

ECONOMIC DEVELOPMENT AND HOUSING

Mission

Our mission is to improve and expand the economic base of the City through the retention and expansion of existing businesses and the attraction of new businesses and real estate investments, and by implementing value-added strategies and programs that enhance the community's overall high quality of life and local and national image. Further, our mission is to provide quality affordable housing and community services to the citizens of Clearwater.

Department Description

The Economic Development and Housing Department consists of eight employees and is divided into two programs, Economic Development and Housing.

DEPARTMENT SUMMARY					
	Actual 2008/09	Actual 2009/10	Budget 2010/11	Budget 2011/12	% Change
Economic Development	705,535	678,278	779,520	721,040	-8%
Housing	547,292	536,736	567,690	478,840	-16%
Total Economic Development & Housing	1,252,827	1,215,014	1,347,210	1,199,880	-11%

DEPARTMENT FULL TIME EQUIVALENT POSITIONS				
	Actual 2008/09	Actual 2009/10	Budget 2010/11	Budget 2011/12
Economic Development	4.0	4.0	4.0	3.0
Housing	7.0	7.0	7.0	5.0
Total Economic Development & Housing	11.0	11.0	11.0	8.0

ECONOMIC DEVELOPMENT AND HOUSING

Department Highlights

- ❖ The Economic Development and Housing Department is supported by eight full time equivalent positions, a reduction of three from the 2010/11 budget. In the 2011/12 budget; one Staff Assistant and one Accountant have been eliminated, and the Senior Accountant position has been upgraded to a Controller in the Housing Services program; and one Economic Development Specialist has been eliminated in the Economic Development program.
- ❖ The tourism contracts in the amount of \$239,000 include the Chamber of Commerce at \$26,000, Imagine Global at \$164,000, and the Beach Visitors Center at \$49,000. All contracts are funded in the Economic Development program at a minor increase of \$1,000 over the 2010/11 budget.
- ❖ The Tampa Bay Partnership membership is budgeted at \$25,000 for 2011/12, the same level of funding as the 2010/11 budget.
- ❖ Outside professional services for appraisals, research, statistical analyses and market analyses are budgeted at \$35,000, the same level of funding as the 2010/11 budget.
- ❖ A contribution of \$19,400 is budgeted to support the Pinellas County Coalition for Homeless, the same level of funding as the current budget.
- ❖ There have been no other significant changes in the Economic Development and Housing program budgets. The Budget for this Department reflects a decrease of 11% from the 2010/11 budget.

ECONOMIC DEVELOPMENT

Program Description

Economic Development, in concert with Housing, interrelates its activities with all other City departments and a wide spectrum of public and private organizations fostering partnerships for the achievement of community goals. The department continues to spearhead community development efforts in targeted city neighborhoods and districts by applying an array of funding programs toward stabilization and revitalization of areas with pressing economic, social and physical needs.

Operationally, the department administers programs that impact the economic development of vulnerable parts of the city, including the activities and incentives for portions of the Community Redevelopment Agency (CRA) area, the Brownfields program, the Enterprise Zone, and Hub Zone. The department also manages the city's tourism and economic development efforts with Pinellas County Economic Development, the Clearwater Regional Chamber of Commerce, and the Tampa Bay Partnership.

Economic Development also administers state incentive programs that attract new employment opportunities to the city. The department develops and maintains contacts with the business community and works with existing businesses to retain and expand the current employment base, and connects them to available resources and financing programs. These efforts serve to create jobs, increase the tax base and improve the economic and business climate of the city.

The potential for quality economic development growth is further defined by the department's lead role in outreach targeted marketing for the recruitment of value-added new affordable and market-rate residential, retail, office, industrial, mixed land use, cultural, and tourist-based resort developments. Marketing efforts also include enhancing the livability and image of the community overall.

Economic Development consists of three (3.0) FTEs funded by the General Fund and the CRA. The positions include a Director, an Economic Development Coordinator, and a Community Development Coordinator.

PROGRAM SUMMARY					
	Actual 2008/09	Actual 2009/10	Budget 2010/11	Budget 2011/12	% Change
Personnel	291,636	265,954	331,970	274,580	-17%
Operating	335,218	331,243	377,230	375,120	-1%
Internal Services	78,681	76,481	70,320	71,340	1%
Interfund	-	4,600	-		n/a
Total Economic Development	705,535	678,278	779,520	721,040	-8%

PROGRAM FULL TIME EQUIVALENT POSITIONS				
	Actual 2008/09	Actual 2009/10	Budget 2010/11	Budget 2011/12
Economic Development	4.0	4.0	4.0	3.0
Total Economic Development	4.0	4.0	4.0	3.0

Program Description

Housing provides quality affordable housing, community and economic development services to the citizens of Clearwater. These goals are achieved through the administration of two federal grant programs funded through the U.S. Department of Housing and Urban Development, Community Development Block Grant (CDBG) and Home Investment Partnership Program (HOME). Additionally, the City also partners with the State of Florida through the State Housing Initiatives Partnership (SHIP) Program, and Pinellas County Housing Trust Fund. The Housing Department is implementing projects from prior year funds through Pinellas County via the Department of Housing and Urban Development's Neighborhood Stabilization 2 Program. This year, CDBG and HOME Grant funds total approximately \$1.5 million and funds a wide variety of housing, social service and economic development programs.

Approximately \$1 million of the total grant funds are redistributed to community organizations that directly provide services to the community. The department, during its annual funding cycle, advertises, solicits, reviews and recommends to the City Council for their final approval the selection and funding level of the grantee organizations. Contract management and grant supervision is provided by the department throughout the year to ensure effective use of the grant funds.

The department also provides affordable housing funding for very low to moderate-income residents for down payment assistance, rehabilitation loans and construction of new infill housing units and rental communities. Where grant funds for new infill housing are provided to a nonprofit or for-profit housing partner, the department provides technical assistance to the nonprofit organization and supervision of the grant. Due to the extensive federal, state and county grant regulatory requirements, two (2) FTE's, as well as, a substantial portion of the Assistant Director's time are devoted to financial reporting, grant management and coordination with the City's Finance Department.

Housing is fully funded through the administrative portion of the federal and state grant funds and no City general operating funds are used. The Housing staff is composed of five (5) FTE's including an Assistant Economic Development and Housing Director, a Housing Manager, a Housing Coordinator, a Controller, and a Senior Staff Assistant.

PROGRAM SUMMARY					
	Actual 2008/09	Actual 2009/10	Budget 2010/11	Budget 2011/12	% Change
Personnel	460,533	449,187	473,170	377,970	-20%
Operating	21,675	20,601	26,930	35,870	33%
Internal Services	65,084	66,948	67,590	65,000	-4%
Total Housing	547,292	536,736	567,690	478,840	-16%

PROGRAM FULL TIME EQUIVALENT POSITIONS				
	Actual 2008/09	Actual 2009/10	Budget 2010/11	Budget 2011/12
Housing	7.0	7.0	7.0	5.0
Total Housing	7.0	7.0	7.0	5.0