



**Community Redevelopment Agency
2021-2022 Strategy Update
December 13, 2021**

Adopted Vision for Downtown

(2018 Downtown Clearwater
Redevelopment Plan)

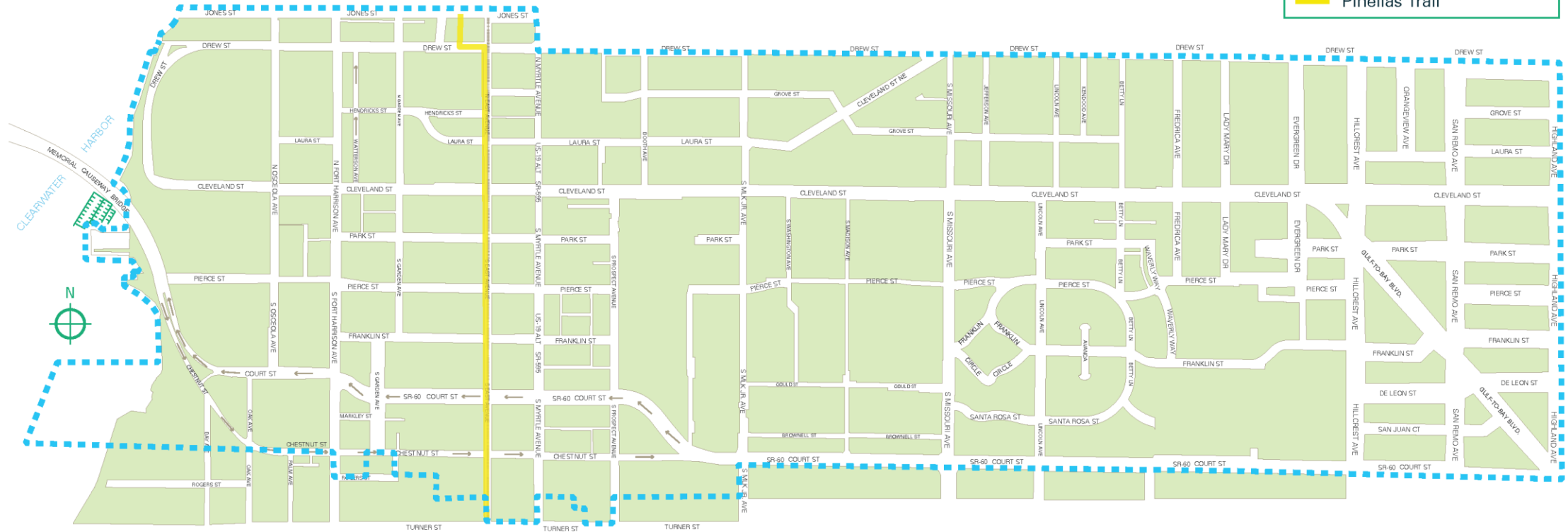
“Downtown Clearwater will thrive as the **urban core and heart** of the City, as the center of business and government, and as an attractive place to *live, work, shop and play*. A revitalized Downtown will be achieved through quality urban design, **continued creation of a high-quality public realm**, and a dense and livable pattern which will strengthen the overall health of the City.”

Are we changing the
perception of downtown?

BOUNDARY MAP

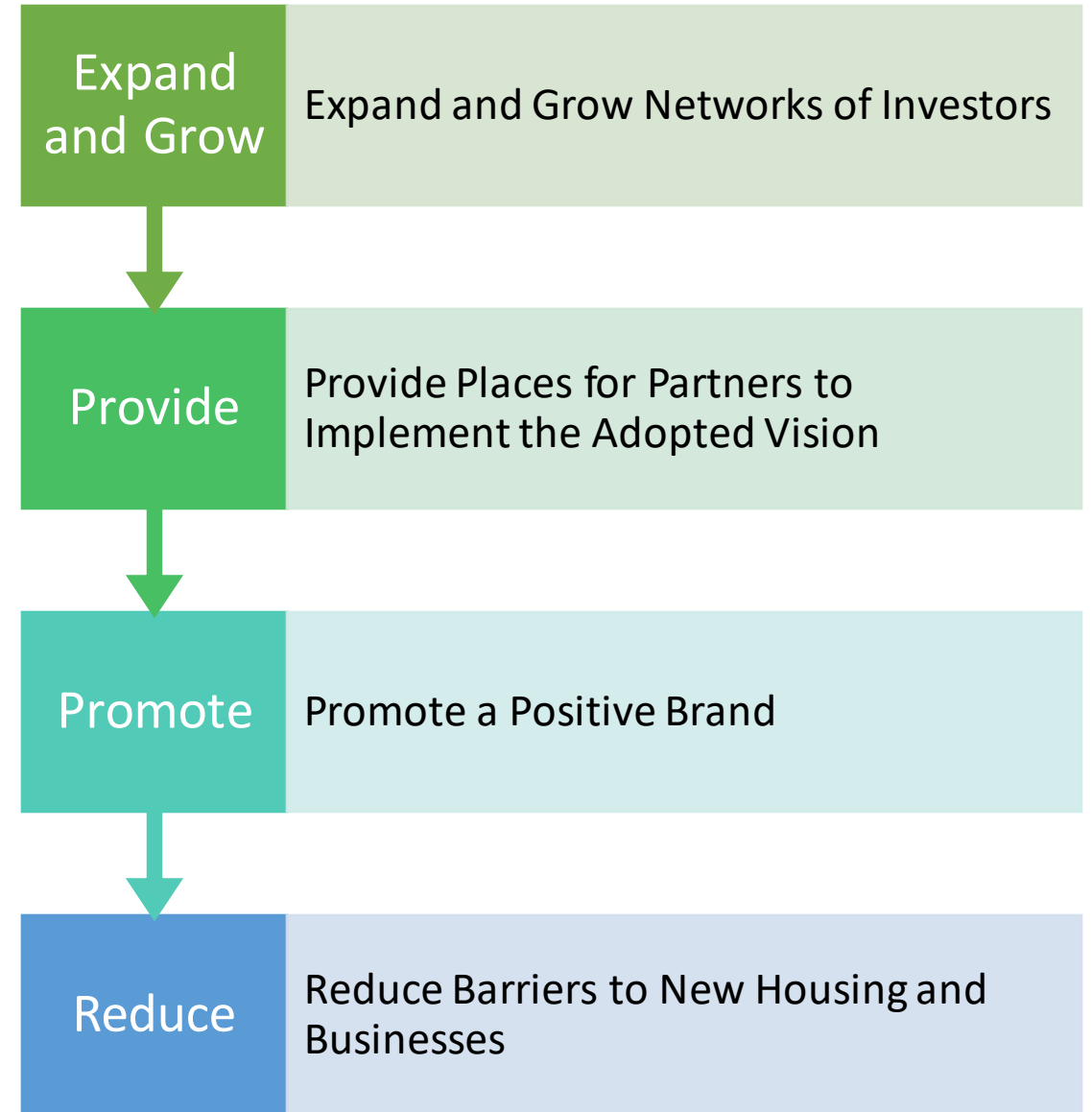
MAP KEY:

- Downtown CRA Boundary
- Pinellas Trail



COMMUNITY REDEVELOPMENT AGENCY DISTRICT

How the CRA Facilitates Change



It takes everyone to
revitalize a
downtown

Government & Development Authorities

Downtown Advocacy Organizations

Residents

Property Owners

Non-profit Service Providers

Artists & Cultural Institutions

Private Investors & Lenders

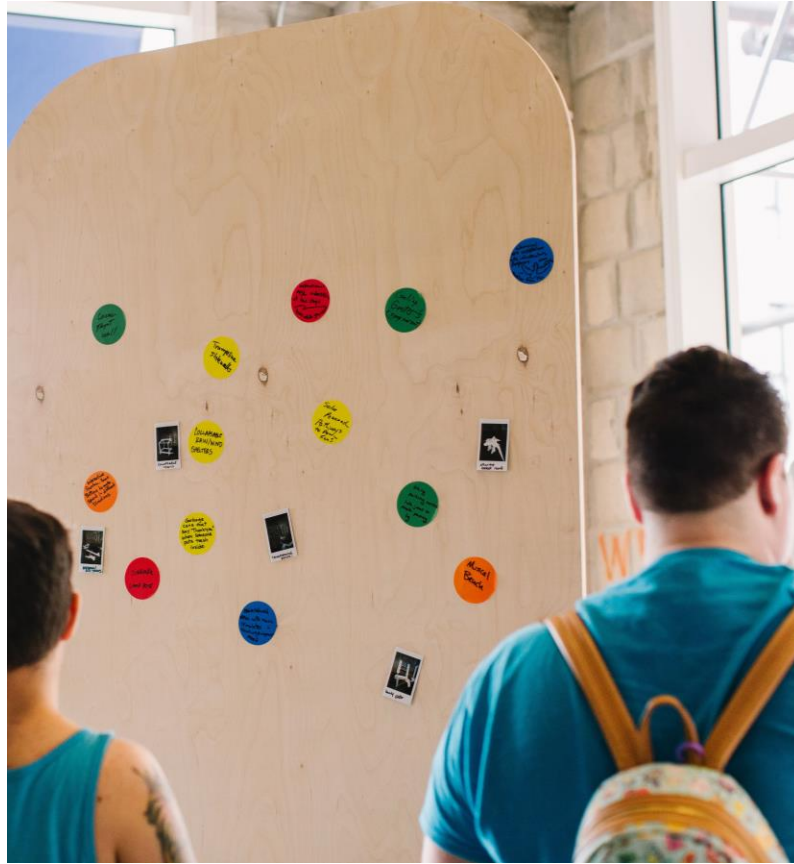
Businesses & Entrepreneurs



Create and Share Positive,
Authentic Stories



Increase Investor Confidence



Invest in Placemaking &
Placekeeping

Annual Tax Increment Funding

Fiscal Year (FY)	Total Revenues	Total Expenditures
FY17/18	\$2,680,744	\$965,764
FY18/19	\$3,537,927	\$2,281,110
FY19/20	\$3,908,774	\$3,641,624
FY20/21	\$4,865,287	\$861,277*

Mural Program



Streetscape Phase III



SEPARATED BIKE LANES



3 CLEVELAND STREET/ GULF TO BAY INTERSECTION





Reducing Blight and Vacancy



Business Assistance Grant Programs

Outreach

42 individual meetings, 76 direct emails to business/property owners, organic and paid media, 7,217 mailers, realtor meetings

Applications Submitted

5 approved/2 pending/1 withdrew

Challenges

Lack of contractors for small jobs

Month to month leases

Timing of obtaining permit



Equity and Sustainability

Equity + Sustainability

- Diverse CRA staff
- Community Policing & Case Management
- Increasing access to grant funds
- Communicating in multiple formats, languages and channels
- Building mixed income housing
- Building sidewalks and bike lanes
- Providing shared parking
- Art with environmental themes



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Reference Slides

Focus Area 1: Objectives

1

Increase the number and diversity of individuals and organizations producing community engagement activities and special events in downtown

2

Increase the overall audience size and audience engagement of the CRA's electronic communications channels

3

Establish a resident engagement program to build community-wide support for downtown redevelopment goals and businesses

Focus Area 2: Objectives

1

Attract \$50 million dollars in private investment

2

Approve development agreements for the sale or lease of a minimum of three CRA owned properties

3

Build operational capacity of a minimum of three downtown business/community advocacy organizations

4

Reduce the number of ground floor, vacant commercial buildings by 10%

Focus Area 3: Objectives

1

Complete identified capital improvement projects

2

Develop three signature placemaking programs with a focus on children, downtown employees and the intersection of art and technology

3

Improve the physical appearance of blighted residential and commercial properties