



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

January 6, 2016 – 5:30 PM - City Hall – 3rd Floor Council Chambers

AGENDA

1. Call to Order
2. Oath of Office – Zachary Thorn, Thomas Wright
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 2, 2015 DDB Meeting
6. Adopt November 2015 Financial Statement for Filing
7. Clearwater Super Boat National Championships Post Event Report – Brian Aungst & Frank Chivas
8. Sunshine Law Presentation – Elise Winters, Board Attorney
9. Charter Amendment Presentation – Brian Aungst Jr.
10. Sponsorship Request from Clearwater Arts Alliance / Clearwater Corner Art: "Thinking Outside the Box" – Roberta Klar & Beth Daniels
11. Sponsorship Request from Pierce Street Market / Natalie Nagengast
12. Cleveland Street Business Alliance (CSBA) Request to Reimburse the CSBA for the Artwork for District Map – Tony Starova, CSBA President
13. Chairman's Report
 - a. Review of DDB Goals & Objectives
14. Final Comments
15. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
December 2, 2015 – 5:30 PM – City Hall – Council Chambers

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

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. and board members introduced themselves.
2. Citizens Comments: Items not on the agenda. No citizen comments.
3. Clearwater Jazz Walk Post Event Report – Jazz Holiday Festival representatives Gary Hallas and Steve Weinberger provided the report to the board.

Mr. Hallas and Mr. Weinberger presented a framed Jazz Holiday 2015 poster to the DDB and it was accepted by Chairman Morfopoulos.

4. Clearwater Business SPARK Presentation – Audra Aja, Economic Development Coordinator for the Economic Development and Housing Department, gave a Clearwater Business SPARK Presentation.

Member Sjouwerman asked Anne Fogarty France to get copies of Ms. Aja's presentation to members of the DDB.

5. Approve the Minutes from the November 4, 2015 Meeting

Member Wright moved to approve the minutes from the November 4, 2015 meeting. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

6. Adopt October 2015 Financial Statement for Filing

Member Wright moved to adopt the October 2015 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

Ayes”: Chairman Morfopoulos, Treasurer Rubright, Member Allison, Member Sjouwerman, Member Starova and Member Wright.

“Nays”: None.

Motion carried.

7. Year in Review Accomplishments – Anne Fogarty France presented an overview of the 2015 DDB accomplishments.

Member Starova, as president of the Downtown Merchants Association, has been asked by the association to inquire if they could be reimbursed by the DDB for the downtown map. The original map cost \$1,500 and the Downtown Merchants Association has the rights to the graphics. Board members agreed to place this item on the January 2016 agenda for discussion.

Ex-Officio/Councilmember Jonson questioned if the Wednesday Farmers Market was still active. Member Starova replied that it did take place and wanted to go on record to state that it is hurting downtown businesses on that day. Treasurer Rubright recommended the Downtown Merchants Association draft a letter to the city council expressing this concern. Chairman Morfopoulos recommended sending a letter to the Farmer’s Market first.

8. Chairman’s Report

Chairman Morfopoulos expressed thanks from the DDB to Craig Rubright for his years of service to the board and noted that he would be missed.

Chairman Morfopoulos advised attendees of events taking place in the next few weeks and thanked the DDB, the Ex-Officio members and staff for all their work this year.

9. Final Comments

Treasurer Rubright asked Ex-Officio members what type of person would be taking the place of Rod Irwin, who had tendered his resignation.

Ex-Officio Polglaze responded that they are looking for someone with a lot of energy, vision, team building skills with the capacity to bring the projects to completion. He personally, feels it needs to be someone with a lot of knowledge of our region (specifically Clearwater). He would like it to be someone successful in waterfront development.

Ex-Officio Jonson pointed out that the ULI Report recommended a full time person addressing the CRA. And Enterprise Funds. He also explained that it will be the City Manager’s decision. Councilmember Jonson hopes that he will consider having two people of national esteem that are energetic and dedicated as it’s a big job.

Ex-Officio Polglaze added that the City Manager can recommend a candidate for CRA Director but the CRA hires the Director.

Member Rubright thanked fellow members, the Chairman for getting the board in-line, the Ex-Officio/Councilmembers and Anne Fogarty France.

Member Wright thanked Member Rubright for his service on the board. He reminded everyone about Miracle on Cleveland Street on Saturday, December 5. He wished everyone a Happy Holiday and a great 2016.

Member Starova thanked Member Rubright for his service on the board. He commented that there were no toboggan slides down the ice this year. He felt it was a good year for the DDB and thanked the Chairman and thought that the board was making more sense as a group.

Member Sjouwerman thanked Member Rubright for his service on the board.

Member Allison thanked Member Rubright for his service on the board. She stated her first year was a good experience. She noted that she would like to see more projects like the banners and lights.

Ex-officio/Councilmember Jonson had two updates and noted the recently TED talk Ms. Fogarty France forwarded to members per his request. And secondly, the owners of the Parthenon Building at the corner of Myrtle and Court requested that the Municipal Code Enforcement Board waive the fines that are accruing daily. Some of the fines will be waived if the building is demolished by April 2016. He added that he was happy with the board's progress. He thanked the Chairman and Anne Fogarty France and thanked Member Rubright for his service to the board.

Ex-officio Councilmember Polglaze stated that it was a great year. He looked forward to being able to talk to Member Rubright now that he would be off the board. He noted that next budget year the DDB would have an additional \$50,000 in the budget. He urged member to keep the momentum going.

Chairman Morfopoulos thanked everyone for their hard work.

10. The meeting was adjourned at 6:58 p.m.

ITEM 6

	A	B	C	D	E	F	G	H	I
1		Downtown Development Board Statement of Revenues & Expenditures For the Period November 1 thru November 30, 2015							12/30/15 3:56 PM
2									
3									
4									
5									
6							Year to		
7			Budget		November		Date		Difference
8		Income							
9									
10		Ad Valorem (Property) Taxes	251,056		17,188		17,188		(233,868)
11		Ad Valorem Taxes Prior Yr	100		46		46		(54)
12		Interest Income	500						(500)
13		CRA Interlocal Agreement Rev	173,273						(173,273)
14		Misc Revenue	500		1,722		1,722		1,222
15		Total Income	425,429		18,956		18,956		(406,473)
16									
17		Expenditures							
18									
19		Promoting District							
20		Banner Installation & Maintenance	600						600
21		Downtown Streetscape Maintenance	3,200						3,200
22		Boatslip Construction & Maint	50,000						50,000
23		Holiday Lighting	14,500		6,980		7,307		7,193
24		Total Promoting District	68,300		6,980		7,307		60,993
25									
26		Promoting Merchants							
27		Graphic Design and Printing	3,000						3,000
28		Advertising	3,000						3,000
29		Jolley Trolley Downtown Loop	9,220		2,305		2,305		6,915
30		Total Promoting Merchants	15,220		2,305		2,305		12,915
31									
32		Promoting Events							
33		6th Annual Achieva Box Car Rally	1,000						1,000
34		Art in the Park	4,800				4,800		0
35		Clw Superboat National Championship	10,000						10,000
36		City/Clw Celebrates America	2,500						2,500
37		City/Fun n' Sun Festival	2,500						2,500
38		City/Sea Blues Festival	7,500						7,500
39		Miracle on Cleveland St @ Cap/Blast Friday	25,000		25,000		25,000		0
40		Clearwater Jazz Festival Jazz Walk	5,000				5,000		0
41		Santa & Suds Race/Walk for ASL & Deaf	3,500						3,500
42		Total Promoting Events	61,800		25,000		34,800		27,000
43									
44		Unallocated Funds	21,828						21,828
45									
46		Staff & Office Administration							
47		Downtown Meeting & Event Support	200		6		6		194
48		Office Expenditures	750		6		6		744
49		Dolphin Sign Replacement Cost	150						150

	A	B	C	D	E	F	G	H	I
1		<p style="text-align: center;">Downtown Development Board Statement of Revenues & Expenditures For the Period November 1 thru November 30, 2015</p>							12/30/15 3:56 PM
2									
3									
4									
5									
6							Year to		
7			Budget		November		Date		Difference
50		Public Meeting Notices	2,000		80		120		1,880
51		Legal Fees	3,500		200		200		3,300
52		CRA Mgt & Admin Fee - 2.5% Increase	65,317		5,443		10,886		54,431
53		DDB Minutes Preparation	1,430		110		110		1,320
54		Total Staff & Office Admin	73,347		5,845		11,328		62,019
55									
56									
57		Fixed Payments							
58		Officers & Directors Insurance	700						700
59		Liability Insurance (Dolphins)	1,422						1,422
60		Annual Audit	7,000						7,000
61		CRA Increment Payment	173,273						173,273
62		State Special District Fee	175				175		0
63		Property Appraiser Fee	2,364				586		1,778
64		Total Fixed Payments	184,934		0		761		184,173
65									
66		Total Expenditures	425,429		40,130		56,501		368,928
67									
68		Revenues in Excess of Expenditures	-		0		0		
69									
70		Expenditures in Excess of Revenues	\$ -		0		0		
71									
72		Ending Fund Balance	\$ -		0		0		0
73									
74		Beginning Fund Balance 10-1-14	86,998						
75									
76		Minimum Reserves Approved by Board 11-6-13	71,465						

[illegible]

[illegible]



CLEARWATER DOWNTOWN DEVELOPMENT BOARD



SPONSORSHIP/FUNDING REQUEST FORM

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

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

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

Date submitted: 12/28/2015

Name: Clearwater Arts Alliance

Title of event: Clearwater Corner Art: "Thinking Outside the Box"

Event contact: Roberta Klar

Organization: Clearwater Arts Alliance

Address: 1356 S. Fort Harrison

City: Clearwater State: FL Zip: 33756

Daytime phone: (727) 799-5420 Cell phone: (727) 642-7223

Fax number: () E-mail address: Roberta@klarklar.com

Website address: www.ClearwaterArtsAlliance.org

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

• Date and time of event/program: making an appearance in Spring 2016, remaining in perpetuity

• Location and address of event/program site: Downtown Clearwater (all sites to be inside DDB boundaries) Please see attached map for locations

• Projected attendance: unknown (the art will catch the attention of local residents and visitors alike)

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

We seek funds to support a public art project in which we will wrap art images on 7 (possibly 9) signal boxes at corner locations in Clearwater's downtown core. The signal boxes we are targeting are the drab grey metal boxes necessary to house electrical components for traffic signals and similar controls (all proposed locations are under City jurisdiction). CAA already has permission from the City to install art on these boxes and has already installed three promo locations. The downtown

prototype is at SE corner of Osceola and Cleveland featuring artist Ja'La Ford. We are including this box in our funding request. CAA has already secured and paid the artists for images, and secured bids for the installation which is a wrapped vinyl surface that is virtually permanent. (please see attached photos of 3 installations we have already completed) Similar programs have already been successfully done in Ft Lauderdale, Tampa, Orlando and Seattle

In addition CAA is planning on installing "Clearwater's Cultural Map" on one side of the signal boxes at select locations. The Cultural Map will have locations of Clearwater Galleries, Public Art and Cultural Institutions. The map is currently being developed with the help of HMX Graphics

• What kind of activities will take place during your event? What activities will take place on Cleveland Street? There are no activities per se, other than the installation work. Of the 7 sites we propose be underwritten by DDB, 6 are on Cleveland St. and the other 1 within the DDB boundaries. Please note that we are in the process of obtaining city of Clearwater approval for 2 more locations within the DDB

• Briefly list the purpose of the event/program and the ways in which it will benefit the community as well as promote the Cleveland Street District: The purpose of this project is to enhance the look of downtown by having the images created by local artists cover and beautify the necessary but ugly signal boxes that abound on our corners. These lovely and bright images create a sense of place and improve the quality of life for residents and visitors; they will beautify and create dialogue about art and Clearwater's Downtown; the project will promote and advance downtown revitalization; it will create jobs for the artists and installers; the project will make it more attractive for businesses and residents to relocate and visit the downtown area; the Cultural Map will promote galleries, public art and cultural institutions within the DDB. Some of the research on public art confirms:

- In a world where cities appear increasingly generic, public art creates a look that is identifiable, unique, authentic and attractive.
- Public art contributes to economic revitalization, crime reduction, community-building, increasing land value, making a city livable, branding the location, and contributes to the mix that is a magnet for people, businesses, and tourism.
- In a past survey conducted by the Joint Legislative Committee on Cultural Affairs, 99% of the CEOs who were questioned stated that cultural activities in an area is an important consideration in choosing a new location."ⁱ Homeowners, tenants, and developers are willing to pay more for property that is viewed as valuable and profitable.
- A U of Westminster study assessed the attitudes of investors, developers, and occupiers of commercial property regarding public art in private development. 62% of occupiers believe the contribution of public art to their building was considerable and provided a commercial advantage."ⁱⁱ Public art helps minimize the amount of time a property sits vacant."ⁱⁱⁱ (as per the U of

Westminster study) Property values and rent are higher when the property is occupied and turnaround time between tenants is shorter.

- How long has this event/program been in existence?

The project described herein is a new project for Clearwater, but has its origins in the mission of our organization. The Clearwater Arts Alliance (CAA) was founded in 1999 and since its inception has supported public art initiatives. The City of Clearwater implemented a Public Art ordinance in 2004 after much advocacy work by the CAA. Many Public art pieces have been installed since, with several others in the process currently. These include pieces on the Beach Walk, in Downtown Clearwater, at the Clearwater Bluff Marina, at Fire Stations and the large new Baycare facility on Drew St. and the periodically rotating Sculpture 360 on Cleveland St. Upcoming pieces will be at the Clearwater and Countryside Libraries and more. The Clearwater Arts Alliance began beautifying signal boxes by envisioning the project, hiring the artists, acquiring the images, identifying sites and clearing legal hurdles during summer the 2015, with the first completed prototype boxes done in Fall 2015.

- Is there a charge for the event/program? ☐ Yes ☒ No, Not for the public to enjoy it or "attend". But, yes, there is a cost to acquire the artists images and to install the wraps of these images on the signal boxes.

If yes, please include prices, distribution/outlets for purchase and on-sale date:

-
- Is this event/program a fund-raiser? ☐ Yes ☒ No If yes, for whom? Eventually the Clearwater Corner Art Project will be a fundraiser for the CAA. The hope and plan is that the DDB underwrite a significant number of boxes to be artistically covered in the downtown core. Then, with those in place downtown , other businesses and sponsors will see how effective the project can be in beautifying an area and creating a pleasant ambiance and that as a result we will be able to take the project in phases to many more areas within the City.

- 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? The DDB's logo can appear on the boxes next to the CAA name. Please see 4th photograph attached.

- Will you allow the DDB to display its banner(s)? ☐ Yes ☐ No ☐ Not applicable
- Possible sponsorship benefits to the DDB. Please check all that apply:

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

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

If yes, what are the dimensions?

Color _____ Black & White _____ Deadline: _____

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

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

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

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

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

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

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

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

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

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

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

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

Applicable

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

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

If yes, how many and what is their value? _____

Other sponsorship benefits:

(Continue on additional pages if needed.)

Please list other participating media sponsors and corporate sponsors:

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

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

What is the number of attendees expected at your event? As described above, this is not an event, but rather an enduring project which, once installed will remain indefinitely downtown to beautify the core area.

If this is a recurring event, what was the number of attendees at your event last year? Not applicable

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

We are asking that the DDB provide funds to support wrapping of 7 signal boxes at corner locations in Clearwater's downtown core at \$1,000.00 each..... Total \$7,000.00

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

APPLICANT CERTIFICATION:

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

- a. Use the description "Cleveland Street District" or "Cleveland Street District in downtown Clearwater" AND the url www.ClevelandStreetDistrict.com in all collateral material. Copies of promotional material must be provided with Invoice for reimbursement.
- b. Each organization is responsible for placing Event Parking Signs directing event attendees to parking garage before the event and for returning these signs to the Garden Avenue Parking Garage after the event. (Parking Sign location map attached.)
- c. Purchase two banners, minimum size 2' x 6', announcing event that is taking place to be installed on barricades on each end of the event.
- d. I also understand that I must give a final report to the board within three months after the event. Failure to adhere to this condition may jeopardize future sponsorship funding.

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

Applicant Signature: Roberta S. Klean
(Applicant must be 18 years of age or older)

Date: 12-28-15

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 1st Floor, Clearwater, FL 33756/anne.fogarty-france@myclearwater.com.
(4/1/15)

See these references for more info on the value of public art:

ⁱ Project for Public Spaces (PPS), "How Art Economically Benefits Cities." 3 Feb. 2006 .

ⁱⁱ Marion Roberts and Chris Marsh, "For Art's Sake, Public Art, Planning Policies and the Benefits for Commercial Property," Planning Practice & Research, May 95, Vol. 10, Issue 2. 193.

ⁱⁱⁱ Roberts, 193.



Budget for Clearwater Corner Art

Stipend for 3 Artists @ \$1000.00 each	\$3,000.00
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(CAA has already come out of pocket for developing the concept and finding and paying artists to get images and prototypes done)

Print and Install Artistic Wraps: 7x350.00 each	\$2450.00
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(CAA has bids for this work and has already used the graphic services company at these rates for the prototypes)

Map Graphic (20% of \$3750.00 map design contract fee)	\$750.00
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(CAA is in process of having the cultural map designed, has already made a down payment and this map work will apply to some downtown box wrap locations as well as locations for later phases)

Print and Install Cultural Map Graphic: Est. 5@150.00	\$750.00
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TOTAL	\$6950.00
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\$6950.00/ 7 = \$992.00 for each wrapped box with a small contingency fund. The request for \$7000 funding is so CAA does not expend more out of pocket than it already has to get this project through the concept phase and implemented with a solid footprint downtown and with the option for expansion into other Clearwater neighborhoods.



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SPONSORSHIP/FUNDING REQUEST FORM

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

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

Date submitted: 30 December 2015

Name: Natalie Nagengast

Title of event: Pierce Street Market

Event contact: Natalie Nagengast

Organization: Pierce Group LLC

Address: 331 Cleveland Street #1205

City: Clearwater State: FL Zip: 33755

Daytime phone: () _____ Cell phone: () 7656210789

Fax number: () _____ E-mail address: info@piercestreetmarket.com

Website address: www.PierceStreetMarket.com

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

• Date and time of event/program: 2nd & 4th Saturdays

• Location and address of event/program site: Clearwater Harbor Marina

• Projected attendance: 3,000-5,000+

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

PSM is an outdoor market with over 80 vendors. Our market is a mix of a fresh market, handcrafted vendors, non profits and more. Our target audience is young families and locals (not just tourists).

• What kind of activities will take place during your event? What activities will take place on Cleveland Street?
Attendees can find artesian foods (like local bakers), food trucks & handmade items between \$5-30. A majority of vendors fall within this price

point. We are not an expensive art piece show

- Briefly list the purpose of the event/program and the ways in which it will benefit the community as well as promote the Cleveland Street District: The purpose of the event is to encourage locals to shop locally within their community and support small businesses as well as enlighten them on various non profits where they can volunteer to better their own community.
- How long has this event/program been in existence? October 10th, November 14th, December 12th & 19th.

- Is there a charge for the event/program? ☐ Yes ☒ No

If yes, please include prices, distribution/outlets for purchase and on-sale date:

The only charge is \$50 for each vendor if they want a 10x10 space or \$40 if they want a 6 foot table space. Food trucks are charged 10%.

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

- 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? We'd be happy to become sponsored by CDS and DDB and add it to our existing banner. We already have an info booth for Cleveland Street businesses as well as have a few vendors in the market that fit.

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

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

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

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

If yes, what are the dimensions?

Color _____ Black & White TBD Deadline: _____

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

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

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

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

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

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

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

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

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

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

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

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

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

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

If yes, how many and what is their value? _____

Other sponsorship benefits:

We are happy to work with CSD and DDB to figure out various areas that we can work together and support you. We have many ideas on how we can collaborate with Cleveland St. businesses.

(Continue on additional pages if needed.)

Please list other participating media sponsors and corporate sponsors:

We do not currently have any sponsors. This has been created using my own personal savings and we are looking for the right sponsors not just anyone. I think CSD and DDB would be our ideal sponsor.

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

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

_____ 3,000 currently we
_____ hope to reach 5,000+
What is the number of attendees expected at your event? attendees consistently.
If this is a recurring event, what was the number of attendees at your event last year? _____

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

The city would like us to expand and activate the waterfront. We started with only once a month and expanded to twice. We also had about 60 vendors our first month and expanded to 80. In order to expand along the entire waterfront we will need to get the crowd up to a point to support another 40 vendors comfortably. I have 150 potential vendors.

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

Currently we have not created any sponsorship levels as we haven't offered this yet. We want the right sponsors not just anyone.

\$15,000.00

APPLICANT CERTIFICATION:

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

- a. Use the description "Cleveland Street District" or "Cleveland Street District in downtown Clearwater" AND the url www.ClevelandStreetDistrict.com in all collateral material. Copies of promotional material must be provided with Invoice for reimbursement.
- b. Each organization is responsible for placing Event Parking Signs directing event attendees to parking garage before the event and for returning these signs to the Garden Avenue Parking Garage after the event. (Parking Sign location map attached.)
- c. Purchase two banners, minimum size 2' x 6', announcing event that is taking place to be installed on barricades on each end of the event.
- d. I also understand that I must give a final report to the board within three months after the event. Failure to adhere to this condition may jeopardize future sponsorship funding.

NN

Please initial that you agree to comply with these requirements.

Applicant Signature: Natalie Nagengast Date: 30 Dec 2015
(Applicant must be 18 years of age or older)

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 1st Floor, Clearwater, FL 33756/anne.fogarty-france@myclearwater.com.
(4/1/15)

Addendum Pierce Street Market

For your consideration:

About Me:

Natalie Nagengast - Owner - Natalie's background is in entrepreneurship, marketing and finance. After graduating from Anderson University in Dec 2011 with her degree in Finance she moved to Clearwater in Feb 2012. She has spent many years coming to Clearwater for vacations with her family since a baby as they have had a second home in Clearwater since 1995. She currently works with a software company as their Sales and Marketing Director. She also started and runs a small online jewelry shop where she attends various shows around St. Pete and Tampa. She has been a part of her community in Indiana her whole life and has helped put on large antique car show drive-ins for The Boys and Girls Club as well as ran and headed a month long fall outdoor festival for her alma mater during an Entrepreneurship class. She currently resides downtown in Water's Edge and is active with many downtown events.

About Pierce Street Market:

Clearwater's Pierce Street Market is a new local makers market located downtown Clearwater under the Memorial Causeway Bridge and next to the Clearwater Harbor Marina.

The Pierce Street Market is open every 2nd & 4th Saturday of the month from October-May from 10am-4pm.

Attend the market and find over 80 vendors and food trucks including jewelry, clothes, vintage items, kids apparel, furniture, plants, florists, handmade artists and many other diverse vendors! All vendors are local and handmade or boutique.

The goal of Pierce Street Market is to engage the community in shopping local and encourage them to volunteer within their community. For this reason all non-profits get a free 10x10 booth within the market. We currently have about 3-5 non-profits from our community in the market and are hoping to expand as we find more.

Our plans for future:

After our successful start using social media and various channels we were asked to expand by not only attendees but vendors and city officials. We originally set out to do only 2nd Saturdays but are expanding to 2nd and 4th Saturdays. We also hope to grow along the waterfront and activate the waterfront by adding 40 new vendors in February. This will have to be done in one shot as we tested doing it partially on Dec 9th and it wasn't as successful.

Once we reach 120 vendors this will be our capacity for the time being. We are able to expand to over 250 vendors in the years to come if it is warranted and the crowds expand enough.

We also hope to encourage more Cleveland St. District companies to vend in our market where applicable and they qualify. We hope to have 4th Saturdays be a day where local CSD restaurants come and showcase their food (not just giving away samples) to the community. We also hope to help them with our rapid marketing growth and doing shout outs on social media.

I have been working very hard on this market to get the marketing kicked off as well as do as many administrative tasks as I can. With the expansion I must hire a part time employee to keep up with applications and coordinating vendors as well as tracking down vendor fees. I can get 50-100 emails a day some days and want to focus more on our marketing efforts so we can grow within the community faster. My Market Manager is available until May and I will be hiring her to take these over.

Our Past Marketing Efforts and Statistics as of Dec 30th:

I also did a lot of door to door post cards the first few months (about 10k) but saw a small return on the investment compared to Instagram and Facebook.

We were in Tampa Bay Times in Oct and had a lot of press releases which I think helped our Facebook Event responses. Most people don't respond to facebook events as much due to the fact they're becoming "regulars".

I took out an ad that hit 250k people in a Market Map by the Tampa bay Times for \$200

Our Market Video: <https://www.youtube.com/watch?v=RquKwFTk8H0> Has been seen 7k times on Facebook

Statistics as of Dec 29th 2015 (Statistics span 14 weeks from start to current)

Instagram:

Followers: 8450

Photo likes: 30,145

Comments: 1,586

Facebook General Page:

TOTAL REACH: 1 million

TOTAL ENGAGEMENT: 87k

Followers: 2,074

Engaged users: 22,696

Reach: 355,526

Impressions: 633,064

Facebook Events Pages:

Holiday Market Dec 19th:

RSVP: 539 Interested 288 Going

Reached: 25k

Viewed: 2.2k

Paid Total Ads: \$1101 *We paid for ads for this event and also the race we collaborated with. We basically put the money we normally pay for portapotties (about \$250) into their ads because they let us have some and added about \$100 more.*

PSM Ads: \$756.64 Total Reach: 43,028 Results: 1205

Race Ads: \$344.97 Total Reach 24686 Results: 394

December 12th Market:

RSVP: 700 Interested 354 Going

Reached: 42k

Viewed: 3.1k

Paid Ads: \$767.65 Total Reach: 47870 Results: 1016

November Market:

RSVP: 900 Interested 589 Going

Reached: 50k

Viewed: 7.2k

Paid Ads: \$540 Total Reach: 34,843 Results: 731

Grand Opening Market:

RSVP: Maybe: 334 Going: 1204

Reached: 79k

Viewed: 7.5k

Paid Ads: \$529.96 Total Reach 34419 Results: 368

Website:

Website Total Visitors: 9684

Unique Visitors: (data not currently available)

Market Statistics:

There's no great way to tell attendance. But we were close to 2k on our opening day if we looked on an hourly basis and around 3k a market ever since. We've kept that up despite doing two markets in December.

Vendors are paid/nonprofits/team/food trucks

December 19th: 81 vendors

December 12th: 86 vendors

November 14th: 83 vendors

October 10th: 60 vendors

Survey Conducted to 149 people that attended the event via Survey Monkey:

How have you heard about Pierce Street Market? (Select all that apply)

Answer Choices--	Responses--
-- Postcard on my door	4.70% 7
-- Instagram	24.16% 36
-- Facebook	49.66% 74
-- Article in Newspaper	8.72% 13
-- Ad in Newspaper	4.70% 7
-- Newstation	0.00% 0
-- Google	4.70% 7
-- Responses Other (please specify)	30.20% 45
Total Respondents: 149	

Our Future Marketing Plans:

We aim to work with Diane Stein (previous owner of JOTO PR) as well as other CSD leaders to continue to get more press releases seen and news channels embracing our market. We recently got on to VisitStPeteClearwater.com and want to continue to expand that area.

We also hope to work with Clearwater Marine Aquarium to create a kids section in the market as well as the water ferry to pass out promo on the beach to encourage tourists to use their services.

We also hope to work with the various hotels in a 30 mile radius as this is a unique market to our area that tourists enjoy. We're expanding on Yelp and TripAdvisor for these reasons.

Thank you!

OCTOBER		
-- ITEM	-- COST or PROFIT	Profit/Expense
Income		
Vendor Income (\$50 for 10x10 space)	54 vendors 2 food trailers	2621.21
	Total Income	2621.21
Expenses:		
Monthly Reoccurring Expenses:		
Print posters		\$73.16
Adwords		\$22.10
Facebook Ads		630.4
Insurance	60 booths	123.5
Portapotties	\$70 each/2 \$95/1 Handicap	\$235
City permit	\$100/4 events	25
Printing postcards - Postcard Mania	5000 postcards +1000 free	\$390
Distributing postcards	Harrison Kenny .12 a postcard	\$245
Staffing?		\$300
Dumpster		\$80
One time Expenses:		
Website		\$140
LCC Registration		\$249
Table Cloths/baskets/signs/supplies		\$250
Graphic Design promo/website/logos	Independent deisgner	\$70
Monthly reoccurring:		
Website		\$21
Email		\$10
	Total Costs:	\$2,863.58
	Net:	-\$242.37
NOVEMBER:		
-- ITEM	-- COST or PROFIT	Profit/Expense
Income		
Vendor Income (\$50 for 10x10 space)	72 vendors 4 food trailers	\$3,471.54
	Total Income	\$3,471.54

Expenses:		
Monthly Reoccurring Expenses:		
Print posters		\$130.00
Facebook Ads		\$450.00
Insurance	60 booths	\$123.50
Portapotties	\$65 each/2 \$95/1 Handicap	\$225.00
Newspaper Ad	Tampa Times Market Map to 250k	\$200.00
City permit	\$100/4 events	\$25.00
Printing postcards - Primoprint	5000 postcards +1000 free	\$165.30
Distributing postcards	Harrison Kenny Services	\$474.00
YesWare	email service	\$15.00
Staffing	Market Manager	\$300.00
Close of Parking lot for Food Trucks		\$50.00
Graphic Designer	Postcards, Facebook, Instagram e	\$76.75
Dumpster	Dumpster not delivered	\$0.00
Instagress	Instagram marketing tool	\$25.00
Right Signature	For vendors to sign waivers electr	\$8.00
Uniforms	We purchased 4 TOMS shoes for staff to use rest of season to avoid foot injuries	\$176.20
Supplies		\$165.96
One time Expenses:		
Video	Promotional video has seen 7k+ and will be put on website.	\$500.00
Handmade local Canvas Bags to sell	\$6 each/50 selling \$5 at loss for pr	\$300.00
Monthly:		
Website		\$21.00
Email		\$10.00
	Total Costs:	\$3,440.71
	Net:	\$30.83
DECEMBER 12TH		
-- ITEM	-- COST or PROFIT	Profit/Expense
Income		
Vendor Income (\$50 for 10x10 space)	65 vendors 4 food trucks	\$3,138.49
Applications Income (\$15 an applicatio	6 applications	\$90.00
	Total Income	\$3,228.49

Expenses:		
Bi-weekly Reoccurring Expenses:		
Print posters		\$100.00
Facebook Ads		\$767.65
Insurance	60 booths	\$82.33
Portapotties	\$65 each/2 \$95/1 Handicap	\$225.00
City permit	\$100/4 events	\$25.00
Distributing postcards Harrison Kenny		\$250.00
Postcards printed	2500 more postcards printed	\$73.34
Website	Application Form (1 year)	\$10.50
YesWare		\$7.50
Staffing	Market Manager + Additional Staff	\$500.00
Banners and signs	Booth signs/Market Signs	\$754.46
Dumpster		\$80.00
One time Expenses:		
Vendors Event - Christmas	This is a meeting with food and goes over upcoming plans held once a Q.	\$261.29
Supplies		\$202.00
Instagress Instagram Marketing Tool	1 year of Instagress	\$40.65
Monthly:		
Website		\$21.00
Email		\$10.00
	Total Costs:	\$3,410.72
	Net:	-\$272.23
DECEMBER 19TH		
-- ITEM	-- COST or PROFIT	Profit/Expense
Income		
Vendor Income (\$50 for 10x10 space)	65 vendors 4 food trucks	\$3,138.49
Applications Income (\$15 an applicatio	6 applications	\$90.00
	Total Income	\$3,228.49
Expenses:		
Bi-weekly Reoccurring Expenses:		
Print posters		\$100.00
Facebook Ads		\$767.65

Insurance	60 booths	\$82.33
Portapotties	\$65 each/2 \$95/1 Handicap	\$225.00
City permit	\$100/4 events	\$25.00
Distributing postcards Harrison Kenny		\$250.00
Postcards printed	2500 more postcards printed	\$73.34
Website	Application Form (1 year)	\$10.50
YesWare		\$7.50
Staffing	Market Manager + Additional Staff	\$500.00
Banners and signs	Booth signs/Market Signs	\$754.46
Dumpster		\$80.00

One time Expenses:

Vendors Event - Christmas	This is a meeting with food and goes over upcoming plans held once a Q.	\$261.29
Supplies		\$202.00
Instagress Instagram Marketing Tool	1 year of Instagress	\$40.65

Monthly:

Website		\$21.00
Email		\$10.00

Total Costs: \$3,410.72

Net: -\$182.23

Projected Income Jan-May 14th

-- ITEM	-- COST or PROFIT	Profit/Expense
Projected Income Jan-May 14th		
Jan 9th Projected Vendor Income	65 paying vendors 4 food trucks	\$3,000.00
Jan 9th Projected Applications Income (\$15 an application)		\$75.00
Jan 23rd Projected Vendor Income	65 paying vendors 4 food trucks	\$3,000.00
Jan 23rd Projected Applications Income (\$15 an application)		\$75.00
Feb 13th Projected Vendor Income	100 paying vendors 4 food trucks	\$4,820.00
Feb 13th Projected Applications Income (\$15 an application)		\$75.00
Feb 27th Projected Vendor Income	100 paying vendors 4 food trucks	\$4,820.00
Feb 27th Projected Applications Income (\$15 an application)		\$75.00
Mar 12th Projected Vendor Income	100 paying vendors 4 food trucks	\$4,820.00
Mar 12th Projected Applications Income (\$15 an application)		\$75.00

Mar 26th Projected Vendor Income	100 paying vendors 4 food trucks	\$4,820.00
Mar 26th Projected Applications Income (\$15 an application)		\$75.00
Apr 9th Projected Vendor Income	100 paying vendors 4 food trucks	\$4,820.00
Apr 9th Projected Applications Income (\$15 an application)		\$75.00
Apr 23rd Projected Vendor Income	100 paying vendors 4 food trucks	\$4,820.00
Apr 23rd Projected Applications Income (\$15 an application)		\$75.00
May 14th Projected Vendor Income	100 paying vendors 4 food trucks	\$4,820.00
May 14th Projected Applications Income (\$15 an application)		\$75.00
		\$40,415.00
Expenses:		
Bi-weekly per Market Reoccurring Expenses:		
Print posters	\$75 every 2 months = \$18.75/market	\$18.75
Facebook Ads		\$1,000.00
Insurance	80 booths	\$150.00
Portapotties	\$65 each/2 \$95/1 Handicap	\$225.00
City permit	Permit extended until Feb	\$0.00
Website/Email	\$21 website \$15 email/month	\$18.00
Distributing postcards Harrison Kenny	Distribution to local businesses	\$150.00
Postcards printed	5k postcards for use 4 markets	\$37.50
YesWare		\$7.50
Staffing Day of Market	\$15 an hour market manager \$100/day market assistant	\$250.00
Staffing Part time Admin	20 hrs/\$12 a week	\$480.00
Banners and signs	Market signs set aside \$50 for new signs	\$50.00
Dumpster		\$80.00
Supplies	Tents/Tables/Water/Supplies etc.	\$250.00
	Total Reoccurring per small market	\$2,716.75
When we expand to 100 booths along water will have to have more marketing to bring a larger crowd to support the market. This is a 60% growth in vendors so we must grow our team with an extra staff member and more supplies and marketing.		
Additional Marketing/ market	Facebook ads and other marketin	\$600
Additional Staff assistant	Duties include helping vendors, trash, keeping portapotties clean, set up, tear down, etc.	\$100

Additional supplies		\$200
	Total Reoccurring per large market	\$3,616.75
One time Expenses:		
Vendors Event - March & End of season	Two meetings mid season and end of season. \$150 each	\$300.00
Sign for Parking Lots	2x \$250 by Signworx. These are heavy and easily visible and hard to move with a water base. One for under bridge and other for waterside.	\$500.00
	Total Costs:	\$10,750.25



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