



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

MARKETING & PUBLIC RELATIONS INITIATIVE

BUILDING A DOWNTOWN IDENTITY



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PROJECT BACKGROUND

The DDB Marketing and Public Relations (PR) Strategy advances the Board's Sept. 15, 2025, discussion on securing professional marketing and PR support to strengthen Downtown Clearwater's visibility and promotion.

The Council provided direction for staff to:

- Explore contracting a marketing/ PR firm to support downtown branding and promotion.
- Review comparable partnerships from other Florida downtown organizations.
- Present research findings, sample scopes, and recommended next steps for Board consideration.



FEASIBILITY HIGHLIGHTS

Based on this direction, staff conducted additional reviews and coordinated with the City Manager's Office and Public Communications.

Key updates include:

- City Manager's support to begin soliciting pricing.
- PC's confirmation that existing advertising funds may support downtown initiatives.
- Recommendation to use a flexible monthly retainer model.
- Staff will gather quotes from qualified, preferably local, firms.
- The target to have a firm in place before December 31.
- Preliminary concept themes—such as “Imagine Clearwater 2.0 – Beyond the Bluff” and “Beyond Coachman”—have been developed to guide future creative work.

MANAGEMENT & FUNDING STRUCTURE

- The DDB will serve as the primary sponsor and oversight body.
- Work will focus primarily on the downtown core and within the DDB district boundary.
- If allowed under City procurement rules, the CRA may participate in future phases.
- CRA support would help co-fund broader storytelling efforts beyond the DDB boundary.



OBJECTIVES

- Create a unified downtown identity that connects business, culture, and community.
- Promote Downtown Clearwater as a year-round destination for residents, visitors, and investors.
- Increase visitation, spending, and investment within the downtown.
- Collaborate with the CRA and City departments, to extend messaging throughout the broader CRA district.

CORE OF SERVICES OVERVIEW

- 1 Marketing Strategy and Brand Development
- 2 Digital Marketing and Content Creation
- 3 Public Relations and Media Relations
- 4 Event and Partnership Marketing
- 5 Area and Business Promotion
- 6 Reporting and Performance Evaluation





DELIVERABLES

- Comprehensive marketing and PR strategy
- Annual marketing calendar and asset library
- Quarterly and annual performance reports
- Brand guidelines and templates



TERM & BUDGET

- **Initial Term:** One (1) year with up to two optional one-year renewals pending DDB approval.
- **Estimated Annual Budget:** \$50,000
Based on final scope and appropriation.

QUESTIONS?

