



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

February 1, 2017 – 5:30 PM - City Hall – 3rd Floor Council Chambers

AGENDA

1. Call to Order
2. Oath of Office – Stu Sjouwerman
3. Citizen Comments – Items Not on the Agenda
4. Approve the Minutes from the January 4, 2017 DDB Meeting
5. Adopt December 2016 Financial Statement for Filing
6. Adopt 2016 Annual Financial Report and Audit Results – Andrew Laflin, CliftonLarsonAllen LLP
7. Approve a budget amendment and create a line item for Tax Collector Commissions in the amount of \$6,000 – Monica Mitchell, Assistant Director Finance Department
8. Second Reading – Approve Additional Funding in the Amount of \$10,000 to the Pierce Street Market using funds from Future Initiatives line item
9. Post Event Report – Santa & Suds, Rosa Rodriguez and Nanette Friend
10. Chairman's Comments
11. Final Comments
12. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
 January 4, 2017 – 5:30 PM – City Hall – Room 222

Members Present:	Paris Morfopoulos Dennis Bosi Zachary Thorn Tony Starova Chelsea Allison	Chairman Vice-Chairman Member Member Treasurer (Arrived 5:34 p.m.)
Also Present:	Bill Jonson Anne Fogarty France Seth Taylor	Ex officio/Councilmember Board Administrator CRA Director
Absent:	Thomas Wright Stu Sjouwerman Doreen Caudell	Member Member Ex officio/Councilmember

1. Chairman Morfopoulos called the meeting to order at 5:31 p.m. asking the board and Ex officio members to introduce themselves.
2. Oath of Office—Paris Morfopoulos, Tony Starova, Stu Sjouwerman

The oath of office was given to Mr. Morfopoulos and Mr. Starova. Mr. Sjouwerman was not in attendance.

3. Election of Officers:

a. Chairman:

Chairman Morfopoulos called for nominations for the office of Chairman. Member Bosi moved to appoint Member Morfopoulos as Chairman. The motion was duly seconded. Member Starova moved to appoint Member Bosi as Chairman. The motion was duly seconded.

Upon voting by secret ballot, Member Morfopoulos was appointed Chairman by a vote of 5 to 0.

b. Vice-Chairman:

Chairman Morfopoulos called for nominations for the office of Vice-Chairman. Member Starova moved to appoint Member Bosi as Vice-Chairman. The motion was duly seconded. Member Allison moved to appoint Member Thorn as Vice-Chairman. The motion was duly seconded.

Upon voting by secret ballot, Member Bosi was appointed Vice-Chairman by a vote of 3 to 2.

c. Treasurer:

Chairman Morfopoulos called for nominations for the office of Treasurer. Member Bosi moved to appoint Member Allison as Treasurer. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Bosi, Member Thorn, Member Starova, and Member Allison.

“Nays”: None.

Motion carried.

4. Citizens Comments--Items not on the agenda—

Howard Warshauer, 808 Allen Drive, addressed the Board concerning the wall that has been constructed on the new Walgreens location. He stated the contractor was originally denied and appealed the decision and won approval. He said the Board needs to make sure the new Downtown Development Plan is strong and does not allow this type of construction along a major thoroughfare.

5. Approve the Minutes from the December 7, 2016, Meeting

Member Thorn moved to approve the minutes from the December 7, 2016, meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Bosi, Member Thorn, Member Starova, and Member Allison.

“Nays”: None.

Motion carried.

6. Adopt November 2016 Financial Statement for Filing

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

“Ayes”: Member Morfopoulos, Member Bosi, Member Thorn, Member Starova, and Member Allison.

“Nays”: None.

Motion carried.

7. Status of downtown plan updates— Mark Parry, Planning and Development Services Department Senior Planner and Ella Crandall, Senior Planner provided a PowerPoint presentation to the Board regarding the status of the downtown plan update. Mr. Parry advised the Board that there are two components to this update: 1) update the Downtown Development Plan and 2) change the Community Development Code and Zoning Code. Clearwater is the county seat, and we need to maintain an urban core. He stated that a healthy downtown equals a healthy city.

In the new plan, the current design guidelines will be replaced with design standards. These will be incorporated into the Community Development Code and taken out of the downtown plan. The goal is to make it easier to develop property in Clearwater by eliminating some of the restrictions, such as the parking requirements, while clearly establishing the standards that the developers need to follow. This should streamline the permitting process since contractors will know exactly what they need to have before getting to that point. A lengthy discussion ensued.

Members commented on the need for better signage to direct people to the various parking facilities, be more pet and bicycle friendly, ease the sidewalk sign requirements. Also discussed was if an outdoor seating requirement could be included in the new plan.

Gina Clayton, Assistant Planning & Development Director, stated that the City is currently working on a new way-finding project that will be implemented in the near future.

Members stated that they have heard of very few instances where people have good things to say about the Planning Department and that it is very hard to do things in Clearwater. Mr. Parry stated that the biggest reasons projects get rejected are the change of use and parking requirements.

Ms. Clayton stated that some of the problems are in the building codes and these cannot be changed because they are state or federal regulations and involve safety issues.

Ex officio Member Jonson stated 1) that it is useful to have a discussion on what the community members say and how to correct their concerns, 2) we should take things that are code related out of the Downtown Development Code; 3) the 2009 Street Sense document was never able to be implemented, and 4) the Redevelopment Plan has goals and objectives and questioned if the changes to the plan should be brought back to the DDB for review.

Planning and Development staff noted that there will be future meetings with residents and the DDB as this project moves forward.

Members asked what needs to be done to get any changes approved and was advised that the zoning district standards are adopted by the City Council and the redevelopment plan needs to be reviewed by Pinellas County.

Chairman Morfopoulos asked if any citizens had comments on this item.

Jack Mortimer, 331 Cleveland Street, addressed the Board and stated that he was at a recent conference and the trend is towards autonomous vehicles such as trams and shuttles and the City should not look at putting any more parking garages on prime City land.

The PowerPoint presentation will be provided to the Board.

8. Mid-year Review and Sponsorship Request--Natalie Nagengast, Pierce Street Market

Natalie Nagengast thanked the board for their sponsorship funds and that the market was successful. She thanked Ms. Fogarty France and the residents who attend the market.

She addressed the Board concerning her request for additional funding for the Pierce Street Market.

Carolyn Bradham from Kara Lynn's Kitchen advised the Board that having a presence at the market has allowed her to advertise her business and she has seen an increase in numbers as a result.

Ms. Nagengast stated that there has been an increase in market participants which is allowing the market to start moving up the hill to Cleveland Street. She hopes with additional funding, this trend will continue through additional marketing.

During the initial budget process, she had requested \$15,000 and was granted \$7,500. A lengthy discussion ensued as to why she is now requesting additional funding which is more than her original request.

Member Starova moved to continue this item until the next meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Bosi and Member Starova.

“Nays”: Member Morfopoulos, Member Allison, and Member Thorn.

Motion failed by a vote of 2 to 3.

Member Allison suggested they grant the market the additional \$7,500 from the original request.

Member Thorn moved to approve an additional \$10,000 for the market. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Allison, and Member Thorn.

“Nays”: Member Bosi and Member Starova.

Motion passed by a vote of 3 to 2.

9. Post Event Report—Cleveland Street Business Alliance (CSBA) Events: Downtown Funk, Taste of Downtown & Little Miss/Mr. Miracle—Tony Starova, CSBA President gave a report on the three events. Downtown Funk was held in the 600 block of Cleveland Street resulted with many of the downtown businesses staying open later; the Taste of Downtown sold 200 tickets at \$10 each and some funding went to the Pierce Street Market for marketing the event and Little Miss Miracle was held at Station Square Park during Miracle on Cleveland Street. Mr. Starova said they had to pay for a fire marshal for this event even though nothing was being cooked at the Downtown Funk event.
10. Second Reading—Approve funding the Garden Avenue Garage mural in the amount of \$5,000 from the Future Initiatives line item.

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

“Ayes”: Member Morfopoulos, Member Bosi, Member Thorn, Member Starova, and Member Allison.

“Nays”: None.

Motion carried.

11. Chairman's Report

Chairman Morfopoulos advised the Board of upcoming events.

12. Final Comments

Member Bosi stated he is very encouraged by the participation by the downtown merchants in the various events.

Member Starova thanked everyone for allowing him to serve on the board again. He said we need to overcome the perception that all that is downtown is Coachman Park.

Member Allison stated she will be more present and involved this year. She has seen a lot of growth in the last two years.

Ex officio Member Jonson asked if the board could be provided with slideshow presentations prior to the meeting so they can review them first. He said 1) thank you to board members who provided comments on Imagine Clearwater; 2) he was looking forward to the Clear Sky Restaurant opening as it has the potential for huge success and we should come up with ways to make it successful, and 3) he recommends the book *Smart Cities* which contains a lot of useful information. Mr. Jonson said the Crest Lake Master Plan will be discussed at a meeting at St. Paul's Lutheran Church on Monday, January 9.

Chairman Morfopoulos stated he would like to have more control over the meetings while allowing people to voice their point of view. He will be involved in a conference call with the consultants on Thursday to see what they have come up with concerning the downtown.

13. The meeting was adjourned at 7:59 p.m.

ITEM 5

A	B	C	D	E	F	G	I
							1/27/17 1:16 PM
1	Downtown Development Board Statement of Revenues & Expenditures For the Period November 1 thru December 31, 2016						
2							
3							
4							
5							
6							
7							
8	Income						
9							
10	Ad Valorem (Property) Taxes	262,815	122,312	199,221	(63,594)		
11	Ad Valorem Taxes Prior Yr	100	-	-	(100)		
12	Interest Income	500	224	224	(276)		
13	CRA Interlocal Agreement Rev	188,500	-	-	(188,500)		
14	Misc Revenue	500	-	1,831	1,331		
15	Total Income	452,415	122,535	201,275	(251,140)		
16							
17	Expenditures						
18							
19	Promoting District						
20	Banner Installation & Maintenance	1,500	-	-	1,500		
21	Downtown Streetscape Maintenance	3,200	-	-	3,200		
22	Holiday Lighting	14,000	3,156	9,050	4,950		
23	Total Promoting District	18,700	3,156	9,050	9,650		
24							
25	Promoting Merchants						
26	Graphic Design and Printing	3,000	-	237	2,763		
27	Advertising	10,000	791	791	9,210		
28	List Serve	2,400	-	-	2,400		
29	Video Production	2,000	-	-	2,000		
30	Jolley Trolley Downtown Loop	16,797	-	-	16,797		
31	Total Promoting Merchants	34,197	791	1,028	33,169		
32							
33	Promoting Events						
34	8th Annual Achieva Box Car Rally	1,500	-	-	1,500		
35	Bright House Clw Superboat National Championship	10,000	-	-	10,000		
36	City/Clw Celebrates America	2,500	-	-	2,500		
37	City/Fun n' Sun Festival	5,000	-	-	5,000		
38	City/Sea Blues Festival	10,000	-	-	10,000		
39	Clearwater Jazz Festival Jazz Walk	5,000	-	5,000	-		
40	Festival Series including Blast Friday, Miracle on Cleveland Street & Cruisin at the Capitol	25,000	6,250	6,250	18,750		
41	Cleveland Street Business Alliance: Taste of Downtown						
	Downtown Funk, Little Miss Miracle Pageant	10,000	-	10,000	-		
42	Pierce Street Market	7,500	-	7,500	-		
43	Santa & Suds Race/Walk for ASL & Deaf	4,000	4,000	4,000	-		
44	Cleveland Street Project/Photography Exhibit	3,000	-	3,000	-		
45	Total Promoting Events	83,500	10,250	35,750	47,750		
46		40,077	-	-	40,077		
47	Future Initiatives						
48							
49	Staff & Office Administration						
50	Downtown Meeting & Event Support	200	103	103	97		
51	Office Expenditures	750	-	6	744		
52	Dolphin Sign Replacement Cost	100	-	-	100		
53	Palm Treet Lighting Replacement (as needed)	300	-	-	300		
54	Public Meeting Notices	2,000	36	72	1,928		
55	Legal Fees	3,500	525	825	2,675		
56	CRA Mgt & Admin Fee - 2.5% Increase	66,950	5,579	16,738	50,212		
57	DDB Minutes Preparation	1,430	110	330	1,100		
58	Tax Collector Commissions		2,446	4,467	(4,467)		
59	Total Staff & Office Admin	75,230	8,799	22,541	52,689		

A	B	C	D	E	F	G	I
							1/27/17 1:16 PM
1	Downtown Development Board Statement of Revenues & Expenditures For the Period November 1 thru December 31, 2016						
2							
3							
4							
5							
6		Budget	December	Year to Date		Difference	
7							
60							
61							
62	Fixed Payments						
63	Officers & Directors Insurance	700	-	-		700	
64	Liability Insurance (Dolphins)	1,422	-	-		1,422	
65	Annual Audit	7,500	7,000	7,000		500	
66	CRA Increment Payment	188,500	188,293	188,293		207	
67	State Special District Fee	175	-	175		-	
68	Property Appraiser Fee	2,415	-	603		1,812	
69	Total Fixed Payments	200,712	195,293	196,072		4,640	
70							
71	Total Expenditures	452,415	218,289	264,440		187,975	
72							
73	Revenues in Excess of Expenditures	-	-	-		-	
74							
75	Expenditures in Excess of Revenues	-	(95,754)	(63,165)			
76							
77	Beginning Fund Balance 10-1-16	103,835		103,835			
78							
79	Ending Fund Balance	103,835		40,670			
80							
81	Minimum Reserves Approved by Board 7-13-16	70,000					
82							
83	Cash in Bank as of 12/31/2016	38,620					
84							

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																1/27/17 1:16 PM
2																
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5																
6																
7																
63	Annual Audit															
64	CRA Increment Payment															
65	State Special District Fee															
66	Property Appraiser Fee															
67	Total Fixed Payments															264,440.07
68	Total Expenditures															
69																

Downtown Development Board
Statement of Revenues & Expenditures
For the Period Oct. 1, 2016 thru December 31, 2016

	Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date	
7	7,500	7,500		7,000.00										7,000.00	188,293.43
63	Annual Audit	188,500		188,293.43										175.00	63.48
64	CRA Increment Payment	175	175.00												196,071.91
65	State Special District Fee	2,415	603.48												
66	Property Appraiser Fee	200,712	778.48		-	195,293.43									
67	Total Fixed Payments	452,415	27,603.65	18,547.13	218,289.29	-	-	-	-	-	-	-	-	-	264,440.07
68	Total Expenditures														
69															

69

Fogarty-France, Anne

From: Mitchell, Monica
Sent: Friday, December 02, 2016 3:44 PM
To: Fogarty-France, Anne
Cc: Ravins, Jay
Subject: Tax Collector Commissions

Anne,

As you know, the Pinellas County Tax Collector deducts a commission of 2% each time a property tax distribution is remitted to the DDB. We have been recording these property tax distributions as the net revenue received after deduction of the commission. Our auditors would like us to report the gross revenues, with an offsetting expenditure for the commissions. The problem is that we did not budget a line item for commissions for FY16-17. I would like to propose a budget amendment to add a line item for Tax Collector Commissions to the Staff & Office Administration section of the budget, and increase the Ad Valorem Property Tax revenue line by the same amount. I suggest \$6,000 because the total commissions for FY15-16 were just over \$5,500. Since we are increasing both revenues and expenditures, the budget will still be in balance.

Please add this to the DDB agenda for February 1st. Since I will be in attendance for Clifton Larson Allen's audit presentation, I would be happy to present this item at the meeting.

Thanks,
Monica

Monica D. Mitchell, CPA, CGFO
Assistant Finance Director
City of Clearwater
100 S. Myrtle Avenue
Clearwater, FL 33756
Phone (727) 562-4533
FAX (727) 562-4535



PIERCE STREET MARKET



Pierce Street Market - DDB Addendum & Mid-season Update

Prepared for: Clearwater Downtown Development Board

Prepared by: Natalie Nagengast, Owner

December 28, 2016

PIERCE STREET MARKET

MID SEASON REVIEW

October - December Review

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

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

October 8 - 2664 attendees

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

November 12 - 3312 attendees

November 26 - 4980 attendees (Taste of Downtown Clearwater)

December 10 - 3860 attendees

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

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

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

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

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

COMPANY NAME

2017 SEASON OBJECTIVES & REQUESTS

Objective

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

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

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

Goals

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

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

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

Solution

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

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

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

Project Outline

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

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

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

Summary

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

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

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

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

2015/2016 Season

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

2016/2017 Season

	Oct 8	Oct 22	Nov 12	Nov 26	Dec 10	Dec 17
RSVP						
Interested	1938	2380	1982	1814	1108	1216
RSVP Going	382	496	354	405	230	265
Total RSVP	2320	2876	2336	2219	1338	1481
Reached (x10)	9700	11500	6900	9300	5000	4400
Viewed	4100	5200	3400	3900	2000	2700
Paid Ads	\$1507.72	\$1652.00	\$1877.76	\$2647.69	\$2012.10	\$1277.66
Ad Reach	114158	129795	141821	95938	73696	44496
Ad Results	2426	2501	2302	3375	2611	1848





CLEARWATER DOWNTOWN DEVELOPMENT BOARD



FUNDING REQUEST FORM

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

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

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

Date submitted: _____ 16 May 2016 _____

Name: _____ Natalie Nagengast _____

Title of event: _____ Pierce Street Market _____

Event contact: _____ Natalie Nagengast _____

Organization: _____ Pierce Group LLC _____

Address: _____ 331 Cleveland St. #1205 _____

City: _____ Clearwater _____ State: _____ FL _____ Zip: _____ 33755 _____

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

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

Website address: _____ www.PierceStreetMarket.com _____

501(c)(3) not for profit organization? Yes No
$$\begin{array}{r} \diagup \diagup \diagup \diagup \\ 1 \end{array} \begin{array}{r} \diagdown \diagdown \diagdown \diagdown \\ 1 \end{array} \begin{array}{r} \times \\ 2 \end{array} = 16$$

1. Date and time of event/program: 2nd & 4th Sat. 10am-3pm Oct - May/ 2nd Sat. 9am- 1pm June-Sept

2. Location and address of event/program: _____ Clearwater Harbor Marina _____

3. Projected attendance: _____ 2,500-5,000 attendees _____

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

PSM is an outdoor market featuring 100+ local makers, businesses and specialty foods. One finds a mix of music, food trucks, specialty foods, art, non profits, government divisions (recycling, voter registration, etc.) handcrafted items and more normally ranging between \$5-\$30. This is a place making event focused first on locals as well as helping small businesses grow in the hopes they grow into storefronts downtown.

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

Pierce Street Market has been known to change many views of the downtown area in many market goers minds. Attendees include many people that do not normally frequent the area in any way and change the perspective of the area. Also, vendors have been looking into moving into downtown or they have put their products into various storefronts downtown, thus boosting businesses that are currently there (i.e. Tampa Kombucha into Kara Lynn's kitchen). Also this market boosts visibility to downtown stores/businesses that are in the market.

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

Attendees come to shop, many take the ferry from the beach and come to the market. Drawing in tourists from the beach to the downtown area. They stay to listen to music and enjoy various stores and food the downtown offers.

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

October 2015

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

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

If yes, what size?

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

Yes No

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

This is our first sponsorship request form we have prepared for our next season but we have an in kind sponsorship agreement with LocalShops1 and Nature's Food Patch currently.

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

13. What is the number of attendees expected at your event? 2,500-5,000 each event.

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

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

We are asking for the same amount of sponsorship from last year which is \$15,000 but this will go toward many more events. Last year this sponsorship went toward 9 markets and GREATLY increased our

attendance to events. This will expand for the whole 2016/2017 season which will be 19 markets as well as we are working to expand the market to include more non profits and vendors.

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

Funds will be provided not more than 30 days prior to the event date.

15. APPLICANT CERTIFICATION:

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

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

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

Applicant Signature: _____ Natalie Nagengast _____ Date: _____ 18 May 2016 _____
(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.
(4/6/16)

2016 - 2017 Projected Pierce Street Market Budget

Income

Oct - May - 15 Markets average 80 booths @ \$4000/each market	\$60,000
Jun - Sept - 4 Summer Markets average 40 booths @\$2000/each	\$8,000
Applications 100 @ \$15 each	\$1,500
DDB Sponsorship	\$15,000
Total Income	\$84,500

Expenses

Regular Season Marketing Budget \$2000/each market	\$30,000
Summer Market Facebook Budget	\$6,000
Staff approx \$1000 each/market & approx \$850 admin staff/market	\$35,150
Insurance @ approx \$200/each market	\$4,000
Additional Expenses (Tents, Toilet Paper, Trash Cans, Trash Liners, etc.) @ approx \$150/ each market	\$2,850
Online Expenses (Website, emails etc.) approx (\$100/month)	\$1,200
Banners/ Signs	\$1,000
Loan Payment	\$4,300
Total Expense	\$84,500

Total (0)

Reserve Loan TBD where this will be paid off (\$2,900)

2015 - 2016 Pierce Street Market Budget

Income

Oct - Jan - 6 Markets average 60 booths @ \$2500/each market	\$15,000
Feb - May - 7 Markets average 75 booths @ \$3000/each market	\$21,000
Jun - Sept - 4 Summer Markets average 40 booths @ \$2000/each	\$8,000
Applications 270 @ \$15 each (236 as of 18 May 2015)	\$4,050
DDB Sponsorship	\$15,000
Business Loan	\$7,200
Total Income	\$63,050

Expenses

Fall Market Facebook Budget	\$22,000
Summer Market Facebook Budget	\$6,000
Staff approx \$1000 each/market & approx \$850 admin staff/market	\$31,450
Portapotties 6 markets before city sponsorship @ \$225 each	\$1,350
Dumpsters 6 markets @ \$50/each	\$300
Insurance @ approx \$200/each market	\$3,400
Additional Expenses (Tents, Toilet Paper, Trash Cans, Trash Liners, etc.) @ approx \$150/ each market	\$2,550
Online Expenses (Website, emails etc.) approx (\$100/month)	\$1,200
Banners/ Signs	\$2,000
Total Expense	\$70,250

Total **(7,200)**

ITEM 9



Dear Supporter,

On behalf of Santa and Suds 5K for ASL and Deaf Awareness, Inc we would like to Thank Clearwater Downtown Development Board for their sponsorship of our 5K Fun Run/Street Party event. Your \$4000.00 sponsorship donation will allow valuable weekly Deaf Family Literacy programs to 15 families with Deaf members in Tampa Bay. This patronage demonstrates your organization's commitment and support of early literacy programs that improve the quality of life and literacy in our Deaf community. The Deaf and Hard of Hearing participants in this programming value the support they receive from individuals like you that support their efforts in continuing education that will improve their lives and those of their families.

With the help of contributions from supporters such as you we will continue to see improvements in the advancement of Deaf literacy and Awareness in our community.

We are delighted that you have chosen to support this worthwhile community event. Santa and Suds 5K is a 501(c) 3 tax-exempt nonprofit organization so your donation is applicable for IRS tax credit. Our tax-exempt number is 47-2187874.

Thank you again for your generous support of our efforts and for making a difference.

Santa N Suds 5K for ASL and Deaf/Hard of Hearing Awareness

684 N Lake Blvd.
Tampa, FL 34689
pinellascountyasl@gmail.com