



CITY OF CLEARWATER

COMMUNITY REDEVELOPMENT AGENCY
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Business Case

Project Title:	Outdoor Café Grant Program
Date Submitted:	July 31, 2025
Submitted By:	Brian Ulbricht
Project Vision Statement: <i>Write a concise, high-level description of the project that states the project's purpose.</i>	
Establish a reimbursement-based Outdoor Café Grant Program to enhance the street-level experience, promote business vitality, and support placemaking goals by incentivizing visually consistent and compliant outdoor dining furnishings within the Downtown Clearwater Core.	
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>	
The Outdoor Café Grant Program supports the revitalization of Downtown Clearwater by improving the comfort, safety, and visual consistency of outdoor dining areas. By reimbursing businesses for DDB-approved furniture and umbrellas tied to valid outdoor café permits, the program promotes compliance while enhancing the pedestrian experience and supporting small business vitality. This initiative aligns with the Downtown Development Board's mission to "Build and Strengthen a Downtown Clearwater Community that is inviting and Flourishing for all" and advances the Business Assistance Goal to "Retain current businesses and attract new businesses." Its targeted, cost-effective structure makes it a feasible, high-impact investment in placemaking, compliance, and business retention.	
Stakeholders: <i>Identify key individuals, groups or organizations that may affect, be affected by or perceive themselves to be affected by the project.</i>	
<ul style="list-style-type: none">• Downtown Development Board (DDB) – Program administrator and funding source• Downtown Clearwater Business Owners – Primary grant applicants and beneficiaries• Outdoor Café Operators / Commercial Tenants – Users responsible for maintaining furnishings• City of Clearwater Planning & Development Department – Outdoor Café permit review and code compliance• Residents and Visitors – End-users of improved public spaces and dining environments• Furniture and Umbrella Vendors – Suppliers of approved outdoor café furnishings	
Measurable Strategic Objectives: <i>Include the goals/objectives that can be quantified, i.e. objectives key results, key performance indicators, and so on.</i>	

Objective 1: Support Business Retention through Permit Renewal and Compliance

- **Target:** Facilitate outdoor café permit reviews for 100% of the 8 downtown merchants, with the goal of securing at least 6 renewed permits.
- **KPI:** Number of merchants completing permit reviews and number of renewals submitted.

Objective 2: Improve Downtown’s Visual Appeal and Public Realm

- **Target:** Ensure 100% of participating merchants install umbrellas that meet city-approved design and vendor standards.
- **KPI:** Percentage of umbrella installations compliant with program guidelines.

Objective 3: Strengthen Community Impact through Full Program Utilization

- **Target:** Allocate and distribute 100% of available outdoor cafe reimbursement funds to eligible merchants by the end of the fiscal year.
- **KPI:** Percentage of reimbursement funds utilized.

Estimated Project Plan Completion Date:	September 30, 2025	Strategic Plan Objective ##:	2.3 & 3.1
DDB Location:	Downtown Core	DDB Plan Page ##:	Work Plan 23-25
Budget Source:	Code: 1829411-558700	Estimated Budget Amount:	\$50,000
Lead Entity	<input type="checkbox"/> DTCRA	<input type="checkbox"/> NGCRA	<input type="checkbox"/> DDB