



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

## Clearwater Downtown Development Board Grant Request Policy and Procedures

### POLICY

1. Property owners, residents, and businesses located in the DDB district and events or projects that will occur in the DDB district are eligible to apply for grants. Grant funds must be used for events and projects intended to attract residents, tourists, businesses and their employees in order to increase positive awareness of and revitalize the DDB District.
2. Grant requests must comply with state and local laws, ordinances, regulations, and the DDB ordinance, bylaws, policies, and current work plan.
3. Grant requests will be considered in two categories: Special Events and Business Assistance. Each category will be allocated a funding amount during each annual budget process.

#### Special Events

- a. The DDB seeks to ensure an economically vibrant downtown that explores opportunities for organizations and special event organizers to collaborate and combine efforts with the DDB to maintain consistent downtown activation. Toward this end, the DDB looks to partner with organizations or downtown stakeholders to produce events designed to market and promote the unique attributes of Downtown Clearwater. Special events will be considered in the following two categories: **Community Event** with estimated attendance of 300 or more or **High Impact Event** with estimated attendance of 2,000, must be an established event organizer with 2+ years of experience operating large-scale events.
- b. **Community Event Funding:**
  - i. Funding Request not to exceed \$15,000
  - ii. Estimated attendance of 300 or more
  - iii. Event must be free and open to the public
  - iv. Applicants' contribution is 20% of total event estimated cost.
- c. **High Impact Event Funding:**
  - i. Funding request not to exceed \$30,000

- ii. Estimated attendance exceeding 2,000 (over the entirety of the event)
  - iii. Event must be free and open to the public for admission.
  - iv. Must be an established event organizer with 2+ years of experience operating large-scale events. A large-scale event is defined as an event exceeding 2,000 people in attendance.
  - v. Applicants' contribution is 20% of the total event estimated cost.( this include additional 3<sup>rd</sup> party sponsorship)
  - vi. Any event organizer that is requesting a High Impact Funding in an amount that exceeds \$30,000 will be required to submit a memo as part of the application providing proof that their respective special event will add quantifiable value and a favorable community benefit outcome to the downtown. The DDB at sole discretion may approve a grant amount that exceeds \$30,000 for High Impact events with proven success records, as determined by the DDB.,
- d. Special events grants will be used to cover **direct** production costs for the following:
- i. **Venue rental:** The cost of renting the space where the event will be held.
  - ii. **Entertainment:** Costs associated with performers, speakers, or other entertainment booked for the event (excluding travel accommodations).
  - iii. **Marketing and promotion:** Advertising, marketing materials, and promotional activities related to the event.
  - iv. **Decor and design:** Costs associated with setting up the event space, including decorations, lighting, and staging.
  - v. **Audio-visual equipment:** Rental of sound systems, projectors, screens, and other equipment needed for the event.
  - vi. **Printing and stationery:** Costs associated with printing tickets, programs, brochures, and other event materials.
  - vii. **Security:** Costs associated with security measures, such as security personnel or security systems.
  - viii. **Insurance:** Costs associated with event insurance coverage to protect against potential liabilities.
  - ix. **City fees-** Including vehicle mitigation fees to the police department or other less expensive alternatives acceptable to the police payable to third parties. (if the event is on private property city fees are excluded from reimbursement)

## **Business Assistance Grants.**

Business assistance grant requests are available for exterior improvements to commercial property and marketing for businesses. With an eligible reimbursement of up to 50% of the project cost. Eligible costs include but are not limited to, digital, broadcast, and print marketing, exterior signage, lighting, planters, and outdoor seating. The DDB will prioritize funding requests by taking the following factors into account:

- x. requests made by businesses that have not received grants from the DDB more than twice in the past 5 years;
  - xi. requests made for property or building unit that has received a grant in the past 5 years, and
  - xii. projects intended to generate pedestrian traffic within the DDB District.
4. Grant payments will be issued in accordance with the DDB's financial policies. Except in extraordinary circumstances approved by the DDB, payments are made on a reimbursement basis.

### **FUNDING REQUEST PROCEDURE**

1. The applicant will complete a grant funding request form at least 120 days before the DDB meeting, at which time it is to be submitted and reviewed by CRA and Special Event staff. CRA Staff will provide direction to the applicant on the DDB's funding priorities. Any first-time "event" applicants **must** schedule a meeting with CRA and Special Event staff prior to filling out an application.
- a. Special Events applications must be accompanied by:
    - i. Proof of Special Events Division of the City of Clearwater tentative letter of approval
    - ii. Budget outlining the total project cost, requested amount from the DDB, applicant 20%, and any additional third-party contributions.(event vendor fees) Applicants looking for Special Event Funding and the event is held within the DDB boundary cannot apply for Parks and Recs Community Sponsorship Program.
    - iii. Map layout of event
    - iv. Any event organizer that is requesting a **High Impact Funding** in an amount that exceeds \$30,000 will be required to submit a memo as part of the application providing proof that their respective special event will add quantifiable value and a favorable community benefit outcome to the downtown.
    - v. Event organizers will ensure that local merchants are informed about the event and given the opportunity to participate if they choose to do so

- b. Business Assistance applications must be accompanied by proof of a current City of Clearwater Business Tax Receipt and proof of tenancy or ownership of the property.

CRA staff will prepare a summary which will include the requested grant amount, the staff recommended grant amount, project activities, and reporting requirements. The CRA staff recommendation will be based on the DDB's then current grant funding policies. The DDB may choose to approve, alter, deny, or continue the application to another meeting. Applicants, or their approved representatives, must be present at the DDB meeting where their funding request is being presented. This ensures that all questions or concerns from the board can be addressed promptly and accurately.

2. If the grant request is approved, the applicant will complete a grant agreement detailing the approved request, proposed activities, timeline, budget, reporting requirements, required documentation for reimbursement, and other pertinent information. Failure to comply with the requirements could lead to a denial of funding. Reimbursement can take up to 30 days from approval of required documentation.

- a. Reporting Requirements (this information must be submitted with your reimbursement request) Failure to provide this reporting information will affect future funding.
  - i. Attendance
  - ii. Social Media Actions – all actions on social media before/during/after-event
  - iii. .
  - iv. Sponsor/Program Participants Feed Back
  - v. Challenges or Issues
  - vi. Additional Feedback

1/21/2025

Adopted January 11, 2023

Amended April 5, 2023

Amended December 6, 2023