



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

The Downtown Development Board's (DDB) primary purpose is to support activities that attract businesses, residents, and visitors to Live, Work, and Play in downtown Clearwater.

Eligibility:

Only property owners, businesses, and residents located within the DDB district and/or projects that will occur in the district are eligible for funding. Funding requests will be considered after staff review at regularly scheduled DDB meeting. The DDB will prioritize funding requests that align with their adopted work plan in the areas of Marketing and Businesses Assistance. A map of the DDB District is included with this application.

Types of Grant Funding:

☐ Marketing/Special Event Grant

This category includes activities that promote awareness of the District as a whole. It does not include marketing for individual businesses. Examples of grants in this category include special events, district wide advertising campaigns including development and implementation activities, market research, videos and print media campaigns and arts programming.

☐ Business Assistance Grant

This category includes activities related to the retention and attraction of businesses as well as ancillary services, like transportation services, that bring more customers to the District. For example, funding the Jolley Trolley Downtown Loop or providing outdoor dining furniture. This could also include training for businesses on various topics that would enhance their operations or grants for new signs.

Approval Process

The DDB welcomes your funding request. Please follow the process outlined below:

1. The applicant will complete the request form and submit it to the Community Redevelopment Agency (CRA) once completed.
2. The CRA staff and applicant, at a scheduled time, will review the request form for completeness. At this time, the CRA staff may request additional information to submit the form to the DDB in preparation for a public hearing.
3. DDB members will review the request via email and may submit questions to obtain further information.
4. After review by CRA staff and DDB members and submission and review of requested information, CRA staff will schedule the request to be considered at the next available DDB meeting at which funding request are being considered. The applicant may be asked to attend the board meeting to present their request.
5. If the grant request is approved, the applicant will complete a grant agreement that outlines the grant request, proposed activities, timeline, budget, reporting requirements and other pertinent information.
6. For special events, a post event report will be provided to the DDB within 30 days of the project completion.

Funding requests may be submitted at any time throughout the year and collectively will not exceed 30% of a budgeted category for any group or individual request during the DDB Fiscal year. The DDB may determine, on a case-by-case basis, to deny or grant all or any portion of the request. Most funding is approved on a reimbursement basis, but if the DDB determines it is advisable, it may decide to authorize payments in advance of an activity/project. The DDB may impose conditions on approval. All funding requests must comply with state, local and DDB ordinances and/or policies.

Contact Information:

Community Redevelopment Agency
Anne Lopez, Senior CRA Division Manager
600 Cleveland Street, Suite 600
Clearwater, FL 33756
727-562-4039
Anne.Lopez@myclearwater.com



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Funding Request Form

Type of Grant Request:

- ☐ Marketing
- ☐ Special Event (Please include additional form)
- ☐ Business Assistance

Applicant/Primary Contact Person: Dina Ramos

Name of Organization: Hispanic Organizations Network of Resources

Address: 9835 52nd Street

City: Pinellas Park State: FL Zip: 33782

Cell phone: () 727-331-4640 Office Number: _____

E-mail address: clwhispanicfarmersmarket@gmail.com Website/Social Media Links: _____

Description of Project: We create a cultural experience with Hispanic music, Latin food
folklore dances, handmade craft and products from Latin America. Everything is done with
the Hispanic flare and Latin taste, the performances we bring are all in Spanish, the dances
carry the roots of our traditions and the legacy from our countries.

Total Project Cost: \$ \$60,225 Amount of Grant Funds Requested: \$ \$40, 225

Applicant's Financial Contribution: \$ \$225 Third Party Contributions \$ \$20,000

When will the project take place? Sunday, October 13, 2024

Who will implement the project? The team of HONOR will implement the project.

Where will the project occur? The Coachman Park, green area

How does this request help attract businesses, residents, and/or visitors to Live, Work, and Play in downtown? The Hispanic Heritage Cultural Celebration is an event that draws thousands
and many people are attracted to come and enjoy a cultural experience that is unique, different
and original.

All information contained herein is true and correct to the best of my knowledge. I understand that the Downtown Development Board can decide to fund or not fund any grant request and their decision is final.

Applicant Signature: Dina Ramos

Date: 02/01/2024



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Special Event Funding Request Additional Information

Title of Event: Hispanic Heritage Cultural Celebration

Date of Event: Sunday, October 13, 2024

Description of Special Event: We create a cultural experience with Hispanic music, Latin food folklore dances, handmade craft and products from Latin America. Everything is done with the Hispanic flare and Latin taste, the performances we bring are all in Spanish, the dances carry the roots of our traditions and the legacy from our countries.

Who is the intended audience for this event? What is the anticipated attendance? The intended audience is families with children. The anticipated attendance is estimated around 3K and 4K people.

Total Event Cost: \$ \$60,225 Amount of Grant Funds Requested: \$ \$40,225

Where will the event be held? The Coachman Park, green area

Have you contacted the City of Clearwater's Special Events Department about this event?
Yes, absolutely, the special event application was submitted to them on November 7, 2023.

Additional Sponsors or Media Outlets for Event: At the moment we are working on this.

Has this event been funded by the DDB before? ☐ Yes ☒ No ☐ Unsure

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Applicant Signature: Dina Ramos

Date: 02/01/2024



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DDB Boundary Map

