



## **CLEARWATER DOWNTOWN DEVELOPMENT BOARD**

November 5, 2014 – 5:30 PM - City Hall – 3rd Floor Council Chambers

### **AGENDA**

- 1. Call to Order**
- 2. Citizen Comments – Items Not on the Agenda**
- 3. Achieva Box Car Rally Post Event Report – Chelsey Wilson**
- 4. Clearwater Downtown Partnership/Clearwater Downtown Events Update – Bill Sturtevant**
- 5. Approve the Minutes from the October 1, 2014 Meeting**
- 6. Adopt September 2014 Financial Statement for Filing**
- 7. Blast Friday Funding – 2<sup>nd</sup> Reading**
- 8. Chairman's Report – Chairman Paris Morfopoulos**
  - a. DDB Planning Session December 3, 2014**
- 9. DDB Election Results – Chairman Paris Morfopoulos**

**The top two candidates receiving the most votes for a 3 year term beginning January 2015 were:**

**Chelsea Allison**  
**Dennis Bosi**
- 10. Approve Letter to City Manager Regarding Video Message Boards**
- 11. Upcoming Topics for Next Meeting**
- 12. Final Comments**
- 13. Adjournment**

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING  
October 1, 2014 – 5:30 PM – City Hall – Council Chambers

|                  |                     |   |
|------------------|---------------------|---|
| Members Present: | Paris Morfopoulos   | Chairman  |
|                  | Thomas Wright       | Vice-Chairman                                       |
|                  | Craig Rubright      | Treasurer   |
|                  | Dennis Bosi         | Member  |
|                  | John Doran          | Member  |
|                  | Stu Sjouwerman      | Member  |
|                  | Tony Starova        | 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 |

1. Thomas Wright called the meeting to order at 5:30 pm. Paris Morfoloulos introduced the members.
2. Citizens Comments: There were no comments.
3. Approve the Minutes from the September 3, 2014 Meeting

**Member Bosi moved to approve the minutes from the September 3, 2014 meeting. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”:** Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, Member Doran, Member Starova and Member Sjouwerman.

**“Nays”:** None.

4. Approve the Minutes from the September 16, 2014 Meeting

**Member Doran moved to approve the minutes from the September 16, 2014 meeting. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”:** Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, Member Doran, Member Starova and Member Sjouwerman.

**“Nays”:** None.

5. Adopt August 2014 Financial Statement for Filing

**Vice Chairman Wright moved to adopt the August 2014 Financial Statement for filing.**

**The motion was duly seconded and discussion ensued.**

Anne Fogarty-France advised that pending confirmation by the City's finance department, the DDB has approximately \$10,650 from last year to apply to this year's budget which will increase the total to Beginning Fund Balance to \$91,242 for as of September 30, 2014.

**Upon roll call, the vote was:**

**"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, Member Doran, and Member Starova and Member Sjouwerman.**

**"Nays": None.**

**6. Clarification on Farmers Market Vendor Constraints – Chairman Paris Morfopoulos**

Chairman Morfopoulos added this item to the agenda to revisit the constraints imposed upon the Farmers Market at the budget meeting. He felt that the constraints were not placed on all events downtown and this could mean a lack of fairness to the Farmers Market. Pat Fernandez, Market Manager Farmers Market was present to answer questions.

**Member Bosi moved to keep the Farmer's Market funding as is, and the board requested the market not place any food vendors in front of existing restaurants and to have more diverse types of vendors. The motion was duly seconded and upon roll call the vote was:**

**"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Member Dennis Bosi, Member John Doran and Member Stu Sjouwerman.**

**"Nays": Member Tony Starova, Treasurer Craig Rubright.**

Motion carried.

**7. Blast Friday Discussion – Chairman Paris Morfopoulos**

Chairman Morfopoulos stated that members had asked him to send a letter to Ruth Eckerd Hall in regard to Blast Friday. He reported that Ruth Eckerd Hall was asked to provide entertainment that would cover two or three blocks of downtown rather than have a large event within the confines of one block. They were also asked to provide a variety of entertainment even if it cost advertising help. Instead of six events there will be seven, five on Friday, one on Saturday and one on Sunday. One will cater to the tech community. The response from Ruth Eckerd hall was gratifying and they were quick to suggest some new ideas.

The request for funding was \$17,500 from the DDB and \$75,000 from the CRA.

**Member Bosi made a motion to grant Ruth Eckerd Hall \$17,500 for Blast Friday events pending the CRA approval of granting Ruth Eckerd Hall \$75,000 for the same events. The motion was duly seconded and upon roll call the vote was:**

**"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, Member Doran, Member Starova and Member Sjouwerman.**

**"Nays": None.**

## 8. Cleveland Street Business Alliance Update – Member Tony Starova

Member Starova reported that the Cleveland Street Business Alliance (CSBA) has had more merchant participation in the last five months. Two ads were coordinated in Creative Loafing and 10 merchants participated. The merchants will also be doing their own Cleveland Street Map that will include upcoming events. CSBA was also concerned about signage allowed, bicycles on sidewalks and the Farmers Market.

Ex-Officio/Councilmember Jonson asked for specifics on the signage issues. Member Starova advised that the CSBA had a meeting with Michael Delk, Planning Director and his assistant who provided a brochure on allowed signage.

Ex-Officio/Councilmember Jonson noted that he was previously asked to find out if the variable message board at Court Street and Highway 60 could be used to indicate events that may be delaying traffic. He advised that it was a State Road and could not be used to promote an event and added that the same would be true on Ft. Harrison.

**Member Doran made a motion to send a letter to the City Manager requesting the addition of the name of the event causing traffic delays on the variable message boards. The motion was duly seconded and upon roll call the vote was:**

**“Ayes”:** Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, Member Doran, and Member Starova and Member Sjouwerman.

**“Nays”:** None.

## 9. Pianos in Pinellas Merchant Opportunity – Anne Fogarty France

Ms. Fogarty France stated that the launch party for Pianos in Pinellas was held last night. She added that she would meet with the Clearwater Arts Alliance President to discuss the project. Vice Chairman Wright stated that the group was very appreciative that the Downtown Development Board sponsored the first piano.

## 10. Chairman’s Report – Chairman Paris Morfopoulos

Chairman Morfopoulos reported that:

- a) Achieva Box Car Rally takes place on October 4, 2014 from 9 a.m. – 3 p.m and was a great family event. He urged board members to invite friends and acquaintances to attend.
- b) Chairman advised the Board that there would be a strategic planning meeting at the December board meeting. He asked members to give some thought to what you would like to discuss at the meeting and to bring their ideas to the November meeting. The Chairman recommended signage as a topic to discuss and changes to signage that the board would like to see made in the downtown district. New members of the board will be invited to this meeting.
- c) He stated that final comments at the end of a meeting should not be the place for board members to bring up issues. Discussion ensued about an agenda item to discuss items for future meetings.

**Member Starova made a motion to add “Upcoming Topics For the Next Meeting” as an item on future agendas. The motion was duly seconded and upon roll call the vote was:**

**“Ayes”:** Chairman Paris Morfopoulos, Treasurer Craig Rubright, Member Bosi, Member Doran, and Member Starova and Member Sjouwerman.

**“Nays”:** Vice-Chairman Thomas Wright.

**Motion carried.**

- d) Chairman Morfopoulos asked board members if anyone had an update on the Star Spectacular event on the past Friday and Saturday and was advised that Friday’s concert was partially rained out and Saturday’s show was held inside.

**11.** Anne Fogarty France announced that there would be an Election Canvassing Committee Meeting on October 14, 2014 at the Supervisor of Elections Office at 3:00 p.m. to count ballots. A brief meeting to announce election results will be held at 5:30 p.m. in City Hall Council Chambers.

Vice Chairman Thomas Wright and Member John Doran volunteered to count votes with Anne Fogarty France.

## **12. Final Comments**

Ex-Officio/Councilmember Jonson thanked the board for making it possible for him to meet with Ex-Officio/Councilmember Polglaze on the Subcommittee for Downtown Issues. He mentioned a song sung at the launch party for Pianos in Pinellas called “Follow the Fellow Who Follows the Dream” and added that he was following Member Starova.

Member Doran commented on the good conversation that took place during the meeting but felt some was unnecessary conversation which should be discontinued at future meetings. He added that he admired Member Starova’s passion. He feels there is only so much the Downtown Development Board members could do regarding signage.

Member Sjouwerman felt that members need to be more efficient as a board. As an example, he felt that 45 minutes discussing the Farmer’s Market was excessive.

Member Starova offered his thanks to Ex-Officio/Councilmember Jonson for following his dream but stated it was everyone’s dream. He noted that he and his wife and son attended the Super Boat Races and really enjoyed them and added that two of the downtown businesses sponsored the boat that won the race. He felt that the people who visited Coachman Park to enjoy the races and Race Village did impact businesses on Cleveland Street. Friday and Saturday’s events were rained out but his business was still a bit busier than on an average weekend. The stage was moved further down the street and he felt something should have been closer to the park to advise people that there was entertainment on Cleveland Street as well. Member Starova felt there should be an event on Friday, October 31, 2014 for Halloween.

Treasurer Rubright thanked Member Starova for his work on the Cleveland Street Business Alliance and thanked Chairman Morfopoulos for the letter sent to Ruth Eckerd Hall regarding Blast Friday and the noted changes that have been forthcoming due to that letter.

Vice Chairman Wright stated that the best thing he heard was the news of Member Starova’s citizenship and he offered his congratulations.

Member Bosi stated that he wanted to promote the Achieva Box Car Rally scheduled for Saturday, October 4, 2014 and noted that he had four cars in races this year. He would like to see more events run the way that this event is run.

Chairman Morfopoulos stated that he felt there was good discussion at the meeting with input from everyone. He agrees that some discussion was excessive and he will try to put a tighter rein on future discussions.

**13.** The meeting was adjourned at 7:37 p.m.

Item 6

| A  | B  | C              | D | E                | F | G              | H | I                 |
|----|--|----------------|---|------------------|---|----------------|---|-------------------|
| 1  | Downtown Development Board<br>Statement of Revenues & Expenditures<br>For the Period September 1 thru September 30, 2014 |                |   |                  |   |                |   | 10/31/14 1:40 PM  |
| 2  |  |                |   |                  |   |                |   |                   |
| 3  |  |                |   |                  |   |                |   |                   |
| 4  |  |                |   |                  |   |                |   |                   |
| 5  |  |                |   |                  |   |                |   |                   |
| 6  |  |                |   |                  |   | <b>Year to</b> |   |                   |
| 7  |  | <b>Budget</b>  |   | <b>September</b> |   | <b>Date</b>    |   | <b>Difference</b> |
| 8  | <b>Income</b>  |                |   |                  |   |                |   |                   |
| 9  |  |                |   |                  |   |                |   |                   |
| 10 | Ad Valorem (Property) Taxes  | 224,504        |   |                  |   | 219,346        |   | (5,158)           |
| 11 | Ad Valorem Taxes Prior Yr  | 100            |   | 26               |   | 193            |   | 93                |
| 12 | Interest Income  | 1,000          |   | 699              |   | 1,386          |   | 386               |
| 13 | CRA Interlocal Agreement Rev   | 142,573        |   |                  |   | 141,668        |   | (905)             |
| 14 | Misc Revenue   | 500            |   |                  |   | 7,812          |   | 7,312             |
| 15 | <b>Total Income</b>  | <b>368,677</b> |   | <b>725</b>       |   | <b>370,405</b> |   | <b>1,728</b>      |
| 16 |  |                |   |                  |   |                |   |                   |
| 17 | <b>Expenditures</b>  |                |   |                  |   |                |   |                   |
| 18 |  |                |   |                  |   |                |   |                   |
| 19 | <b>Promoting District</b>  |                |   |                  |   |                |   |                   |
| 20 | Banner Installation & Maintenance  | 600            |   | 160              |   | 640            |   | (40)              |
| 21 | Downtown Streetscape Maintenance   | 3,200          |   |                  |   | 3,160          |   | 40                |
| 22 | Boatslip Construction & Maint  | 50,000         |   |                  |   | 50,000         |   | 0                 |
| 23 | Holiday Lighting   | 8,000          |   |                  |   | 12,603         |   | (4,603)           |
| 24 | <b>Total Promoting District</b>  | <b>61,800</b>  |   | <b>160</b>       |   | <b>66,404</b>  |   | <b>(4,604)</b>    |
| 25 |  |                |   |                  |   |                |   |                   |
| 26 | <b>Promoting Merchants</b>   |                |   |                  |   |                |   |                   |
| 27 | Graphic Design and Printing  | 2,500          |   |                  |   | 470            |   | 2,030             |
| 28 | Advertising  | 2,296          |   | 1,166            |   | 1,666          |   | 631               |
| 29 | Jolley Trolley Downtown Loop   | 9,220          |   |                  |   | 6,915          |   | 2,305             |
| 30 | <b>Total Promoting Merchants</b>   | <b>14,016</b>  |   | <b>1,166</b>     |   | <b>9,051</b>   |   | <b>4,965</b>      |
| 31 |  |                |   |                  |   |                |   |                   |
| 32 | <b>Promoting Events</b>  |                |   |                  |   |                |   |                   |
| 33 | 4th Annual Achieva Box Car Rally   | 1,000          |   |                  |   | 1,000          |   | 0                 |
| 34 | BLAST Friday Sponsorship   | 25,000         |   |                  |   | 25,000         |   | 0                 |
| 35 | Clw Superboat National Championship  | 10,000         |   | 10,000           |   | 10,000         |   | 0                 |
| 36 | Farmer's Market Support  | 5,000          |   |                  |   | 5,000          |   | 0                 |
| 37 | Clearwater Sea Blues Festival/Blues Walk   | 2,500          |   |                  |   | 2,500          |   | 0                 |
| 38 | Star Spectacular Spring Fun 'n Sun   | 2,500          |   | 2,500            |   | 2,500          |   | 0                 |
| 39 | Z Festival/Deaf & Hard of Hearing Day  | 3,500          |   |                  |   |                |   | 3,500             |
| 40 | Star Spectacular-Additional Five Events  | 6,200          |   |                  |   | 6,200          |   | 0                 |
| 41 | Star Spectacular Superboat Weekend   | 2,500          |   |                  |   |                |   | 2,500             |
| 42 | Live After Five  | 0              |   |                  |   |                |   | 0                 |
| 43 | <b>Total Promoting Events</b>  | <b>58,200</b>  |   | <b>12,500</b>    |   | <b>52,200</b>  |   | <b>6,000</b>      |
| 44 |  |                |   |                  |   |                |   |                   |
| 45 | <b>Staff &amp; Office Administration</b>   |                |   |                  |   |                |   |                   |
| 46 | Downtown Meeting & Event Support   | 200            |   |                  |   | 154            |   | 46                |

|    | A | B   | C              | D | E                | F | G              | H                 | I                |
|----|---|---|----------------|---|------------------|---|----------------|-------------------|------------------|
| 1  |   | <p style="text-align: center;">Downtown Development Board<br/>Statement of Revenues &amp; Expenditures<br/>For the Period September 1 thru September 30, 2014</p> |                |   |                  |   |                |                   | 10/31/14 1:40 PM |
| 2  |   |   |                |   |                  |   |                |                   |                  |
| 3  |   |   |                |   |                  |   |                |                   |                  |
| 4  |   |   |                |   |                  |   |                |                   |                  |
| 5  |   |   |                |   |                  |   |                |                   |                  |
| 6  |   |   |                |   |                  |   | <b>Year to</b> |                   |                  |
| 7  |   |   | <b>Budget</b>  |   | <b>September</b> |   | <b>Date</b>    | <b>Difference</b> |                  |
| 47 |   | Office Expenditures   | 750            |   | 548              |   | 2,052          | (1,302)           |                  |
| 48 |   | Public Meeting Notices  | 2,000          |   | 45               |   | 679            | 1,321             |                  |
| 49 |   | Legal Fees  | 3,500          |   |                  |   | 1,900          | 1,600             |                  |
| 50 |   | CRA Mgt & Admin Fee   | 63,724         |   | 5,310            |   | 63,724         | 0                 |                  |
| 51 |   | DDB Minutes Preparation   | 2,200          |   | 200              |   | 1,219          | 981               |                  |
| 52 |   | <b>Total Staff &amp; Office Admin</b>   | <b>72,374</b>  |   | <b>6,102</b>     |   | <b>69,727</b>  | <b>2,647</b>      |                  |
| 53 |   |   |                |   |                  |   |                |                   |                  |
| 54 |   | <b>Fixed Payments</b>   |                |   |                  |   |                |                   |                  |
| 55 |   | Officers & Directors Insurance  | 655            |   |                  |   | 653            | 2                 |                  |
| 56 |   | Liability Insurance (Dolphins)  | 1,300          |   |                  |   | 1,422          | (122)             |                  |
| 57 |   | Annual Audit  | 8,800          |   |                  |   | 8,800          | 0                 |                  |
| 58 |   | CRA Increment Payment   | 142,573        |   |                  |   | 141,668        | 905               |                  |
| 59 |   | CRA Special Programs  | 7,848          |   |                  |   | 7,848          | (0)               |                  |
| 60 |   | State Special District Fee  | 175            |   |                  |   | 200            | (25)              |                  |
| 61 |   | Property Appraiser Fee  | 2,136          |   |                  |   | 2,124          | 12                |                  |
| 62 |   | <b>Total Fixed Payments</b>   | <b>163,487</b> |   | <b>-</b>         |   | <b>162,715</b> | <b>772</b>        |                  |
| 63 |   |   |                |   |                  |   |                |                   |                  |
| 64 |   | <b>Total Expenditures</b>   | <b>369,877</b> |   | <b>19,928</b>    |   | <b>360,097</b> | <b>9,780</b>      |                  |
| 65 |   |   |                |   |                  |   |                |                   |                  |
| 66 |   | Revenues in Excess of Expenditures  |                |   | -                |   | 10,309         |                   |                  |
| 67 |   |   |                |   |                  |   |                |                   |                  |
| 68 |   | Expenditures in Excess of Revenues  |                |   | (19,203)         |   | -              |                   |                  |
| 69 |   |   |                |   |                  |   |                |                   |                  |
| 70 |   | Beginning Fund Balance 10-1-13  | \$ 80,592      |   |                  |   |                |                   |                  |
| 71 |   |   |                |   |                  |   |                |                   |                  |
| 72 |   | Current Fund Balance  | 79,392         |   |                  |   |                |                   |                  |
| 73 |   |   |                |   |                  |   |                |                   |                  |
| 74 |   | Minimum Reserves Approved by Board 11-6-13  | 71,465         |   |                  |   |                |                   |                  |



|    | B  | C | D          | E         | F         | G         | H         | I        | J          | K        | L         | M        | N        | O        | P         | Q                |
|----|--|---|------------|-----------|-----------|-----------|-----------|----------|------------|----------|-----------|----------|----------|----------|-----------|------------------|
| 1  |  |   |            |           |           |           |           |          |            |          |           |          |          |          |           | 10/31/14 1:49 PM |
| 2  |  |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 3  |  |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 4  |  |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 5  |  |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 6  |  |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 7  |  |   | Budget     | Oct.      | Nov.      | Dec.      | Jan       | Feb      | Mar        | Apr      | May       | June     | July     | August   | September | Year to Date     |
| 8  | Income                                   |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 9  | Ad Valorem (Property) Taxes              |   | 224,504    |           | 45,771.70 | 91,373.72 | 43,079.09 | 8,106.87 | 2,915.56   | 7,768.42 | 16,039.69 | 4,120.67 | 170.26   |          |           | 219,345.98       |
| 10 | Ad Valorem Taxes Prior Yr                |   | 100        |           |           |           |           |          |            |          |           |          | 46.66    | 89.97    |           | 193.24           |
| 11 | Interest Income                          |   | 1,000      |           |           |           | (15.21)   | 21.95    | 141.85     |          |           | 391.14   |          |          | 26.41     | 1,385.86         |
| 12 | CRA Interlocal Agreement Rev             |   | 142,573    |           |           |           |           |          | 141,667.79 |          |           |          |          |          | 698.70    | 141,667.79       |
| 13 | Misc Revenue                             |   | 500        |           | 1,572.38  |           |           |          |            |          |           |          |          |          |           | 7,812.38         |
| 14 | Total Income                             |   | 368,677.00 | -         | 47,344.08 | 91,543.10 | 43,063.88 | 8,128.82 | 144,725.20 | 7,776.67 | 16,039.69 | 4,511.81 | 6,240.00 | 89.97    | 725.11    | 370,405.25       |
| 15 |  |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 16 | Expenditures                             |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 17 |  |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 18 | Promoting District                       |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 19 | Banner Installation & Maintenance        |   | 600        |           | 160.00    |           |           | 160.00   |            |          |           | 160.00   |          |          | 160.00    | 640.00           |
| 20 | Downtown Streetscape Maintenance         |   | 3,200      |           |           |           | 3,160.26  |          |            |          |           |          |          |          |           | 3,160.26         |
| 21 | Boat Slip Construction & Maint           |   | 50,000     |           |           |           | 50,000.00 |          |            |          |           |          |          |          |           | 50,000.00        |
| 22 | Holiday Lighting                         |   | 8,000      |           | 5,641.42  | 2,660.00  | 3,478.00  | 103.00   | 309.00     |          |           | 309.00   |          | 103.00   |           | 12,603.42        |
| 23 | Total Promoting District                 |   | 61,800.00  | -         | 5,801.42  | 2,660.00  | 56,638.26 | 263.00   | 309.00     | -        | -         | 469.00   | -        | 103.00   | 160.00    | 66,403.68        |
| 24 |  |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 25 | Promoting Merchants                      |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 26 | Graphic Design and Printing              |   | 2,500      | 470.19    |           |           |           |          |            |          |           |          |          |          |           | 470.19           |
| 27 | Advertising                              |   | 2,296      | 500.00    |           |           |           |          |            |          |           |          |          |          | 1,165.50  | 1,665.50         |
| 28 | Jolley Trolley Downtown Loop             |   | 9,220      |           |           |           | 2,305.00  |          | 2,304.99   |          |           |          | 2,304.99 |          |           | 6,914.98         |
| 29 | Total Promoting Merchants                |   | 14,016.00  | 970.19    | -         | -         | 2,305.00  | -        | 2,304.99   | -        | -         | -        | 2,304.99 | -        | 1,165.50  | 9,050.67         |
| 30 |  |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 31 | Promoting Events                         |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 32 | 5th Annual Achieva Box Car Rally         |   | 1,000      |           |           |           |           |          |            |          |           |          |          | 1,000.00 |           | 1,000.00         |
| 33 | BLAST Friday Sponsorship                 |   | 25,000     | 25,000.00 |           |           |           |          |            |          |           |          |          |          |           | 25,000.00        |
| 34 | Civ Superboat National Championships     |   | 10,000     |           |           |           |           |          |            |          |           |          |          |          | 10,000.00 | 10,000.00        |
| 35 | Farmer's Market Support                  |   | 5,000      | 5,000.00  |           |           |           |          |            |          |           |          |          |          |           | 5,000.00         |
| 36 | Clearwater Sea Blues Festival/Blues Walk |   | 2,500      |           |           |           |           |          |            |          |           |          |          | 2,500.00 |           | 2,500.00         |
| 37 | Star Spectacular Spring Fun 'n Sun       |   | 2,500      |           |           |           |           |          |            |          |           |          |          |          |           | 2,500.00         |
| 38 | Z Festival/Deaf & Hard of Hearing Day    |   | 3,500      |           |           |           |           |          |            |          |           |          |          |          |           | -                |
| 39 | Star Spectacular-Additional Five Events  |   | 6,200      |           |           | 6,200.00  |           |          |            |          |           |          |          |          |           | -                |
| 40 | Star Spectacular Superboat Weekend       |   | 2,500      |           |           |           |           |          |            |          |           |          |          |          |           | -                |
| 41 | Live Afer Five                           |   | 0          |           |           |           |           |          |            |          |           |          |          |          |           | -                |
| 42 | Total Promotions                         |   | 58,200.00  | 30,000.00 | -         | 6,200.00  | -         | -        | -          | -        | -         | -        | -        | 3,500.00 | 12,500.00 | 52,200.00        |
| 43 |  |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 44 | Staff & Office Administration            |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |
| 45 | Downtown Meeting & Event Support         |   | 200        | 9.99      |           | 128.22    |           |          |            |          | 15.47     |          |          |          |           | 153.68           |
| 46 | Office Expenditures                      |   | 750        | 388.75    | 6.31      |           | 28.45     | 155.88   | 354.16     | 89.42    | 33.24     | 154.29   |          | 293.77   | 547.55    | 2,051.82         |
| 47 | Public Meeting Notices                   |   | 2,000      | 124.00    | 50.00     | 50.00     | 50.00     | 50.00    | 50.00      | 50.00    | 50.00     | 40.00    | 40.00    | 80.00    | 44.75     | 678.75           |
| 48 | Legal Fees                               |   | 3,500      |           |           |           |           | 800.00   |            |          |           | 700.00   |          | 400.00   |           | 1,900.00         |
| 49 | CRA Mgt & Admin Fee                      |   | 63,724     | 5,310.00  | 5,310.00  | 5,310.00  | 5,310.00  | 5,310.00 | 5,310.00   | 5,310.00 | 5,310.00  | 5,310.00 | 5,314.00 | 5,310.00 | 5,310.00  | 63,724.00        |
| 50 | DDB Minutes Preparation                  |   | 2,200      | 138.00    |           | 81.94     |           | 284.63   |            |          | 306.19    | 107.81   | 100.00   |          | 200.00    | 1,218.57         |
| 51 | Total Staff & Office Admin               |   | 72,374.00  | 5,970.74  | 5,366.31  | 5,570.16  | 5,388.45  | 6,600.51 | 5,714.16   | 5,449.42 | 5,714.90  | 6,312.10 | 5,454.00 | 6,083.77 | 6,102.30  | 69,726.82        |
| 52 |  |   |            |           |           |           |           |          |            |          |           |          |          |          |           |                  |

Downtown Development Board  
Statement of Revenues & Expenditures  
For the Period Oct. 1, 2013 thru September 30, 2014

| B  | C                              | D          | E         | F         | G          | H         | I         | J         | K        | L        | M        | N        | O        | P         | Q                |
|----|--------------------------------|------------|-----------|-----------|------------|-----------|-----------|-----------|----------|----------|----------|----------|----------|-----------|------------------|
| 1  |                                |            |           |           |            |           |           |           |          |          |          |          |          |           | 10/31/14 1:49 PM |
| 2  |                                |            |           |           |            |           |           |           |          |          |          |          |          |           |                  |
| 3  |                                |            |           |           |            |           |           |           |          |          |          |          |          |           |                  |
| 4  |                                |            |           |           |            |           |           |           |          |          |          |          |          |           |                  |
| 5  |                                |            |           |           |            |           |           |           |          |          |          |          |          |           |                  |
| 6  |                                |            |           |           |            |           |           |           |          |          |          |          |          |           |                  |
| 7  |                                |            |           |           |            |           |           |           |          |          |          |          |          |           |                  |
| 53 |                                | Budget     | Oct.      | Nov.      | Dec.       | Jan       | Feb       | Mar       | Apr      | May      | June     | July     | August   | September | Year to Date     |
| 54 | Fixed Payments                 |            |           |           |            |           |           |           |          |          |          |          |          |           |                  |
| 55 | Officers & Directors Insurance | 655        |           |           |            |           |           |           |          | 653.12   |          |          |          |           | 653.12           |
| 56 | Liability Insurance (Dolphins) | 1,300      |           |           |            | 1,421.78  |           |           |          |          |          |          |          |           | 1,421.78         |
| 57 | Annual Audit                   | 8,800      |           | 2,500.00  | 2,500.00   |           | 1,000.00  | 2,800.00  |          |          |          |          |          |           | 8,800.00         |
| 58 | CRA Increment Payment          | 142,573    |           |           | 142,202.88 |           |           | (535.09)  |          |          |          |          |          |           | 141,667.79       |
| 59 | CRA Special Programs           | 7,848      |           |           |            |           | 7,848.28  |           |          |          |          |          |          |           | 7,848.28         |
| 60 | State Special District Fee     | 175        |           |           | 200.00     |           |           |           |          |          |          |          |          |           | 200.00           |
| 61 | Property Appraiser Fee         | 2,136      | 534.85    |           |            | 519.93    |           | 534.83    |          |          |          | 534.81   |          |           | 2,124.42         |
| 62 | Total Fixed Payments           | 163,487.00 | 534.85    | 2,500.00  | 144,902.88 | 1,941.71  | 8,848.28  | 2,799.74  | -        | 653.12   | -        | 534.81   | -        | -         | 162,715.39       |
| 63 | Total Expenditures             | 369,877.00 | 37,475.78 | 13,667.73 | 159,333.04 | 66,273.42 | 15,711.79 | 11,127.89 | 5,449.42 | 6,368.02 | 6,781.10 | 8,293.80 | 9,686.77 | 19,927.80 | 360,096.56       |

Downtown Development Board  
Statement of Revenues & Expenditures  
For the Period Oct. 1, 2013 thru September 30, 2014

Item 7 11-5-14 / Amended Item 7  
(From 10/1/14 Meeting)

We propose producing a total of seven events in the Cleveland Street District between December 2014 and May 2015 including the signature "Miracle on Cleveland Street", five traditional Blast Fridays and a Sunday afternoon Classic Cars Festival. While musical entertainment will still be featured at each event, this year the scope will be broadened to meet the following objectives:

- Presence **beyond** the 300 and 400 blocks
- Variety of entertainment , non-stop live music, national and regional on **two** stages
- Activities that appeal to **different** ages
- **Variety of vendors** offering more food choices and wares
- **Incorporating the downtown businesses**, offering them opportunities for brand awareness

In essence, we create a festival atmosphere vs. a concert event. While the specifics still need to be confirmed contractually, this is the flavor of what to expect:

#### **2<sup>nd</sup> Annual Winter's Miracle (and a little Hope) on Cleveland Street**

- We continue our partnership with the CMA in making Clearwater's holiday celebration the premiere event for families.
- **We propose moving this to Saturday, December 6 to enable the event to start earlier for families and increase participation.**
- **Festival will extend several blocks (Garden Street to Osceola)** anchored by major attractions. Slides will be located at the intersection of Garden Street and Cleveland.
- Includes free Live music, food trucks, a large snow hill and other family friendly carnival activities, ice skating, a scavenger hunt through the downtown district with vendors and retailers (get your card stamped at participating businesses for prize drawings).
- Grand prizes to include 10 bicycle giveaways
- CMA open for Santa photos, tours in CMA exhibit, costume contests
- Capitol Theatre features Classic Albums Live in Concert: "A Very Lennon Christmas" John Lennon /Beatles Concert at 8pm available for a nominal charge to families.

#### **Themed Blast Fridays (tentative schedule – may be switched or tweaked)**

- January - **'70's Celebration** with biggest name 70s act we can find combined with local 70s bands forming a Battle of the Bands atmosphere, costume contest, 70s trivia, etc.
- February – a **Philly Street Party (Welcome back Phillies)** with the Stylistics, R & B band, etc. and Philly style food trucks
- March (Spring Break) – Downtown Cleveland District morphs into **DOWNTOWN MARGARITAVILLE with Caribbean/Key West music**, food and themed activities.
- April – Clearwater's Centennial Celebration with live music (country, etc), 100 ft sidewalk cake, small town Americana at its best. **Threshers, Rays, Bucs, Lightning, Phillies** presence w interactive games, mascots etc
- May – Billy Joel 65<sup>th</sup> Birthday Party with Big Shot Billy's actual touring band, New York Deli/Little Italy food trucks.

Also added to Blast Friday this year –

- **Tech Night** – One program will be programmed to appeal to the tech community. REH will reach out to the Clearwater Tech Alliance to invite their suggestions. An appreciation reception for tech employees will be hosted at the Capitol during Blast that evening. (Artist availability will determine the month.)

- **Blast Bingo-** Live from Capitol Theatre w/ prizes provided by sponsors, downtown merchants, sports teams, including Ruth Eckerd Hall/Capitol Theatre tickets. The free bingo cards will include logos from participating merchants/businesses.
- **Blast Big Screen** - 10pm movies in the Capitol Theatre with feature film tie-in to the theme

**Sunday Bonus Blast (January/late February)**

- Classic Car Festival with Oldies/Doo-Wop theme
- Daytime to dark with live bands like Sha Na Na
- '50's Costume Contest – prizes include Olivia Newton John and Frankie Avalon tickets
- Free GREASE sing a long movie either inside the Capitol or on big outdoor screen

|   | Car Show<br>Sunday Bonus | Miracle<br>Sat 12/6/2014 | 01/30/15      | 02/27/15      | 03/27/15      | 04/24/15      | 05/29/15      | TOTAL<br>PROPOSED |
|---|--------------------------|--------------------------|---------------|---------------|---------------|---------------|---------------|-------------------|
| <b>CASH CONTRIBUTIONS</b>   |                          |                          |               |               |               |               |               |                   |
| Downtown Development Board (request)  | 2,500                    | 2,500                    | 2,500         | 2,500         | 2,500         | 2,500         | 2,500         | 17,500            |
| Community Redevelopment Agency (request)  | 10,714                   | 10,716                   | 10,714        | 10,714        | 10,714        | 10,714        | 10,714        | 75,000            |
| Ruth Eckerd Hall  | 7,261                    | 21,809                   | 4,746         | 4,746         | 4,746         | 4,746         | 4,746         | 52,800            |
| <b>EARNED REVENUE</b>   |                          |                          |               |               |               |               |               |                   |
| VIP Sales   |                          | 2,000                    | 2,500         | 2,500         | 2,500         | 2,500         | 2,500         |                   |
| Net Vendor Fees   | 600                      | 800                      | 600           | 600           | 600           | 600           | 600           |                   |
| Net F&B Sales   | 1,250                    | 2,000                    | 1,250         | 1,250         | 1,250         | 1,250         | 1,250         | -                 |
| <b>TOTAL REVENUE</b>  | <u>22,325</u>            | <u>39,825</u>            | <u>22,310</u> | <u>22,310</u> | <u>22,310</u> | <u>22,310</u> | <u>22,310</u> | <u>173,700</u>    |
| <b>EXPENSES</b>   |                          |                          |               |               |               |               |               |                   |
| <b>ARTIST</b>   |                          |                          |               |               |               |               |               |                   |
| Artist Fees   | 8,600                    | 2,000                    | 8,600         | 8,600         | 8,600         | 8,600         | 8,600         |                   |
| Artist Transpo & Lodging  | 300                      | 300                      | 300           | 300           | 300           | 300           | 300           |                   |
| Artist Catering   | 400                      | 700                      | 400           | 400           | 400           | 400           | 400           |                   |
| <b>EQUIPMENT</b>  |                          |                          |               |               |               |               |               |                   |
| Production Equipment  | 3,400                    | 24,000                   | 3,400         | 3,400         | 3,400         | 3,400         | 3,400         |                   |
| City Svcs - Rentals and Electricity   | 1,000                    | 1,500                    | 1,000         | 1,000         | 1,000         | 1,000         | 1,000         |                   |
| <b>LABOR</b>  |                          |                          |               |               |               |               |               |                   |
| Stagehands  | 900                      | 2,000                    | 900           | 900           | 900           | 900           | 900           |                   |
| City Svcs - Parks & Rec Labor   | 2,000                    | 2,000                    | 2,000         | 2,000         | 2,000         | 2,000         | 2,000         |                   |
| City Svcs - Police  | 800                      | 2,400                    | 800           | 800           | 800           | 800           | 800           |                   |
| Security  | 325                      | 325                      | 325           | 325           | 325           | 325           | 325           |                   |
| Event Staff (production mgr, event mgr)   | 2,385                    | 2,385                    | 2,385         | 2,385         | 2,385         | 2,385         | 2,385         |                   |
| Cleaning  | 275                      | 275                      | 275           | 275           | 275           | 275           | 275           |                   |
| <b>OTHER</b>  |                          |                          |               |               |               |               |               |                   |
| Marketing - Print Advertising   | 650                      | 650                      | 650           | 650           | 650           | 650           | 650           |                   |
| License Fees & Royalties  | 65                       | 65                       | 50            | 50            | 50            | 50            | 50            |                   |
| Insurance - Comprehensive   | 900                      | 900                      | 900           | 900           | 900           | 900           | 900           |                   |
| Insurance - Rain  | 300                      | 300                      | 300           | 300           | 300           | 300           | 300           |                   |
| Licenses & Permits  | 25                       | 25                       | 25            | 25            | 25            | 25            | 25            |                   |
| <b>TOTAL EXPENSES</b>   | <u>22,325</u>            | <u>39,825</u>            | <u>22,310</u> | <u>22,310</u> | <u>22,310</u> | <u>22,310</u> | <u>22,310</u> | <u>173,700</u>    |
| <b>NET GAIN/LOSS</b>  | <u>-</u>                 | <u>-</u>                 | <u>-</u>      | <u>-</u>      | <u>-</u>      | <u>-</u>      | <u>-</u>      | <u>-</u>          |
| <hr/>   |                          |                          |               |               |               |               |               |                   |
| <b>REH SPONSORSHIPS</b>   |                          |                          |               |               |               |               |               |                   |
| REH Admin (Accounting, Marketing, Booking, etc)                                 | 2,600                    | 2,600                    | 2,600         | 2,600         | 2,600         | 2,600         | 2,600         | 18,200            |
| BrightHouse - Fifty 30 sec spots each   | 42,850                   | 42,900                   | 42,850        | 42,850        | 42,850        | 42,850        | 42,850        | 300,000           |
| Tampa Bay Times - 4 ads each  | 10,500                   | 10,500                   | 10,500        | 10,500        | 10,500        | 10,500        | 10,500        | 73,500            |
| Hyatt Regency   | 1,540                    | 1,540                    | 1,540         | 1,540         | 1,560         | 1,540         | 1,540         | 10,800            |
| Radio - Fifty 30 sec spots each plus<br>interviews, giveaways, promotions, etc. | 18,500                   | 18,500                   | 18,500        | 18,500        | 18,500        | 18,500        | 18,500        | 129,500           |
| <b>TOTAL</b>  | <u>75,990</u>            | <u>76,040</u>            | <u>75,990</u> | <u>75,990</u> | <u>76,010</u> | <u>75,990</u> | <u>75,990</u> | <u>532,000</u>    |

**DRAFT**

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

Mr. Horne:

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

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

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

Very truly yours,

Clearwater Downtown Development Board

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