

Clearwater DDB
1-Year Tactical Plan
Approved 8-1-18

Marketing 1-Year Tactical Plan					
MARKETING GOAL: IMAGINE CLEARWATER SPURS COMMERCIAL AND RESIDENTIAL INVESTMENT IN DOWNTOWN					
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those responsible for Strategy	People/Materials/ Time/\$/etc.	How to quantify success	Start of Strategy	Completion of Strategy
1. Strategy 1 Celebrate Demolition of the Harborview Center					
1.1. Plan a demolition/launch Imagine party concert	Caitlein/ Thomas	\$10,000 funds, Work with City Special Events	Number of Party Attendees; New enewsletter sign ups; Media mentions	Aug-18	Aug-19
2. Strategy 2 Hire PR firm to promote downtown					
2.1. Develop scope of services for Public Relations RFP	Thomas/Stu/ CRA Staff	N/A	Scope approved by DDB	Sep-18	Oct-18
2.2. Issue RFP for Public Relations consultants	Thomas/Stu/ CRA Staff	N/A	Attract 3+ responses, including some from Clearwater	Oct-18	Nov-18
2.3. DDB hires and funds firm	Thomas/Stu/ CRA Staff	\$20,000 DDB; \$15,000 CRA	Firm hired	Nov-18	Dec-18
3. Strategy 3 Review the ULI study high priority items and make recommendations.					
3.1. Review status of ULI action items	Venkat/Ray	N/A	Presentation of findings	Oct-18	Nov-18
3.2. Determine if any incomplete items should be addressed by DDB - compare with Imagine Clearwater	Venkat/Ray	N/A	DDB discussion item on this topic	Oct-18	Nov-18
3.3. Review and provide recommendations for Imagine Clearwater implementation	Venkat/Ray	N/A	9-5-18 - DDB voted to recommend to the City that a 5 story observation deck be included in the Civic Gateway-letter sent.	Sep-18	Completed Sep-18

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Business Assistance 1-Year Tactical Plan

BUSINESS ASSISTANCE GOAL: ATTRACT NEW HIGH TECH EMPLOYERS AND HIGH TECH WORKERS

Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those responsible for Strategy	People/Materials /Time/\$/etc.	How to quantify success	Start of Strategy	Completion of Strategy

1. Strategy 1 Renovating old buildings into modern, trendy places to support residents (e.g., Armature Works)

1.1. Coordinate with PR campaign to attract tenants (Trader Joe's, Top Golf)	Ray/CRA staff	Work with CDP & DCMA on campaign development.	Number of tenants attracted	Nov-18	Mar-19
1.2. Court potential tenants for vacant storefronts	Ray/CRA staff	N/A	Number of tenants attracted	Nov-18	Mar-19

2. Strategy 2 Partner with an educational institution to train high tech and design workers

2.1. Establish contact with SPC	Carol Hague/CRCC/ Caitlein	initial contact	develop plan for proceeding	Jan-19	Jun-19
2.2. Establish contact with USF	Stu	initial contact	develop plan for proceeding	Jan-19	Jun-19
2.3. Coordinate with the PR campaign to attract an educational institution	CRA & DDB	CRA & DDB funds	How many universities are interested	Jan-19	Jun-19

2a. Strategy 2a. Fund art/tech exhibitions

2a.1. Fund art + tech exhibitions/installations/festivals to attract tech workers	Lina & CRA	\$25,000	Number of exhibitions; media mentions; sponsors; attendees	Jan-19	Jun-19
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3. Strategy 3. Develop high-technical job incentive programs

3.1. Identify regulations for eligibility for incentive program for tech incubators	Stu	N/A	Presentation of findings	Feb-19	Mar-19
3.2. Coordinate PR campaign with The Ring activities	Stu	N/A	Campaign includes The Ring	Nov-18	Feb-19
3.3. Make collateral available to market the incubator incentives	Stu/Venkat	\$5,000	number of incubator applicants and number of incubators created	Feb-19	Mar-19

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BUSINESS ASSISTANCE GOAL: ATTRACT NEW HIGH TECH EMPLOYERS AND HIGH TECH WORKERS					
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
3.4. Promote downtown tech corridor via social media	Stu/Caitlein	access to social media or ability to provide same	number of people who access promotions	Feb-19	Jun-19
3.5 Create a High-Tech CEO Council	Stu/Lina	\$5,000	Number of CEO's willing to participate; Number of new tech firms that locate to Clearwater	Feb-19	Mar-19
3.6 Create a Liaison to CDP	Stu	NA	Number of collaborative projects	Ongoing	Ongoing

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Policy & Project 1-Year Tactical Plan					
POLICY & PROJECT GOAL: DDB PROMOTES FAST TRACK PERMIT APPROVAL					
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those responsible for Strategy	People/Materials/Time/\$/etc.	How to quantify success	Start of Strategy	Completion of Strategy
1. Strategy 1 Recommend changes to improve the permitting process					
1.1. Identify key complaints and make recommendations on how to correct and increase customer satisfaction. Review the 2011 Business Task Force recommendations.	Lina	set up time to meet with city employees	city employee buy in to a new process	Jan-19	Mar-19
1.2. Create budget for implementation	Lina/Caitlein	N/A	City approves budget changes	Mar-19	Apr-19
1.3 Review the updated downtown zoning ordinance	Venkat	N/A	Present findings	Jul-19	Aug-19
1.4. Create campaign to educate the public about the one stop shop	Lina	\$5,000	Increase in customer satisfaction	Apr-19	Jul-19
2. Strategy 2 Update the Downtown Development Board ordinances					
2.1. Review current DDB ordinances	Paris	time of DDB meeting agenda	decision made by DDB after discussion	Sep-18	Nov-18
2.2. First draft	Paris	city attorney cooperation	draft to DDB	Nov-18	Dec-18
2.3. Second/final draft	Paris	city attorney cooperation	draft to DDB	Jan-19	Feb-19
2.4. Present to Council	Paris	on city agenda	implementing changes	Mar-19	Apr-19