

**DDB Tactical Plan**  
**Approved 08-07-19**

<b>DDB Workplan October 2020-September 2021 ADOPTED</b>	
<b>MARKETING GOAL: INCREASE AWARENESS OF DOWNTOWN AS A FUN DESTINATION FOR CLEARWATER RESIDENTS, EMPLOYEES AND VISITORS</b>	
1. Strategy: Fund the production and marketing of a variety of special events throughout the DDB District	
2. Strategy: Fill vacant storefronts with art	
3. Strategy: Increase awareness of downtown as a tourist destination	
<b>BUSINESS ASSISTANCE GOAL: RETAIN CURRENT BUSINESSES AND ATTRACT NEW BUSINESSES</b>	
1. Strategy: Raise awareness of the DDB's funding support for local businesses	
2. Strategy: Enhance the temporary closure of Cleveland Street through support for improvements to the streetscape, outdoor dining, entertainment and advertising.	
3. Strategy: Determine feasibility of attracting a hotel to downtown	
4. Strategy: Connect residents and visitors to downtown through supporting a variety of transportation choices	
<b>POLICY &amp; PROJECT GOAL: CREATE A MORE WELCOMING DOWNTOWN</b>	
1. Strategy: Establish a Diversity and Equity committee	
2. Strategy: Support the Cleveland Street lighting project	
3. Strategy: Activate Station Square to generate more pedestrian traffic to local businesses	
4. Strategy: Conduct direct mail, video and social media campaigns to raise awareness of activities in Downtown	

MARKETING GOAL: INCREASE AWARENESS OF DOWNTOWN AS A FUN DESTINATION FOR CLEARWATER RESIDENTS, EMPLOYEES AND VISITORS					
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: Fund the production and marketing of a variety of special events throughout the DDB District					
Holiday Extravaganza Events	CRA	CRA/\$10,000	Public Comments/ Social Media Posts, and Public Participation	Oct-20	Jan-21
Partner with Amplify to market special events	CRA	Direct Contract/\$10,000	Metric Included in agreement	Dec-20	Jul-21
Provide rolling grant funding to partners to produce special events	CRA	DDB Funding Request form; \$42,401	Metric Included in Proposal for Partnering	Sep-20	On-Going
DCMA Special Events		\$15,000			
2. Strategy: Fill vacant storefronts with art					
Provide artists grants to fill empty storefronts	CRA	Artist list, property owners/\$10,000	Public Participation Comments/ Social Media Post/ Timely Installation of store fronts	Oct-20	Feb-21
3. Strategy: Increase awareness of downtown as a tourist destination					
Hire tourism marketing firm	CRA/DDB	RFP/\$20,000	Metric included in agreement	Dec-20	Feb-21

BUSINESS ASSISTANCE GOAL: RETAIN CURRENT BUSINESSES					
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: Raise awareness of the DDB's funded support for local businesses					
Implement new grant funding process	CRA	Funding Request form/\$30,000	outline a process for all to participate	Aug-20	Sep-20
2. Strategy: Enhance the temporary closure of Cleveland Street through support for improvements to the streetscape, outdoor dining, entertainment and advertising.					
Holiday Lighting	CRA/DDB	annual storage; installation company/\$15,000	N/A	20-Nov	Jan-21
Partner with outside entity to support voucher type programs	DDB/CRA	RFP/\$25,000	Pubic Participation	20-Oct	Dec-20
Enhance the temporary Cleveland Street closure in partnership with the DCMA	DDB	Fund up to \$30,000 for outside Furniture for tables umbrella, chairs, and signage	Community Survey and Feedback	Aug-20	1-Oct
3.. Strategy: Determine feasibility of attracting a hotel to downtown					
Research hotel brands that would work for downtown	CRA/ Ray Cassano	RFP	included in proposal	Oct-20	N/A
4. Strategy: Connect residents and visitors to downtown through supporting a variety of transportation choices					
Jolley Trolley Loop	CRA	\$17,586		Aug-20	On-Going

POLICY & PROJECT GOAL: CREATE A MORE WELCOMING 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: Establish a Diversity and Equity committee					
Reach out Community Leaders	DDB/CRA	N/A	Number of contacts and documented communicated	21-Jan	On-Going
Host events for Diversity and Equity	CRA/ Caitlein Jammo	Allocated 10,000	Provided at report out	?	?
Contest for Diversity and Equity for Inclusion	CRA/Caitlein Jammo	?	Provided at report out	?	?
2. Strategy: Support the Cleveland Street lighting project					
Get Public Feedback on Lighting Project	CRA		Provided by City Staff	Nov-20	On-Going
Provide a grant for construction of Project	CRA	25000	N/A	Nov-20	Dec-20
3.. Strategy: Activate Station Square Park					
Hire a Firm to activate Station Square	CRA/DDB	RFP/\$10,000	N/A	Feb-21	
Solicit Public Feedback for ideas for Station Square-Events, Project, or Community Activities	CRA/DDB	Allocate	Host up to 4 evets within a year	Jan-20	
4. Strategy: Conduct direct mail, video and social media campaigns to raise awareness of activities in Downtown					

Direct mail campaign to property owners and businesses on DDB's purpose and programs	CRA/DDB	\$5,000	N/A	Nov-20	On-going
Host events for DDB members to connect with public	CRA	Online Platform and meeting area or space	Registration/Public Involvement/ completion of a survey	Jan-20	On-going
Solicit Public participation for DDB Meetings	CRA/DDB	Online Communication	Increase public interaction for DDB meetings	Jan-20	On-Going