

Proposed CRA Strategy

October 2018 - March 2020



Creating Lasting Change in Downtown

Known

- Other cities are built out
- Market demand to live near water
- Can attract residents and visitors to Downtown
- Building a live/work/play neighborhood is successful approach
- Stable leadership through March 2020

Unknown

- Change in market conditions
- Exactly who our residents and visitors will be
- What property owners will do with their property
- Who will be in leadership after March 2020

Shifting the Perception of the City Government

- From Risk Adverse to Committed
- From Indifferent to Welcoming
- From Unpredictable to Predictable
- From Scattered to Focused
- From Sole Funder to Partner
- From Poor Timing to Synchronistic Timing



Shifting the Perception of Downtown

- From Vacant to Vibrant
- From Quiet to Lively
- From Concerts to a Variety of Events
- From No Arts to Arts Infused
- From Exclusive to Welcoming
- From Disconnected to Connected



Desired Outcome

Change the perceptions held by the public and investors about city government and downtown Clearwater to one that aligns with the adopted vision.

Four Steps to the Desired Outcome

1. Commit to an 18-month strategy with a defined focus and measurable outcomes
- 2. Communicate the strategy**
- 3. Implement the strategy**
- 4. Track and publish results***

*Repeat steps two through four for 18 months

Proposed 18-Month Strategy

1. Create and share authentic, positive stories about Downtown Clearwater
2. Begin construction on Imagine Clearwater
3. Permit 600 housing units
4. Attract \$100 million dollars of private investment



Create and Share Positive Stories

Completed



Underway



Planned

- New logo and website
- Targeted events e.g. the Dali tour
- New wayfinding signage approved

- Hiring for full- time PR person
- Public art programs
- Creating signature and everyday events

- Targeted social media campaigns
- Dedicated development and permitting team
- Designated CRA resource in city departments

Begin Construction on Imagine Clearwater

Completed



Underway



Planned

- Presented the 15% design to public and gathered feedback
- Decision made to move out of City Hall
- Early meetings with mixed-use developers and cultural anchor institutions

- New parking location recommendations
- Council approves remaining design
- Demolition of Harborview Center

- Issue RFP's for redevelopment of city parcels
- Attract a cultural anchor
- Imagine park construction commences

Permit 600 Housing Units

Completed



Underway



Planned

- Acquired the parking lot adjacent to The Nolen
- Provide a safe environment
- Approval for Streetscape Phase III

- Sustain current businesses
- Issue RFP for MLK Jr Avenue warehouse site
- Issue two RFPs for rental housing

- Attract 4-7 new restaurants/bars
- Build Mercado
- Market research and utility study
- Housing developer event
- Pinellas Trail improvements

Attract \$100 Million in Private Investment

Completed



Underway



Planned

- New state opportunity investment fund
- Updated zoning code
- The Nolen and Apex 1100 (\$44+ million)
- Land acquisition

- Land sale and acquisition
- Retail developer pitch
- Educational and cultural partnerships

- Targeted Pitches
- Consider tenant incentives

\$50 M
Residential

\$30M
Commercial

\$20M
Other

In March 2020, we hear

- "I decided to open my restaurant because the city committed to building Imagine Clearwater and I see construction. The permit process was predictable and I knew what I had to do."
- "It was tough with Coachman Park closed for a year, but the city continued to support events on Cleveland Street and in Station Square."
- "Between The Dali museum pop up, murals and all the art events put on by the merchants, I can experience something cultural every day of the week."
- "I rented an apartment in downtown because I'm within walking distance to four restaurants and pubs that I love."
- "With the city's focus on quality of life through walkability, greenspace and public art, it was a natural place for us to invest."

What about all the other ideas?

- Downtown Development Board
- Clearwater Regional Chamber of Commerce
- Downtown Property Owners
- Clearwater Downtown Partnership
- Downtown Merchants' Association
- Institutional Organizations and Non-profits

First Step to the Desired Outcome

Step 1:

CRA trustees commit to an 18-month strategy with a defined focus and measurable outcomes

Desired Outcome

Change the perceptions held by the public and investors about city government and Downtown Clearwater to one that aligns with the adopted vision.

- Create and share authentic, positive stories about Downtown Clearwater
- Begin construction on Imagine Clearwater
- Permit 600 housing units
- Attract \$100 million dollars of private investment

Steps Two - Four to the Desired Outcome

1. Commit to an 18-month strategy with a defined focus and measurable outcomes
- 2. Communicate the strategy**
- 3. Implement the strategy**
- 4. Track and publish results***

*Repeat steps two through four for 18 months

We will:

- Implement each strategy area
- Provide monthly reporting to CRA Trustees
- Provide monthly e-newsletter updates through downtownclearwater.com

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