



Addendum #1
RFP #55-21, Economic Development Strategic Plan
October 6, 2021

NOTICE IS HEREBY GIVEN that the following addendum serves to provide clarification and to answer the questions received on RFP #55-21, Economic Development Strategic Plan.

Question 1: The City's last economic development plan was completed in 2011. Is the anticipated lifespan for this next economic development plan expected to be 10 years as well?

Answer to Question 1: The City of Clearwater (City) anticipates that the lifespan of the new Economic Development Strategic Plan is not expected to exceed five (5) years.

Question 2: How much of the City's previous economic development plan has been completed?

Answer to Question 2: The City achieved, completed, or substantially completed many of the 64 Action Items identified in the 2011 Economic Development Strategic Plan. The following is a listing of ten (10) Action Items not achieved, completed, or substantially completed:

Goal/Strategy	Action Item	Notes
G1.S3	1. Medical Overlay District	Not successful in getting planning grant; did not move forward.
G1.S4	1. Conversion of Executive Golf Course	Investigation of conversion was completed however, in 2020, a 710,000 SF light industrial development was proposed for this site; City's charter required referendum approval for change of use. Voters rejected the conversion.
G1.S4	2. Combining adjacent industrial parcels	Did not fully investigate
G1.S5	5. Fast track permitting	Did not pursue; Planning & Development dept expects to undergo business process improvement analysis with consultant in this FY.
G2.S1.	1. & 2. Incentives	Incentive policy adopted; ad valorem tax exemption incentives approved; additional incentives not approved but are desired.
G2.S2	2. Commercial PACE	Ordinance passed by county; needs amendment to be effective (currently prohibits progress payments).
G3.S1	3. & 4. Employer Survey/Report	Not conducted annually or with regularity
G4.S4	2. Conference/Convention Strategy	City's tourism marketing has included efforts to attract small market meetings suitable for meeting/conference space in Clearwater. City does not anticipate developing a convention strategy beyond supporting RFIs for room nights associated the conventions held in Tampa or St. Petersburg.



Question 3: How satisfied was the City with its previous economic development plan?

Answer to Question 3: *The City was very satisfied with the previous Economic Development Strategic Plan.*

Question 4: Is the City willing to disclose the project budget (or budget range)? If not, can you share how the budgeted amount was determined?

Answer to Question 4: *The City's budget is not to exceed \$140,000.00, including hourly fees which may be proposed per DETAILED SPECIFICATIONS, Section 3.3.1(f), page 18 of the RFP.*

Question 5: Can you provide a budget range available for this project?

Answer to Question 5: *Refer to Answer to Question 4 above.*

End of Questions and Answers

End of Addenda