



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

## Clearwater Downtown Development Board Grant Request Policy and Procedures

### POLICY

1. Property owners, residents, and businesses located in the DDB district and events or projects that will occur in the DDB district are eligible to apply for grants. Grant funds must be used for events and projects intended to attract residents, tourists, businesses and their employees in order to increase positive awareness of and revitalize the DDB District.
2. Grant requests must comply with state and local laws, ordinances, ~~and~~ regulations, and the DDB ordinance, bylaws, policies, and current work plan.
3. Grant requests will be considered in two categories: ~~Marketing and~~ Special Events, and Business Assistance. ~~Each category will be allocated a funding amount during each annual budget process. During each annual budget process a funding amount will be allocated to each category.~~
  - a. The DDB seeks to ensure an economically vibrant downtown that explores opportunities for organizations and special event organizers to collaborate and combine efforts with the DDB to maintain consistent downtown activation. Toward this end, the DDB looks to partner with organizations or downtown stakeholders to produce events designed to market and promote the unique attributes of Downtown Clearwater. Special events will be considered in the following two categories: first-time and signature or reoccurring annual events. First-time events grants will be for an amount up to \$50,000. Any first-time event organization requesting an amount more than \$50,000, under the DDB special events program, has the burden of providing the DDB proof that their respective special event

will add quantifiable value and a favorable community benefit outcome to the downtown. The DDB at its sole discretion may approve a grant amount that exceeds \$50,000 for first time events. The grant funding amount for Signature Events or Reoccurring Annual Events with proven success records, as determined by the DDB, in implementing and promoting events in the downtown will be determined on a case-by-case basis. Marketing and Special Events. With some limited exceptions determined on a case by case basis, Marketing and Special events grants will only cover costs associated with the following:

- i. Marketing-Print, radio, TV, digital, and social media Costs of digital, broadcast, and print marketing for the event not to exceed \$15,000.00.
- ii. Entertainment-Payments to entertainers such as Musicians, dancers, disc jockeys, and actors
- iii. Insurance- The cost of special event insurance needed to produce the event. not to exceed \$5,000.00 if the entertainment is open to the public.
- iv. City fees-not to exceed \$5,000.00. City fees include vehicle mitigation fees to the police department or other less expensive alternatives acceptable to the police payable to third parties.

~~The DDB will prioritize funding requests taking the following factors into account:~~

- ~~i. requests made by organizations that have not received grants from the DDB more than twice in the past 5 years;~~
- ~~ii. recurring events that have not received grants from the DDB more than twice in the past 5 years;~~
- ~~iii. events intended to generate pedestrian traffic within the DDB District;~~
- ~~iv. events located in underserved areas; and~~
- ~~v. requests made by organizations that have or are actively seeking third party financial participation and support from the community.~~

- b. Business Assistance Grants. Business assistance grant requests are available for exterior improvements to commercial property and marketing for businesses. ~~with a project cost that does not exceed \$11,500.00~~ ~~W~~with an eligible reimbursement of up to 50% of the project cost. Eligible costs include, but are not limited to, digital, broadcast, and print marketing, exterior signage, lighting, planters, and outdoor seating. ~~The applicant must be the business owner/commercial tenant of the property and possess a current City of Clearwater Business Tax Receipt.~~ The DDB will prioritize funding requests by taking the following factors into account:

- i. requests made by businesses that have not received grants from the DDB more than twice in the past 5 years;
- ii. requests made for property or building unit that has received a grant in the past 5 years, and
- iii. projects intended to generate pedestrian traffic within the DDB District.

4. The DDB will prioritize funding requests that promote the goals and objectives of its current work plan. The applicant is required to contribute financially to the event or project.

5. Grant payments will be issued in accordance with the DDB's financial policies. Except in extraordinary circumstances approved by the DDB, payments are made on a reimbursement basis.

### FUNDING REQUEST PROCEDURE

1. The applicant will complete a grant funding request form at least 30 days before the DDB meeting ~~at which~~, at which time it is to be submitted and discussed with CRA staff. Staff will provide direction to the applicant on the DDB's funding priorities.

a. ~~Marketing and~~ Special Events applications must be accompanied by:

- ~~Proof of submission of an application for a special events~~ special event permit to the Special Events Division of the City of Clearwater.

a. Budget outlining the total project cost, requested amount from the DDBB, and any additional third-party contributions.

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b. Business Assistance applications must be accompanied by proof of a current City of Clearwater Business Tax Receipt and proof of tenancy or ownership of the property.

2. CRA staff will prepare a summary which will include the requested grant amount, the staff recommended grant amount, project activities, and reporting requirements. The CRA staff recommendation will be based on the DDB's then current grant funding policies. The DDB may choose to approve, alter, deny, or continue the application to another meeting.
3. If the grant request is approved, the applicant will complete a grant agreement detailing the approved request, proposed activities, timeline, budget, reporting requirements, required documentation for reimbursement, and other pertinent information. Failure to comply with the requirements could lead to a denial of funding.

Adopted January 11, 2023  
Amended April 5, 2023  
Amended December 6, 2023