

# **Clearwater Urban Leadership Coalition**

***Our Voice. Our Future.***

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## **Community Engagement & Outreach Efforts**



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# WHO WE ARE

## Our Mission

To promote sustained economic growth in our community, develop business opportunities, preserve cultural history and aggrandize academic excellence.

## Our History

Years of research have shown that this condition after the 1960's has consistently existed within the North and South Greenwood areas in Clearwater. As a result many non-profits in the North and South Greenwood communities partnered and formed an organization entitled "Clearwater Urban Leadership Coalition (CULC).

## The Organization

This organization is a self-governing collaborative network with over twenty community organizations and individuals working together to develop and move forward a cohesive plan for community wealth through community business development, health, self-sufficiency, literacy, education and resilience for the north and south Greenwood community and beyond.



# PUBLIC OUTREACH

The Clearwater Urban Leadership Coalition, through the work of our dedicated Steering and Planning committees, have made exceptional efforts in creating a Community Redevelopment Area (CRA) in our local area. Our efforts focused on providing social media marketing, radio interviews, and direct engagement of community leaders and their community members. Public meetings were held on both the weekends and weekdays to ensure that they were accessible to all levels and community members. We were able to gain support and commitments from 13 local community leaders who have agreed to help **spread the word and invitation to approximately 1,425 residents** in 60 days.

We have successfully host + engaged:

- a series of **6 public virtual** informational meeting.
- Presentations to 13 local community leaders
- Presentations to **3 agencies** (Housing Auth., Neighborhood Coalition, and City Developer)
- Our efforts have **engaged over 1,425** residents in 60 day.



## AUGUST 2020 CALENDAR:

- ✓ Upper Pinellas County Ministerial Alliance - 6 Pastors (500+ members)
- ✓ St. Matthews Missionary Baptist Church (100+ members)
- ✓ St. John Primitive Baptist Church - (300+ members)
- ✓ Met with City and Area 1 Developer
  - Brian Andrus

## SEPTEMBER 2020 CALENDAR:

- ✓ Mt. Olive AME Church (125+ members)
- ✓ Mt. Carmel Baptist Church (150+ members)
- ✓ Westcoast Center (50+ members)
- ✓ Met with Clearwater Neighborhood Housing Authority
  - Issay Gulley
- ✓ Met with Clearwater Neighborhood Coalition (200+ members)



# MEDIA OUTREACH

## Virtual Meetings & Social Media

Five (5) CRA Public Information Meetings were hosted with a **total of 2,066 people** who tuned in to the meeting:

DATE	EVENT	ENGAGED (watched mtg)	REACHED
Thurs, Sept. 10 <sup>th</sup>	Community Info Meeting ( <i>noon</i> )	14	30
Thurs, Sept. 10 <sup>th</sup>	Community Info Meeting (evening)	145	1,300
Thurs, Sept. 17 <sup>th</sup>	Community Info Meeting ( <i>noon</i> )	4	Unable to stream live
Thurs, Sept. 17 <sup>th</sup>	Community Info Meeting (evening)	226	359
Sat, Sept. 19 <sup>th</sup>	Community Info Meeting	175	377

- On average there was a 32% engagement rate which means that 32% of the audiences we reached out to joined the meeting and remained for some portion of if not the entire event.

## Radio Interview

On September 21, 2020, representatives of CULC were interviewed on the Kelly, Kelly radio show. That broadcast being broadcast on six signals (3 AM, 3 FM) encompassing Pinellas, Pasco, Hillsborough and Manatee counties, with listenership is estimated at 35,000 to 40,000.






# VIRTUAL MEETING

5

## VIRTUAL COMMUNITY INFORMATION MEETINGS



**Our Voices. Our Future**

Visit us on Facebook: Clearwater Urban Leadership Coalition

Join us for one of our community information sessions to learn more about the **Clearwater Urban Leadership Coalition's** efforts to create a **Community Redevelopment Area (CRA)**

Find out what it can mean for you, your family and our community.

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**Thursday, September 10, 2020**  
Noon & 5:30 pm

**Join Zoom Meeting**  
<https://us02web.zoom.us/j/84386716660>

**Thursday, September 17, 2020**  
Noon & 5:30 pm

**Join Zoom Meeting**  
<https://us02web.zoom.us/j/85815902659>

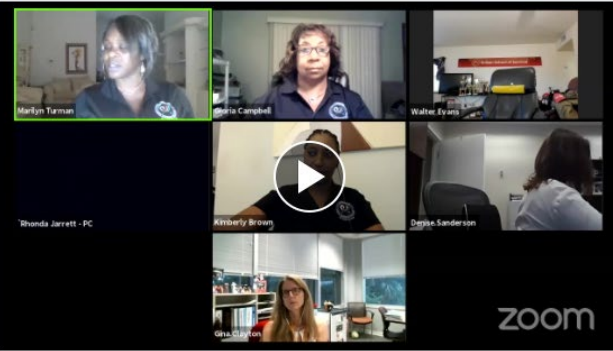
**Saturday, September 19, 2020**  
2:30 pm

**Join Zoom Meeting**  
<https://us02web.zoom.us/j/82477883818>

### "WORKING TOGETHER TO CREATE THRIVING COMMUNITIES"

All Posts Published [Create Post](#)

#### Video Details



**Clearwater Urban Leadership Coalition: CRA PUBLIC INFORMATION SESSION...**  
CRA PUBLIC INFORMATION SESSION

45:35 · Was Live: 09/17/2020 · Owned · Appears Once · View Permalink · Copy Video ID

##### Total Video Performance

Showing All

Peak Live Viewers	15
Minutes Viewed	719
1-Minute Video Views	66
10-Second Video Views	171
3-Second Video Views	324
Average Video Watch Time	1:19
Audience Retention	
Audience and Engagement	

This video is used in 1 post

Posts	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
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**Zoom Community Info Meeting – Sept. 17, 2020 (noon) - above**

## ***“Working Together to Create Thriving Communities”***

----- Forwarded message -----

From: Doug Kelly <kellykellyshow@gmail.com>

Date: Mon, Sep 21, 2020 at 11:22 PM

Subject: Re: FYI

To: Marilyn Turman

Cc: Gloria Campbell , Kelly Kelly



First off, good news ... after the show the station received many favorable calls from listeners about your interview. Nice going!

As to our audience, due to our prime afternoon rush-hour on a workday and the show being broadcast on six signals (3 AM, 3 FM) encompassing Pinellas, Pasco, Hillsborough and Manatee counties, our listenership is estimated at 35,000 to 40,000. Considering the number of radio shows on at that time and the fact we're now in our third year of being on the TanTalk Radio Network, that's not too shabby. When we do allow call-ins from listeners during the show the phone lines are all lit up, so we do have a faithful following. In addition, unlike many shows that are strictly political, sports, weather, music, etc., we offer a wide range of topics and do it on a balanced basis so all views are offered.

Kelly wanted to ask again (as she did on the air today) if you can provide your Powerpoint presentation to her at the address Cc'ed. She would like to put it on her ColorfulClearwater.com blog, which is ranked 22nd of all blogs in Florida even though it just covers one city!

Doug & Kelly

**Email from Kelly Radio Show Interview after the broadcast - above**