

Clearwater Downtown Development Board PILOT Micro-Pop-up Grant

The DDB seeks to ensure an economically vibrant downtown by fostering opportunities for organizations and special event organizers to collaborate with the DDB in maintaining consistent downtown activation. To achieve this goal, the DDB partners with organizations and downtown stakeholders to produce events that market and promote the unique attributes of Downtown Clearwater.

Eligibility

Applicants must meet the following criteria:

1. Property owners, residents, and businesses located within the DDB district are eligible.
2. Grant funds must be used to support events and projects designed to:
 1. Attract residents, tourists, businesses, and employees to the area.
 2. Enhance positive awareness and contribute to the revitalization of the DDB district.
3. All grant requests must comply with applicable state and local laws, ordinances, regulations, as well as the DDB's ordinance, bylaws, policies, and current work plan.

Program Guidelines:

1. Maximum grant funding is \$5,000, plus DDB will cover mitigation fees (mitigation is not included in the \$5,000)
2. Events must be located on the 400 or 500 blocks of Cleveland Street, or both.
3. Applicants may apply only once per month.
4. A final report is required within 30 days of event completion.
5. CRA Executive Director or designee is authorized to issue grant funds without board approval.
6. This grant cannot be combined with other City or CRA sponsorship programs.

Final Report Requirements:

1. Attendance figures.
2. Social media actions taken before, during, and after the event.
3. Sponsor and program participant feedback.
4. Challenges or issues encountered.
5. Additional feedback and recommendations.

Failure to submit this report may impact future funding eligibility.

Funding Request Procedure:

Applicants must submit a completed grant funding request form at least 60 days prior to their event for review by the CRA and Special Events staff. The application must include:

1. A completed DDB on-line application.
2. The applicant must provide an invoice for payment and W-9 form.
3. A budget outlining the total project cost.
4. A map layout of the event.

5. Confirmation of the event date from the Special Events Department.
6. Merchants have been informed and given the opportunity to participate in the event.
7. If approved, the applicant will receive an award letter detailing the approved request, proposed activities, timeline, budget, and reporting requirements.

Compliance:

Grant recipients must adhere to all agreement requirements, including reporting obligations and communication with the DDB. Failure to comply may result in denial of funding for future applications.