



JANUARY WEATHER PREDICTION

Slightly below normal temperatures and slightly above normal precipitation. Average temperatures should range from 54 in the north to 59 in the south. High front potential mid- and late-month.



JANUARY GARDENING TIPS

Provide cold protection for less hardy plants and recently planted annuals. If you want to plant trees or move dormant shrubs, now is the best month to do so. Get off to a good start by watering the trees for the first six months to a year, and start pruning trees and shrubs that don't flower in spring. Crape Myrtles should be pruned to open the plant's center. This improves air circulation and emphasizes the structural beauty of the tree. This also is the best time to prune fruit trees. If you want to add bird houses to your outdoor garden or yard, hanging them now will allow them time to weather before spring.



FLORIDA TIDBIT

1513...

Juan Ponce de León claimed for Spain land that he called La Florida, in honor of the Eastertime "Feast of Flowers" celebration.

CLEVELAND STREET



The city celebrated the completion of three of the four blocks of the Cleveland Street Streetscape. Economic Development revised the CRA Façade Improvement Program to create a grant and loan program for property owners and businesses in the CRA District to improve the appearance of their properties and encourage investment in the Café District envisioned for Downtown. The property owner of the "Telephone Exchange" building at 534 Cleveland Street is renovating the façade of this historic building. The Planning Department also finalized a brochure detailing the community value of historic preservation.

ACCOMPLISHMENTS FOR ECONOMIC DEVELOPMENT & HOUSING

- Developed an award-winning "Buy-One-Get-One-Free" Promotional Coupon campaign to promote Downtown businesses; awarded Main Street Community of the Month for April; and completed a computer animation of the new Cleveland Street to market downtown to prospective businesses.
- Released a Request for Proposals/Qualifications for the redevelopment of a 3-acre site by Prospect Lake Park in Downtown and selected Miles Development Partners.
- Received \$1.1 million in grant funding from the U.S. Environmental Protection Agency for the city's Brownfields Program for environmental assessments and remediation.
- Relocated a company from South Dakota to downtown with incentives of \$651,000 in tax credits approved by the State of Florida. This business will create 62 new high-wage jobs paying an average salary of \$69,966 annually.
- Worked with Pinellas County Economic Development to award six grants for \$89,511 under the Incumbent Worker Training Program to train 222 employees and one grant for \$53,500 under the Quick Response Training Program to train 50 employees.
- Housing provided a \$300,000 loan to a non-profit partner to purchase a 22-unit affordable rental multi-family complex: provided \$967,000 in loans to assist in the rehabilitation of 19 homes and downpayment assistance for the purchase of nine homes; and provided \$643,446 to complete the Woodlawn Housing subdivision consisting of 11 affordable single-family homes. They also assisted 8,658 residents with \$2.5 million of state and federal funds and partnered with 17 non-profit partners.