

2 nd Century Clearwater		
Implementation Work Program Summary- Q3 FY2015/16		
ULI Priority Items:		
Action Item- ULI 1	Create a Comprehensive Boating Plan for Clearwater Harbor	
Objective	<ul style="list-style-type: none">• Identify Current Conditions and assets within Clearwater local area• Develop table of Comparable Waterfront Municipalities• Identify best options for both short term and long term action and provide cost projections• Present completed report to City Council outlining development options, costs and graphics depicting the balance and integration of options to gain support for further action	
Staff Support	<ul style="list-style-type: none">• Work with purchasing to create and oversee RFP• Complete purchase order and process payments to consulting company• Attend public meetings to assist in gathering feedback• Work with Moffat and Nichol in developing a Comprehensive Boating Plan	
Lead Department	Marine and Aviation	
Timeframe	1 Year Time to complete extended by 2 months, project met objectives and aligned with the North Marina Plan timeline and public meetings, completed and presented along with the North Marina Basin Master Plan	
Total Encumbered	\$59,975	
Quarterly Expense		
Expenditure to Date	\$59,975	
Source of Funds	General Fund Reserve	
Staff Lead and Support	<ul style="list-style-type: none">• Bill Morris• Denise Sanderson• Michael Delk• Ed Chesney	
Supporting Departments	<ul style="list-style-type: none">• Planning and Zoning• ED&H• Engineering (environmental)• Library• Parks and Recreation	
Anticipated Deliverables	Comprehensive Boating Plan for Clearwater Harbor	
Activities to be	Develop and Issue RFP	March - April 2015

Conducted	Select consultant- award RFP to consulting firm Moffat and Nichol	May 2015
	a. Online open survey to capture participants not able to interact with consultant	October - November 2015
	b. Consultant study period and community engagement - Conducted in person surveys at Super Boat race with tenant and transient boaters prepared comparable location data, regulatory and environmental constraints	August - November 2015
	c. Additional public meeting added to North Marina Plan benefited the Comprehensive Boating plan with additional public input used to develop alternatives for improved and community supported developments	
	Consultant Report	December 2015
	Attend public meetings to assist in gathering feedback	November 16, 2015 & December 16, 2015
	Council Presentation - Item approved with direction to develop next steps	January 21, 2016
	Referendum question #5 passed	March 15, 2016
Status: Phase 1	RFP initially delayed 60 days necessitated by extended negotiation of consultant's scope of work, as well as medical leave by Director. However, work progressed with the Comp Boating Plan being finalized on January 21, 2016.	
<u>Complete</u>		
Status: Phase 2	Referendum item question #5 reflecting items outlined in the Comprehensive Boating Plan was passed on 3/15/16. Currently researching public restrooms and ticket booth alternatives to include estimated cost.	
<u>Implementation</u>		

2nd Century Clearwater Implementation Work Program Summary- Q3 FY2015/16 ULI Priority Items:		
Action Item- ULI 5	Create Comprehensive North Marina Master Plan	
Objective	Update 10 year old Special Area Plan to reflect current conditions and create framework to facilitate development and investment in Plan area.	
Staff Support	This item was completed	
Lead Department	Planning and Development	
Timeframe	12 Months Draft/Issue RFP (2 to 4 Months) Study (6 to 8 Months)	
Total Encumbered	\$105,624	
Quarterly Expense	-	
Expenditure to Date	\$105,624	
Source of Funds	General Fund Reserve	
Staff Lead and Support	<ul style="list-style-type: none"> • Katie See • Lauren Matzke • Gina Clayton • Michael Delk • Bill Morris • various other support staff as needed 	
Supporting Departments	<ul style="list-style-type: none"> • Marine and Aviation • Economic Development 	
Anticipated Deliverables	Revised Marina Area Master Plan	
Activities to be Conducted	Prepare and Issue RFP	December 2014 - February 2015
	Engage Consultant	May 2015
	Establish Stakeholder Advisory Group	May 2015
	Analysis/Public Engagement Process	May – August 2015
	Present Final Plan to City Council	January 21, 2016
Status: Phase 1	Stantec selected as consultant. The North Marina Master Plan was finalized.	
<u>Complete</u>		
Status: Phase 2	<ul style="list-style-type: none"> • Consultant selected (AECOM) • Scope developed and work authorized • Amendments made to Old Bay Character District to support hotel and commercial development • Survey work commenced in late June 	
<u>Implementation</u>		

2nd Century Clearwater Implementation Work Program Summary- Q3 FY2015/16 ULI Priority Items:	
Action Item- ULI 9	Boost Downtown Library as Activity Center to Support Downtown Activation and Redevelopment
Objective	Develop strategy to: 1) Make the Library an “Attractor Element” in Downtown to bring additional people to the Downtown through expanded mission as ”maker space”; 2) align the Library more closely with the economic development priorities of the City for Downtown, i.e. “entrepreneurial ecosystem”.
Staff Support	Library staff is responsible for maintaining equipment, conducting training sessions, booking trainers and programs on the areas of business and technology and developing partnerships with the business and tech community.
Lead Department	Library
Timeframe	9 Months
Total Encumbered	\$177,509
Quarterly Expense	\$3,036
Expenditure to Date	\$107,462 (GFR-\$50,472) (CRA -\$56,990)
Source of Funds	General Fund Reserves (\$77,909); CRA (\$99,600); Private Fund contributions
Staff Lead (and support)	<ul style="list-style-type: none"> • Barbara Pickell • Jen Obermeir • David Stoner • Keith Law
Supporting Departments	<ul style="list-style-type: none"> • Economic Development and Housing • CRA
Anticipated Deliverables	<ul style="list-style-type: none"> • Consultant Report on repurposing the Library to create “maker space” components • Assessment of Library utilization feasibility as component of emerging “entrepreneurial ecosystem” • Space utilization changes are underway. Equipment has been purchased and is being configured. • Partnership development is underway. Funding support and sharing of knowledge and talent are the priorities. • On-line tech and business training database available • On-line marketing course scheduled • Outreach is ongoing, including Maker Fair at Barnes and Noble and open houses. • 1st robotics Olympiad successfully completed.

	<ul style="list-style-type: none"> • Clearwater Business Spark partnership successfully developing programs. 	
Activities to be Conducted	Maker Space feasibility and Space Analysis	March 2015
	"Entrepreneurial Ecosystem" MOU	March 2015
	Hire Contract Employee to Develop P/P partnership opportunities and agreements	April 2015
	Library space configuration per consultant study	April 2015-September 2016
	Hire regular Library program specialist	October 2015
	Online training database available and in person business training begins	January 1, 2016-February 9, 2016
Status: Phase 1 <u>Complete</u>	<ul style="list-style-type: none"> • Library events calendar added under Clearwater Business Spark • Building configuration moving forward- 3rd floor Lab complete, 2nd floor space modified • Entrepreneurial classes and tech training underway • Online training regularly used by 80+ users each month • Youth Robotics teams bring home trophies from tournaments and basic robotics programs presented at Ross Norton for underprivileged youth 	
Status: Phase 2 <u>Implementation</u>	<ul style="list-style-type: none"> • Audio/Video recording studio on 3rd floor completed and operating • First Coder Dojo for youth successfully completed • Partnership development continues • Library Maker staff presented at MakerFair in Plant City • Co-sponsored with the Chamber their first Business You! program through advertising with social media. • Hosted several downtown development related meetings • Presented TAFFIE program on library resources for businesses • Provide regular classes on 3D printing and drone operation • Partner with SCORE for weekly programs in support of small business development. 	

2nd Century Clearwater Implementation Work Program Summary- Q3 FY2015/16 ULI Priority Items:		
Action Item- ULI 15	Attract an Incubator (Phase 1) Implementation & Budget Tracking (Phase 2)	
Objective	Create an “Entrepreneurial Ecosystem” to foster, incubate and support job development and entrepreneurship in Clearwater.	
Staff Support	<ul style="list-style-type: none"> • Part of ED&H and CRA work program • City serves as program coordinator for Clearwater Business SPARK • City oversees MOU with TAFFIE and FSBDC to facilitate ongoing programming • City manages Clearwater Business SPARK budgetCity to intake SPARK phone line inquiries from the community and make appropriate referrals • City to represent Network at events and speaking engagements 	
Lead Department	Economic Development and Housing	
Timeframe	Phase 1: 5 Months/Complete Phase 2: In Progress	
Total Encumbered	\$125,000	
Quarterly Expense	\$11,960	
Expenditure to Date	\$14,528 (GFR)	
Source of Funds	CRA (\$25,000) General Fund Reserve (\$100,000)	
Staff Lead and Support	<ul style="list-style-type: none"> • Denise Sanderson • Audra Aja 	
Supporting Departments	<ul style="list-style-type: none"> • Library • Legal • CRA 	
Dependencies	FSBDC of Pinellas (partner) TAFFIE (partner)	
Anticipated Deliverables	<ul style="list-style-type: none"> • CRA Funding Agreement • City/CRA/Partners MOU 	
Activities	Meeting with Stakeholders	December 2014 – May 2015
	Draft Plan (Vision, Mission, Goals, Measurements) for Ecosystem	December 2014
	Evaluation of Funding Options	January 2015
	Conduct Needs Assessment (w/PCED)	January 2015

	Recommendation to CRA Executive Director	February 2015
	Draft MOU with Partners	February 2015
	Draft Agreements	March - April 2015
	Completed branding initiative to include color palette, logo and tagline	September 2015
	Website completed and phone line established	January 2016
	Development of printed collateral materials and promotion items	January 2016
	Marketing, advertising placement and sponsorship acquisition for Open House	January - March 2016
	VIP Reception and Open House held	March 2016
	RFP posted for digital advertising services	June 2, 2016
	Digital services RFP awarded to Tampa Bay Times for search engine optimization, search engine marketing and online display ads	June 2016
	RFQ released for professional level media services with a submission deadline of 7/7/16	June 2016
Status: Phase 1 <u>Complete</u>	<ul style="list-style-type: none"> • MOU approved by CRA & Council in May 2015; Council approved budget request for FY15-16 allocating \$100,000; TAFFIE (Incubator) agreement (\$25,000 requested from CRA) in November 2015 marks completion. Going forward, all activities to be coordinated under the Clearwater Business Spark initiative. • Logo developed; website created (www.clearwaterbusinessspark.com); phone number and email established; Pop Up banners purchased for partner locations. 	
Status: Phase 2 <u>Implementation</u>	<ul style="list-style-type: none"> • Since the March 31st Open House and VIP Reception the Clearwater Business SPARK website has experienced an 84% increase in visits with 75% of the traffic being new visitors and 25% returning visitors. <ul style="list-style-type: none"> ○ As of 6/30 there were 792 visits to the website (Up 84%/ 361 visits since 3/31 Open House/VIP Reception) ○ 3,305 page views (Up 73.5 %/ 1400 views since 3/31 event) ○ 3.14 pages/session with 1.54 minute average duration ○ 22.26% bounce rate ○ 75% were new visitors to the site ○ 25% returning visitors • Clearwater Business SPARK was featured in the Tampa Bay Times twice during the third quarter. <ul style="list-style-type: none"> ○ Tampa Bay Times Co-worker article 5/10/16 	

- Tampa Bay Times Start Up article 6/2/16
- There were 46 referrals made during the third quarter (28 referrals made to partners and 18 referrals made outside of network to meet specific community needs).
- Conducting monthly Executive Committee and Advisory Board meetings with the Clearwater Business SPARK partners.

2nd Century Clearwater Implementation Work Program Summary- Q3 FY2015/16 ULI Priority Items:		
Action Item- ULI 29	Branding	
Objective	Re-brand and create a community identity.	
Staff Support	Plan and coordinate project. All documents and projects have to be redesigned to reflect new brand so more time is required to re-design documents.	
Lead Department	Public Communications	
Timeframe	Project is underway. Branding deliverables will be done summer 2015. Implementation will be done throughout 2016.	
Total Encumbered	\$100,000	
Quarterly Expense		
Expenditure to Date		
Source of Funds	Strategic Direction Action Plan	
Staff Lead (and support)	<ul style="list-style-type: none"> Joelle Castelli Brand Manager has been hired (Sparxoo) Hiring additional graphic designer (approved in FY 15-16 budget) 	
Supporting Departments	<ul style="list-style-type: none"> Economic Development Information Technology (website) 	
Dependencies	<ul style="list-style-type: none"> None 	
Anticipated Deliverables	<ul style="list-style-type: none"> Brand print, verbiage, talking points, graphic elements, graphic implementation plan 	
Activities to be Conducted	Branding Contract Approved by Council	August 2014
	Focus Groups and In-town visit	September 2014
	Surveys Conducted	December 2014 and January 2015
	BrandPrint Presentation	March 2015
	Graphics Package Delivered	June 2015
	Graphics Package Implementation	June 2015 to 2016
	Preparing for summer photo contest, met with chamber partners, and created a cultural affairs campaign for launch in summer 2016	January 1, 2016- March 31, 2016
	Status: Phase 1 <ul style="list-style-type: none"> Creative Committee Begins Meeting (three month process) 	

<u>Complete</u>	<ul style="list-style-type: none">• Brand Print Statement Approved• Strapline Approved• Logo Selected• Working on Graphics Package
Status: Phase 2 <u>Implementation</u>	<ul style="list-style-type: none">• Launched a spring and a summer photo contests• Working on updating the look and feel of the new website to match the branding for a January 2017 launch• Cultural affairs is planning to launch an art campaign fall 2016• Graphics is working with departments to order new giveaways until a vendor has been selected through an RFP process• PowerPoint templates created• Sparxoo has had departmental meetings to determine re-branding needs before the end of September. PC is working on a plan to accomplish those tasks.• Rollout is in full swing

2nd Century Clearwater Implementation Work Program Summary- Q3 FY2015/16 ULI Priority Items:		
Action Item- ULI 30	Communicate the real estate market and potential for expansion of real estate activity	
Objective	1) Leverage ULI Report market analysis to market key available sites and buildings 2) Prepare marketing material that highlights the housing, retail, hotel and office demand for print, web-based and social media campaign based upon ULI Analysis.	
Staff Support	Director responds to inquiries as appropriate	
Lead Department	Economic Development & Housing	
Timeframe	4 months- complete	
Total Encumbered		
Quarterly Expense		
Expenditure to Date	\$9,197	
Source of Funds	CRA (\$8,440) ED & H Dept. Budget (\$757)	
Staff Lead (and support)	<ul style="list-style-type: none"> • Denise Sanderson • Laura Canary • Additional assistance provided by Anne Fogarty-France, Audra Aja and Diane Hufford 	
Supporting Departments	<ul style="list-style-type: none"> • Public Communications • Real Estate Services 	
Dependencies	None	
Anticipated Deliverables	<ul style="list-style-type: none"> • Electronic (PDF) document summarizing available sites/bldgs • Print version(s) 	
Activities to be Conducted	Team mtg: Goals, audience	January 2015
	Identify available sites/bldgs	January 2015
	Gather listing information	January 2015
	Create document	February 2015
	Gather names/addresses (mail/email)	February 2015
	Place on website	March 2015
	Post link on social media (LinkedIn, Facebook, Twitter)	March 2015
	Post individual sites to TampaBaySites.org	March 2015
	Distribute to stakeholders (realtors, developers, land use attorneys, engineers)	March 2015

Status: Phase 1 <u>Complete</u>	<ul style="list-style-type: none">• Distributed brochure to more than 600 real estate developers, agents/brokers, land use attorneys, site selectors and community leaders and organizations.• Wrote blog for Tampa Bay Partnership (Mar 2015).• Placed advertisements in <i>Florida Trend</i> magazine (Sept and Oct 2015 issues; estimated >250,000 readers).• Posted on Facebook and LinkedIn social media groups (>12,000 followers).• Posted on City's website. Issued press release (Nov 2015).
Status: Phase 2 <u>Implementation</u>	<ul style="list-style-type: none">• Several inquiries received; responded appropriately regarding city interest and desires for subject property.• Received marketing award (direct mail category) from Florida Economic Development Council on May 16, 2016.

2nd Century Clearwater Implementation Work Program Summary- Q3 FY2015/16 ULI Priority Items:	
Action Item- ULI 31	Create a Forum for the Discussion of Issues with the City, Development Partners and Community Stakeholders
Objective	Provide a vehicle for the primary stakeholder interests in Downtown and East Gateway to exchange information on ULI Study implementation, exchange views on issues, share information relevant to implementation activities and coordinate individual activities related to ULI implementation
Staff Support	Completed
Lead Department	CM
Timeframe	120 days
Total Encumbered	
Quarterly Expense	
Expenditure to Date	\$1,960
Source of Funds	General Fund Reserves
Staff Lead and Support	<ul style="list-style-type: none"> • Rod Irwin, ACM • Pam Akin, City Attorney • Rosemarie Call, City Clerk
Supporting Departments	<ul style="list-style-type: none"> • City Manager • City Attorney • City Clerk
Dependencies	Compliance with Open Meeting Law Requirements
Anticipated Deliverables	<ul style="list-style-type: none"> • Staff Analysis of Organizational Options for Council Review • Agenda Item for Special ULI Work Session in January • Establishment of stakeholder discussion format
	<div>Research /compile options report for Council Review and advice</div> <div>December 2014</div>
	<div>Preparation of Agenda Item for Special Work Session</div> <div>January 2015</div>
	<div>Establishment of Stakeholder Discussion format</div> <div>March 2015</div>
Status: Phase 1 <u>Complete</u>	Initial Project abandoned due to difficulty of effective Open Meeting Law compliance by key stakeholders in Downtown. As an alternate, periodic Community Meeting Forum format, in conjunction with DDB, CDP and Regional Chamber adopted.

Status: Complete

Status: Phase 2

Implementation

New CRA Director will reconvene periodic CRA- ULI
Stakeholder group meetings.

2nd Century Clearwater Implementation Work Program Summary- Q3 FY2015/16 ULI Priority Items:		
Action Item-ULI 34	Investigate Use of TIF Bonds to Leverage Redevelopment	
Objective	Establish the economic, financial, programmatic and opportunity cost considerations for the CRA in bond utilization, particularly <u>vis-a-vis</u> internal financing alternatives	
Staff Support	Complete	
Lead Department	CRA	
Timeframe	90 days	
Total Encumbered	< \$5,000	
Quarterly Expense		
Expenditure to Date	\$2,500	
Source of Funds	GF- Dept. Budget	
Staff Lead (and support)	<ul style="list-style-type: none"> • Rod Irwin • Jay Ravins 	
Supporting Departments	<ul style="list-style-type: none"> • CRA • Finance 	
Dependencies	<ul style="list-style-type: none"> • CRA TIF Receipts • Bond market receptivity/interest rates 	
Anticipated Deliverables	<ul style="list-style-type: none"> • TIF Bond Utilization White Paper from Financial Advisor • CRA Board Briefing and Discussion Item 	
Activities to be Conducted	CRA, Finance and Financial Advisor Develop White Paper on TIF Bond Utilization	December 2014-January 2015
	CRA Board Briefing w/ Financial Advisor and CRA/Finance staff.	March 2015
	CRA Briefing completed.	March 2015
Status:	No follow up needed.	
<u>Complete</u>		

2 nd Century Clearwater Implementation Work Program Summary- Q3 FY2015/16 ULI Priority Items:		
Action Item- ULI 8	Create Master Development Plan for the Bluff/Coachman Park /Waterfront	
Objective	Formulate a Master Development Plan for the Bluff/Coachman Park/Waterfront to facilitate the recommendation of the ULI Advisory Services Panel Report and Clearwater Downtown Redevelopment Plan for the successful redevelopment of Downtown.	
Staff Support	Staff will work with the selected consultant throughout the master planning process.	
Lead Department	Planning and Development - Master Development Plan Economic Development & Housing - Development Consultant	
Timeframe	22 Months Draft/Issue RFP/Hire Consultants (5 Months) Study and Approval Process (17 Months)	
Total Encumbered	\$375,000	
Quarterly Expense		
Expenditure to Date	\$6,390	
Source of Funds	General Fund Reserve	
Staff Lead and Support	<ul style="list-style-type: none">• Michael Delk• Gina Clayton• Geri Campos Lopez• Denise Sanderson• Kevin Dunbar	
Supporting Departments	<ul style="list-style-type: none">• Engineering• Legal	
Dependencies	<ul style="list-style-type: none">• Charter amendments, if needed• Special Act amendments, if needed• Environmental permitting, if needed	
Anticipated Deliverables	Master Development Plan	
Activities to be Conducted	Prepare and Issue RFPs *	October 2015
	RFP issued	November 18, 2015
	RFP responses due	January 8, 2016
	Engage Consultants (refine scope of work)	January 2016
	Establish Stakeholder Advisory Group	March 2016
	Analysis/Public Engagement Process/Prepare Draft Plan	March 2016-March 2017
	Council Work Session-Draft Plan	April 2017

Status: On Schedule

	Revisions to Draft Plan	June 2017
	Council Approval	July 2017
Status: <u>On Schedule</u>	<ul style="list-style-type: none">• Consultant selected (HR&A)• Scope developed and work authorized• Initial stakeholder and steering committee meetings held• Scope of work amended to include aerial transit component• Public meetings scheduled for early August <p>Subsequent Downtown Plan changes, as well as Charter and/or Special Act changes, may be required.</p>	

2nd Century Clearwater Implementation Work Program Summary- Q3 FY2015/16 ULI Priority Items:		
Action Item- ULI 10	Use Bridge as Gateway – Aesthetic Design Component	
Objective	Evaluate fiscal, programmatic and regulatory feasibility of highlighting bridge as downtown redevelopment component.	
Staff Support	File permits, coordinate with consultants and coordinate aesthetic portions of final project.	
Lead Department	Parks & Recreation: Cultural Affairs	
Timeframe	1 ¾ to 2 years	
Total Encumbered	\$3,000 (\$1,000 per artist consultant) for project recommendations	
Quarterly Expense		
Expenditure to Date		
Source of Funds	To be determined	
Staff Lead and Support	<ul style="list-style-type: none"> • Felicia Leonard • Christopher Hubbard 	
Supporting Departments	<ul style="list-style-type: none"> • Legal • Marine & Aviation • Engineering 	
Anticipated Deliverables	<ul style="list-style-type: none"> • FDOT permission • Feasibility analysis • Cost estimates from external consultant • Funding strategies • Agenda item • Call to Artists • Design Proposals • Commission Agreement • Project construction 	
Dependencies	<ul style="list-style-type: none"> • FDOT approval 	Contingent upon scope
Resource Constraints	<ul style="list-style-type: none"> • Funding • Public vs. Private 	To be determined
Activities to be Conducted	Feasibility analysis (5 comparable projects)	July 2015
	FDOT first meeting	October 2015
	Community Aesthetic Feature application/ submittal to FDOT	November 2015
	Cost estimates (external consultant)	January 2016
	Community Aesthetic Feature application filed	January 26, 2016

Status: On Schedule

	Funding (Public/Private)	February 2016
	Lighting consultants contacted	March – April 2016
	Agenda item for Council approval	April 2016
	Create and issue Call for Proposals	July 2016
	Cost proposals and potential project deadline	August 2016
	Review and selection of design firm	August 2016
	Contracting, construction implementation	September 2016
	Permitting and construction	December 2016
Deviations from Timeframe	<ul style="list-style-type: none"> • FDOT approval may need to be routed to Tallahassee for review. Additional support may be necessary from City's lobbyists, should this occur. • Consultants provided with deadline of 5/30/2016 for cost estimates and potential projects. • Staff working with consultant artists to fine-tune recommendations. • Mid-range goals adjusted to fit with design schedule. • Permitting and construction goal remains the same. 	
Status: <u>On Schedule</u>	<ul style="list-style-type: none"> • FDOT Community Aesthetic feature application filed, ready to proceed to search for external consultant. Cultural Affairs staff will confer with City of Tampa and consultant artists for recommendations. Project proceeding on schedule. • Early estimates focused on similar lighting installations put the budget at \$1.25-1.5-million. 	

2nd Century Clearwater Implementation Work Program Summary- Q3 FY2015/16 ULI Priority Items:		
Action Item- ULI 12	Update of Downtown Redevelopment Plan (<i>formerly: Reconsider Downtown Design Guidelines and Sign Regulations</i>)	
Objective	Complete comprehensive review of appropriateness of Design Guidelines and Sign Regulations <u>vis-à-vis</u> ULI Report; current Council discussion; current development environment; redevelopment objectives and stakeholder/merchant concerns.	
Staff Support	Planning and Development is preparing amendments to the Plan. One Development Review Staff temporarily reassigned to Long Range Planning to work on this project. An additional Long Range Planner also involved in aspects of the project.	
Lead Department	Planning and Development	
Timeframe	15 – 17 months	
Total Encumbered	N/A, will complete in-house	
Quarterly Expense	N/A	
Expenditure to Date	N/A	
Source of Funds	N/A(see above)	
Staff Lead and Support	<ul style="list-style-type: none"> • Mark Parry • Gina Clayton • Michael Delk • Lauren Matzke • Kyle Brotherton • Robert Tefft • various additional Planning staff, if needed. 	
Supporting Departments	<ul style="list-style-type: none"> • CRA • Economic Development and Housing 	
Anticipated Deliverables	<ul style="list-style-type: none"> • Planning and Development staff analysis and recommendations for Council discussion and direction • Amendments to Downtown Redevelopment Plan 	
Activities to be Conducted	Council approved change to work program. November 2, 2015 Work commenced on the reorganization and update of existing zoning provisions, land use and design guidelines.	
	Consult with affected downtown organizations to determine current concerns, including: DDB; CRA; CDP; C of Commerce; Downtown Merchants Association and neighborhood associations	Process started and meetings will be conducted at key points in the project

	Conduct review of previous work products for unresolved items/issues: ULI Study; Business Task Force Report; Streetsense work product; Council Downtown sub-committee work product, review of the Downtown zoning district, etc.	Process started and results will be incorporated into amendments
	Develop more streamlined and reformatted Plan document. Incorporate the outcomes of various ULI projects, East Gateway Vision Plan and TIF analysis. Work will be incorporated as each project is completed. Present to Council as work proceeds and major milestones are met and input/direction is needed.	January 2016 – March 2017
	Prepare Amendments to Redevelopment Plan and Code as appropriate; Present to various boards/committees as needed throughout the process	April 2016 – March 2017
	CDB review and recommendation; Council Agenda Item to Consider Amendments	March 2016 – March 2017
	Research and revisions started	Spring 2017
Status: <u>On Schedule</u>	1/1/16 to 3/31/16	
	<ul style="list-style-type: none"> Amendments needed to the Downtown Redevelopment Plan as a result of this project, as well as the other major ULI priority projects including the North Marina Master Plan, Bluff/Coachman Park/Waterfront Master Plan, and Comprehensive Boating Plan along with the East Gateway Vision Plan and TIF Analysis will be consolidated into one ordinance and presented to the City Council and Community Development Board. Following Council approval the <i>Plan</i> amendments must also be reviewed & approved by the PPC, CPA & BCC as the <i>Plan</i> serves as the special area plan & CRA plan for Downtown. Staff is preparing revisions to the Plan. 	

2nd Century Clearwater Implementation Work Program Summary- Q3 FY2015/16 ULI Priority Items:		
Action Item- ULI 27	Community Market/Mercado Feasibility Evaluation	
Objective	Create a festival core and/or a Mercado in the East Gateway as a local activity center and civic core of the neighborhood.	
Staff Support	<ul style="list-style-type: none"> • Feasibility of Festival Core per the East Gateway Vision Plan • Investigation of "Mercado" as it needs a fixed location, including feasibility and cost analysis • Given the opportunity for land acquisition our focus has been on a property crucial to the Festival Core concept 	
Lead Department	Economic Development and Housing	
Timeframe	5 months (feasibility); Project timing--to be determined	
Total Encumbered	Staff time; Project costs--to be determined	
Quarterly Expense		
Expenditure to date		
Source of Funds	Festival Core: CRA Funds; Mercado: TBD	
Staff Lead and Support	<ul style="list-style-type: none"> • Denise Sanderson • Gabe Parra • Engineering (Tom Mahony for Survey, Tim Kurtz for Landscape, James Benwell for Real Estate) • Planning (Lauren Matzke for Zoning) • Parks and Rec/Special Events (Festival needs) 	
Supporting Departments	<ul style="list-style-type: none"> • Engineering • Planning and Development • Parks and Recreation 	
Dependencies	No external issues; dependent on internal work program staffing and priorities	
Anticipated Deliverables	<ul style="list-style-type: none"> • White paper on other "Mercado"/community markets • Memo to CRA Board identifying anticipated costs and pros/cons for policy discussion and direction 	
Activities to be Conducted	Begin research	January 2015
	Survey Cleveland Street (starting at intersection with Gulf to Bay Blvd.)	February- March 2015
	Meet with impacted property owners	February 2015
	Create white paper	February-March 2015
	Create memo to CRA	April 2015
	Present to CRA Board	April-May 2015

Status: On Schedule

	Given the staffing transitions, additional time is required.	Timeframe is 12/31/16
Status: <u>On Schedule</u>	<ul style="list-style-type: none">• White paper completed: Presented to Council in June Follow-up: Research underway. Project feasibility of “Mercado” to be conducted in the same timeframe as Festival Core. In March 2016 we received the Proposal for Professional Services from GAI- Bellomo Herbert.• In June 2016 the City of Seattle Market model was added to the research of the previous targeted models: Portland, Winter Garden and Little Haiti.• Currently researching the marketing companies that conducted the market feasibility study in Portland, Little Haiti Marketplace and City of Seattle models.• Preparing RFP for Market/Mercado feasibility analysis	

2 nd Century Clearwater Implementation Work Program Summary- Q3 FY2015/16 ULI Priority Items:		
Action Item- ULI 20	Enhance Gateways	
Objective	Enhance the Gateways leading into downtown.	
Staff Support	Coordinate determination of locations for Gateway monuments. Manage design & permitting for monuments. Administer construction contract.	
Lead Department	Engineering	
Timeframe	Feasibility investigation- 6 months, then design & construction- 1 to 2 years.	
Total Encumbered	TBD	
Quarterly Expense		
Expenditure to Date		
Source of Funds	General Fund	
Staff Lead and Support	<ul style="list-style-type: none">• Tim Kurtz (Engineering)• Anne Fogarty France (Economic Development/ Administration)	
Supporting Departments	<ul style="list-style-type: none">• CRA• Economic Development	
Anticipated Deliverables	<ul style="list-style-type: none">• List of potential locations with constraints• List of possible enhancement features• Final plans to be implemented	
Activities to be Conducted	Inventory gateways	February - March 2015
	Determine above ground, below ground & jurisdictional constraints	March - June 2015
	Prepare list of potential enhancement features	February - March 2015
	Match features to acceptable gateways	July 2015
	Prepare construction plans for installation	June 2016 - December 2016
	Construction	February - September 2017
Dependencies:	<ul style="list-style-type: none">• Final branding designs, citywide & downtown• FDOT approvals	

Status:

In Progress/ Delayed

- Delayed by completion of branding to determine design templates. Presented preliminary locations to DDB on 7/1/15. Three initial locations chosen: Court/Myrtle, Court/Chestnut, Myrtle/N. Fort Harrison. Sign types & mock-ups currently being distributed for comments prior to obtaining cost estimates from sign companies.
- Construction schedule delayed due to branding graphics.
- Confirming that mock-ups based on the new City brand are compatible with guidelines for downtown wayfinding.
- New CRA Director will review the downtown wayfinding guidelines before finalizing a design.