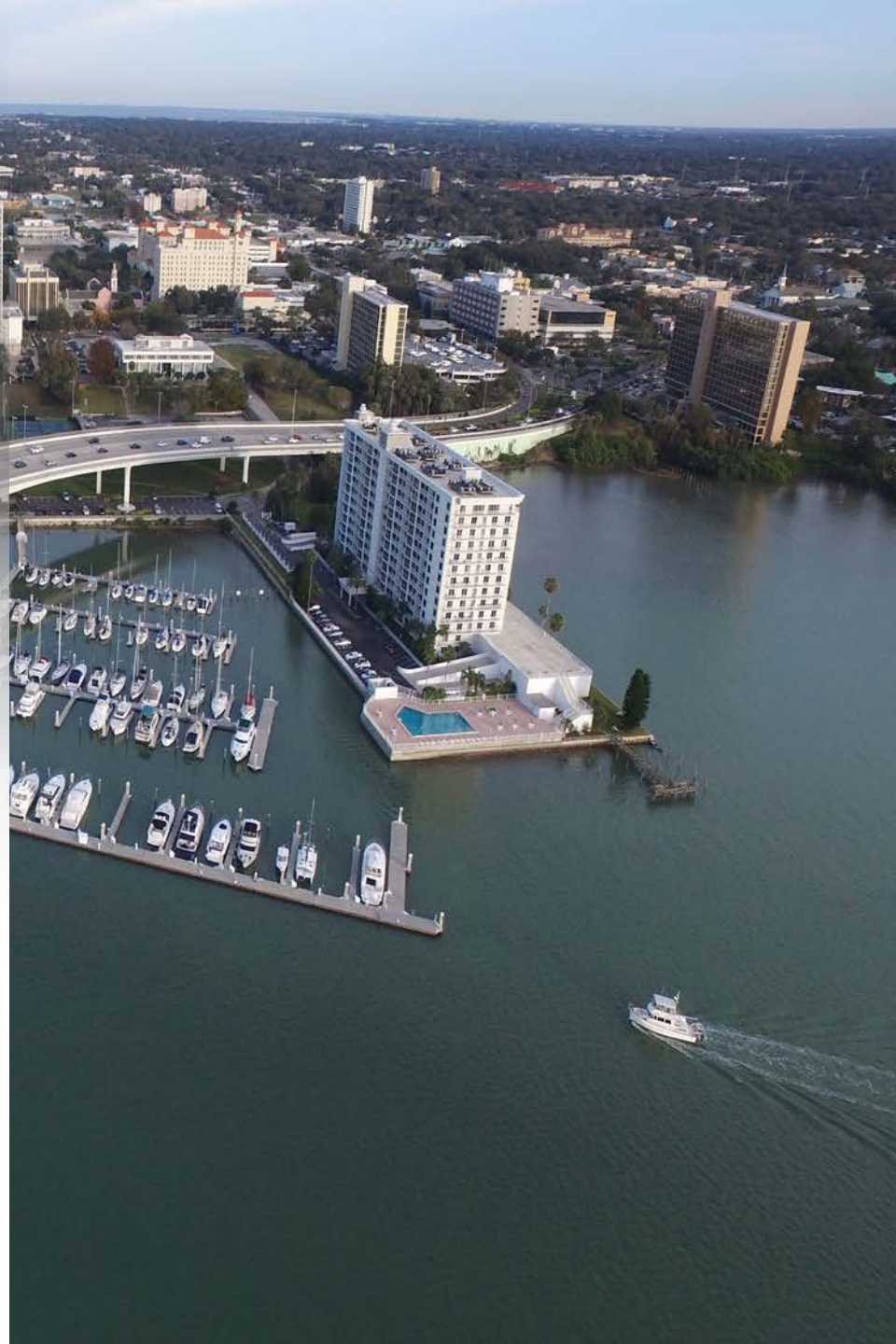


# 2<sup>ND</sup> CENTURY CLEARWATER

Progress Report  
Q3 FY 15/16



**CLEARWATER**  
BRIGHT AND BEAUTIFUL • BAY TO BEACH







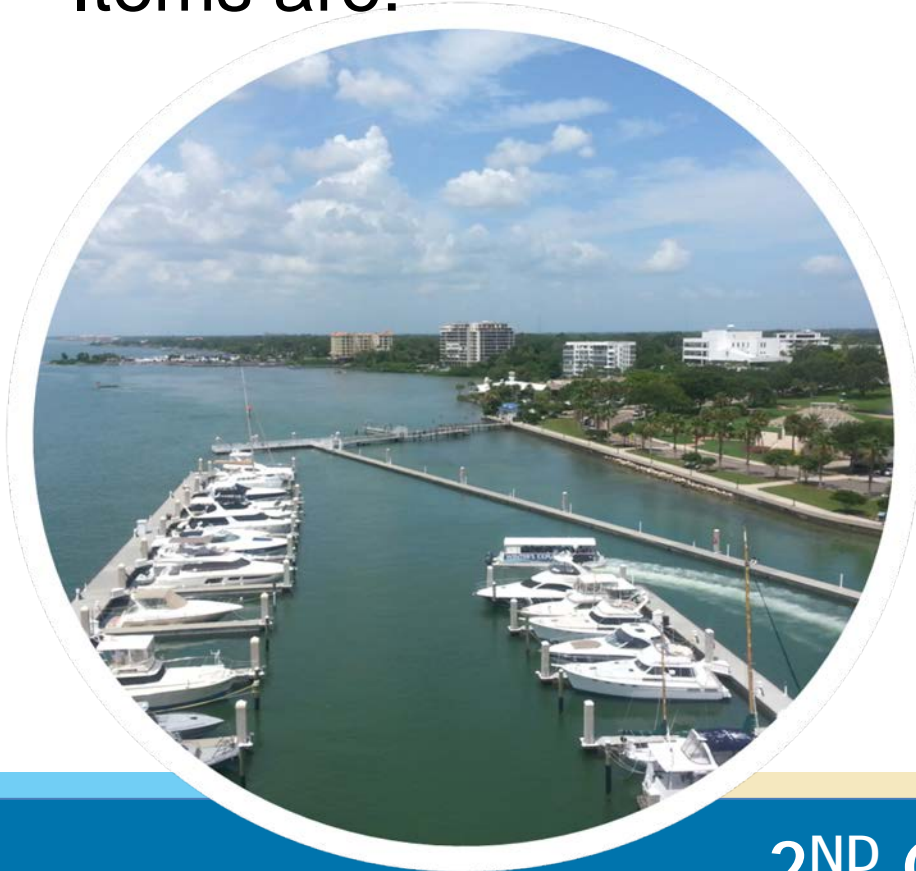
**1 PROGRESS**

**2 FINANCIAL UPDATE**

**3 NEXT STEPS**

**4 QUESTIONS**

The 2014 ULI Report implementation identified 41 action items with 13 being deemed Priority Items. As of Q3 FY 15/16, the status of the 13 Priority Items are:



- 8 - Complete
- 4 - On Schedule
- 1 - In Progress

## **Complete**

- (1) Comprehensive Boating Plan
- (5) Comprehensive North Marina Master Plan
- (9) Boost the Main Library
- (15) Attract an Incubator
- (29) Community Branding Effort
- (30) Real Estate Marketing
- (31) Forum for Discussion with Stakeholders
- (34) TIF Bonds Examination

## **(1) Comprehensive Boating Plan**

- Plan finalized by Moffatt & Nichol
- Researching public restroom and ticket booth locations
- Two non-priority items also addressed:

**(2) Ensure Environmental Integrity of the Harbor** - obtained Clean and Resilient Marina designation from FDEP

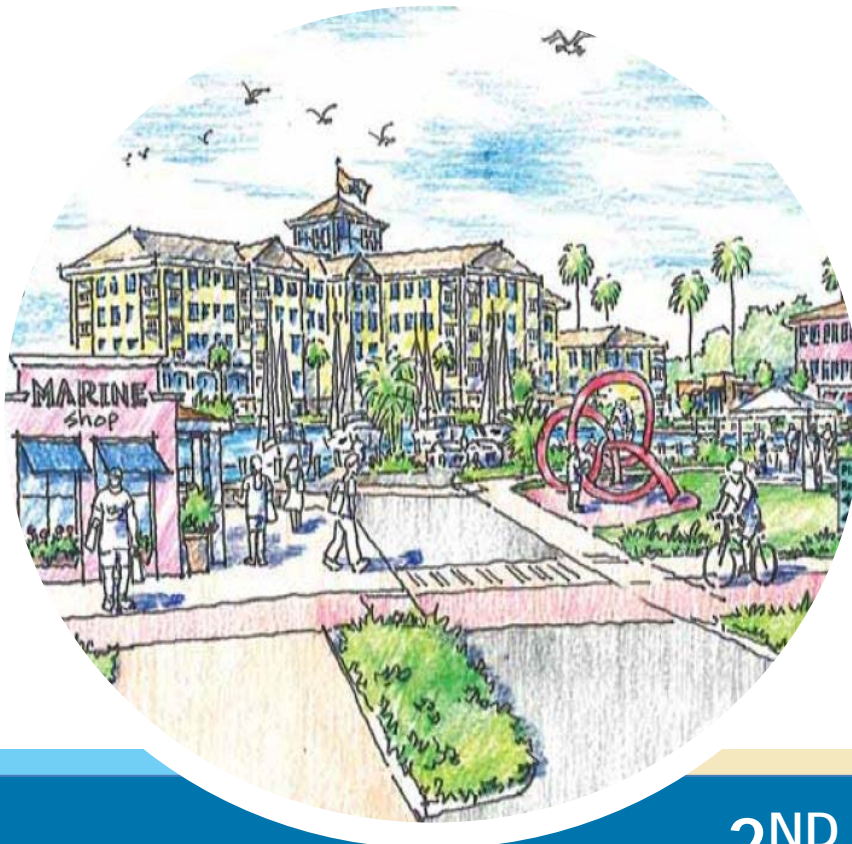
**(4) Create a Water Taxi/Ferry** - provided access/egress improvements and rate subsidy

Marine and Aviation



## **(5) Comprehensive North Marina Master Plan**

- Master Plan finalized by Stantec
  - AECOM selected for Phase 2
  - Amendments made to Old Bay Character District to support hotel and commercial development
  - Survey work began in late June



Planning and Development

## **(9) Boost the Main Library**

- Audio/Video recording studio completed
- First CoderDojo for youth program completed
- Classes on 3D printing and drone operation
- Co-sponsored first *Business You!* event with Chamber
- Presented TAFFIE program on library resources for businesses
- SCORE providing weekly programs in support of small business

Library

## **(15) Attract an Incubator – Clearwater Business SPARK**

- Clearwater Business SPARK has experienced a significant increase in website visitors since the March 31<sup>st</sup> Open House and VIP Reception
- 46 small business referrals made during Q3
- Conducting monthly Executive Committee and Advisory Board meetings with partners



## **(29) Branding**

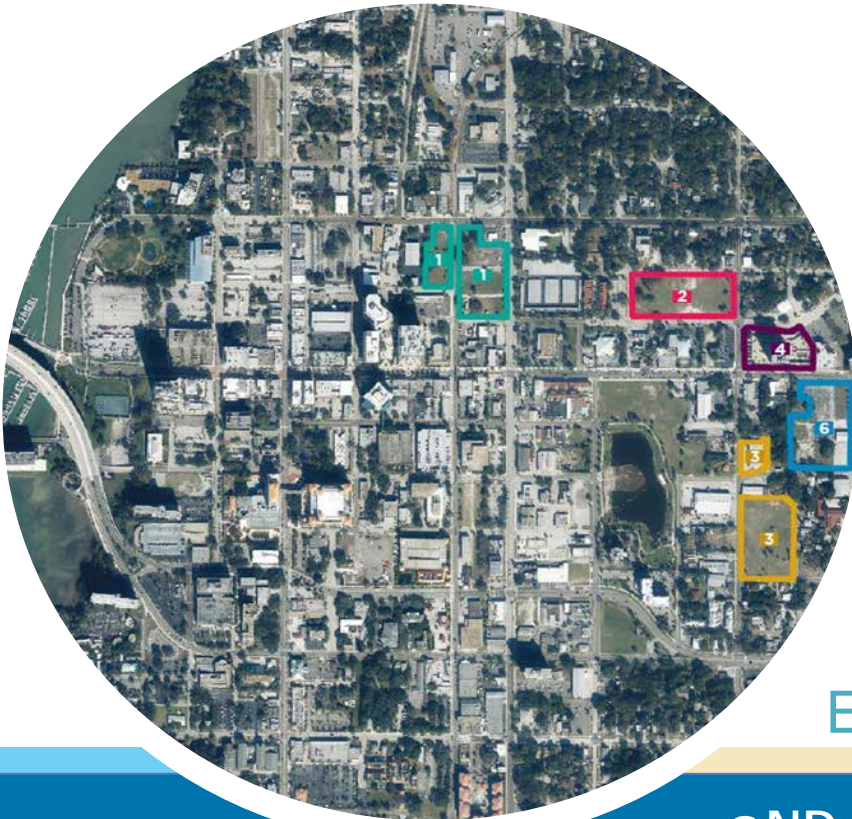
- Launched spring and summer photo contest
- Revamping city website with a target launch date of early 2017
- Sparxoo holding department meetings to determine branding needs
- Rollout is in full swing

Public Communications



## **(30) Real Estate Marketing**

- Staff responded to several inquiries
- Received marketing award (direct mail category) from Florida Economic Development Council



Economic Development and Housing

**(31) Create a Forum for the Discussion of Issues with the City, Development Partners and Community Stakeholders**

- CRA to help coordinate, connect and communicate 2<sup>ND</sup> Century Clearwater initiatives

**(34) Investigate the Use of TIF Bonds to Leverage Redevelopment**

- CRA briefing completed
- No follow-up needed

CRA / Finance

## **On Schedule**

- (8) Bluff Master Plan - Imagine Clearwater
- (10) Memorial Causeway Bridge Lighting
- (12) Update of Downtown Redevelopment Plan
- (27) East Gateway Community Market

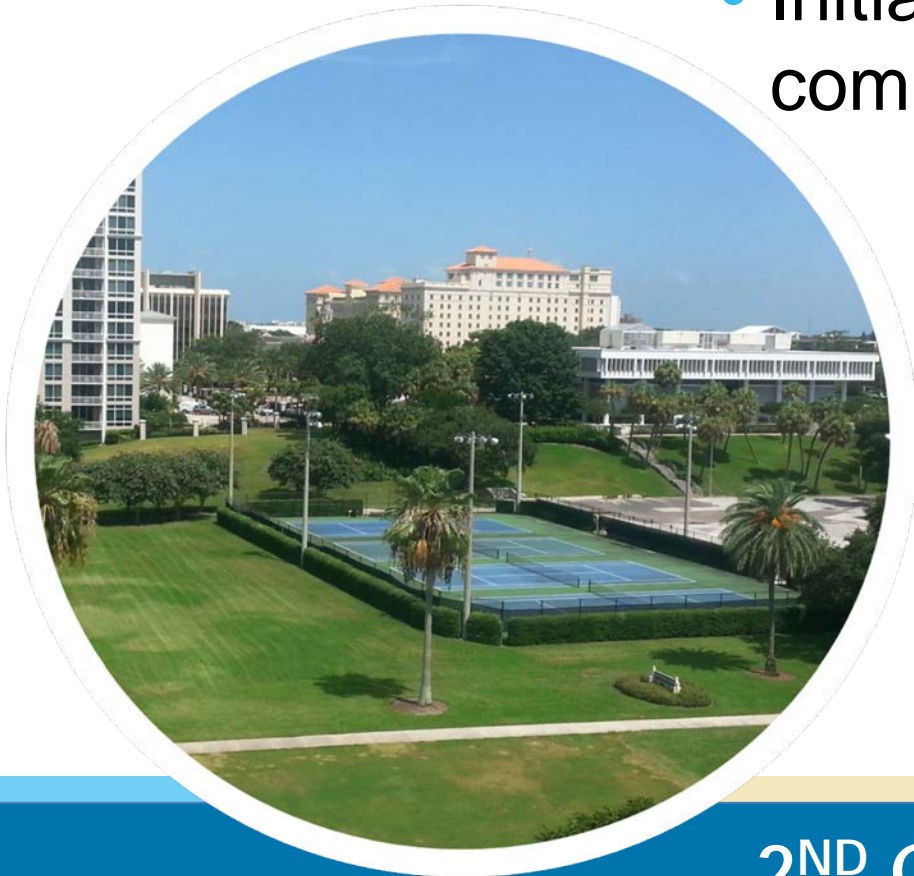
## **In Progress**

- (20) Enhance Gateways to Downtown/East Gateway



## **(8) Bluff Master Plan – Imagine Clearwater**

- Consulting contract signed with HR&A
- Initial stakeholder and steering committee meetings held
- Scope of work amended to include aerial transit component
- Public meetings held in early August



Planning and Development

## **(10) Use Bridge as Gateway**

- FDOT Community Aesthetic Feature application filed
- Cultural Affairs staff discussing with City of Tampa and consultant artists
- Similar installations put the estimated budget at \$1.25 - \$1.5 million



Parks and Recreation

## **(12) Update of Downtown Redevelopment Plan**

- Amendments to plan will incorporate other master planning initiatives i.e. Imagine Clearwater, Comprehensive Boating Plan, North Marina Master Plan and East Gateway Vision Plan
- Planning and Development staff is preparing revisions to the Plan

## **(27) East Gateway Community Market and Festival Core**

- Preparing RFP to launch a Community Market
- GAI- Bellomo Herbert preparing streetscape and festival core design concepts
  - Acquired 1384 Gulf to Bay Blvd.



CRA



## **(20) Enhance Downtown Gateways**

- Three Initial locations chosen: Court/Myrtle, Court/Chestnut and Myrtle/Ft. Harrison



- CRA working with P&D and Engineering to finalize a design and to ensure a comprehensive approach

Engineering

## Expenditures:

- \$1,536,916 encumbered since September 2014

- \$507,353 expended

**General Fund: \$103,257**

**General Fund Reserve: \$42,707**

**ULI General Fund: \$291,899**

**CRA: \$69,490**

**The majority of costs to date are from 6 major projects:**

- Comprehensive Boating Plan - **\$59,975**
- North Marina Master Plan - **\$480,874**
- Bluff Master Plan (*Imagine Clearwater*) - **\$438,000**
- Boost the Main Library - **\$177,909**
- Attract an Incubator (*Clearwater Business SPARK*) - **\$125,000**
- Comprehensive Branding Initiative - **\$100,000**

## NEXT STEPS

- Brand **2<sup>nd</sup> Century Clearwater**
- Focus on community engagement and outreach
- Organize a more cohesive and comprehensive planning and implementation strategy
- Reformat the 2<sup>nd</sup> Century Clearwater Quarterly Progress Report to improve project management



# QUESTIONS