



CITY OF CLEARWATER

COMMUNITY REDEVELOPMENT AGENCY
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Business Case

Project Title:	DDB 1st Friday Lunchtime Market – Fresh every Friday
Date Submitted:	4/22/25
Submitted By:	Vickie Shire
Project Vision Statement: <i>Write a concise, high-level description of the project that states the project's purpose.</i>	
<p>The DDB 1st Friday Lunchtime Market – Fresh Every Friday is a recurring community activation event designed to enliven Downtown Clearwater's 400 block (with future expansion to the 500 block) on the first Friday of each month from October 2025 through February 2026. The market will spotlight local merchants offering lunchtime specials and host 10–12 rotating retail vendors who participate at no cost in exchange for contributing raffle items. This initiative aims to boost foot traffic, support small businesses, and enhance the downtown experience during workday hours. The project includes a robust marketing campaign and will seek support from the DDB to cover all city-related event fees.</p>	
Need and Benefit Summary: <i>Identify the need for this project, include the proposed benefits, value, and feasibility (alignment with appropriate planning documents include page numbers for reference)</i>	
<p>Downtown Clearwater continues to work toward its revitalization and economic development goals as outlined in the Clearwater Downtown Redevelopment Plan. Despite notable investments, weekday foot traffic—particularly during daytime hours—remains low, limiting the success of local businesses and the vibrancy of public spaces. There is a clear need for regular, low-barrier programming that activates downtown streets, supports small businesses, and invites both residents and employees to re-engage with the district.</p> <p>Proposed Benefits and Value:</p> <ul style="list-style-type: none"> • Boosts Local Business: Drives lunchtime traffic to downtown merchants through special promotions and supports vendor exposure and networking. • Activates Public Space: Aligns with downtown placemaking goals by bringing energy, walkability, and regular programming to key blocks. • Inclusive and Accessible: Free, public events with no vendor fees lower participation barriers for both attendees and small businesses. • Builds Awareness: Serves as a marketing platform for downtown and the DDB through coordinated outreach and promotional efforts. • Informs Future Growth: Ongoing surveys will capture community and vendor feedback to guide future improvements. <p>Feasibility:</p> <ul style="list-style-type: none"> • Cost-Effective: Designed to operate under \$5,000 for the full series, with low logistical demands. • Collaborative Readiness: Planning has support from city departments, merchants, and Public Works (who are assisting with graphics). • Vendor Interest: Early outreach confirms strong interest, aided by the no-fee model and raffle participation incentives. <p>Pg#46 People Goal</p> <p>Downtown shall be a place that attracts residents, visitors, businesses and their employees and enables the development of community. The City shall encourage a vibrant and active public realm, recreation and entertainment opportunities, and support the community and neighborhoods.</p> <p>Pg#106 Objectives and Street Types</p> <ul style="list-style-type: none"> • Strengthen the identity of Downtown through a visually attractive environment • Make Downtown streets comfortable public spaces for social interaction and community life <p>Stakeholders: <i>Identify key individuals, groups or organizations that may affect, be affected by or perceive themselves to be affected by the project.</i></p>	

Internal Stakeholders: Downtown Development Board (DDB): Funding partner and primary sponsor. Their approval is essential for covering city fees and supporting the marketing campaign.

City of Clearwater Departments:

- Parks & Recreation: May assist with permitting or space use.
- Planning & Development: Ensures alignment with zoning and public use guidelines.
- Police Department: Provides event security and traffic mitigation.

Local Business Stakeholders: Downtown Merchants (400–500 Block): Core participants offering lunchtime deals and experiencing the direct economic and logistical impacts.

Retail Vendors: External or mobile vendors benefiting from exposure and sales, while contributing raffle items.

Property Owners/Managers: May have concerns or input regarding use of sidewalk space, customer access, or visibility during the market.

Community & External Partners

Community Organizations (e.g., SP College, local nonprofits): Potential collaborators for raffles, vendor recruitment, or promotional partnerships.

Downtown Employees & Residents: Primary audience for the market, whose participation is key to the event's success.

Visitors & Tourists: May be drawn to the market through hotel concierges, beach outreach, and marketing efforts.

Measurable Strategic Objectives: *Include the goals/objectives that can be quantified, i.e. objectives key results, key performance indicators, and so on.*

Increase Weekday Foot Traffic Downtown

- Key Performance Indicators (KPIs):
 - Track average foot traffic counts on market days using pedestrian counters or manual counts.
 - Target: 15–20% increase in pedestrian activity compared to non-market Fridays.

Support Local Economic Activity

- Key Results & KPIs:
 - At least 3 downtown businesses participate in lunchtime promotions per event.
 - Minimum of 10 vendors per event; aim for 50% repeat participation across the series.
 - Collect merchant-reported sales or foot traffic data post-event (voluntary).

Expand Community Engagement

- Key Results & KPIs:
 - Reach 500+ impressions per event through digital marketing (email, social media, etc.).
 - Grow event page attendance/interest by 5% month over month.
 - Collect at least 10 complete surveys from attendees per market to gauge satisfaction and suggestions.

Estimated Project Plan Completion Date:	January 2026	Strategic Plan Objective ##:	21./2.3/3.1
Location: DDB	400 block and potentially 500 block of Cleveland Street	DDB Mission: Yes	Special Events
Budget Source:	DDB #182-9411-558600	Estimated Budget Amount:	For the 5 events and marketing \$15,000
Lead Entity	<input type="checkbox"/> DTCRA	<input type="checkbox"/> NGCRA	X DDB

FOR CRA EXECUTIVE LEADERSHIP ONLY

Assigned Project Manager:	Vickie Shire		
Sponsor/Approval Authority:			
Signature:		Date:	