



TO: Downtown Development Board

FROM: Howard Smith, CRA Business Assistance Administrator

CC: Elise Winters, DDB Attorney
Community Redevelopment Agency staff

DATE: April 5, 2021

RE: Status Report on Current Expenditures for the DCMA Marketing Grant Awarded in December 2020

At the December 2020 board meeting, the Downtown Development Board (DDB) awarded a grant of \$68,600 to the Downtown Clearwater Merchants Association (DCMA) for the purpose of implementing a marketing plan. The DCMA agreed to create and execute a multi-channel marketing campaign commencing January 1, 2021 and ending on May 01, 2021 to advertise and brand "The District" and to identify the DDB as a sponsor on all marketing materials. Exhibits A and B of the funding agreement contain the DCMA's marketing plan including activities, timelines, and vendors. The agreement outlined reporting requirements as well.

Upon the execution of a grant agreement and review of paid invoices in January 2021, the DDB provided a payment of \$34,300 to reimburse costs identified in the marketing plan for:

- Catalyst (Feet on the Street, Digital and Promotions)- \$4,575
- Special Events- \$3,500
- Paid Advertisement- \$2,100
- Printed Collateral- \$18,225
- Digital- \$5,900

CRA staff has attached a spreadsheet that categorizes the expenses that have been paid to date as well as a narrative description of past grants to the DCMA.

As of April 5, 2021, the DCMA has not submitted any additional requests for reimbursement for approved grant activities. There is \$34,300 remaining in the grant. The DCMA has submitted a written report that provides a narrative description of the events to date. By June 01, 2021, the DCMA is required to furnish the DDB with a detailed financial report and to provide the board with updates that addresses the DCMA's financial sustainability plan and numeric results for advertising, public relations, direct mail, promotional materials, The District App, and social media campaigns as outlined in Exhibits A and B of the funding agreement.

Please let me know if you have any questions about this memo or the accompanying attachments.