



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

July 2, 2014 – 5:30 PM - City Hall – 3rd Floor Council Chambers

AGENDA

1. Call to Order
2. Citizen Comments – Items Not on the Agenda
3. Approve Minutes from the June 5, 2014 Regular Monthly Meeting
4. Adopt May 2014 Financial Statement for Filing
5. DDB Policy Discussion – Chairman Morfopoulos
6. Budget Discussion
 - a. Taxable Value from Property Appraiser / To be provided 7/1/14 – Geri Campos Lopez
 - b. Funding Requests/Programs & Events – 3 min. presentation followed by questions
 - 1) 6th Annual Achieva Credit Union Box Car Rally – Chelsey Wilson
 - 2) Bright House Clearwater Super Boat National Championship Festival – Frank Chivas
 - 3) Clearwater Celebrates America – Brian Craig, Kris Koch & Ralph Shaw
 - 4) Clearwater Fun 'n Sun Celebration Festival – Brian Craig, Kris Koch & Ralph Shaw
 - 5) Clearwater Sea-Blues Festival/Blues Walk – Brian Craig, Kris Koch & Ralph Shaw
 - 6) Clearwater's Blast Friday – Eric Blankenship
 - 7) Clearwater Jazz Holiday – Gary Hallas
 - 8) Downtown Clearwater Farmers Market – Pat Fernandez
 - 9) Jolley Trolley Coastal Loop – Rosemary Longenecker
 - 10) Pianos on Main Street and Pop Up Gallery – Colin Bissett
 - 11) Santa and Suds Race/Walk for ASL and Deaf Awareness – Sean Belanger
 - 12) Star Spectacular Events, 2014-2015 – Bill Sturtevant & David Allbritton
7. Final Comments
8. Adjourn

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

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

1. Chairman Morfopoulos called the meeting to order at 5:31 p.m. and introduced members.

2. Citizens Comments:

David Allbritton, 217 Palm Island NW, representing Star Spectacular/Clearwater Downtown Events, provided a handout to be included in the Sponsorship Requests Binder. He also advised the board that the \$6,200 in funds not used for Star Spectacular events would be returned to the board.

Bill Sturtevant, representing Clearwater Downtown Events (CDE), requested the board support Ruth Eckerd Hall as producer of Blast Friday and Brian Aungst and Frank Chivas of the Clearwater Super Boat Festival as they considered funding events next month as both organizations have supported everything that CDE has done.

- 3.** Brian Aungst and Frank Chivas, representing the Clearwater Super Boat Festival, provided the Post Event Report.
- 4.** Zev Buffman and Eric Blankenship, representing Ruth Eckerd Hall and producers of the Blast Friday events, provided the Blast Friday Post Event Report.
- 5.** Patricia Fernandez from the Clearwater Downtown Farmer's Market provided the Post Event Report.
- 6.** Approve the Minutes from the May 7, 2014 Meeting

Member Doran moved to approve the minutes from the May 7, 2014 meeting. 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 Stu Sjouwerman.**

“Nays”: **None.**

7. Adopt April 2014 Financial Statement for Filing

Member Bosi moved to adopt the April 2014 Financial Statement for filing. 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 Stu Sjouwerman.**

“Nays”: **None.**

8. Adopt Preliminary Budget FY 2014-2015 – Treasurer Craig Rubright

Member Bosi moved to adopt the Preliminary Budget for FY 2014-2015. 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 Stu Sjouwerman.**

“Nays”: **None.**

9. Geri Campos Lopez provided an update for the Prospect Lake Project Update.

10. Ms. Lopez provided background for the discussion regarding vendors at Station Square Park.

11. Anne Fogarty France provided statistics for the Cleveland Street District website.

12. Final Comments

Member Rubright stated that with all that is going on in the downtown it's as if we're a huge boat that's trying to turn and at this point with the Capitol Theatre and the Clearwater Marine Aquarium, we are starting that turn. He felt the board needs to do their due diligence with all the funding requests received.

Member Bosi apologized for missing the last couple of meetings due to family schedules. He added that he would like the board to look at the big funded events and start budgeting by considering the number of people brought in. He remembered former board member Bob Fernandez, who he brought on to the board. He stated that he would miss Bob as he was a great asset to the DDB and to downtown Clearwater.

Member Sjouwerman stated that if the board has \$118,000 in requests and \$70,000 in available funds, an event has a certain amount of return on investment (ROI) and the board needs to look at the events that have a big ROI.

Member Doran noted that we have reached a point where we have limited funds and have to spend them wisely. The board also has to consider how this affects the people that are paying the taxes. He noted that he was excited about the Prospect Lake project. He agreed with Member Rubright in that the boat was turning and it needs to keep turning and felt that the CMA project can make it happen. He was happy that he was on the council and voted yes for this project as he thought it was important not only to downtown, but to the area.

Ex-officio Councilmember Jonson stated that he came down to the Tech Olympics and enjoyed watching the vitality in Station Square Park. He brought up a couple of items that he wondered if the board was interested in weighing in on. The Garden Avenue Parking Garage charges until 7 p.m. and the meters charge until 6 p.m. He then noted that he spent some time taking photos and displayed images of wayfinding, directional signs and a sign he noticed at Water's Edge for Gala's Gelateria. He also showed a sign that Starbucks had on their window that may also be good for Gala's and suggested the board look at Dunedin and this could be a possible future agenda item.

Member Bosi felt that the city should give businesses more latitude on sign size as they are currently limited. Members hear that it's restrictive and he wondered if there could be a special designation for downtown to allow more signage.

Ms. Lopez noted that the Urban Land Institute (ULI) was coming in for a weeklong event and a joint reception would be held on June 16 at the Capitol Theatre. A presentation with recommendations would be made on Friday, June 20 at the Hilton Hotel on Clearwater Beach at 8:30 a.m.

Ex-officio Councilmember Polglaze noted that everyone should stay tuned as there were a lot of great things in store.

13. The meeting was adjourned at 7:06 p.m.

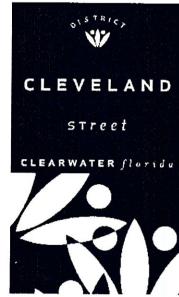
A	B	C	D	E	F	G	I
							6/27/14 10:45 AM
1	Downtown Development Board Statement of Revenues & Expenditures For the Period May 1 thru May 31, 2014						
2							
3							
4							
5							
6							
7							
8							
9							
10	Income	Budget	May	Year to Date	Difference		
11	Ad Valorem (Property) Taxes	224,504	16,040	215,055	(9,449)		
12	Ad Valorem Taxes Prior Yr	100		30	(70)		
13	Interest Income	1,000		296	(704)		
14	CRA Interlocal Agreement Rev	142,573		141,668	(905)		
15	Misc Revenue	500		1,572	1,072		
16	Total Income	368,677	16,040	358,621	(10,056)		
17	Expenditures						
18							
19	Promoting District						
20	Banner Installation & Maintenance	600		320	280		
21	Downtown Streetscape Maintenance	3,200		3,160	40		
22	Boatlift Construction & Maint	50,000		50,000	0		
23	Holiday Lighting	8,000		12,191	(4,191)		
24	Total Promoting District	61,800	-	65,672	(3,872)		
25							
26	Promoting Merchants						
27	Graphic Design and Printing	2,500		470	2,030		
28	Advertising	2,296		500	1,796		
29	Jolley Trolley Downtown Loop	9,220		4,610	4,610		
30	Total Promoting Merchants	14,016	-	5,580	8,436		
31							
32	Promoting Events						
33	4th Annual Achieva Box Car Rally	1,000			1,000		
34	BLAST Friday Sponsorship	25,000		25,000	0		
35	Clw Superboat National Championship	10,000			10,000		
36	Farmer's Market Support	5,000		5,000	0		
37	Clearwater Sea Blues Festival/Blues Walk	2,500			2,500		
38	Star Spectacular Spring Fun 'n Sun	2,500			2,500		
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	Total Promoting Events	58,200	-	36,200	22,000		
44							
45	Staff & Office Administration						
46	Downtown Meeting & Event Support	200	15	154	46		

A	B	C	D	E	F	G	I
1	Downtown Development Board						6/27/14 10:45 AM
2	Statement of Revenues & Expenditures						
3	For the Period May 1 thru May 31, 2014						
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47		Budget	May	Year to Date	Difference		
48	Office Expenditures	750	33	1,056	(306)		
49	Public Meeting Notices	2,000	50	474	1,526		
50	Legal Fees	3,500		800	2,700		
51	CRA Mgt & Admin Fee	63,724	5,310	42,480	21,244		
52	DDB Minutes Preparation	2,200	306	811	1,389		
53	Total Staff & Office Admin	72,374	5,715	45,775	26,599		
54	Fixed Payments						
55	Officers & Directors Insurance	655	653	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		1,590	546		
62	Total Fixed Payments	163,487	653	162,181	1,306		
63							
64	Total Expenditures	369,877	6,368	315,407	54,470		
65							
66	Revenues in Excess of Expenditures		9,672	43,214			
67							
68	Expenditures in Excess of Revenues		-	-			
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					

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	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	6,668.02	-	-	-	-	-	315,407.09



CLEARWATER DOWNTOWN DEVELOPMENT BOARD



SPONSORSHIP/FUNDING REQUEST FORM

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

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

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

Date submitted: May 14, 2014

Name: Clearwater Arts Alliance

Title of event: Pianos on Main Street and Pop Up Gallery

Event contact: Colin Bissett

Organization: Clearwater Arts Alliance

Address: PO Box 955

City: Palm Harbor State: FL Zip: 33757

Daytime phone: (727) 599-5688 Cell phone: (727) 599-5688

Fax number: () E-mail address: bissettcolinj@gmail.com

Website address: clearwaterartsalliance.org

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

• Date and time of event/program: Preparation, fall 2014...then Mid January through April 2014

• Location and address of event/program site: Cleveland Street storefront and various other locations throughout Clearwater...possibly outside Capitol Theatre

• Projected attendance: 10,000 to 20,000 over 5 weeks.

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

10 pianos will be placed around Clearwater restaurants and areas with high foot traffic for the enjoyment of the public. The pianos will be painted by local artists. CAA will provide conceptual ideas on programming to restaurants and retail that sponsor a piano. Please see attached documentation.

• What kind of activities will take place during your event? What activities will take place on Cleveland Street?

Pianos will be painted in the storefront by leading local artists, students and members of the general public along with members of PAVA.

- Briefly list the purpose of the event/program and the ways in which it will benefit the community as well as promote the Cleveland Street District: Pianos on Main street will attract a great deal of publicity for the downtown area. Schools and public will be encouraged to participate and help paint pianos. The pianos will then be delivered to sponsor restaurants etc for the opening of the festival December 20 through the end of January 2015. Piano sponsors will be able to develop themes for their restaurants or stores...ie...Elvis impersonator night, blues night, The Voice type event, children's choirs, the list is endless. CAA will assist in all marketing and theme development. The pianos are available all day and evening for members of the public to play. (weather permitting)

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

Four years, around the world in 27 cities from New York to Sydney to Sarasota. It started in London "Play me I'm Yours" _____

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

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

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

Clearwater Arts Alliance a 501 (C) (3) non-profit organization.

- 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? N/A at this point

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

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

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

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

If yes, what are the dimensions?

Color _____ Black & White _____ Deadline: _____

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Other sponsorship benefits:

This is a tremendous opportunity for DDB too get involved in an arts event that is deemed to attract major publicity and attention from leading businesses in the area. Please see attached description of main event.

The Cleveland Street aspect of the overall event will last several months from September 2014 through January 2015. Pianos have been donated by Randy's Wholesale Pianos of Clearwater. There will be a major press launch in mid September.

(Continue on additional pages if needed.)

Please list other participating media sponsors and corporate sponsors:

__TBA_____

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

Do you have a media budget and timeline? Yes X No If yes, please describe. Not at this time. We have some well-connected board members in the communications industry. We are confident these projects will attract strong media attention. _____

What is the number of attendees expected at your event? __10,000 to 20,000

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

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

We would like to request sponsorship for one piano in the amount of \$2,500. DDB will then have the capacity to share/loan the piano to a variety of stores in Downtown Clearwater over the piano festival season.
2014 DDB Sponsorship Request Form

Approx. December 20, 2014 through the end of January 2015...best time for retail and restaurants...a real crowd pleaser _____

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

Piano Sponsorship will be \$2,500 other levels TBA _____

APPLICANT CERTIFICATION:

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

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

CB _____ Please initial that you agree to comply with these requirements.

Applicant Signature: Colin Bissett _____ **Date:** May 14, 2013
(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.
(4/15/14)

Outline proposal:

PIANOS ON MAIN STREET
(working title)

Just imagine a small crowd gathering in front of the Clearwater Library on a Thursday evening listening to a man plunking out a Scott Joplin rag on a beautifully hand-painted upright piano, a 15 year old improvising an old blues tune on the corner of Fort Harrison and Cleveland, an 85 year old playing scales she learned in her youth. A drum circle joins a pianist on another street corner. Music and visual arts come together in Pianos on Main Street.

The Clearwater Arts Alliance (CAA) proposes to undertake the project "Pianos on Main Street" (POMS) to promote the City of Clearwater as an Arts and Culture friendly city and to attract Cultural Tourism to a variety of venues and street corners throughout the area.

POMS is based on the internationally renowned public art project 'Play Me I'm Yours' which has occurred in over 27 major cities around the world, from London, New York to Sydney and numerous other smaller cities similar in size to Jacksonville and Sarasota. The purpose is to stimulate interest in a variety of the arts from the visual to the performing and to put Clearwater in the spotlight on the cultural map of Pinellas and to raise funds for CAA, a 501 (c) (3) non-profit organization.

CAA will request donations of upright pianos in reasonable condition...The pianos will then be sanded in preparation for a group of selected and renowned artists from our area to paint them. CAA will seek out suitable locations for the pianos to be located which will include public and private venues with direct public access. Local businesses/sponsors will be responsible for housing the pianos during inclement weather and nighttime. We will seek sponsorships in the region of \$2,500 per piano. Initial exterior location concepts could include the following:

Clearwater Beach; Clearwater Marine Aquarium, Palm Pavilion, Frenchy's chain, Clearwater Marina (Crabby Bills), Sandpearl, Barefoot, Hyatt and Hilton.

Sand Key; boardwalk outside Columbia restaurant.

Downtown; Capitol Theatre, Clearwater Library.

Countryside; Whole Foods, Starbuck/Grillsmiths, restaurant chains outside Countryside Mall (by Grimaldi's).

We will encourage the public, young and old, to play/perform on the pianos free of charge. Themes will be developed to motivate public participation...children's choirs, impersonators (there is an abundance of Elvis wannabes in Pinellas), Jazz, Blues...the list is endless. CAA will ensure the pianos are fully insured and the city is named as also insured when the pianos will be located on city or county property. It is anticipated the project will commence sometime early-mid January and possibly run through April 2015.

blis

bohemian light

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