



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

GOAL

A flourishing and prospering downtown, with rising property values, a successful, attractive and interesting mix of cultural, restaurant, retail, residential and office tenants that attracts and serves visitors from the local and surrounding area as well as travelers from around the world. Approved 4/2/14.

Purposes

Primary:

To promote, facilitate and support activities that sustain, promote and advance downtown revitalization and to attract businesses and residents to relocate and stay in the downtown area (per the DDB/CRA Interlocal Agreement).

Secondary:

- a) To advise the city and the CRA on policies and procedures which will succeed in bringing more businesses and residents into the downtown district and thus improve its tax base and overall economic conditions (per City Code Sec 2.149 point (4)).
- b) To survey downtown freeholders and businesses to determine needs and attitudes, to monitor progress, to evaluate success or failure of initiatives (per City Code Sec 2.149 point (7)).
- c) To sponsor community events and encourage public attendance at such events in support of downtown merchants (per City Code Sec 2.149 point (7)).
- d) To prepare and distribute public relations pieces such as, but not limited to, brochures and videos, district maps, etc. (per City Code Sec 2.149 point (7)).
- e) To cooperate with the Chambers of Commerce, the Convention and Visitors Bureau, and all others interested in promoting the district as a destination (per City Code Sec 2.149 point (7)). Approved 4/2/14.

Ideal Scene:

Downtown streets bustling with foot traffic from locals and visitors patronizing shops, restaurants and cultural activities. Clean, attractive storefronts filled with customers. Desirable and accessible housing in the immediate downtown area resulting in a viable and reliable customer base for local businesses. Local workforce employed within the downtown area in high-tech enterprises resulting in upwardly-mobile, successful and affluent consumers of downtown products and services. Rising property values, resulting in increasing revenues to the DDB allowing for even more successful developmental actions. Safe, upscale district offering desirable services and amenities to locals and visitors. High employment and rental rates, low vacancy rates for real estate of all types and an attractive, desirable destination for those wishing to relocate. Approved 4/2/14.

Valuable Final Product:

A downtown that is being visibly transformed into an attractive and vibrant destination for residents, tourists, visitors, shop-keepers and office workers, in which to live, work and play, thus demonstrating a steady rise in property values and quality of life. Approved 4/2/14.

Policy:

1. To prioritize the revitalization of Cleveland Street, as its success will then spread to the rest of the district.
2. To fund other groups and events where there is a demonstrable expectation that it will primarily benefit the business climate in the Cleveland Street District.
3. To provide funds and support to event and functions that take place primarily on Cleveland Street.
4. To maintain a reserve fund to be used only in emergencies, which emergencies can't really be predicted in advance.
5. To discourage imprudent use of reserves, a policy requiring a second reading at a subsequent meeting before any funds can be allocated that have not been designated in the annual budget.
6. Petty cash expenditures would not have to comply with our general spending rules. For example, a second reading would not be required for allocations of less than \$100. In order to respond in a timely fashion, the Board should be able

to direct the purchase of flowers, recognitions and commendation type awards as the occasion arises as long as the expense is limited to the above maximum.

7. To set a maximum grant per budget line item for future requests or a sliding scale depending on how well the proposal furthers DDB goals and purposes. This could be a dollar figure or a percentage of our discretionary budget. Could be a firm rule or just a guideline. Suggest just a guideline until we see how workable it is in practice.

Revised 5/7/14