



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

October 3, 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 September 5, 2018 Meeting**
4. **Approve the Minutes from the September 10, 2018 Meeting**
5. **Adopt August 2017 Financial Statement for Filing**
6. **Second Reading – Approve \$9,000 in funding for the duPont Registry Cars & Coffee event from Future Initiatives line item and pending the approval from the City's Parks & Recreation Department and a refined concept**
7. **Appoint DDB Election Canvassing Committee Members (Meets on October 9, 2018 at Supervisor of Elections Office, 315 Court Street, 1<sup>st</sup> floor, at 3:00 p.m.) – Chairman Paris Morfopoulos**
8. **Holiday Movies in Station Square Park – Anne Fogarty France, DDB Administrator**
9. **DDB Work Plan Item Updates – Anne Fogarty France, DDB Administrator**
10. **Community Redevelopment Agency (CRA) Updates – Amanda Thompson, Director, CRA**
11. **Chairman's Report – Chairman Paris Morfopolous**
12. **Final Comments**
13. **Adjournment**

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

Members Present:	Paris Morfopoulos	Chairman
	Stu Sjouwerman	Vice-Chairman
	Thomas Wright	Member
	Lina Teixeira	Member
	Ray Cassano	Member
	Venkat "Vincent" Devineni	Member
Also Present:	Hoyt Hamilton	Ex-officio Member/Councilmember
	Amanda Thompson	CRA Director
	Anne Fogarty France	Board Administrator
Absent:	Caitlein Jammo	Member
	David Allbritton	Ex-officio Member/Councilmember

1. Call to Order. Chairman Morfopoulos called the meeting to order at 5:30 p.m.
2. Citizen Comments - Items Not on the Agenda. There were none.
3. First Public Millage Hearing - Resolution 02-18. In accordance with Chapter 200 of the Florida Statutes, which defines requirements for the Determination of Millage and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt a final millage rate for the new fiscal year. The adoption of this resolution to establish the millage rate and the related budget resolution are an integral part of fulfilling these requirements.

The DDB set a tentative millage rate of 0.9700 mill on August 1, 2018, which is the rate that appeared on the TRIM bill notices mailed to taxpayers in August.

Resolution 02-18 was presented to adopt the millage rate of 0.9700 mills to support the operating budget for the 2018/19 fiscal year. Resolution 02-18 was presented and read by title only.

**Member Wright moved to approve Resolution 02-18. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Chairman Morfopoulos, Member Teixeira, Member Cassano, Member Sjouwerman, Member Wright and Member Devineni.**

**Nays: None.**

**Motion carried.**

4. First Public Budget Hearing - Resolution 03-18. Chairman Morfopoulos advised that as previously stated, the DDB must adhere to the Florida Statutes and the rules governing TRIM compliance.



On June 6, 2018, the DDB approved a Preliminary Budget that outlined proposed estimates of revenues and expenditures for the 2018/19 fiscal year. The budget was also approved at the August 1, 2018 DDB meeting. Resolution 03-18 was presented and read by title only.

**Member Wright moved to approve Resolution 03-18. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Chairman Morfopoulos, Member Cassano, Member Teixeira, Member Sjouwerman, Member Wright and Member Devineni.**

**Nays: None.**

**Motion carried.**

5. Approve the Minutes from the August 1, 2018, Meeting.

**Member Wright moved to approve the minutes from the August 1, 2018, meeting. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Chairman Morfopoulos, Member Wright, Member Cassano, Member Teixeira, Member Sjouwerman and Member Devineni.**

**Nays: None.**

**Motion carried.**

6. Adopt July 2018 Financial Statement for Filing.

**Member Sjouwerman moved to approve the July 2018 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Chairman Morfopoulos, Member Sjouwerman, Member Cassano, Member Teixeira, Member Wright and Member Devineni.**

**Nays: None.**

**Motion carried.**

7. Homelessness Presentation - Sgt. Sergio Fidelis, Downtown Bike Team, and Gabe Parra, Community Development Manager provided updates regarding statistics and current trends on homelessness in downtown.

Questions were raised about regulations against sleeping in Station Square Park. Officer Fidelis replied that there are no regulations against this, although when ordinances against littering and open containers are violated, arrests can be made. The City and the police department are concerned with downtown safety. Trees in the park were recently trimmed to allow for a better view and cameras are being purchased and installed for surveillance. When the opportunity to commit crime is removed, the criminal homeless will move on.



When asked about the incidents of drug use among the homeless Officer Fidelis replied that the numbers are much better thanks to the previous downtown bike team, who did a great job. There is a 20% reduction in crimes from 2017.

Members asked the hours of the bike patrol. Officer Fidelis stated that there are six officers and one supervisor. Officers patrol four days per week with bikes, and two evenings (normally Tuesdays and Fridays). Patrols are Monday-Friday with weekend 'spot checks' to maintain presence.

Members complimented the officer on the response time from the patrol and asked about the timeline for the cameras. CRA Director Thompson answered that the funding is in place, but the research on wireless, placement, public record and other matters is still being completed. Member Sjouwerman reminded them to 'lock down' the cameras to avoid hacking.

A question was raised about the number of chronic homeless. Officer Fidelis stated that we have 15 'absolute homeless'. Some have money, social security income or the like, but will not go into a home. There may be mental issues, substance abuse or a lack of support system. These homeless are not criminals, they're non-violent and there's no way to help them.

Chairman Morfopoulos asked about what kind of response time they could expect from using the non-emergency number. Office Fidelis advised how to determine whether to call non-emergency line (non-violent matter including trespassing) or 9-1-1 (need for detention or other violent matters) and the benefits of having a trespass affidavit on file.

Officer Fidelis said he is grateful to be downtown, he feels the cameras will help, and he is happy to assist at any time. Chairman Morfopoulos thanked him and Mr. Parra for the informative presentation.

8. Approve Slate of Election Candidates - Chairman Paris Morfopoulos read the proposed slate aloud. He asked for addition nominations or discussion; there were none.

**Member Sjouwerman moved to approve the slate of election candidates. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Chairman Morfopoulos, Member Cassano, Member Teixeira, Member Wright, Member Sjouwerman and Member Devineni.**

**Nays: None.**

**Motion carried.**

9. Funding Request – DuPont Registry Cars & Coffee – Bucky Worboys, General Manager, opened by thanking the board for their service to the community and introducing property owner, Daniels Ikajevs. The funding request presented was for \$12,000 for an exotic car (and possibly boat) event for the Coachman Park parking lot, January 19, 2019, involving approximately 400 cars and drawing 3,000 people.



Mr. Worboys advised that they host Coffee & Cars monthly at their office location for some time now on the third Saturday of each month. Over 300 cars and more than 750 people attend.

Chairman Morfopoulos asked what percentage of the overall budget the \$12,000 funding request would represent. Mr. Worboys answered that there is no complete budget at this time and they have never worked with the City of Clearwater before. The group is researching the various costs involved and will have a better estimate soon. Mr. Ikajevs stated that the projected date had been moved from November to January to allow for this research to be as thorough as necessary.

Chairman Morfopoulos noted that several years ago the DDB had withdrawn funding for events at Coachman Park and asked about the possibility of the event re-locating to Cleveland Street with 'overflow' down the hill to the Coachman Park parking lot if necessary. The board expressed concern that if centralized in the Coachman Park parking lot, this event would not properly highlight or benefit the Cleveland Street community. Mr. Worboys stated that one of his questions for the board was to be the opportunity to block the street "from, say, Starbucks to the Cap", at which point Chairman Morfopoulos opened the matter to discussion.

Mr. Worboys added that exotic cars from dealerships and private collectors would be a large part of the offering. Members were excited about having DuPont in Downtown Clearwater and liked the multi-layering of the event with cars and boats. Attendees would bring along their significant others, who in turn would draw friends and other car or boat-lovers and bring a wider demographic to the area.

Member Wright had three questions/concerns: (1) What are the sales opportunities of the event? Mr. Worboys stated that DuPont allows signage to sell a vehicle, but dealerships are not allowed to post MSRP. (2) Does duPont benefit from the sales? Mr. Worboys stated that they have agreements with the dealerships, but do not benefit monetarily from individual sales. (3) This seems like a very high-cost 'big deal' and it's they're first shot here. Mr. Worboys assured the board that they are very experienced in this sort of event, and that they are very aware of the marketing, security, etc. that it requires. Mr. Ikajevs reminded the board that this event would be marketed to the 'very affluent' as well as be a draw to the 'regular visitors'.

Member Sjouwerman identified himself as "the Tesla guy" with a mission to change the "one-off" type of event for which the DDB regularly saw funding requests. He wants to see an investment in marketing the downtown area instead and looks strictly at ROI, the DDB having spent \$1M of these events in four years. The metrics applied to \$12,000 request for 3,000-person event reflect \$4/visitor. Mr. Worboys stated that they projected 3,000 plus attendees, and he would like to look at this as an annual or bi-annual opportunity to bring many people downtown. Member Sjouwerman asked for details on the PR and visibility to which Mr. Ikajevs responded the event would be marketed at various costs to attendees of various int and income levels.

Member Devineni asked about an online presence for the event. Mr. Worboys responded that duPont has the largest automotive social platform in the world, approximately 700,000 followers on Instagram, and over 7M followers on Facebook.



Live streaming over those platforms from the event would be a terrific opportunity for promotion of both the event and the downtown area, with the use of tags and hashtags.

Member Teixeira asked for first right of refusal for the downtown merchants to be vendors.

CRA Director Thompson stated that the first step is the city regarding block closure and other regulations, and perhaps the group could return after meeting with the various city departments with additional information. Ms. Thompson also reminded the board of meetings created between brewery owners and downtown business owners at the craft beer festival which grew connections and leveraged attendance to those merchants.

Member Wright asked if there would be publicity in the duPont publications, but Mr. Worboys said that really wasn't possible with the international distribution of the magazine.

Chairman Morfopoulos suggested a motion to approve half the request and return when the group has more information.

**Member Wright moved to fund the duPont Registry Cars & Coffee event at \$12,000 with funds from the Future Initiatives line item and the motion was duly seconded and upon roll call, the vote was: concept and likes the different crowd.**

**Ayes: Member Wright, Member Teixeira.**

**Nays: Chairman Morfopoulos, Member Cassano, Member Sjouwerman and Member Devineni.**

**Motion failed.**

Discussion ensued.

**Member Sjouwerman moved to approve \$9,000 to fund the duPont Registry Cars & Coffee event from Future Initiatives line item and pending the approval from the City's Parks & Recreation Department and a refined concept. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Chairman Morfopoulos, Member Cassano, Member Teixeira, Member Sjouwerman Member Wright and Member Devineni.**

**Nays: None.**

**Motion carried.**

10. Work Plan Update – In regard to Task 3.3 Review and Provide Recommendations to Imagine Clearwater, Member Devineni identified several areas that required further attention in the Imagine Clearwater scheme: pedestrian and bicycle trail access, addition of a dog park, addition of a MyClearwater sculpture program, addition of an observation deck or tower, increased amphitheater seating, murals and green art.

His recommendation was that downtown Clearwater needs its own downtown identity. There are great concepts and companies that help to effect that change.



Chairman Morfopoulos thanked Member Devineni for the time and thought he'd put into his presentation and reminded the board that each member has an action item to support and recommended that the board support Member Devineni in his efforts.

Member Teixeira asked about how to communicate with Member Sjouwerman on their shared work plan items. Board Administrator Fogarty France advised that she would be the contact person for communications and would forward communications to members.

11. CRA Updates - Amanda Thompson, CRA Director thanked Member Devineni for his thoughtful presentation.

She noted the October 4 Imagine Clearwater presentation to the City Council and stated it included the plan most closely related to the community's choices.

The focus groups meeting for current restaurant tenants, potential tenants and property owners were scheduled for September 6, 2018. The goal of the incentive plan is to increase the number of downtown restaurants with evening and weekend hours.

The DDB/CRA Interlocal Agreement was recently approved.

Mural artists were approved. Please view the back of Hispania Tapas Bar as they've had a mural painted on their own with no grant money.

The Florida Center for Creative Photography will be taking over Second Century Studios through October 11.

The CRA is working with the downtown merchants on planning a Holiday Extravaganza that runs from November and December with a "12 Days of Christmas" promotion and includes every business owner.

12. Chairman's Report - Chairman Paris Morfopoulos

Chairman Morfopoulos requested a motion from Member Devineni regarding his primary recommendation for the work plan item on Imagine Clearwater recommendations

**Member Devineni moved to recommend to the City Council that a five (5) story observation deck be included in the Civic Gateway area of the Imagine Clearwater project. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Chairman Morfopoulos, Member Teixeira, Member Cassano, Member Wright and Member Devineni.**

**Nays: None.**

**Abstained: Member Sjouwerman.**

**Motion carried.**

Chairman Morfopoulos reminded the board about the second public meeting Monday, September 10. He also provided information on the upcoming event dates.

### 13. Final Comments

Member Cassano stated he likes what's happening, he feels this is a new era of creativity and liked Member Devineni's suggestions – especially the dog park.

Member Teixeira feels a little overwhelmed, but that's a great problem. She's seeing more people in the bar who haven't been to downtown in years and finds that very encouraging.

Member Wright asked about a date for destruction of the Harborview Center and Ms. Thompson stated that he'd be the first to know.

Member Sjouwerman wished all a good night.

Member Devineni had no further comments.

Chairman Morfopoulos thanked everyone for their attendance.

### 14. The meeting was adjourned at 7:33 p.m.



CLEARWATER DOWNTOWN DEVELOPMENT BOARD  
SECOND AND FINAL MILLAGE AND BUDGET HEARING  
September 10, 2018 – 5:30 PM – City Hall Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Stu Sjouwerman	Vice-Chairman
	Thomas Wright	Member
	Ray Cassano	Member
	Lina Teixeira	Member
	Venkat "Vincent" Devineni	Member
	Caitlein Jammo	Member
Also Present:	Hoyt Hamilton	Ex-Officio/Councilmember
	Amanda Thompson	CRA Director
	Anne Fogarty France	Board Administrator
Absent:	Caitlein Jammo	Member

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—There were none.
3. Second Public Millage Hearing—Resolution 02-18. In accordance with Chapter 200 of the Florida Statutes, which defines requirements for the Determination of Millage and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt a final millage rate for the new fiscal year. The adoption of this resolution to establish the millage rate and the related budget resolution are an integral part of fulfilling these requirements.

The DDB set a tentative millage rate of 0.9700 mill on August 1, 2018, which is the rate that appeared on the TRIM bill notices mailed to taxpayers in August.

Resolution 02-18 was presented to adopt the millage rate of 0.9700 mills to support the operating budget for the 2018/19 fiscal year. Resolution 02-18 was presented and read by title only.

**Member Wright moved to approve Resolution 02-18. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Chairman Morfopoulos, Member Teixeira, Member Cassano, Member Sjouwerman, Member Wright and Member Devineni.**

**Nays: None.**

**Motion carried.**

4. Second Public Budget Hearing—Resolution 03-18 Chairman Morfopoulos advised that as previously stated, the DDB must adhere to the Florida Statutes and the rules governing TRIM compliance.

On June 6, 2018, the DDB approved a Preliminary Budget that outlined proposed estimates of revenues and expenditures for the 2018/19 fiscal year. The budget was also approved at the August 1, 2018 DDB meeting. Resolution 03-18 was presented and read by title only.

**Member Wright moved to approve Resolution 03-18. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Chairman Morfopoulos, Member Cassano, Member Teixeira, Member Sjouwerman, Member Wright and Member Devineni.**

**Nays: None.**

**Motion carried.**

5. **Final Comments – There were no final comments**

6. The meeting was adjourned at 5:34 p.m.



## ITEM 5

	B	C	D	E	F	G	H	I	J	K	L	M	N	P
1	Downtown Development Board													9/20/2018
2	Statement of Revenues & Expenditures													
3	For the Period October 1 thru August 31, 2018													
4														
5														
6		Adopted	Budget Transfer	Amendment	Amendment	Amendment	Amendment		Amended			Year to		
7		Budget	9/6/2017	2/7/2018	3/7/2018	4/4/2018	7/11/2018		Budget	August		Date	Difference	
8	Income													
9														
10	Ad Valorem (Property) Taxes - 0.9700 mills	281,758							281,758	-		285,364	3,606	
11	Ad Valorem Taxes Prior Year	100							100	108		1,062	962	
12	Interest Income	500							500	-		2,174	1,674	
13	CRA Interlocal Agreement Revenue	210,441							210,441	-		210,139	(302)	
14	Misc Revenue	499							499	-		-	(499)	
15	Total Income	493,298	-	-	-	-	-	-	493,298	108		498,740	5,442	
16	Expenditures													
17														
18	Downtown Arts & Beautification													
19														
20	Banner Installation & Maintenance	1,000							1,000	-		30	970	
21	Downtown Streetscape Maintenance	3,200							3,200	-		-	3,200	
22	Mural Projects	1,500							1,500	-		750	750	
23	Holiday Lighting	15,000							15,000	-		11,772	3,228	
24	Total Downtown Arts & Beautification	20,700	-	-	-	-	-	-	20,700	-		12,552	8,148	
25														
26	Downtown Marketing													
27	Graphic Design and Printing	3,000							3,000	20		1,424	5,576	
28	Advertising	10,000							10,000	-		2,663	7,337	
29	Website Content (Includes List Serve & Video Production)	4,400							4,400	-		-	4,400	
30	Jolley Trolley Downtown Loop	14,466							14,466	-		7,233	7,233	
31	Clearwater Arts Alliance - Clearwater Cultural Map Printing/Update Support	-					5,400		5,400	-		-	5,400	
32	Total Downtown Marketing	31,866	-	-	-	-	5,400		37,266	20		11,321	25,945	
33														
34	Downtown Events													
35														
36	Achieva Box Car Rally - 9th Annual	1,500							1,500	-		1,500	-	
37	Festival Series including Blast Friday, Miracle on Cleveland Street & Cruisin at the Capitol	30,000							30,000	-		30,000	-	
38	City/Sea Blues Festival	10,000							10,000	10,000		10,000	-	
39	City/Bay 2 Beach Music and Art Festival (formerly known as Fun-n-Sun)	5,000							5,000	5,000		5,000	-	
40	City/Clw Celebrates America	2,500							2,500	2,500		2,500	-	
41	Clearwater Jazz Festival Downtown Party	5,000							5,000	-		5,000	-	
42	Downtown Clearwater Merchants Association Yearly Events (Blast Friday Supplements, BBQ Block Party, Downtown Funk, Miracle on Cleveland Supplement, Art Crawl)	15,000							15,000	-		15,000	-	
43	Jeeps Downtown	5,000							5,000	-		5,000	-	
44	Santa & Suds 5K Fun Run	-	5,000						5,000	-		5,000	-	
45	Spectrum Clearwater Super Boat National Championship	10,000							10,000	-		-	10,000	
46	Station Square Park Events	10,000							10,000	-		-	10,000	
47	CDP - Downtown Clearwater Beer Fest	7,500							7,500	-		7,500	-	
48	Open Air Paint Party & Art Bazaar	9,000			(3,000)				6,000	-		6,000	-	
49	Dali Tours Downtown/Clearwater Galleries Tour	-				1,500			1,500	-		1,500	-	
50										-		-	-	
51	Total Downtown Events	110,500	5,000	(3,000)	1,500	-	-	-	114,000	17,500		94,000	20,000	
52														
53	Future Downtown Initiatives	24,383	(5,000)	3,000	(1,500)	(2,400)	(5,400)		13,083	-		-	13,083	
54														
55	Staff & Office Administration													
56	Operating Expenditures	1,000							1,000	0		1,334	(334)	
57	Public Meeting Notices	2,000							2,000	30		433	1,567	
58	Legal Fees	3,500							3,500	325		3,100	400	
59	CRA Mgt & Admin Fee - 2.5% Increase	68,624							68,624	5,719		62,905	5,719	
60	DDB Minutes Preparation	1,452							1,452	242		1,331	121	
61	DDB Planning Session/Collaborative Labs	-					2,400		2,400	-		1,950	450	
62	Total Staff & Office Admin	76,576	-	-	-	2,400	-	-	78,976	6,316		71,054	7,922	
63														
64	Fixed Payments													
65	Officers & Directors Insurance	700							700	-		576	124	
66	Liability Insurance (Dolphins)	1,422							1,422	-		1,245	177	
67	Annual Audit	8,000							8,000	-		8,000	-	
68	CRA Increment Payment	210,441							210,441	-		210,139	302	
69	State Special District Fee	175							175	-		175	-	
70	Tax Collector Commissions	6,000							6,000	2		6,214	(214)	
71	Property Appraiser Fee	2,535							2,535	-		2,513	22	
72	Total Fixed Payments	229,273	-	-	-	-	-	-	229,273	2		228,862	411	
73														
74	Total Expenditures	493,298	-		-				493,298	23,838		417,788	75,510	
75														
76	Revenues in Excess of Expenditures	-							-	-		80,951		
77														
78	Expenditures in Excess of Revenues	-							-	(23,730)		-		
79														
80														
81														
82	Beginning Fund Balance 10/1/2017	152,292												
83														
84	Minimum Reserves Approved by Board 7/11/2018	75,000												
85														
86	Cash in Bank as of 8/31/2018	233,282												



[illegible]



[illegible]

**Clearwater DDB**  
**1-Year Tactical Plan**  
**Approved 8-1-18**

Item 9

<b>Marketing 1-Year Tactical Plan</b>					
<b>MARKETING GOAL: IMAGINE CLEARWATER SPURS COMMERCIAL AND RESIDENTIAL INVESTMENT IN DOWNTOWN</b>					
<b>Strategies &amp; Tactics</b>	<b>Champions</b>	<b>Resources Needed</b>	<b>Success Metrics</b>	<b>Start Date</b>	<b>Completion Date</b>
	Those responsible for Strategy	People/Materials/ Time/\$/etc.	How to quantify success	Start of Strategy	Completion of Strategy
<b>1. Strategy 1 Celebrate Demolition of the Harborview Center</b>					
1.1. Plan a demolition/launch Imagine party concert	Caitlein/ Thomas	\$10,000 funds, Work with City Special Events	Number of Party Attendees; New enewsletter sign ups; Media mentions	Aug-18	Aug-19
<b>2. Strategy 2 Hire PR firm to promote downtown</b>					
2.1. Develop scope of services for Public Relations RFP	Thomas/Stu/ CRA Staff	N/A	Scope approved by DDB	Sep-18	Oct-18
2.2. Issue RFP for Public Relations consultants	Thomas/Stu/ CRA Staff	N/A	Attract 3+ responses, including some from Clearwater	Oct-18	Nov-18
2.3. DDB hires and funds firm	Thomas/Stu/ CRA Staff	\$20,000 DDB; \$15,000 CRA	Firm hired	Nov-18	Dec-18
<b>3. Strategy 3 Review the ULI study high priority items and make recommendations.</b>					
3.1. Review status of ULI action items	Venkat/Ray	N/A	Presentation of findings	Oct-18	Nov-18
3.2. Determine if any incomplete items should be addressed by DDB - compare with Imagine Clearwater	Venkat/Ray	N/A	DDB discussion item on this topic	Oct-18	Nov-18
3.3. Review and provide recommendations for Imagine Clearwater implementation	Venkat/Ray	N/A	9-5-18 - DDB voted to recommend to the City that a 5 story observatoin deck be included in the Civic Gateway-letter sent.	Sep-18	<b>Completed Sep-18</b>



**Clearwater DDB**  
**1-Year Tactical Plan**  
**8-1-18**

**Business Assistance 1-Year Tactical Plan**

**BUSINESS ASSISTANCE GOAL: ATTRACT NEW HIGH TECH EMPLOYERS AND HIGH TECH WORKERS**

Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those responsible for Strategy	People/Materials /Time/\$/etc.	How to quantify success	Start of Strategy	Completion of Strategy
<b>1. Strategy 1 Renovating old buildings into modern, trendy places to support residents (e.g., Armature Works)</b>					
1.1. Coordinate with PR campaign to attract tenants (Trader Joe's, Top Golf)	Ray/CRA staff	Work with CDP & DCMA on campaign development.	Number of tenants attracted	Nov-18	Mar-19
1.2. Court potential tenants for vacant storefronts	Ray/CRA staff	N/A	Number of tenants attracted	Nov-18	Mar-19
<b>2. Strategy 2 Partner with an educational institution to train high tech and design workers</b>					
2.1. Establish contact with SPC	Carol Hague/CRCC/ Caitlein	initial contact	develop plan for proceeding	Jan-19	Jun-19
2.2. Establish contact with USF	Stu	initial contact	develop plan for proceeding	Jan-19	Jun-19
2.3. Coordinate with the PR campaign to attract an educational institution	CRA & DDB	CRA & DDB funds	How many universities are interested	Jan-19	Jun-19
<b>2a. Strategy 2a. Fund art/tech exhibitions</b>					
<b>2a.1. Fund art + tech exhibitions/installations/festivals to attract tech workers</b>	<b>Lina &amp; CRA</b>	<b>\$25,000</b>	<b>Number of exhibitions; media mentions; sponsors; attendees</b>	<b>Jan-19</b>	<b>Jun-19</b>
<b>3. Strategy 3. Develop high-technical job incentive programs</b>					
3.1. Identify regulations for eligibility for incentive program for tech incubators	Stu	N/A	Presentation of findings	Feb-19	Mar-19
3.2. Coordinate PR campaign with The Ring activities	Stu	N/A	Campaign includes The Ring	Nov-18	Feb-19
3.3. Make collateral available to market the incubator incentives	Stu/Venkat	\$5,000	number of incubator applicants and number of incubators created	Feb-19	Mar-19

**Clearwater DDB  
1-Year Tactical Plan  
8-1-18**

<b>Business Assistance 1-Year Tactical Plan</b>					
<b>BUSINESS ASSISTANCE GOAL: ATTRACT NEW HIGH TECH EMPLOYERS AND HIGH TECH WORKERS</b>					
<b>Strategies &amp; Tactics</b>	<b>Champions</b>	<b>Resources Needed</b>	<b>Success Metrics</b>	<b>Start Date</b>	<b>Completion Date</b>
3.4. Promote downtown tech corridor via social media	Stu/Caitlein	access to social media or ability to provide same	number of people who access promotions	Feb-19	Jun-19
3.5 Create a High-Tech CEO Council	Stu/Lina	\$5,000	Number of CEO's willing to participate; Number of new tech firms that locate to Clearwater	Feb-19	Mar-19
3.6 Create a Liaison to CDP	Stu/Lina	NA	Number of collaborative projects	Ongoing	Ongoing



**Clearwater DDB  
1-Year Tactical Plan  
8-1-18**

<b>Policy &amp; Project 1-Year Tactical Plan</b>					
<b>POLICY &amp; PROJECT GOAL: DDB PROMOTES FAST TRACK PERMIT APPROVAL</b>					
<b>Strategies &amp; Tactics</b>	<b>Champions</b>	<b>Resources Needed</b>	<b>Success Metrics</b>	<b>Start Date</b>	<b>Completion Date</b>
	Those responsible for Strategy	People/Materials/Time/\$/etc.	How to quantify success	Start of Strategy	Completion of Strategy
<b>1. Strategy 1 Recommend changes to improve the permitting process</b>					
1.1. Identify key complaints and make recommendations on how to correct and increase customer satisfaction. Review the 2011 Business Task Force recommendations.	Lina	set up time to meet with city employees	city employee buy in to a new process	Jan-19	Mar-19
1.2. Create budget for implementation	Lina/Caitlein	N/A	City approves budget changes	Mar-19	Apr-19
1.3 Review the updated downtown zoning ordinance	Venkat	N/A	Present findings	Jul-19	Aug-19
1.4. Create campaign to educate the public about the one stop shop	Lina	\$5,000	Increase in customer satisfaction	Apr-19	Jul-19
<b>2. Strategy 2 Update the Downtown Development Board ordinances</b>					
2.1. Review current DDB ordinances	Paris	time of DDB meeting agenda	decision made by DDB after discussion	Sep-18	Nov-18
2.2. First draft	Paris	city attorney cooperation	draft to DDB	Nov-18	Dec-18
2.3. Second/final draft	Paris	city attorney cooperation	draft to DDB	Jan-19	Feb-19
2.4. Present to Council	Paris	on city agenda	implementing changes	Mar-19	Apr-19