

AMPLIFY Clearwater Business Recovery Task Force
Suggestions for Considerations

#	Request	IMPACT	NOTES	City Response
1	Abate rent for city tenants; extend lease terms = to abatement period	Equivalent monthly lease/use/license agreement loss: GF - \$54,000, Beach Marina - \$90,000, Airpark - \$26,000. Unrecoverable lost revenue from commissions: GF - \$141,000, Beach Marina - \$28,000, Airpark - \$1,100.	Abating leases, use agreements, and license agreements has a significant impact to the multiple funds, which are already seeing revenue reduction related to the lack of commission based payments. The County's approved business recovery program, Pinellas Cares and, pending approval, our business recovery program provide the potential for up to \$10,000 in assistance for issues such as rent and utility payments.	Administration supports continuing rent deferrals through the month of May. We believe abatements should be considered on a case by cases basis for those businesses who have applied for and have been either accepted or rejected for the programs. Future consideration will focus on meeting the criteria set forth in the City plan.
2	Grant \$ for locally owned sm. Businesses (e.g. St. Pete Fighting Chance Fund)	Staffing - ED&H and CRA would have very significant immediate and short term (0-8 months); Funding - The program will include \$3,200,000 from General Fund Reserves and \$480,000 in CDBG funds for consideration at initial approval, and is requesting \$240,000 from CRA and \$80,000 from DDB that would need to be approved by those entities at a later date.	Staff is currently presenting a program focused on providing grant dollars for locally owned small businesses on 5/7. Downtown plan and CRA plan would need to be modified for use of CRA funds	Administration supports moving forward with the plans being presented on 5/7.

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3	Defer DA/Permit Fees (Level I)	Significant impact to P&D and IT at initial change and at reversion.	Staff time altering system architecture cannot be justified at this time.	The administration does not support this initiative. A change of this nature would create a significant strain on resources during a time when we believe we should be focusing our efforts on providing responsible, reliable service as quickly as possible.
4	Hold DRC/CDB meetings	Minimal - Limited to training	We will be holding a virtual May DRC via WebEx. While some entities are holding virtual quasi-judicial hearings, the City Attorneys Office advises against doing so for city Quasi-judicial proceedings.	P&D has scheduled a virtual DRC meeting for May, however based on Legal advice, we do not intend to hold CDB meetings until we can do so in a manner that the City Attorney believes will meet the legal standard of Florida Statutes.

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5	Extend permit/DO/DA deadlines (Ch 252 FS). Invoke for all applicants	Based on the current practice, impact is minimal.	Per the City Attorneys Office, the governing statute requires the holder of the development right to invoke the tolling but there is nothing in the statute which permits the City to invoke it for them. And while that might not seem like a problem at first blush, I can imagine a scenario where there is significant opposition to a project and the developer doesn't invoke the tolling since it thinks we did it for them. After the original deadline passes, either the City, the developer, or both could then be hit with a lawsuit seeking declaratory or injunctive relief from the opponents who could credibly argue that the development order or permit has expired and therefore no further development is permitted.	The administration supports currently authorized and systematic extensions when requested or as provided for by executive authority. At this time, staff is extending permit time frames due to lack of required inspections and no expired permit fees are being added at this time.
6	Implement short-term variance process for CDC	This change would be very challenging to incorporate and would likely impact inhibit our COVID-19 response	The City incorporates a performance based regulatory framework which does not require adherence to strict Euclidian legal standards for the granting of variances. Provisions related to flexibility substantially exceed those commonly found in variance processes when legally observed.	It is unclear how this item is related to the COVID-19 response, and as such administration does not support the change. The proposed change would create a significant strain on resources during a time when we believe we should be focusing our efforts on providing responsible, reliable service as quickly as possible.

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7	<p>Bldg. Permits: Use private reviewers incl site permits; use private inspectors; discount 66% for private review of both; discount 50% for private review only.</p>	<p>Statutory authority currently exists for use of private plan reviewers and inspectors. These functions are routinely being performed. Fee reductions have been adopted by City Council.</p>	<p>The statutory basis for the fee reduction is section 553.791(2)(b) which provides that when using private plan reviewers, building owners and contractors should pay reduced building permit fees and no inspection fees. The statute requires the City to calculate the cost savings to the City for not reviewing the plans and reduce the permit fee accordingly. Additionally, the statute says that the City cannot charge any inspection fees, we can charge a reasonable administrative fee.</p>	<p>Administration does not support changes at this time. We are currently providing a 33% reduction. As part of the upcoming workplan for Planning and Development, they will be reviewing private plan review fees again to see what is appropriate. The department will work with Finance to identify the most appropriate way to determine the savings associated with use of private plan review.</p>
8	<p>Req city reviewers' comments be raised by initial review so no pre-existing conditions can be raised (other than new) once Final has occurred.</p>	<p>Potential for conflict with building code and licensing requirements.</p>	<p>That said, staff strives to be as thorough as possible during the first review. Resubmissions that address comments with design changes may impact other aspects of the proposal and that design change could impact other trades that could generate new comments. The designer may also further refine and finish their design during the review process and that could result in new comments.</p>	<p>This item does not appear COVID-19 related, and as such administration does not support changes at this time. As stated above, P&D is preparing to go through a review of its development related business processes in the next year which will highlight opportunities for process improvement.E9</p>

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9	Expand outdoor dining policies to aid w/social distancing		<p>The Code allows “outdoor cafes” and they are defined as accessory to an adjacent business when located on private property, or when encroaching into the public rights of way, that serves beverages and food and is open-air. Staff believes that dining area is on a patio, porch (under a roof) but not enclosed with walls or screens would be considered "open-air" which would make it part of the gross floor area.</p> <p>Outdoor cafes in the public right-of-way – are allowed in Downtown and the Tourist District on Clearwater Beach including a section along Beach Walk. Outdoor cafes are restricted to the sidewalk frontage on the business applying for the permit and can't extend for more than 25' from the façade of the business. There are other location and design requirements that address furnishings, pedestrian paths, perimeters, etc. There are operational requirements including the need for the operator to</p>	<p>Staff is supportive of working with restaurants to support temporary outdoor café areas. It would be helpful if we could receive some additional information on where businesses are running into issues so that we can identify the best solutions.</p>
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10	Waive permitting requirements on sandwich board signage for a period of time		Very few businesses even get through a sandwich board sign permit. As with the item above, there are operational requirements including liability insurance.	Administrative staff have already commenced and will continue a relaxation of enforcement activities for certain types of signs during this period of economic disruption. City staff will continue to do so for the foreseeable future until a more stable business environment exists. Priorities will continue to be given to matters of public safety including maintaining accessible pathways and ensuring visibility is not blocked. Changes in this policy will be preceded by courtesy notification.
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11	Allow Grand Re-Opening Signs for 45 day period		Grand opening signs fall under temporary signs. A total of four 16 s.f. temporary signs are allowed per parcel, two of which can be commercial signs and one of those one may be a banner, such as a Grand Re-opening sign. As written the code allows these signs for 30 days and the only way to approve 45 days is to change the code.	Administrative staff have already commenced and will continue a relaxation of enforcement activities for certain types of signs during this period of economic disruption. City staff will continue to do so for the foreseeable future until a more stable business environment exists. Priorities will continue to be given to matters of public safety including maintaining accessible pathways and ensuring visibility is not blocked. Changes in this policy will be preceded by courtesy notification.
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12	Use P&R Impact Fees & City Traffic Impact Fees be used in area of created development	Need more information to determine	The use of these fees is governed by Florida Statutes as well as the city's comprehensive plan and code of ordinances. For Parks and rec impact fees, the rules governing these fees are focused on the use of impact fees benefiting the areas where they are collected, however if there is no property or project where it can be spent may have to use for city wide facilities. For traffic fees, the ordinance requires funds be spent on transportation improvements identified by Forward Pinellas and within the City's long range and comprehensive plans	Administration supports these funds in a manner consistent with the governing rules and regulations, which currently support their use in the area of created development.
13	Waive or defer BTR \$ for a period of time; BTR Registration req'd	N/A	Initial research by the City Attorney's office indicates that the city can neither abate nor defer collections of BTRs. Legal has provided opinions by the Attorney General outlining the reasoning for this and we will be happy to provide that information to Amplify.	Based on the initial research completed by Legal, the city does not have the ability to provide the requested deferral or abatement.

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14	Overhaul BTR program/fee schedule to align with competitors	N/A	Initial research by the City Attorney's office indicates that the city cannot overhaul the BTR fee structure. The ability to amend the BTR ordinance to increase or decrease rates is governed by F.S. Sect. 205.0535(4). The City can only revisit the rates as part of its biennial review, although at that time it can make downward adjustments (apparently a maximum increase or decrease of 5%)or repeal the BTR ordinance.	Based on the initial research completed by Legal, the city does not have the ability to overhaul the BTR fee schedule at this time.
15	Waive Code Enf liens for 1st-time offenders	Unknown	This request appears unrelated to COVID-19. Those who have been liened have already had an opportunity to come into compliance, as provided by the Code Enforcement Board, and have failed to do so. That said, the City has a significant number of outstanding code enforcement liens totaling approximately \$30,000,000. Due to the excessive nature of these liens staff has included the development of a lien amnesty program on their work program. .	Administration supports P&D focusing on creation and implementation of a lien reduction program generally as part of its regular work plan.

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16	Free or reduced parking for Beach employees	Unknown. Free and further reduced parking would likely result in changes in habit by beach employees and may reduce the amount of employees using transit. Also, free and further reduced parking does not promote turnover which would likely impact revenues and beach accessibility.	City currently offers \$40 monthly permits for beach employees, a significant savings over standard meter rates.	Administration supports continuation of monthly employee permits at current rate and increasing promotion of this program.
17	Assist childcare facilities to reduce rates		The city is not a licensed childcare provider. The city has partners better equipped to support these types of programs, such as the JWB. County is better set up to handle this issue. Additionally, our staff is working to determine how to safely provide summer camp programming while keeping its patrons and staff safe.	Administration will continue to review plans for the operation of Summer Camps, but suggests any new program be funneled through our partners.
18	Consider acquiring/allocating PPE to businesses	Potential for reduction of available PPE for essential employees countywide	Currently the access to PPE is very limited for area local governments and resources are managed on a Countywide basis for elements related to the COVID-1 response.	Administration believes the appropriate path for PPE allocation is the County, however limited supplies will likely make this a challenge.
19	Collaborate with VSPC/CVB on coordinated mktg		Staff continues to work with VSPC and our marketing consultant in an effort to provide coordinated marketing.	Staff recommends continuing this practice

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20	Prepare Beach with new safety/health stds; provide hand sanitizing stations	Short term costs are around \$9,000	Staff has installed handwashing stations temporarily on the beach.	Currently Implemented
21	Extend deadlines for all CRA grants; Expand grant process to include current businesses enhancing accessibility to those already invested	This item is not under the purview of the City Council and would need to be discussed as part of the upcoming CRA meeting.	The CRA has one grant that has expired and no grants that are in danger of expiring. There is an existing provision for extension for the grants. Item 2 will include a focus on supporting existing CRA businesses	This item is not under the purview of the City Council and would need to be discussed as part of the upcoming CRA meeting.
22	Work with AMPLIFY/Others to develop small-biz concierge svce; provide a contact to help make connections to resources, funds, programs, incentives	Currently funded and part of ongoing workplan.	ED&H and CRA staff both have employees tasked with supporting this effort.	Currently Implemented

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23	Defer/abate utility pmts for residences/biz for pd of time	Unknown, but significant cost to GF and to UCS and Finance staff time.	<u>Abating</u> would be very expensive and the utility funds would have to be made whole from the General Fund due to bond covenants. Promoting the <u>deferral</u> of payments is not recommended - encourages businesses and residents to dig a hole that is very difficult to get out of. The city is currently providing forgiveness on late fees and normally allows for flexible payment plans on a case by base basis.	Administration supports plans to continue forgiveness of late fees for the time being and continues to provide flexible payment plans. Additionally, businesses have the ability to utilize grant funding from the County and the City to pay utility bills
24	Dev/Coord mktg campaign this is unified across all mktg agencies county-wide	See item 19	See item 19	See item 19
25	Develop "shop local" campaigns/events, incentives. Roll out when appropriate		CRA will be working on these types of events to bring focus to the businesses in the CRA area.	CRA will be working on these types of events to bring focus to the businesses in the CRA area. Considering the current allocation of resources, administration suggests that the opportunity to support a city wide program may be best served if led by Amplify. There may be opportunity for the provision of a grant to Amplify to do help support the event financially.

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26	Have Mayor film PSA ("Support your City's Businesses")	Depends on vehicle for promotion	Mayor Hibbard has made numerous appearances through multiple types of media.	Administration suggests that Amplify identify some specific messages they would like the Mayor to promote and coordinate with Public Communications to ensure alignment with the City message.
27	Establish temporary Sheltered Market for small biz doing biz w/City; Fund the net increase cost of insurance city requires; Provide Net 1 pymt terms; challenge other large biz/institutions to establish similar program	Creation of a net 1 payment structure would place tremendous strain on the city's procurement system and likely create unanticipated negative impacts to other, unrelated areas of service	Current procurement rules do not allow for a sheltered purchasing market. Would require changes to the Code of Ordinances.	Administration does not support shifting to a sheltered market at this time, as this would create a significant strain on resources during a time when we believe we should be focusing our efforts on providing responsible, reliable service as quickly as possible. Staff has been processing invoices as fast as responsibly possible since the emergency began, and will continue to do so. We are unable to commit to a net 1 turn around time due to required reviews and current resourcing.

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28	<p>Continue support of local hospitals and other health care providers in their efforts to deliver critical health care services to the community; Support efforts to promote COVID-19 testing and tracing for our community; Encourage ongoing efforts to promote health and wellness for those who live in and visit our city.</p>		<p>Staff has been coordinating with Pinellas County and the response entities within the County since the beginning of the outbreak. By in large this has worked very well and we will and we will continue that coordination.</p>	<p>Administration supports these efforts and will continue to coordinated with County and provide responses consistent with those efforts.</p>
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		PROPOSED
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9	Expand outdoor dining policies to aid w/social distancing	
10	Waive permitting requirements on sandwich board signage for a period of time	
11	Allow Grand Re-Opening Signs for 45 day period	
13	Waive or defer BTR \$ for a period of time; BTR Registration req'd	
22	Work with AMPLIFY/Others to develop small-biz concierge svce; provide a contact to help make connections to resources, funds, programs, incentives	
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Suggestions as of 4/24/2020

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(MONTHS)	FISCAL IMPACT TO CITY				
ESTIMATED	ESTIMATED \$\$	FY19-20	FY20-21	SOURCE OF FUNDS	ORD/RES
6	\$ 4,000,000	X		CDBG (\$480,000), CRA (\$240,000), DDB (\$80,000) GFR (\$3,200,000)	X
		X			
1.5		X			
		X	X		X

AMPLIFY Clearwater Business Recovery Task Force
 Suggestions for Considerations

REGULATORY & WORK PROGRAM IMPACT	
EST# OF BUSINESSES TO BENEFIT	IMPLEMENTING DEPT(S)
650-750	ED&H , CRA, FIN
	P&D, ENG , CRA, ED&H
	P&D
	P&D , CRA & EDH
	P&D , CRA & EDH
	ED&H , CRA
	ED&H , PC, CRA
	ED&H , PC, CRA
	FIN , EDH

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NOTES
will be able to defer some administration to partner agencies
ROW permits, Time limits to exception?
Time limit 45-60 days?

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(MONTHS)	FISCAL IMPACT TO CITY				
ESTIMATED	ESTIMATED \$\$	FY19-20	FY20-21	SOURCE OF FUNDS	ORD/RES
6	\$ 4,000,000	X		CDBG (\$480,000), CRA (\$240,000), DDB (\$80,000) GFR (\$3,200,000)	X
		X			
1.5		X			
		X	X		X

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 Suggestions for Considerations

REGULATORY & WORK PROGRAM IMPACT	
EST# OF BUSINESSES TO BENEFIT	IMPLEMENTING DEPT(S)
650-750	ED&H , CRA, FIN
	P&D, ENG , CRA, ED&H
	P&D
	P&D , CRA & EDH
	P&D , CRA & EDH
	CRA
	ED&H , CRA
	ED&H , PC, CRA
	ED&H , PC, CRA

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		PROPOSED
3	Waive DA/Permit Fees (Level I)	16
4	Hold DRC/CDB meetings	
5	Extend permit/DO/DA deadlines (Ch 252 FS). Invoke for all applicants	6
6	Implement short term variance process for CDC (similar to Pin Co?)	16
7	Bldg Permits: Use private reviewers incl site permits; use private inspectors; discount 66% for private review of both; discount 50% for private review only.	
8	Req city reviewers' comments be raised by final inspection so no pre-existing conditions can be raised (other than new) once Final has occurred.	
9	Expand outdoor dining policies to aid w/social distancing	
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13	Waive or defer BTR \$ for a period of time; BTR Registration req'd	
14	Overhaul BTR program/fee schedule to align with competitors	
15	Waive Code Enf liens for 1st-time offenders	

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(MONTHS)	FISCAL IMPACT TO CITY				
ESTIMATED	ESTIMATED \$\$	FY19-20	FY20-21	SOURCE OF FUNDS	ORD/RES
		X	X		
		X	X		
		X			
1.5		X			
		X	X		X

AMPLIFY Clearwater Business Recovery Task Force
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REGULATORY & WORK PROGRAM IMPACT	
EST# OF BUSINESSES TO BENEFIT	IMPLEMENTING DEPT(S)
	P&D, FIN
	P&D, Legal
	P&D, Legal
	P&D
	P&D
	P&D
	P&D, ENG , CRA, ED&H
	P&D
	P&D , CRA & EDH
	P&R, Legal & Engineering
	P&D , CRA & EDH
	P&D , FIN, Legal
	P&D , Legal

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Notes
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No
already part of current process
Not applicable to current COVID-19 conditions
ROW permits, Time limits to exception?
Time limit 45-60 days?
Long term provision not applicabile?
Is this releveant to current COVID-19 crisis?

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ESTIMATED	ESTIMATED \$\$	FY19-20	FY20-21	SOURCE OF FUNDS	ORD/RES

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REGULATORY & WORK PROGRAM IMPACT	
EST# OF BUSINESSES TO BENEFIT	IMPLEMENTING DEPT(S)
	P&D, Legal
	P&D, Legal
	P&R, Legal & Engineering
	P&D, FIN, Legal
	P&D, Legal

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CT TO CITY
STAFF IMPACT

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Is this releveant to current COVID-19 crisis?

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16	Free or reduced parking for Beach employees	
17	Assist childcare facilities to reduce rates	
18	Consider acquiring/allocating PPE to businesses	
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6	\$ 4,000,000	X		CDBG (\$480,000), CRA (\$240,000), DDB (\$80,000) GFR (\$3,200,000)	X
		X	X		
		X	X		X

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EST# OF BUSINESSES TO BENEFIT	IMPLEMENTING DEPT(S)
	P&R, M&A, FIN
650-750	ED&H , CRA, FIN
	P&D , FIN
	P&D , CRA & EDH
	P&D , FIN, Legal
	EDH, FIN, ENG
	P&R , FIN
	EOC , FIN
	UCS ,FIN
	FIN , EDH

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will be able to defer some administration to partner agencies
Long term provision not applicabile?
beach garage, costs?
Licenseed childcare?, Opening of Summer Camp?

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REGULATORY & WORK PROGRAM IMPACT	
EST# OF BUSINESSES TO BENEFIT	IMPLEMENTING DEPT(S)
	UCS,FIN

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CT TO CITY
STAFF IMPACT

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17	Assist childcare facilities to reduce rates	
20	Prepare Beach for with new safety/health stds; provide hand sanitizing stations	

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3		X			

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EST# OF BUSINESSES TO BENEFIT	IMPLEMENTING DEPT(S)
	P&R, M&A, FIN
	P&R , FIN
	P&R , CPD

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CT TO CITY
STAFF IMPACT

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16	Free or reduced parking for Beach employees	

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		X			

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EST# OF BUSINESSES TO BENEFIT	IMPLEMENTING DEPT(S)
	P&D, ENG , CRA, ED&H
	EDH, FIN, ENG

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beach garage, costs?

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Suggestions for Considerations

(MONTHS)	FISCAL IMPACT TO CITY				
ESTIMATED	ESTIMATED \$\$	FY19-20	FY20-21	SOURCE OF FUNDS	ORD/RES

AMPLIFY Clearwater Business Recovery Task Force
Suggestions for Considerations

REGULATORY & WORK PROGRAM IMPACT	
EST# OF BUSINESSES TO BENEFIT	IMPLEMENTING DEPT(S)
	P&R , CPD

AMPLIFY Clearwater Business Recovery Task Force
Suggestions for Considerations

CT TO CITY
STAFF IMPACT

AMPLIFY Clearwater Business Recovery Task Force
Suggestions for Considerations

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#	SUGGESTED ACTION	DURATION
		PROPOSED
18	Consider acquiring/allocating PPE to businesses	

Suggestions as of 4/24/2020
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(MONTHS)	FISCAL IMPACT TO CITY				
ESTIMATED	ESTIMATED \$\$	FY19-20	FY20-21	SOURCE OF FUNDS	ORD/RES

AMPLIFY Clearwater Business Recovery Task Force
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REGULATORY & WORK PROGRAM IMPACT	
EST# OF BUSINESSES TO BENEFIT	IMPLEMENTING DEPT(S)
	EOC , FIN

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CT TO CITY
STAFF IMPACT

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#	SUGGESTED ACTION	DURATION
		PROPOSED
1	Defer rent for city tenants; extend lease terms = to abatement period	

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(MONTHS)	FISCAL IMPACT TO CITY				
ESTIMATED	ESTIMATED \$\$	FY19-20	FY20-21	SOURCE OF FUNDS	ORD/RES
3		X			

AMPLIFY Clearwater Business Recovery Task Force
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REGULATORY & WORK PROGRAM IMPACT	
EST# OF BUSINESSES TO BENEFIT	IMPLEMENTING DEPT(S)
	P&R, M&A, FIN

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CT TO CITY
STAFF IMPACT

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