



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

100 S. Myrtle Avenue, Clearwater, FL 33755

APPLICATION FOR CANDIDATE FOR THE DDB BOARD

Qualifications: To qualify for service on the DDB, an applicant shall be a resident of, have the member's principal place of business ownership, primary place of employment, or own real property in the District.

Applicant Information

Full Name: Whitehouse Alana J Date: 1-20-2026
Last First M.I.

Address: 2251 Habersham Dr
Street Address

Clearwater FL 33764
City State ZIP Code

Phone: 727-488-6506 Email: alanawhitehouse@yahoo.com

Do you own real estate in the DDB District? YES ☐ NO ☒

Is your primary place of business ownership in the DDB District? YES ☐ NO ☒

Is your primary place of employment in the DDB District? YES ☒ NO ☐

Are you a resident within the DDB District? YES ☐ NO ☒

**Must answer YES to at least
one of these questions**

Disclaimer and Signature

I certify that my answers are true and complete. False or misleading information in my application may result in my disqualification as a candidate for membership on the Downtown Development Board.

Applicant Signature: [Signature] Date: 1-20-2026

CRA Staff Information Only

Validation of Residence, Occupation, or status as a Property Owner in the DDB District Area

Verified applicant meets the qualifications to serve on the DDB?

☒ YES ☐ NO

Comments: employed at Frank Crum as business consultant

APPLICATION STATUS:

APPROVED ☒

DENIED ☐

If approved:

Headshot ☐

Bio ☐

Staff Signature: [Signature]

Date: 1/21/26



Alana Whitehouse

I AM A CLEARWATER NATIVE WITH DEEP PERSONAL, PROFESSIONAL, AND GENERATIONAL TIES TO THE CITY'S DOWNTOWN. SPENDING MUCH OF MY EARLY LIFE HELPING TO OPERATE MY FAMILY'S DOWNTOWN BUSINESS, FIORE'S GOURMET, AN ITALIAN DELICATESSEN FOUNDED BY MY GRANDFATHER AFTER HE RELOCATED AND INVESTED IN THE DOWNTOWN CORRIDOR. FIORE'S PROUDLY SERVED THE CLEARWATER POLICE AND FIRE DEPARTMENTS, THE EMERGENCY OPERATIONS CENTER, AND VISITING ORGANIZATIONS SUCH AS THE PHILADELPHIA PHILLIES, CEMENTING A LONG-STANDING FAMILY CONNECTION TO THE HEART OF THE CITY.

THE MAJORITY OF MY PROFESSIONAL CAREER HAS BEEN IN HOSPITALITY ALONG CLEARWATER BEACH, INCLUDING BEING PART OF THE OPENING TEAM FOR OPAL SANDS RESORT IN 2016. THROUGH MY WORK IN LUXURY HOTELS AND FOOD-AND-BEVERAGE OPERATIONS, I DEVELOPED A STRONG UNDERSTANDING OF HOW TOURISM FUELS THE LOCAL ECONOMY AND HOW THOUGHTFUL SERVICE, PROGRAMMING, AND PLACEMAKING DIRECTLY IMPACT VISITOR EXPERIENCE AND REVENUE GENERATION.

IN ADDITION TO MY LOCAL ROOTS, I AM WELL-TRAVELED, HAVING VISITED MUCH OF WESTERN EUROPE AS WELL AS CUBA, COSTA RICA, CANADA, AND MORE, AND EVEN HAVING LIVED FOR BRIEF PERIODS IN THAILAND AND VIETNAM. THESE CULTURAL EXPERIENCES HAVE SHAPED MY PERSPECTIVE ON COMMUNITY, WALKABILITY, TEMPORARY PROGRAMMING, AND THE ROLE THAT ART, FOOD, AND SHARED SPACES PLAY IN CREATING VIBRANT, LIVABLE DOWNTOWNS FOR BOTH RESIDENTS AND VISITORS.

TRULY, I RECOGNIZE THE IMPORTANCE OF MAINTAINING A THOUGHTFUL BALANCE BETWEEN RESIDENTIAL QUALITY OF LIFE AND TOURISM-DRIVEN GROWTH. I AM PARTICULARLY INTERESTED IN EXPLORING OPPORTUNITIES SUCH AS TEMPORARY ART INSTALLATIONS, CREATIVE ACTIVATIONS, AND THE STRATEGIC USE OF VACANT STOREFRONTS AS TOOLS TO INCREASE FOOT TRAFFIC, SUPPORT LOCAL BUSINESSES, AND ENHANCE DOWNTOWN'S IDENTITY WITHOUT PERMANENT DISRUPTION.

CURRENTLY, I CONTINUE TO WORK ALONGSIDE MY SISTER, ANNA HOLDER, VICE PRESIDENT OF CLIENT SERVICES AND OPERATIONS AT FRANKCRUM, WHILE DEEPENING MY CIVIC INVOLVEMENT THROUGH COMMUNITY EVENTS, VOLUNTEER WORK, AND ENGAGEMENT WITH CITY LEADERSHIP. I HAVE HAD THE OPPORTUNITY TO HEAR MAYOR BRUCE RECTOR SPEAK AT MULTIPLE EVENTS, MOST RECENTLY AT THE AMPLIFY CLEARWATER WINTER GALA, AND HIS LEADERSHIP CONTINUES TO ENCOURAGE MY INVOLVEMENT.

MY TWO BEAUTIFUL SONS ARE MY PRIDE AND JOY. THE OLDEST IS PREPARING TO ATTEND AIRBORNE TRAINING AT FORT BENNING FOLLOWING HIS AIT GRADUATION ON FEBRUARY 12, AND MY YOUNGER SON IS A JUNIOR AT CLEARWATER HIGH SCHOOL. BOTH ARE ACTIVELY INVOLVED IN OUR COMMUNITY, INCLUDING VOLUNTEERING ALONGSIDE ME AT EVENTS SUCH AS THE CLEARWATER FREE CLINIC'S MARTINIS & MATISSE FUNDRAISER.

I AM EAGER TO LISTEN, LEARN, AND CONTRIBUTE THOUGHTFULLY AS A MEMBER OF THE DOWNTOWN DEVELOPMENT BOARD, BRINGING TOGETHER MY HOSPITALITY BACKGROUND, GLOBAL PERSPECTIVE, AND LIFELONG COMMITMENT TO CLEARWATER'S CONTINUED GROWTH AND VITALITY. REFERENCES AVAILABLE UPON REQUEST.