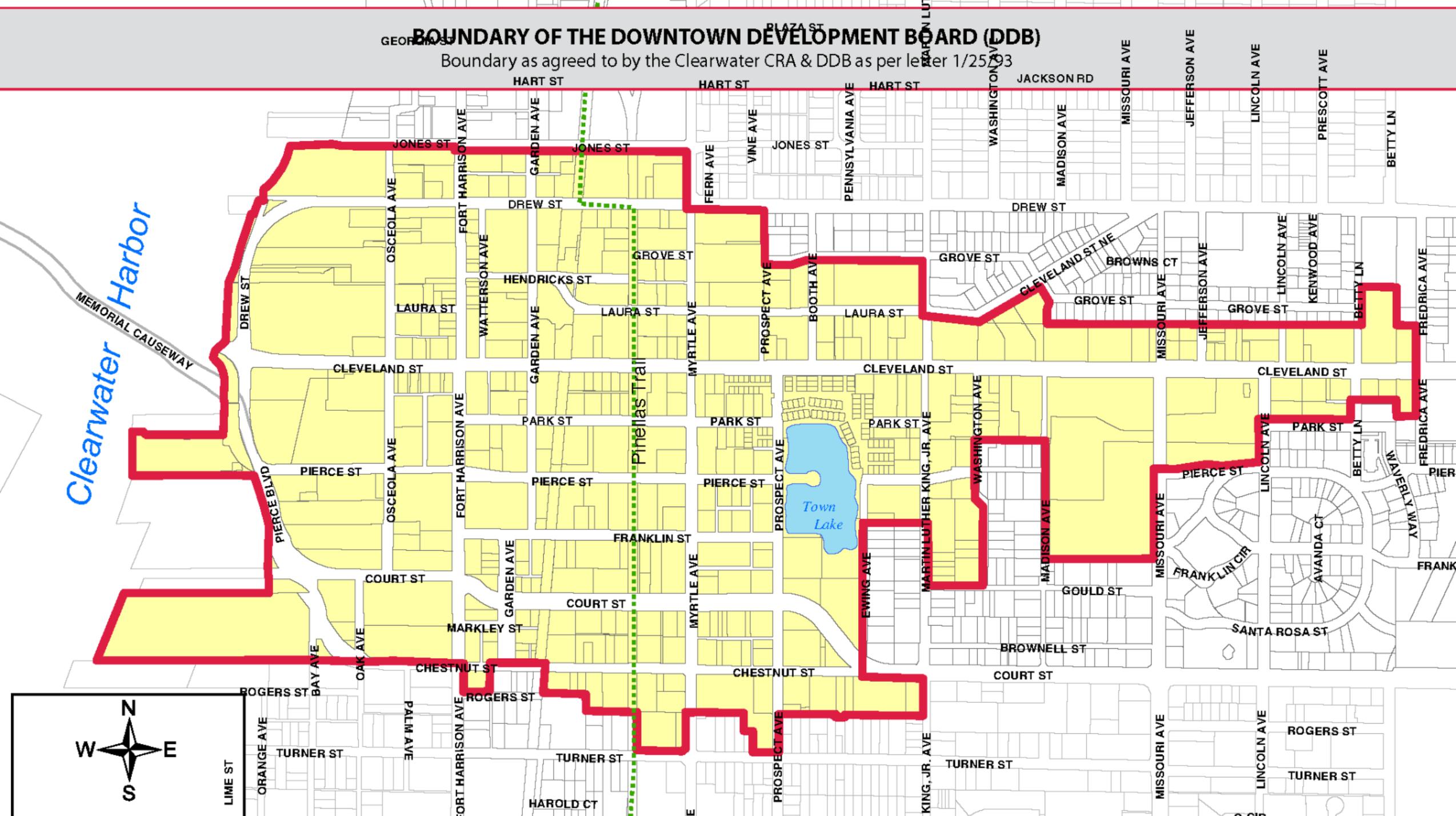


2021 Marketing and Promotion Update

Clearwater Downtown Development Board

BOUNDARY OF THE DOWNTOWN DEVELOPMENT BOARD (DDB)

Boundary as agreed to by the Clearwater CRA & DDB as per letter 1/25/23



Marketing, Communications, Promotion

- Audiences
 - Taxpaying property owners
 - Potential entities, groups or individuals seeking DDB funding
 - CRA audiences (overlap)
- Goals
 - The Clearwater Downtown Development Board (DDB) aims to promote, facilitate and support activities that sustain and advance downtown revitalization.
- Tactics vs. Strategies
 - Marketing/communication/promotion plays a key role in the DDB's efforts and success in Downtown Clearwater—both in achieving the DDB's broader goals of downtown revitalization and in the success of individual initiatives

Today's Media Environment



EDITORIAL STRATEGY



SOCIAL MEDIA AND THE
WEB



NEWS MEDIA



MARKETING MATERIALS

DDB Activities

- **Graphic design and printing**, which includes but is not limited to:
 - Pole banners
 - Event banners
 - Postcards or mailings
 - Flyers/handouts
- **Promoting downtown**, which includes but is not limited to:
 - Advertising
 - Trade magazines/publications (Hoots, Sunseeker, Allegiant, etc.)
 - Print media (Creative Loafing, Tampa Bay Times, Tampa Bay Newspapers, etc)
 - Social media (Facebook, Instagram, Google ads)
 - Other entities or platforms (Jolley Trolley or Clearwater Ferry, etc)
 - Initiatives
 - Ex: Events series with AMPLIFY Clearwater and CRA
 - Ex: Downtown Clearwater Short Film Contest with Clearwater Arts Alliance
 - Memberships
 - Ex: AMPLIFY Clearwater (signage on the beach)



Cleveland Street will remain closed through Jan. 14

The 400 and 500 blocks of
Cleveland Street will remain
closed through Jan. 14, 2021,
to provide more socially
distanced outdoor dining.





EXPLORE

The Dalí Museum Virtual Reality Experience

**Dreams of Dalí • FREE
NOW THROUGH JUNE 30, 2019**

Second Century Studios, 331 Cleveland St.
Downtownclearwater.com









**DOWNTOWN
CLEARWATER**

**Imagine the Possibilities
in Downtown Clearwater**

CREATE • EXPLORE • INVEST





Events

- Events are the bulk of DDB marketing budget prior to 2020—how does that change post-COVID?
- DDB marketing support for AMPLIFY/CRA partnership for 2020-2021

What we share



Legal requirements
(advertising meetings,
public record)



DDB initiatives
and activities



Milestones



Editorial strategy



DOWNTOWN CLEARWATER IS MOVING...

- From Vacant to Vibrant
- From Quiet to Lively
- From Concerts to a Variety of Events
- From No Arts to Arts Infused
- From Exclusive to Welcoming
- From Disconnected to Connected



Business and merchant success stories



Inclusive and vibrant
public spaces



The role of arts and culture in downtown revitalization

Core Channels



WEBSITE



SOCIAL MEDIA



EMAIL



NEWS MEDIA



ADVERTISING



PARTNERS

- Earned media
 - Tracking press mentions for downtown, CRA, DDB through Meltwater
- Paid media
 - 83 Degrees
 - Tampa Bay is Awesome
 - UNation
- Advertising and public relations
 - Invest Tampa Bay
 - Bandwagon

NEWS > PINELLAS COUNTY

Clearwater launches free \$20 voucher program to help local restaurants




Clearwater leaders are launching a new program to help local restaurants deal with COVID-19 concerns and the slower summer months.

Streaming TV Holiday List? Local News and Weather for F

83degrees



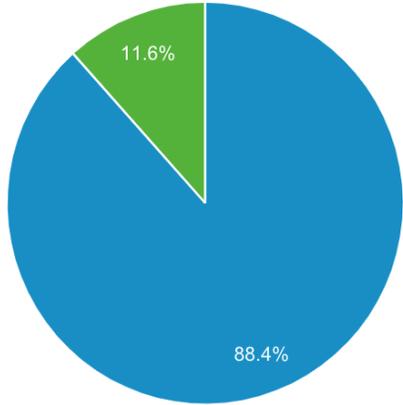
A mural at 512 Cleveland Street in downtown Clearwater.

Clearwater maps out vision for future

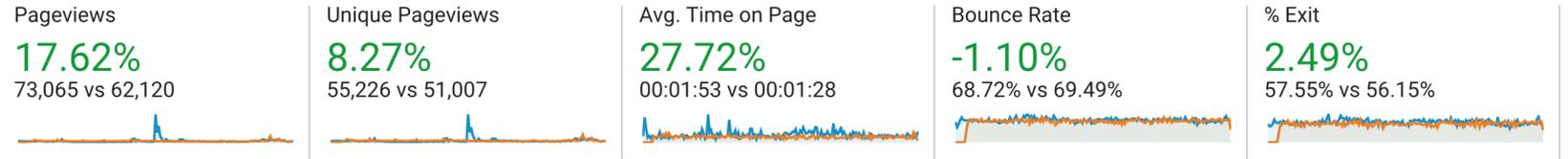
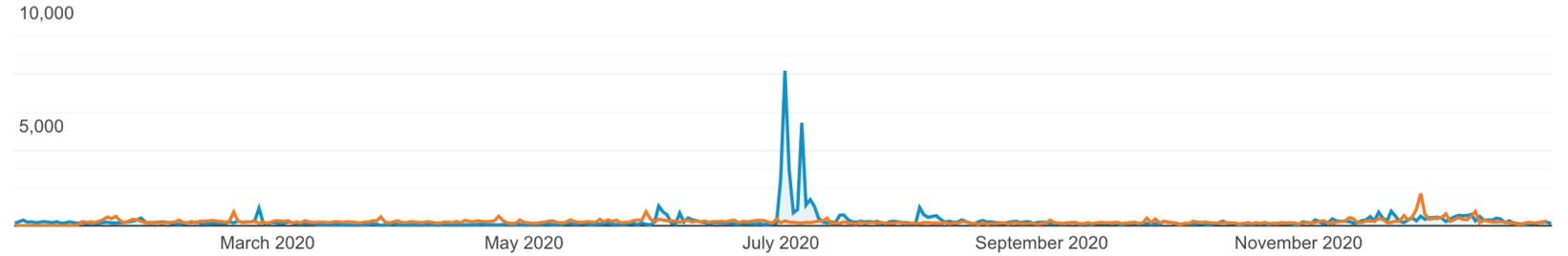
JOSHUA MCMORROW-HERNANDEZ | TUESDAY, AUGUST 25, 2020

SHARE [f](#) [t](#) [in](#) [e](#)

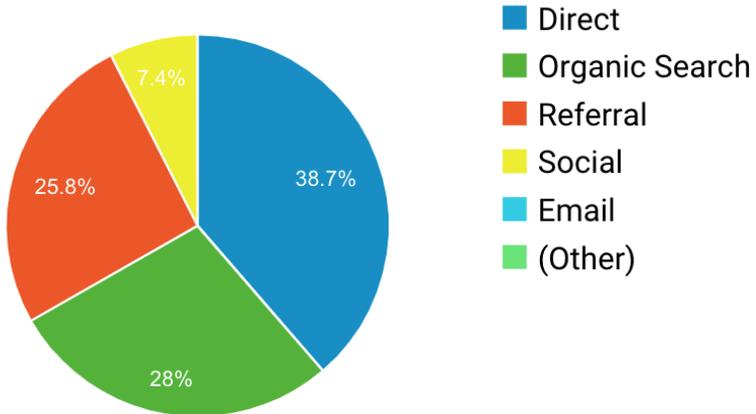
■ New Visitor ■ Returning Visitor
Jan 1, 2020 - Dec 31, 2020



Jan 1, 2020 - Dec 31, 2020: ● Pageviews
 Jan 1, 2019 - Dec 31, 2019: ● Pageviews



Top Channels



Metrics Reporting

Discussion

- What is a key story you'd like to see told about downtown in 2021?
- What are the DDB's goals for marketing?
 - General awareness of downtown
 - Retaining businesses during construction of Imagine Clearwater
 - Initiative- or project-based promotion
- Who are your target audiences?
 - Is there a specific call to action for these audiences?
- Do you want to continue having a strong emphasis on events to market and promote downtown?
- What platforms would you like to focus on to promote downtown?
 - Printed collateral (banners, flyers, etc)
 - Social media
 - Traditional media
 - Trade or travel publications
- What printed materials would you like to see created for downtown?
 - Mailing to all Clearwater residents

2021 Marketing and Promotion Update

Clearwater Downtown Development Board