

City Strategic Plan & DDB Work Plan Alignment

Alignment with the Clearwater Downtown Development Board Work Plan

The proposed Marketing and Public Relations Strategy directly advances the goals outlined in the DDB Work Plan by fostering a coordinated, sustainable, and community-centered approach to downtown revitalization.

- **Unified Identity:** Establishing a recognizable and compelling brand that positions Downtown Clearwater as a vibrant destination, addressing the current lack of cohesive identity.
- **Economic Development:** Driving increased visitor traffic, strengthening local businesses, and enhancing downtown's competitiveness within Tampa Bay.
- **Partnership Leverage:** Collaborating with youth arts programs, cultural organizations, festivals, and professional firms to deliver affordable, high-quality experiences that expand reach and reduce costs.
- **Community Engagement:** Building pride, inclusion, and connection among residents, visitors, and stakeholders through accessible and inclusive programming.
- **Perception Management:** Contracting with professional firms to create branding and develop guidelines for communications and public relations strategies.

Alignment with the City of Clearwater Strategic Plan

The DDB Marketing and Public Relations Initiative also supports the City of Clearwater's Strategic Plan (adopted May 2023) and its vision of "*A community that thrives from Bay to Beach.*" This initiative promotes economic vitality, community identity, innovation, and environmental stewardship through the following objectives:

- **High Performing Government**

Objective 1.1 – Provide evidence-based measurement tools to continually guide municipal performance and promote accountable governance.

The initiative integrates data-driven performance metrics—such as engagement analytics, visitation trends, and merchant participation rates—to guide decision-making and demonstrate measurable outcomes. These tools will allow the DDB and City to monitor marketing effectiveness, ensure fiscal accountability, and continually refine strategies based on quantifiable results.

Objective 1.5 – Embrace a culture of innovation that drives continuous improvement and successfully serves all our customers.

Utilizing data-driven marketing tools and performance metrics supports innovation, accountability, and continuous improvement in public service delivery.

- **Economic & Housing Opportunity**

Objective 2.2 – Cultivate a business climate that welcomes entrepreneurship, inspires local investment, supports eco-friendly enterprises, and encourages high-quality job growth.

The coordinated branding and entertainment strategy positions Downtown Clearwater as

a dynamic cultural and entertainment hub that draws residents and visitors, strengthens small businesses, and supports long-term economic vitality.

Objective 2.3 – Promote Clearwater as a premier destination for entertainment, cultural experiences, tourism, and national sporting events.

By enhancing downtown's image through coordinated marketing and public relations, the initiative strengthens Clearwater's appeal to entrepreneurs, investors, and small businesses. A unified downtown brand and positive public perception create the conditions for increased private investment, sustainable development, and the growth of innovative, locally rooted enterprises.

- **Community Well-Being**

Objective 3.1 – Support neighborhood identity through services and programs that empower community pride and belonging.

The strategy's cohesive brand identity and programming empower community pride, build belonging, and strengthen downtown's distinct character.

Objective 3.3 – Promote marketing and outreach strategies that encourage stakeholder engagement, enhance community education, and build public trust.

Professional marketing and communications will improve public awareness, promote transparency, and foster sustained stakeholder engagement.