

CRA 18 Month Strategy

March 2019 Update



Desired Outcome

Create lasting change in downtown by shifting 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

CRA 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

Media coverage: Exploring Downtown



10 Things I Learned This Month
From Visiting Clearwater, Florida

City of Clearwater investing thousands on businesses to boost nightlife

Posted: 8:23 PM, Feb 22, 2019 Updated: 11:34 PM, Feb 22, 2019

By: Michael Paluska



Fixing Some of Your
Frustrations.

Create and Share Positive Stories

Underway

“Dreams of Dali” Experience

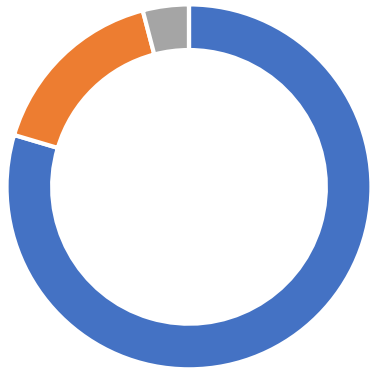
- 1,300+ visitors since January
- Engaging community stakeholders
 - Merchant discounts
 - Community meeting space



Create and Share Positive Stories

Underway

Interest in returning to Downtown
Clearwater



■ Very interested ■ Interested ■ Somewhat interested ■ Not interested

“Dreams of Dali” survey results:

- 90% of respondents rate exhibit/space as excellent
- 94% of respondents are interested in returning to Downtown Clearwater
- 68% of respondents are interested in learning more about Downtown Clearwater

Create and Share Positive Stories

Completed

- Mural program: Peace Offering
 - The Flag Company
 - Brian McAllister & Gibbs High School Mural Club
 - Painted between 11/7/2018-11/25/2018



<https://vimeo.com/320259047>

Permitting

- 26 Active & Completed permits totaling \$1,048,800 in February 2019
 - 100 S. Missouri, Building 2: Interior remodel-3rd Floor
 - 412 Cleveland: Convert retail space into restaurant (Roxy's)
 - 601 Cleveland/4th Floor: New offices, floors, ceilings, VAV boxes
 - 601 Cleveland: Remove and reinstall antennas and cables
 - 804 Park: Demolition and disposal of 2 story commercial building and warehouse

Begin Construction on Imagine Clearwater

Underway

- Market and Financial Feasibility study underway for “The Green”
- April 1 Workshop scheduled
- Harborview Center demolition celebration on March 29
- Crowd-sourced video, submit photos to: photo@myclearwater.com

Permit 600 Housing Units

Underway

- Redesign for Streetscape Phase III to include enhanced utility infrastructure
- Negotiating RFP bid for 115 South Martin Luther King, Jr. property
- Process food and drink grant applications

Food and Drink Grants

- Property Owner Program
 - 2 Full Applications Received
 - \$300,000 Total Requested Grant Amount
 - \$647,000 Total Investment
- Tenant Grant Program
 - 4 Grant Requests Approved at February 19, 2019 CRA Meeting

Attract \$100 Million in Private Investment

Underway

- Land sale and acquisition
- Educational and cultural partnerships
- Market research

\$50 M
Residential

\$30M
Commercial

\$20M
Other

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