

DDB Work-Session

Policy and Project

Business Assistance

Marketing

Numer 1 Goals or Tasksfor DDB 20/21

Support More Lighting/Projects for Cleveland Street

Address Abandoned Baggage and Services for the Homeless Population in Station Square Park

Form a Diversity and Equity Committee

Attract Hotels to Downtown

Direct Mail Programs for Local Residents

Utilize Downtown Promotions and Marketing via Social Media

Rose- Things that Work

Murals and Art

Blast Fridays

Live Music Venues

Holiday Lighting

Going Home Clearwater

Rose- Things that Work

Grants,

Blocked off streets for Cleveland 400 to 500 blocks

Blast Fridays

Meeting to address issues for DDB (doing something about it)

Rose- Things that Work

Blast Friday

DCMA, Funding Projects

Box Car Rally/ Low cost Positive PR for Family Events

Jolley Trolley marketing for riders to utilize downtown

Video campaign

Keanan

Bud- Things that may work or need to change to work better

Taste of Downtown and Pierce Street Market
Relationship with Ruth Eckerd Hall
More Lighting on Cleveland
Super Boats
Coachman Commons
DDB Funded Events for exposure of Downtown
Block Closure
Bands
Signage

Bud- Things that may work or need to change to work better

More things to do in station Square
Incentives to new business
Anchor Tenant program
Taste of Downtown

Bud- Things that may work or need to change to work better

More Signage in downtown
Bike trail signage to downtown
Jolley Trolley
More signage to beach goers for downtown
Social media campaign /facebook/instagram/videos
Super boat parade more promotions for downtown
Jazz Festival limited benefit to downtown

Paris

Thorn- Things that are not working

- Homeless Persons non-profit group
- No through Traffic into downtown
- Disconnected to Eastgate Way (Downtown Gateway)
- No Farmers Market
- Diversity and Equity Committee
- Permanent Seats in grass median
- No cost parking
- No hotels in downtown
- Empty Station Square
- Station Square not utilized except by homeless

Thorn- Things that are not working

None Applied to this category

Thorn- Things that are not working

- Movies in the park
- Santa and Suds low turnout/ benefit to downtown
- need better signage
- Market to Trolley user to use downtown business

Festus

Ray

Catlein

Shahab

X

X

X

Venkat

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Insights about the DDB's operations or downtown revitalization

Quicker process for signs and construction permits for granting

Insights about the DDB's operations or downtown revitalization

More Art Program/ Street Music/High-Tech Business/ Job Fairs

Permanently expand Cleveland Street to a walk plaza 400-600

Artist decorate store fronts for empty spaces (window and doors)

Insights about the DDB's operations or downtown revitalization

Publish good news

Communication with community members/merchants for 400-700 block
of Cleveland St

Attract Unique Business

Direct mail program to local district of DDB

Keep List an idea, project, program, grant that the DDB should keep doing or funding. This can include ideas that need slight modification to improve

Grants and Incentives

Funding Events with a business sense to them

Keep List an idea, project, program, grant that the DDB should keep doing or funding. This can include ideas that need slight modification to improve

Cheap or No Parking cost

Block Closure

Holiday Lighting

Blast Friday

Keep List an idea, project, program, grant that the DDB should keep doing or funding. This can include ideas that need slight modification to improve

Music and Arts in Downtown

Blast Friday

Super Boat Parade with more promotions

Art Maps (CAA), AND Community involved Marketing

Start New ideas that the DDB should start doing or funding

Food Trucks (different types) outside library weekly

Grant/Incentives with restaurants for appetizers or dish (buy one get one/free),

Vouchers for DDB residents to eat in downtown
business relocation incentive to move into downtown

Start New ideas that the DDB should start doing or funding

Small Incentives for Bicycling/Jogging/Walking groups to meet
in downtown

Restaurant vouchers, Rent Assistance Vouchers (one free) live
or work in downtown

Monthly sit down with DDB members/ Stakeholders/
Community

Trolley Services for just downtown

Music Festival, Fashion Shows

Pierce Street Market- Natalie (Farmers Market)

Start New ideas that the DDB should start doing or funding

Destination of downtown as a tourist attraction

Have competitions for cook off/deserts, box car competitions

Fund major retailers

Box car competitions

Offer free deserts to Trolley riders at restaurants

Food truck invitations

New enhanced way finding for signage

Stop Ideas, programs etc., that the DDB should stop doing or funding

None assigned by board members

Stop Ideas, programs etc., that the DDB should stop doing or funding

Allocate funding outside of the 400 Black

Allocate funding outside of Coachman Park

Bikes on sidewalks in Cleveland Street

Stop Ideas, programs etc., that the DDB should stop doing or funding

Underestimating the need for marketing

