

community redevelopment agency
CITY OF CLEARWATER



Annual Report
FY 2009-2010

Prepared for:
Pinellas County Board of Commissioners
March 2011

Prepared by:
CRA Staff/ Economic Development & Housing Department



Infrastructure, Expansions and Events Lead the Way

A. Introduction

The Florida Community Redevelopment Act of 1969 (Florida Statutes: Title XI, Chapter 163, Part III) provides a vehicle for local communities to form a Community Redevelopment Agency (CRA) and create a Redevelopment Trust Fund through Tax Increment Financing (TIF) for financing improvements within a target area. The City of Clearwater established its CRA in FY 81-82. The CRA was expanded in 2004 and a new redevelopment plan was approved in February 2004. Pursuant to Chapter 163.356(3)(c) of the Florida Statutes, a progress report of the year's redevelopment activities, including a complete financial statement of assets, liabilities, income and expenses, is due March 31 of each year. This annual report briefly summarizes the redevelopment activities conducted by the CRA in FY 09-10 and includes the year's financial statements.

In FY 09-10, the CRA concentrated on the planning of the Cleveland Street Streetscape Phase II project, the purchase of strategic parcels of land for redevelopment, the expansion of two successful restaurants in the Downtown District and the enhancement of Downtown events.

The CRA worked closely with developers, the DDB, property owners, the Clearwater Regional Chamber of Commerce, and other stakeholders to coordinate projects that impact Downtown and spur catalytic development within the CRA district. The CRA's budget for FY 09-10 was \$3,368,139.

B. New Activity

Purchase of Real Property - 1359 Cleveland Street (CarPro)

In December 2009, the CRA identified the Car Pro Site as a candidate for participation in the City's Brownfields Program given the site's environmental issues, the non-conforming land use, the potential future redevelopment, and the availability of funding for environmental remediation.

At least four different phases of environmental site assessments were conducted prior to May 2007. The investigations identified adverse environmental conditions within the property boundaries of the site and two adjacent properties to the west.

Based on these previous environmental assessments, the City's consultant estimated the general cost for implementing the preferred remediation strategy to be from \$595,000 to \$680,000. The assessment portion of the estimate, up to \$190,000, will be covered by the 2009 American Recovery and Reinvestment Act (ARRA)



assessment funds and existing Brownfields grants. The remediation portion of the estimate, up to \$492,000, will be funded through the Brownfields Cleanup Revolving Loan Fund (BCRLF) and the sale of the City's Voluntary Cleanup Tax Credits.

Given the location and redevelopment opportunities for the site, the CRA purchased the property on Aug. 5, 2010 after performing Phase I and Phase II Environmental Site Assessments. Demolition of Car Pro was completed in September 2010. Assessment of the site continues with the placement of monitoring wells to delineate the extent of the groundwater contamination.

The CRA established the Car Pro Site line item to accept \$325,000 from the Redevelopment line item already established to cover the property purchase, closing costs and demolition of the site.



Car Pro Site

Purchase of Real Property - 1274 Cleveland Street (Economy Inn) and Surrounding Parcels

On Sept. 7, 2010, the CRA approved the purchase of real property comprising the bulk of the East Gateway block bounded by Cleveland Street, North Betty Lane, Grove Street and North Lincoln Avenue. The parcels include the Economy Inn; former Royal Palm Motel; Viva Mexico restaurant; two duplexes; and one owner-occupied single family residence for a total of 2.2 acres. Prior to the purchase of the property, Phase I and Phase II Environmental Site Assessments were completed.

The properties had become a major, continuing source of blight and magnet for inappropriate activity. The magnitude of the issues far exceeded other properties in the East Gateway area. Police records indicated that calls for service/complaints to the Economy Inn alone during the last twelve months of the reporting period totaled 421, more than one call per day.

It is the intention of the CRA to fence the property, demolish the structures, and market the site as a potential redevelopment opportunity.

The CRA established the Economy Inn/MNEK line item to accept a \$1,900,000 loan from the City’s Central Insurance Fund to cover the acquisition, closing costs and demolition/stabilization of the site. The loan is interest only for FY 2011 and 2012 and principal and interest through FY 2018. If the property is sold prior to the loan being satisfied, the sale proceeds will go to pay off the loan.



Economy Inn

Contract for Purchase of Real Property – 1015 Cleveland Street (St. Vincent de Paul Thrift Store)

On Sept. 20, 2010, the CRA approved a contract to purchase a 1.03 acre property located at 1015 Cleveland Street and abutting the CRA-owned redevelopment site known as the Prospect Lake Parcel. Prior to the purchase of the property, Phase I and Phase II Environmental Site Assessments will be completed.

With the acquisition of this parcel, the Prospect Lake Parcel abutting to the west materially increases the likelihood that the site will realize the development objectives of the CRA and the City.



St. Vincent de Paul Thrift Store

Because St. Vincent de Paul needs to relocate the thrift store, a companion lease will allow the property to be leased back to St. Vincent de Paul, holding the CRA completely harmless, for up to one year. An additional lease period of six months could be exercised, at the option of St. Vincent de Paul, if relocation space has not been located. The CRA does not anticipate the need to occupy the site over the next eighteen months.

The CRA established the St. Vincent de Paul Property Acquisition line item to accept \$625,000 from the Redevelopment line item already established to cover the acquisition, closing costs and related expenses.

Mainstreet Clearwater Development, LLC - 426-428 Cleveland Street (Tony's Pizzeria Restaurant) Development Agreement

On July 13, 2010, a Development Agreement was approved between the CRA and Mainstreet Clearwater Development, LLC concerning Tony's Pizzeria Restaurant located on Cleveland Street. The project is a build-out of the existing structure, with outdoor dining, to create a full-service, 3,750 square foot pizzeria and dining restaurant.

The Development Agreement outlines the general terms and incentives for the project. The CRA has agreed to reimburse \$50,000 for restaurant build-out which provides for incentive reimbursement funding of \$1 for every \$1 expended. The loan is a five-year forgivable loan, 20% forgivable per year as long as the property continues to be used as a full-service restaurant. If the property ceases to be operated as a full-service restaurant during the five-year period, the owner would have to reimburse the CRA for the outstanding balance.



Tony's Pizzeria Restaurant

The CRA allocated \$50,000 from its Retail Attraction/Assistance line item.



Mainstreet Clearwater Development, LLC - 422-424 Cleveland Street (Peter Gillham's Nutrition Center) Development Agreement

On Sept. 20, 2010, a Development Agreement was approved between the CRA and Mainstreet Clearwater Development, LLC concerning Peter Gillham's Nutrition Center located on Cleveland Street. The project is a build-out of the existing structure, with outdoor dining, to create a 3,900 square foot health food store and restaurant.

The Development Agreement outlines the general terms and incentives for this project. The CRA has agreed to a five-year forgivable loan, 20% forgivable per year as long as the property continues to be used as a full-service restaurant. If the property ceases to be operated as a full-service restaurant during the five-year period, the owner would have to reimburse the CRA for the outstanding balance.

The CRA allocated \$50,000 from its Retail Attraction/Assistance line item.



Peter Gillham's Nutrition Center

Clearwater Downtown Events, Inc. Memorandum of Agreement

On July 13, 2010, the CRA approved a Memorandum of Agreement with Clearwater Downtown Events, Inc. for the provision of an expanded and enhanced schedule of Blast Friday events in the Cleveland Street District.

The CRA's objectives are to support existing businesses in a period of economic downturn by drawing larger crowds to the District; provide a better customer base to encourage new retailers and restaurants to locate into the District; and "expose" potential investors to the District through events.

The Blast Friday Volunteer Group created a not-for-profit organization, Downtown Events, Inc., to receive/



Blast Friday

manage funds and administer the program. The \$75,000 seed money is to partially fund the \$250,000 Business Plan. It is anticipated that the seed money will only be needed during the first one or two years of the process.

The CRA allocated \$75,000 from its Redevelopment line item. The DDB allocated \$50,000 from their Blast Friday line item and the remaining \$125,000 will come from private fund raising efforts.

Cleveland Street District and Marketing Website

On March 12, 2010, the CRA released a RFP for development of a Cleveland Street District website. The new website will support the overall strategy for downtown revitalization and bolster the Downtown's image as a destination.

On July 13, 2010, the CRA retained Blenderbox, Inc. of New York to design, copyright and train staff in developing the website.

The website marketing strategy will be developed during the discovery phase of the project, but will eventually feature heavy marketing to local and regional markets through multiple media sources. The tracking/analytics feature of the site will allow for continuous monitoring and adjustment. It is anticipated that the website will be on-line by the first quarter of 2011.

The CRA allocated \$100,000 from its Retail Attraction/Assistance line item.

C. Multi-year Projects & Commitments

East Gateway District Five-Year Action Program

The CRA concluded the second year of the East Gateway District Five-Year Action Program. The following highlights progress and accomplishments:

- Held regular meetings of the East Gateway Task Force for collaboration on neighborhood issues and opportunities
- Expanded community policing that has improved safety and security in the neighborhood and building of public trust
- Coordinated meetings of the East Gateway Stakeholder Advisory Group (SAG) and participated in the East Gateway Business & Neighbors Association (BNA) meetings that have provided greater opportunities for community engagement and grassroots problem solving
- Coordinated, in conjunction with the Pinellas Opportunity Council (POC),



Talento 2010, A Celebration of Pinellas County's Hispanic Art & Culture

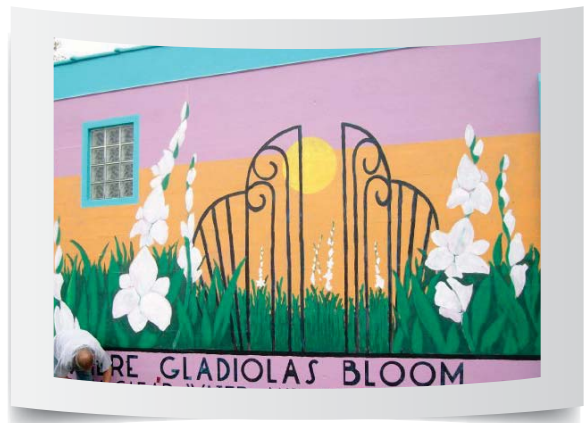
- Initiated the development of a community-based vision
- Finalized concept and design for the Gulf to Bay Boulevard and Highland Avenue Intersection Improvement Project Identified and completed construction of six sidewalk projects

Community Engagement

Community engagement and empowerment continues in the East Gateway District with active stakeholder meetings and projects. The SAG met monthly to provide guidance on Action Program implementation.

The BNA, a grassroots organization, met monthly to discuss neighborhood concerns and updates. The Police Department and a Neighborhood Services staff member attended meetings and provided updates.

The CRA initiative to stabilize the East Gateway District employs community events as opportunities for community-building among area residents and businesses, many of which are Hispanic. To this end, the CRA co-sponsored and assisted in organizing, with the POC, Talento 2010, A Celebration of Pinellas County's Hispanic Art & Culture Program. The event was held over a six month period, with four weekend events, to bring people together in a festive social environment.



Talento 2010

The CRA allocated \$5,000 from its East Gateway Project line item.

East Gateway Community Policing Innovation

Community concerns regarding illegal drug activity, prostitution, and street crimes continued to be addressed through a CRA/Police Department Interlocal Agreement that provides for an increased police presence. The agreement enables two additional police officers to patrol the East Gateway District, particularly during peak crime periods and at peak crime locations. The CRA approved the interlocal agreement on Aug. 31, 2009. The term of the agreement was from Oct. 1, 2009 through Sept. 30, 2010.

The CRA allocated \$130,376.59 from its East Gateway Project line.

East Gateway District Façade and Building Lot Improvement Program

In March 2009, the East Gateway District Façade & Building Lot Improvement Program was approved. The program provides incentives for private reinvestment within aging commercial corridors in the District.

Program objectives are to: 1) stabilize existing businesses and stimulate new business activity by improving the overall visual quality of existing buildings; 2) improve the view from the street by focusing on improvements most visible to customers, neighboring merchants, residents, and pass-by traffic; 3) establish a positive neighborhood image and a “sense of place” that are vital to the economic revitalization of the area; 4) promote Green Building and Crime Prevention through Environmental Design (CPTED) techniques applicable to building facade and site design; and 5) leverage city funds for neighborhood revitalization and economic development by encouraging private investment in facade and building lot improvements.

Design services up to \$5,000 and construction funding up to \$35,000 are available to eligible commercial property owners. Funding for design services up to \$20,000 is allocated from the CRA East Gateway line item. A total of \$180,000 in U.S. Department of Housing and Urban Development (HUD) Community Development Block Grant - Recovery (CDBG-R) funds is allocated for project construction.

During this reporting period, two program applications were accepted and four loan-to-grant commitments were issued.



1454 Gulf to Bay Blvd

Highland Avenue and Gulf to Bay Boulevard Intersection Improvements

The community continued to express concern about decreased traffic volumes and business activity in the East Gateway associated with the relocation of State Road 60 and Gulf to Bay Boulevard. In an effort to mitigate this condition and address the lack of pedestrian walkways in this intersection, an attention grabbing entryway feature at the intersection of Gulf to Bay Boulevard, Highland Avenue and Court Street was proposed. The feature will cue motorists, pedestrians and cyclists that something special lays ahead. The intersection improvements will maximize views and vistas into the district from State Road 60, reinforce community identity, and



increase safety at this large-scale, five-legged intersection.

Construction drawings are being prepared by the City's Engineering Department with follow-up by the Florida Department of Transportation (FDOT). It is anticipated that the drawings will be completed by the first half of 2011.

The City Council allocated \$1,000,000 in Penny for Pinellas II funds.



East Gateway Intersection Improvement Rendering

Country Club Townhomes

To increase the supply of owner-occupied, workforce-housing units in the East Gateway District, the City provided a \$700,000 loan utilizing CDBG funds for the purchase of the property to construct a 31-unit townhouse project located at Drew Street and North Betty Lane.

The loan has a three-percent interest rate on the outstanding principal balance with deferred payment of principal and interest for five years. If the developer fails to reach certain timelines for site plan submittal and construction, upon written demand by the City, the Developer will convey the property to the City by Special Warranty Deed in lieu of foreclosure. Given economic conditions and the state of the housing market, the Developer was unable to meet the agreed upon timelines and requested an extension.



Country Club Townhomes

Economic Development and Housing staff recommended a mortgage modification to extend the timeframes for an additional five years. The City Council approved the loan modification on Nov. 17, 2009. This extension allowed the Developer time to complete the site plan approval process.

On July 20, 2010, the Community Development Board (CDB) approved the site

plan with eleven conditions. After discussions took place with Progress Energy to satisfy a condition of the approval, the burying of overhead lines, it was determined by Progress Energy to be impractical to accomplish. The Developer is scheduled to go before the CDB on Nov. 16, 2010 to request permission to delete this condition of the approved site plan.

The City is working with the Developer to fund a portion of the construction with HUD Neighborhood Stabilization Program 2 (NSP2) funds. Construction is scheduled to commence in 2011.

Authorize Issuance of a Request for Proposals (RFP) - Parcel Bounded By Chestnut Street and Prospect Avenue

The City has received numerous inquiries over the years regarding the city-owned parcels on Court Street and Prospect Avenue. The adjacent, privately-owned site at 915 Court Street, a former Texaco station, is under environmental remediation and monitoring. Because of the environmental concerns, it has been the City's preference to wait until the site was "clean" before pursuing any development options. However, staff has indicated to interested parties that should a desirable development proposal for the site come forward before the scheduled remediation is completed, the City would consider disposition of the property.

Given the strategic location of the site where Court and Chestnut Streets merge, the site is ideal for redevelopment because of its "Gateway" to the Downtown Core and Clearwater Beach. With continued interest in the development of the parcel, the CRA approved the issuance of a RFP at their Sept. 28, 2009 meeting.

A Boundary Survey and an appraisal were completed in November 2009. In February 2010 a decision was made not to issue the RFP considering all the economic factors involved. The CRA will work with the adjacent property owner if another opportunity for redevelopment arises.

Cleveland Street Streetscape - Phase II

Phase II of the Cleveland Street Streetscape project is the next phase of the streetscape program developed by Bellomo-Herbert and Company in August 2002. With the development of The Strand at Clearwater Centre and the availability of the Prospect Lake Redevelopment Site, Phase II is a critical infrastructure project that will continue to encourage and facilitate the City and CRA's redevelopment goals.

The construction drawings for Phase II continue the look and feel of the first phase of the Cleveland Street Streetscape project, but with a less intense, and therefore less expensive, treatment. The features include earthwork, grading, paving, underground utilities, lighting, site furnishings, mast arms, and public art.



The CRA approved the conceptual plan at their Nov. 3, 2008 meeting. Certified letters were sent to property owners and tenants discussing the project and inviting them to one of two public meetings that were held on May 13, 2010 and May 21, 2010. The City Council approved the final conceptual design on May 17, 2010.

Construction documents were finalized in September 2010 with the Engineering Department scheduled to release the documents for bid in October 2010. It is anticipated that construction will commence in February 2011.

The CRA allocated \$1,799,927.37 from its Cleveland Street Phase II Construction line item.



Streetscape Phase II

Downtown Boat Slips

On March 13, 2007, Clearwater residents approved, by referendum, the Downtown Boat Slips project. The project consists of 126 boat slips, docks, a boardwalk, a promenade and related facilities located on the downtown waterfront near Coachman Park.

A RFP was released on Dec. 19, 2007 for design build services. On Feb. 8, 2008 bids were received, and on April 17, 2008 the City Council approved Misener Marine Construction, Inc. as the preferred contractor. A Notice to Proceed was issued on May 23, 2008.



Downtown Boat Slips

The CRA established the Downtown Boat Slips line item to accept a \$1,500,000 loan from the City's Central Insurance Fund to cover the capital expenses necessary for construction and maintenance. The loan was paid back over a three year period.

The DDB also allocated \$500,000, \$50,000 a year over a ten year period, from its Downtown Boat Slips line item.

The project was completed in August 2010 with a Grand Opening celebration taking place on Sept. 2, 2010.

Cleveland Street and Prospect Lake Park Site (Brownfields)

On March 7, 2002, the City Commission approved an interlocal agreement between the City and the CRA regarding the Brownfields site initially known as Dimmitt Chevrolet Property B to facilitate the proposed redevelopment of the site. The City committed to certain environmental remediation on the property pursuant to the Brownfields Site Rehabilitation Agreement (BSRA) entered into between the City and Florida Department of Environmental Protection (FDEP) on July 26, 2001. The City completed the environmental remediation of the property in August 2004.

In June 2004, FDEP approved a Groundwater Monitoring Plan (MOP). Wells were installed and groundwater monitoring continued until four quarterly monitoring events showed that Residential Groundwater Cleanup Target levels (GCTL's) were acceptable.

On Aug. 15, 2005, the CRA accepted title to a 2,317.46-square-foot portion of the former south half right-of-way of Park Street, vacated by the City on Aug. 4, 2005.



Cleveland Street and Prospect Lake Site

The City requested a letter from the FDEP confirming that the City had completed rehabilitation of contaminated soils at the site and would address the site's remaining groundwater contamination through an approved plan for natural attenuation with monitoring. A memo dated May 25, 2005 stated that the FDEP Department Office of Counsel had the Restrictive Covenant Agreement for groundwater under review. However, the timeframe to obtain this document from FDEP involved many months and involved the City's legal counsel. A Restrictive Covenant agreement was approved by FDEP on Aug. 29, 2006 to prevent the use of groundwater at the site, to reduce or eliminate the risk of exposure to the environment, to users or occupants of the property, and to reduce or eliminate the threat of migration of the contaminants. The City received the Comfort Letter on Sept. 6, 2006.

In September 2009, monitoring activities were completed and indicated that soil and groundwater contaminant concentrations were below the applicable Soil Cleanup Target Levels and Maximum Concentration Limits or Groundwater Cleanup Target Levels as adopted in Chapter 62-777, F.A.C., effective April 17, 2005. Therefore, site rehabilitation requirements have been satisfied from any further obligations. A request for a Site Rehabilitation Completion Order (SRCO), without conditions, was sent to FDEP Southwest District in September 2009. FDEP issued a SRCO on Dec. 18, 2009.

It is the intention of the CRA to release a RFP to interested developers once the economic climate improves.

The Strand at Clearwater Centre, LLC Development Agreement



The Strand at Clearwater Centre

On Jan. 16, 2007, a Development Agreement was approved between the CRA and Clearwater Centre, LLC concerning the Strand at Clearwater Centre located on Cleveland Street. The Strand at Clearwater Centre will have 71 tower residences, 17 city homes and 21,000 square feet of retail/restaurant space.

The Development Agreement outlines the general terms and incentives for this project. The CRA will reimburse impact fees not to exceed \$425,000 as they become due and certain water and utility relocation costs not to exceed \$260,000. The CRA also agreed to make streetscape and landscape improvements in a total amount not to exceed the lesser of \$500,000, or the amount of funds remaining in the project account after payment of the impact fees and utility relocation. The total payments by the CRA shall not exceed \$1,040,000.

On May 15, 2007, the CRA approved an assignment of the Development Agreement from the original Developer, Clearwater Centre, LLC to Clearwater Espacio Development, LLC.

In early 2010, the General Contractor left the project. A new General Contractor was hired in September 2010. The CRA approved an extension of the required completion date to Oct. 31, 2012 and a change in the form of the Security for Developer's Performance from a Performance Mortgage to a Letter of Credit.

Cleveland Street District Façade Improvement Program

On Sept. 4, 2007, the CRA approved the Cleveland Street District Façade Improvement Program. The program provides architectural design assistance, to be provided by the CRA and funded by the DDB via contracts with local architects and two financial incentives. The financial incentives are a \$10,000 matching grant and a \$25,000 zero interest loan.

No property owners took advantage of the grant during this fiscal year. As new business owners relocate to downtown, staff informs them of the program and meetings are held with those who express an interest.

Sidewalk Café Furniture Grant Program

On Jan. 14, 2008, the CRA approved the Sidewalk Café Furniture Grant Program. The grant provides financial assistance to eligible applicants seeking to furnish an approved sidewalk café area within the Cleveland Street District. This one-time grant funds up to 75 percent of the total project cost, to a maximum of \$2,500 per grant award. This program is funded by the DDB and administered by the CRA. During this reporting period Café 421, located at 421 Cleveland Street, received a \$793.03 grant.



Cafe 421

Retail Recruitment and Marketing Services

In August 2008, the Retail Strategy and Implementation Program was adopted by the CRA. The program guides CRA staff in recruiting unique, destination retail and restaurants. The program's philosophy is to provide a unique merchandise/dining mix, with one-of-a-kind retailers and restaurants. The approach to accomplishing this is through a dedicated retail recruiter whose primary responsibility is generating retail/restaurant prospects.

The Downtown Manager acts as the retail/restaurant recruiter. The approach is hands-on with more emphasis on action, on-the-ground recruitment. The



recruiter has been actively recruiting since adoption of the program. More than 400 establishments have been visited with 150 qualified as potential prospects. Continually managing a relationship with prospects and engaging them with new information about the District is an ongoing process.

Nine months into the recruitment program, the first full-service restaurant was recruited to the District. La Cachette, a fine dining restaurant serving French cuisine, opened in November 2009. That same month, WareHaus Boutique, which carries an artistic display of unique treasured objects and wearable art, moved from just off Cleveland Street to be directly located on it.

Recent restaurant advancements include a new café that relocated in May of 2010 from a popular nearby community. On the same block, a unique boutique opened in the summer of 2010 that offers clothing, home decor, one-of-a-kind furnishings, natural spa products, botanical designs and jewelry.

Retail and Restaurant Recruitment Grant Program

The Retail and Restaurant Recruitment Grant Program, funded by the DDB, is offered to established retailers and restaurants relocating from outside the Cleveland Street District to, or opening new locations on, the street level of that portion of Cleveland Street located between Osceola and Myrtle Avenues. It is believed that once Cleveland Street is healthy, success will radiate outward. To advance recruitment and marketability, the grant provides an incentive to improve the interior appearance and utility of street level storefronts. The premise is that an attractive interior building design will attract retail and restaurant owners and draw customers. The grant offers a maximum cumulative amount not to exceed \$35,000 for retail tenants and \$50,000 for restaurant tenants.

Downtown Clearwater Farmer's Market

The Downtown Clearwater Farmer's Market celebrated their fourteenth year in operation. Located on the 500 block of Cleveland Street, the market had a successful year with increased pedestrian traffic and an increase in the number of vendors that participated.

The market continues to operate on Wednesdays from October through May. The season was so successful that market managers requested, and were approved, to run the market one Saturday per month from June thru September 2010.

The Farmer's Market continues to be known as a green market and holds several



special events during the season. It attracts weekly visitors to the area and creates a unique place to visit for downtown workers, city residents and area tourists. This year, volunteers assisted the market with their 14th Anniversary celebration.

The CRA allocated \$6,000 and the DDB allocated \$15,000 from its Downtown Market line item.

CRA and DDB Intergovernmental Relationship

The CRA, the DDB and City of Clearwater Economic Development and Housing Department staff work well together through an interlocal agreement, currently in its tenth year. The CRA's administration fee for the fiscal year was \$59,779.

Embracing the same mission and goals, the DDB and the CRA have provided for a process that strengthens communication leading to many downtown development projects, infrastructure improvements, merchant retail promotion and a redevelopment plan that has enticed the private sector to invest. In the spirit of cooperation with the CRA, the DDB has invested in the future of downtown by providing funding for several research studies currently being implemented to create the framework for a destination downtown.



Book & Wine Festival

The DDB continues to support the boat slips by agreeing to a 10-year funding schedule in the amount of \$50,000 per year for construction and maintenance. The DDB funded patriotic banners for the light poles in the District and the inserts for the Streetscape Directory Kiosks.

The DDB is active in supporting Clearwater's annual events in Coachman Park to include the Fun 'n Sun Festival, the Sea Blues Festival, the world renowned Clearwater Jazz Holiday Festival and Art Walk, the Miles for Hope and Relay for Life events, the Fourth of July Clearwater Celebrates America event, the Clearwater Film Festival, the Super Power Boat Championships. The DDB funded its own events to include the Pet Festival, Spring and Fall Lunchtime Concerts, a Wreath Decorating Contest, Capitol Theatre Movie Night screening of JAWS, and the inaugural Book and Wine Festival.



The DDB financially supports the labor and materials to light the trees and building rooftops on Cleveland Street from Osceola to Myrtle Avenues. The official lighting ceremony is sponsored, in part, by the DDB in cooperation with the City of Clearwater. A lighting ceremony, with elected officials, was held as part of the Clearwater Downtown Partnership's Miracle on Cleveland Street event.

Attendees enjoyed participating in the People's Choice portion of the 2nd Annual DDB Wreath Decorating Contest, hearing live music performed by the Clearwater Academy's children's choir, a toboggan run with 20 tons of snow and visits with Santa Claus. The DDB funded participation of Radio Disney gave the opportunity for children to participate in the interactive games organized by the Radio Disney staff.

The DDB continues its leadership role in funding \$42,700 for Blast Friday, a monthly event coordinated by the Clearwater Downtown Partnership (CDP). These events are just a few of the many events celebrated and enjoyed by our residents and visitors from around the world.

DDB Promotion and Business Visitation Committee

When the DDB established the Business Visitation Committee and the Promotion Committee in 2009, staff realized the crossover of duties between the two. Staff recommended that the committees merge into one with a DDB member to serve as a co-chairperson. The DDB agreed and voted to combine the two committees.

Committee members act as merchant liaisons to new and existing businesses. Members distribute event materials, promote the Parking Validation Program and solicit information on issues and needs to report back to the DDB and staff.

Committee members were involved in a host of activities during this reporting period to include coordinating the Spring Clean-up in conjunction with Keep Pinellas Beautiful, the holiday lighting of the buildings and landscaping, the Holiday Lighting Ceremony, the 5th Annual Spring Pet Festival, Spring and Fall Lunchtime Concerts, Wreath Decorating Contest, Capitol Theatre Movie Night screening of JAWS, and the inaugural Book and Wine Festival.

The Downtown Programs Coordinator alerted downtown merchants about marketing opportunities through the Clearwater City Employees Vendor Discount Program and Healthy Choices for a Healthy Clearwater Program, assisted merchants with various issues, questions and concerns and attended the Florida Main Street Annual Conference.



Downtown Coordination Committee

Created in 2010, the Downtown Coordination Committee is made up of the Executive Director of the CRA, the President/CEO of the Clearwater Regional Chamber of Commerce, the Chair of the DDB, and the Chair of the CDP. The committee met monthly to discuss current/future activities, programs and issues and how these impact Downtown.

Façade Improvement Grant

The Façade/Storefront Improvement Grant is offered to new and existing businesses that are located outside of the Cleveland Street District boundaries, but within the existing CRA boundaries. The grant encourages aesthetic

Cleveland Street Maintenance

The CRA provided for the general maintenance of planters, bricks, street furniture, and the updating of planter flowers twice this reporting period. Parks and Beautification staff handled daily trash removal on the sidewalks. The CRA and DDB alternately fund the pressure washing of the sidewalks every six months or as needed.

The CRA allocated \$10,000 from its Cleveland Street Maintenance line item.



City of Clearwater, Florida
Community Redevelopment Agency
Governmental Balance Sheet
for the year ended September 30, 2010

	General	Capital Projects	Total Governmental Funds
Assets			
Cash on Hand and in Banks	\$ 659,562	\$ 6,417,472	\$ 7,077,034
Interest Receivable	46,685	-	46,685
Other Receivables	31,394	-	31,394
Land Held for Resale	1,914,050	-	1,914,050
Total Assets	\$ 2,651,691	\$ 6,417,472	\$ 9,069,163
Liabilities			
Accounts and Contracts Payable	\$ 1,662	\$ 56,771	\$ 58,433
Due to Other Government Entities	48,000	-	48,000
Advances from Other Funds	648,827	-	648,827
Deferred Revenue	31,393	-	31,393
Total Liabilities	\$ 729,882	\$ 56,771	\$ 786,653
Fund Balances			
Reserved for Encumbrances	\$ 7,759	\$ -	\$ 7,759
Reserved for Land Held for Resale	1,914,050	-	1,914,050
Unreserved, Reported in Capital Projects Fund	-	6,360,701	6,360,701
Total Fund Balances	\$ 1,921,809	\$ 6,360,701	\$ 8,282,510
Total Liabilities and Fund Balances	\$ 2,651,691	\$ 6,417,472	\$ 9,069,163

City of Clearwater, Florida
Community Redevelopment Agency
Schedule of Revenues, Expenditures and Changes in Fund Balance -
Budgetary Comparison Schedule - General Fund
for the year ended September 30, 2010

	Budgeted Amounts			
	Original	Final	GAAP Basis Actual Amounts	Variance with Final Budget Positive (Negative)
Revenues				
Intergovernmental - Local	\$ 1,352,719	\$ 1,322,680	\$ 1,322,681	\$ 1
Investment Earnings	30,000	200,000	258,299	58,299
Miscellaneous	67,627	67,627	67,627	-
Total Revenues	1,450,346	1,590,307	1,648,607	58,300
Expenditures				
Current - Economic Environment	\$ 326,267	\$ 323,989	\$ 232,549	\$ 91,440
Excess of Revenues of Expenditures	1,124,079	1,266,318	1,416,058	149,740
Other Financing Sources (Uses)				
Transfers In	\$ 1,217,557	\$ 1,777,832	\$ 1,829,005	\$ 51,173
Transfers Out	(2,341,636)	(3,044,150)	(3,237,304)	(193,154)
Total Other Financing Sources (Uses)	(1,124,079)	(1,266,318)	(1,408,299)	(141,981)
Net Change in Fund Balances	-	-	7,759	7,759
Fund Balance, Beginning of Year	\$ 1,914,050	\$ 1,914,050	\$ 1,914,050	\$ -
Fund Balance, End of Year	\$ 1,914,050	\$ 1,914,050	\$ 1,921,809	\$ 7,759





Community Redevelopment Agency Board

Frank Hibbard, Mayor
George N. Cretekos, Councilmember
John Doran, Councilmember
Paul F. Gibson, Councilmember
Bill Jonson, Councilmember

**Executive Director of the Community Redevelopment Agency
and Assistant City Manager**

Rod Irwin

Director of Economic Development and Housing

Geraldine Campos Lopez



