



CITY OF CLEARWATER

COMMUNITY REDEVELOPMENT AGENCY
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Business Case

Project Title:	Art Oasis Mural Festival
Date Submitted:	7/16/2025
Submitted By:	Amber Brice
Project Vision Statement: <i>Write a concise, high-level description of the project that states the project's purpose.</i>	
To commission and install visually impactful murals on buildings located in highly visible areas in the North Greenwood neighborhood of the Clearwater Community Redevelopment Agency. This public art initiative aims to enhance the visual character of these corridors while supporting local businesses that have expressed interest in hosting murals. By investing in these artworks, the project seeks to attract visitors, increase foot traffic, and bring renewed attention to storefronts and businesses that might otherwise be overlooked.	
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>	
Clearwater has a growing need for additional public art, particularly in areas lacking color, vibrancy, and distinctive identity. This mural initiative addresses that need by enhancing the visual appeal of highly visible spaces and offering business owners a meaningful opportunity to participate in the city's cultural landscape. The interest expressed by local businesses presents a valuable opportunity for the CRA and the City to foster positive relationships with property owners while providing them with public art installations they can take pride in.	
The Art Oasis Mural Festival directly aligns with key objectives outlined in the city's adopted plans:	
It supports Clearwater 2045 – Quality Places Strategy 7.1.1, which calls for the creation of public art projects that shape the city's image, strengthen civic engagement, and promote neighborhood identity through art placements in community facilities, parks, and public spaces.	
Additionally, it advances the goals of the City's Strategic Plan through objective 3.1: Support neighborhood identity through services and programs that empower community pride and belonging.	
A mural festival also aligns with the CRA's North Greenwood Development Plan objectives through Goal 5: Quality of Life - Sustain a high quality of life through community engagement, access to recreational opportunities, celebrating the unique culture of North Greenwood, improving public health, and protecting the environment.	
Some objectives under Goal 5 are as follows:	
<ul style="list-style-type: none">• <i>Preserve and expand the community's historic and cultural resources.</i> – A mural festival can highlight local history, leaders, and cultural stories through murals, preserving them visually for future generations. It also can engage community input for collaboration on mural themes rooted in North Greenwood's heritage and cultural identity.	

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- *Provide increased access to the city and county's cultural, recreational, and educational facilities.* – Murals activate public spaces, turning walls into accessible outdoor art galleries that function as cultural resources in themselves.
- *Coordinate community engagement efforts to ensure the efficiency and effectiveness of plan implementation.* - A mural festival requires coordination with residents, neighborhood associations, local businesses, and city departments, enhancing overall engagement capacity for future CRA initiatives. Community feedback on designs before installation will ensure business owners and residents feel ownership and pride in the murals, leading to stronger civic involvement

Lastly, a mural festival aligns with the **City's Cultural Arts Plan**, through Goal 1: Stimulate local cultural development to benefit Clearwater's citizens and visitors. As well as Strategy 1: Strengthen the identity of neighborhoods through an investment in public art at the neighborhood level and Strategy 7: Support neighborhoods through broadening and diversifying arts experiences.

The feasibility of this project is strengthened by demonstrated business interest, existing CRA partnerships, and a history of a successful past mural festival.

Stakeholders: *Identify key individuals, groups or organizations that may affect, be affected by or perceive themselves to be affected by the project.*

Key stakeholders for this project include the businesses within the North Greenwood CRA selected to host murals, as well as residents of the neighborhood. In addition, the broader community, including Clearwater residents and visitors, will benefit from the completed artworks and their positive impact on the area.

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

While quantifying the long-term impact of public art can be challenging, several measurable objectives will help assess the project's effectiveness. These include gathering feedback from participating business owners, conducting surveys of neighboring residents and businesses, and tracking community engagement through public comments and reactions. Additionally, the project's visibility can be evaluated through estimates of pedestrian and vehicular traffic in mural locations, with the understanding that the artwork will be viewed by thousands of residents and visitors over its lifetime. These qualitative and quantitative measures will help gauge the project's success in enhancing community identity, supporting local businesses, and enriching the visual landscape.

Estimated Project Plan Completion Date:	December 15, 2025	Strategic Plan Objective ##:	3.1
CRA Location:	Multiple Locations in NG CRA	CRA Plan Page ##:	Pages 94 (Goal 5) & 143
Budget Source:	CRA	Estimated Budget Amount:	\$90,000
Lead Entity	DTCRA	✓ NGCRA	DDB

FOR CRA EXECUTIVE LEADERSHIP ONLY

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