Suds**—Kathryn Pederson stated that the Santa & Suds Fun Run was very successful. They had 130 runners and walkers registered before the event and 20 people registered on the day of the event. There were 132 people who finished the race. She thanked the board for its support. When asked where the proceeds from the event go, Ms. Pederson said the money earned will go towards the group doing the event on its own without outside financial support.
- 9. Bazaar Art Throwdown Funding Request**—Jennie Pearl, Bazaar Art addressed the Board regarding her request for funding for art throwdowns. At the last meeting she relinquished funding for the final two events that had been approved and is submitting the new request to hold these throwdown events in conjunction with other events the DDB is funding, such as Blast Fridays.

Ms. Pearl was asked what happened with the January event. Ms. Pearl stated that there were issues with the way the road was closed for the Latin American Festival that was scheduled for the same day. Vehicles had to enter through the Garden Avenue Garage alley and many of her artists would have difficulty getting to the venue.

Members were perplexed with the request because the return on investment is not there and the DDB already provides \$30,000 for Blast Fridays and \$2,000 for the DCMA. Ms. Pearl said her events will embellish these other events. Members did not feel funding this event was economical and the board does not fund events to augment other events it is already funding. Discussion ensued with board members in consensus that this was not something it should continue to fund.

Member Sjouwerman moved to deny the additional funding request for the art throwdowns and to return the original \$3,000 to the Future Downtown Initiatives budget line item. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

10. Recognition for former Vice-Chairman Dennis Bosi—Member Wright suggested the board recognize Dennis Bosi’s service on the Board. Mr. Bosi served on the board from 2005 until 2017. He suggested the board present him with a plaque thanking him for his service.

Member Jammo moved to approve recognition of Mr. Bosi with a plaque. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

11. Discussion Regarding DDB Purposes & Goals—Chairman Morfopoulos advised new members how the board developed its current purposes and goals. He suggested members review the document and come back to the next meeting with any suggested changes. Ex-officio Councilmember Jonson stated this was a good idea. He said he went back and read Section 2.149 of the ordinance and there are things in the ordinance that are the board’s responsibility that are not included in this document. Mr. Morfopoulos advised him that the board chose the items in the document as the most important things to focus on. Anne Fogarty-France advised that the ordinance was included in the packet for the new members, but she will send the link to all the members.
12. The Dali Tours Downtown Clearwater Funding Request—Member Lina Teixeira recused herself from the vote as she was owner of Galleria Teixeira. She provided background for the event. Carolyn Bradham, Vice President of the Downtown Clearwater Merchants Association (DCMA), addressed the board with the request for \$1,500 to fund a tour of the downtown art galleries by members of the Zodiac Committee from the Salvador Dali Museum. Holding this event in Downtown Clearwater will help members to consider Downtown Clearwater as an art destination. The event will be held from 1 p.m. to 4 p.m. on April 21st. The tour will consist of stops in the Galleria Teixeira, Marlene Rose Gallery, and Second Century Studio. They will purchase Hors d’oeuvres and

desserts from downtown merchants and provide live entertainment at each venue. There will be between 40 and 70 people on the tour.

Chairman Morfopoulos asked what this will do for downtown Clearwater and was advised that having support from members of Dali Museum will legitimize Clearwater as an art destination and the event will benefit downtown merchants. This group has access to 18,000 members and 8,500 households. Members felt Clearwater is ready for an event like this.

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

"Ayes": Member Morfopoulos, Member Wright, Member Sjouwerman, Member Jammo, Member Cassano and Member Devineni.

"Nays": None.

Abstentions: Member Teixeira

Motion carried.

13. Chairman's Report

Chairman Morfopoulos advised the Board that the new website is up and running. It is www.downtownclearwater.com. The old website is redirected to the new site. Members asked for a monthly report on how many people visit the site. Ms. Fogarty-France will check on this. The Chairman also read a list of upcoming events.

14. Final Comments

Member Cassano asked about the sunglasses that were distributed and was advised by Ms. Fogarty-France that they were part of the new website launch.

Member Teixeira welcomed Ms. Thompson and said she is looking forward to working with her.

Member Wright asked when the Harborview Center will be knocked down. Mr. Maxwell advised him that the city hired an engineer and they will investigate the bluff area and come back with a plan for demolition in three months. He told Ms. Thompson he moved here from Miami in 2000 and loves the area and hopes she will like it here.

Member Sjouwerman congratulated staff on the new website. He once again mentioned the need for a list server to promote the website.

Member Jammo welcomed Ms. Thompson and said she was also excited to work with her.

Member Devineni welcomed Ms. Thompson and stated he was looking forward to working with her. He asked that board members think about moving money from the reserves to the operating fund to be used to fund events. He also felt the new website should be marketed via Facebook.

Ex-officio Councilmember Jonson said he had an opportunity to eat at Clear Sky on Cleveland and there were several suggestions made that included a drop off spot for ride sharing for Uber and Lyft, more signage for Clear Sky and pedestrian oriented signage under the canopies. The canopy signs are allowed per the code. He said that if the board is hearing from citizens asking about the timelines

for implementation of Imagine Clearwater, members should share this information with staff. He advised the board that the contractor for 1100 Cleveland Street has changed so this project should be moving forward. The lights on Cleveland Street will be changed to LED lights in March. He was at the opening of the new section of Tampa International Airport and TIA is very interested in having a bus from the airport directly to Clearwater Beach. He said PSTA will be promoting a spring break trolley to Clearwater Beach from either City Hall or the Harborview Center which will provide patrons with a free all-day pass.

Chairman Morfopoulos thought the board would be interested in regular updates on Imagine Clearwater. He thinks a list server is a good and asked how we go about it.

Mr. Maxwell stated the Information Technology Department would be able to assist with this task. Ms. Thompson said they would investigate this because they want to make sure that everything is true to the new branding. She advised that she would love to hear more of the board's ideas about what they felt would be more impactful. She said communication is one of her top priorities for the CRA. Print ads were not as important but maps are critical. Ms. Thompson was not sure if this work would be done in house or if we would have a contract. This would be tied into the DDB goals and purposes. She said we also need an editorial campaign which was equitable and promoted our businesses and branding.

15. The meeting was adjourned at 7:20 p.m.

ITEM 4

1	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	T
2																		2/22/2018
3																		
4																		
5																		
6																		
7	Income																	
8																		
9	Income																	
10	Ad Valorem (Property) Taxes - 0.9700 mills	281,758																
11	Ad Valorem Taxes Prior Year	100																
12	Interest Income	500																
13	CRA Incremental Agreement Revenue	210,441																
14	Msc Revenue	499																
15	Total Income	493,298																
16																		
17	Expenditures																	
18																		
19	Downtown Arts & Beautification																	
20	Banner Installation & Maintenance	1,000																
21	Downtown Streetscape Maintenance	3,200																
22	Mural Projects	1,500																
23	Holiday Lighting	15,000																
24	Total Downtown Arts & Beautification	20,700																
25																		
26	Downtown Marketing																	
27	Graphic Design and Printing	3,000																
28	Advertising	10,000																
29	Website Content (Includes List Serve & Video Production)	4,400																
30	Trolley Trolley Downtown Loop	14,666																
31	Total Downtown Marketing	31,866																
32																		
33	Downtown Events																	
34	Achieva Box Car Rally - 9th Annual Festival Series including Blast Friday, Miracle on Cleveland Street & Crustain at the Capitol	1,500																
35	Clearwater Jazz Festival Downtown Party	30,000																
36	City / Sea Blues Festival	10,000																
37	City / Bay 2 Beach Music and Art Festival (formerly known as Fun-n-Sun)	5,000																
38	Clearwater Celebrates America	2,500																
39	Clearwater Jazz Festival Downtown Party	5,000																
40	Downtown Clearwater Merchants Association Yearly Events (Blast Friday Supplements, BBQ Block Party, Downtown FunFest, Miracle on Cleveland Supplement, Sidewalk Sales)	15,000																
41	Funtastic Fun Run	5,000																
42	Santa & Suds 5K Fun Run	5,000																
43	Spectrum Clearwater Super - Boat National Championship	10,000																
44	Station Square Park Events	7,500																
45	COP - Downtown Clearwater Beer Fest	9,000																
46	Open Air Paint Party & Art Bazaar	115,500																
47	Total Downtown Events	115,500																
48																		
49	Future Downtown Initiatives	19,583																
50																		
51	Staff & Office Administration																	
52	Operating Expenditures	1,000																
53	Public Meeting Notices	2,000																
54	Legal Fees	3,500																
55	CRA Mgt & Admin Fee -2.5% Increase	68,624																
56	DOB Minutes Preparation	1,452																
57	Total Staff & Office Admin	76,576																
58																		
59	Fixed Payments																	
60	Officers & Directors Insurance	700																
61	Liability Insurance (Dolphins)	1,422																
62	Annual Audit	8,000																
63	CRA Increment Payment	210,441																
64	State Special District Fee	175																
65	Tax Collector Commissions	6,000																
66	Property Appraiser Fee	2,535																
67	Total Fixed Payments	229,273																
68																		
69	Total Expenditures	493,298																
70																		
71	Revenues in Excess of Expenditures	-																
72	Expenditures in Excess of Revenues	-																
73																		
74																		
75																		
76																		
77	Beginning Fund Balance 10/1/2017	152,592																

Downtown Development Board
Statement of Revenues & Expenditures
For the Period October 1 thru January 31, 2018

ITEM 7



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

2017 FUNDING REQUEST FORM

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

Please submit the completed form to: Anne Fogarty France, Downtown Development Board (DDB) Administrator, email: anne.fogarty-france@myclearwater.com, (727) 562-4044 / Fax (727) 562-4075. (Completed forms are due to DDB Administrator by May 15 of each calendar year. Requests submitted after the due date will not receive the same consideration as those that are submitted on time.)

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

Date submitted: January 30th

Name: Lina Teixeira

Title of event: Dali Tours Downtown Clearwater

Event contact: Lina Teixeira

Organization: Downtown Clearwater Merchants Association (DCMA)

Address: PO BOX 981

City: Clearwater State: FL Zip: 33755

Cell phone: () 727-409-3604

E-mail address: Lina@linateixeira.com

Website address: Galleriateixeira.com

501(c)(3) not for profit organization? Yes (if yes, provide proof of your not for profit status) No

1. Date and time of event/program: April 21 2018 1-4 pm

2. Location and address of event/program: 617 Cleveland St. 416 Cleveland St. and 331A Osceola

3. Projected attendance: 50-70

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

A guided progressive tour of the three Art Galleries, (Galleria Teixeira- Marlene Rose, Second Century) by the Dali VIP members and staff. Each Gallery will have live music, food from downtown restaurants; beverages City Officials have been invited to address the guests. All talent and services are to be local and promoted by the Dali within their marketing department. The Dali will execute a promotional campaign to 18,000 members and 8,500 households. This event will expose the art community leaders to downtown Clearwater and its art galleries. The support, and marketing from an institution of this international acclaim

will legitimize the Art movement in downtown Clearwater. This event will promote downtown Clearwater as an art destination for art lovers as well as artists and art investors. Guest list will include influential community leaders as well businessmen and women. Clearwater officials will participate in this event sending a strong united message that Downtown Clearwater is the place to eat, shop, live and appreciate art.

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

0

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

7. Will your organization prepare a banner or sign including the Downtown Clearwater logo and DDB's approved logo? Yes No

If yes, what size? _____

8. Will you include the Downtown Clearwater logo and DDB logos and web url on all marketing materials for your event? x Yes No

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

none

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

11. What is the number of attendees expected at your event? _____ 50 _____

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

13. Does this event generate revenue for your business? Yes potentially

14. If this is a recurring event, what was the number of attendees at your event last year? _____

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

\$1,500 to cover the expenses incurred by the three locations Live music, wine, champagne, coffee, light and heavy appetizers, deserts, serving supplies and staffing

All organizations requesting funds will be required to do a brief presentation about the event at a DDB meeting. Funds that are approved by the DDB will have both a First and Second Reading of the request.

Funds will be provided not more than 30 days prior to the event date or as determined by Downtown Manager.

16. APPLICANT CERTIFICATION:

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

- a. Use the description "Downtown Clearwater" AND the url www.DowntownClearwater.com in all collateral material and social media. Copies of promotional material must be provided with Invoice for reimbursement.
- b. Each organization is responsible for placing Event Parking Signs directing event attendees to parking garage before the event and for returning these signs to the Garden Avenue Parking Garage after the event. (Parking Sign location map attached.) Photos that show use of these parking signs are required to be part of your post event report to the DDB at the end of your event/event season. To schedule your pick-up of the signs contact Robert "Mike" Skinner via email at Robert.Skinner@mclearwater.com within 24 hours of your event, Monday through Thursday. Signs must be removed and returned to the garage after the event.
- c. Purchase two banners, minimum size 2' x 6', announcing event that is taking place to be installed on barricades on each end of the event. Photos that show the location of the banners are required to be part of your post event report to the DDB at end of your event/event season.
- d. I also understand that I must give a final report to the board within three months after the event. Failure to adhere to this condition may jeopardize future sponsorship funding.

L7 Please initial that you agree to comply with these requirements.

Applicant Signature: Lina Teixeira Date: January 30, 2018
(Applicant must be 18 years of age or older)

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 2nd Floor, Clearwater, FL 33756/anne.fogarty-france@mclearwater.com.

Dali Event Budget

	Budgeted Amount
Three live musicians (One in each location)	500
Wine (Served at Marlene Rose Gallery)	200
Desserts (Served at Second Century)	150
Light appetizers (Served at Galleria Teixeira)	200
Heavy Appetizers (Served at Marlene Rose Gallery)	200
Champagne (Served at Galleria Teixeira)	200
Serving supplies, napkins, plates, cuts, platters (for all three locations)	50
Total	1500



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

GOAL

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

Purposes

Primary:

To promote, facilitate and support activities that sustain, promote and advance downtown revitalization and to attract businesses and residents to relocate and stay in the downtown area (per the DDB/CRA Interlocal Agreement).

Secondary:

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

Ideal Scene:

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

Approved 4/2/14.

Valuable Final Product:

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

Approved 4/2/14.

Policy:

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

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

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

Revised 5/7/14



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

Date submitted: _____

Name: _____

Title of event: _____

Event contact: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Cell phone: () _____

E-mail address: _____

Website address: _____

501(c)(3) not for profit organization? Yes (if yes, provide proof of your not for profit status) No

1. Date and time of event/program: _____

2. Location and address of event/program: _____

3. Projected attendance: _____

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

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

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

7. Will your organization prepare a banner or sign including the Downtown Clearwater logo and DDB's approved logo? Yes No

If yes, what size? _____

8. Will you include the Downtown Clearwater logo and DDB logos and web url on all marketing materials for your event?

Yes No

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

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

11. What is the number of attendees expected at your event? _____

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

13. Does this event generate revenue for your business? Yes No

14. If this is a recurring event, what was the number of attendees at your event last year? _____

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

All organizations requesting funds will be required to do a brief presentation about the event at a DDB meeting. Funds that are approved by the DDB will have both a First and Second Reading of the request.

Funds will be provided not more than 30 days prior to the event date or as determined by Downtown Manager.

16. APPLICANT CERTIFICATION:

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

- a. Use the description "Downtown Clearwater" AND the url www.DowntownClearwater.com in all collateral material and social media. Copies of promotional material must be provided with Invoice for reimbursement.
- b. Each organization is responsible for placing Event Parking Signs directing event attendees to parking garage before the event and for returning these signs to the Garden Avenue Parking Garage after the event. (Parking Sign location map attached.) Photos that show use of these parking signs are required to be part of your post event report to the DDB at the end of your event/event season. To schedule your pick-up of the signs contact Robert "Mike" Skinner via email at Robert.Skinner@myclearwater.com within 24 hours of your event, Monday through Thursday. Signs must be removed and returned to the garage after the event.
- c. Purchase two banners, minimum size 2' x 6', announcing event that is taking place to be installed on barricades on each end of the event. Photos that show the location of the banners are required to be part of your post event report to the DDB at end of your event/event season.
- d. I also understand that I must give a final report to the board within three months after the event. Failure to adhere to this condition may jeopardize future sponsorship funding.

 Please initial that you agree to comply with these requirements.

Applicant Signature: _____ Date: _____
(Applicant must be 18 years of age or older)

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 2nd Floor, Clearwater, FL 33756/anne.fogarty-france@myclearwater.com.

(4/5/17)