

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 eleven (11) employees and is divided into two divisions, Economic Development and the Housing.

DEPARTMENT SUMMARY					
	Actual 2004/05	Actual 2005/06	Budget 2006/07	Budget 2007/08	% Change
Economic Development	802,692	802,651	937,090	901,000	-4%
Housing	468,102	495,958	520,040	535,710	3%
Total Economic Development & Housing	1,270,794	1,298,609	1,457,130	1,436,710	-1%

DEPARTMENT FULL TIME EQUIVALENT POSITIONS				
	Actual 2004/05	Actual 2005/06	Budget 2006/07	Budget 2007/08
Economic Development	7.0	5.0	5.0	4.0
Housing	7.0	7.0	7.0	7.0
Total Economic Development & Housing	14.0	12.0	12.0	11.0

ECONOMIC DEVELOPMENT

Program Description

The Economic Development Division, in concert with the Housing Division, interrelates its activities with all other City departments and a wide spectrum of public and private organizations. This year, the department will embark on a new community development effort to target its economic development and housing programs in key areas of the city.

Operationally, the division 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 division 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 division 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 Division'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 four FTEs funded by the General Fund and the CRA. The positions include the Director, an Economic Development Coordinator, a Community Development Planner, and an Economic Development Specialist.

PROGRAM SUMMARY					
	Actual 2004/05	Actual 2005/06	Budget 2006/07	Proposed 2007/08	% Change
Personnel	368,520	366,286	398,620	352,580	-12%
Operating	360,492	366,316	447,200	454,490	2%
Internal Services	73,680	70,049	91,270	93,930	3%
Total Economic Development	802,692	802,651	937,090	901,000	-4%

PROGRAM FULL TIME EQUIVALENT POSITIONS				
	Actual 2004/05	Actual 2005/06	Budget 2006/07	Proposed 2007/08
Economic Development	7.0	5.0	5.0	4.0
Total Economic Development	7.0	5.0	5.0	4.0

Program Highlights

- ❖ The Economic Development Department is supported by four (4) full time equivalent (FTE) positions, a reduction of one FTE from the 2006/07 budget. Two positions have been transferred to the CRA Operations cost center within the City Manager's Office. This includes the Downtown Manager (previously known as the Assistant Economic Development Director) and a Downtown Programs Coordinator. In addition, one position of Planner has been transferred from the Planning Department to fill the role of the Community Development Planner. These changes result in a 12% reduction in personnel service costs for the 2007/08 budget.
- ❖ The tourism contracts in the amount of \$230,620 include the Chamber of Commerce (\$190,000) and costs associated with the Beach Visitors Center (\$40,620) are funded in the Economic Development Program at the same funding level as the 2006/07 budget.
- ❖ Operating expenditures include \$50,000, the same level as the 2006/07 budget, for the membership in the Tampa Bay Partnership; \$75,000 for outside contractual services for market analysis and appraisals, the same funding level as 2006/07; and a new contribution of \$19,400 to the Pinellas County Coalition for Homeless.
- ❖ There have been no other significant changes in the Economic Development program. The Budget for this program reflects a decrease of 4% from the 2006/07 budget.

Program Description

The mission of the Housing Program is to provide quality affordable housing, community and economic development services to the citizens of Clearwater. These goals are achieved through the administration of two (2) federal grants, Community Development Block Grant (CDBG) and Home Investment Partnership Grant (HOME), and one (1) state grant, State Housing Initiatives Partnership (SHIP) Program Grants, totaling approximately \$3 million. Using these grant funds, the division 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 social services to the community. Examples of these community organizations include: Clearwater Homeless Intervention Project, the Community Service Foundation, Pinellas Opportunity Council, and Homeless Emergency Project. The division annually 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 division throughout the year to ensure effective use of the grant funds.

The program provides affordable housing funding for very low to moderate-income residents for down payment assistance or rehabilitation loans and construction of new infill housing units and rental communities. The division's Housing Coordinator evaluates and processes loan applications, and closes real estate. Where grant funds for new infill housing are provided to a nonprofit or for-profit housing partner, the division provides technical assistance to the nonprofit organization and supervision of the grant. Due to the extensive federal and state 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.

The Housing Program is fully funded through the administrative portion of the federal and state grant funds and no City general operating funds are used to support this division.

The staff of the Housing Program is composed of seven (7) FTE's including an Assistant Economic Development and Housing Director, one (1) Housing Manager, one (1) Housing Coordinator, a Controller, an Accountant, a Staff Assistant and one (1) Senior Staff Assistant.

PROGRAM SUMMARY					
	Actual 2004/05	Actual 2005/06	Budget 2006/07	Proposed 2007/08	% Change
Personnel	376,337	392,893	420,980	434,830	3%
Operating	26,956	35,576	33,530	33,530	0%
Internal Services	64,809	67,410	65,530	67,350	3%
Capital	-	79	-	-	0%
Total Housing	468,102	495,958	520,040	535,710	3%

PROGRAM FULL TIME EQUIVALENT POSITIONS				
	Actual 2004/05	Actual 2005/06	Budget 2006/07	Proposed 2007/08
Housing	7.0	7.0	7.0	7.0
Total Housing	7.0	7.0	7.0	7.0

Program Highlights

- ❖ The Housing program is a self-supporting program, supported entirely by the Community Development Block Grant (CDBG), Home Investment Partnership Grant (HOME), and State Housing Initiatives Partnership (SHIP). These programs reimburse the General Fund for the entire cost of the administrative and programming functions provided by the Housing program.
- ❖ The Housing program is supported by seven (7) full time equivalent (FTE) positions, the same as the 2006/07 budget.
- ❖ There have been no significant changes in the Housing program. The Budget for this program reflects an increase of 3% over the 2006/07 budget.