



CLEARWATER
BRIGHT AND BEAUTIFUL • BAY TO BEACH



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

Marketing Update

October 2020 - February 2021



March 4, 2021

Carolyn Bradham
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Revenue Results

Pour Yours: Events continue to draw in new people and repeat business: a 20 - 25% increase in revenue.

Lucky Anchor: Sip & Stroll's continue to be a strong driver for revenue on Saturday night. Friday's revenue is strong but Saturday's is a role of the dice. On Saturday February 20, our revenue was up 60% over our typical Saturday nights. The events bring in new business and repeat business.

Downtown Pizza: We had our best January since we've been in business. Our sales are actually back to pre-COVID level despite not having strong lunch traffic from people normally working downtown. (specifically KnowB4).

Chiang Mai: Our business has been slowly coming back and we anticipate with the Capitol Theatre coming back on-line, we will continue to regain our revenue.

Clear Sky on Cleveland: Our business has come back stronger than we had anticipated, and we are much further along in the recovery from the COVID shutdown and the limited in-door seating. Thursday revenue is strong than in year's past, despite not having Capitol Theatre not being at full capacity.

Other Economic Development Highlights

Five of our existing DCMA members have expressed interest in either expanding their footprint in The District or opening another concept located in the downtown core.

Due to unemployment benefits (federal and state) and stimulus checks, many of restaurants are experiencing labor shortages with growing demand.

These results were achieved despite facing economic headwinds:

- 1. COVID is still prevalent in the minds of our customers, and many in our demographic (65+ are hesitant to dine out).**
- 2. The state is under an emergency order until 4/16/21 with limited indoor seating**
- 3. The hospitality industry is slow to recover, occupancy at 55.4% with a 20% decrease in the amount of the days: more venues chasing fewer travelers**
- 4. The Capitol Theatre is not fully on-line**
- 5. The District's brand is less than a year-old**



Rebranding the Downtown Core (The District)

Two-Pronged Approach In Brand Messaging

1. Residents

Families (avg age 45.4: older than national average, Tampa (35.7) and St. Petersburg (42.9))

Senior Citizens (30% of the population, though with higher spending capacity)

Middle Income (10-12% lower than Tampa / St. Pete)

Initial goal: Engage the immediate community by offering a diverse program of activities and events, and expand the footprint north and south. For The District to best serve the needs of the Clearwater community, it needs be more than an entertainment “district,” a foodie “district” or a music “district.” We want to make The District a community “hub” for residents from all walks of life, and at all ages and stages, with an added dimension of doing commerce and community good.

Brand Differentiation / Messaging:

Cuisine, Culture, Commerce, Community & Causes

2. Visitors

Average stay is 6.6 days / 59% couples / 61% drove / avg. age 44.9 / income \$124,687

Competing with Clearwater Beach and its amenities

Encourage people to enjoy a meal downtown

Focus on differentiation (pivot to the customer versus the food, the servers and the beach views)

Brand Differentiation / Messaging:

Come As Visitors, Leave As Friends

Cuisine



SOUL SICILIAN FUSION

Taste of Toscana

WINE DINER

ITALIAN WINE DINNER EVENT

FEBRUARY 9th 6:30 p.m.

Enjoy our 5 courses from Tuscany paired with Tuscan wines all inclusive \$ 95. plus tax

RESERVATIONS ONLY : 727 - 754.3259

@sicianfusion

516 CLEVELAND STREET - CLEARWATER 33755 FL

Roxys Wine Dinner

January 19, 7pm \$50 per person.
Seating is limited, call for reservations (727) 953-3911

Arrival with Cheese and Charcuterie
Bisot Jelo- Prosecco Rose 2019- Valdobbiadene, Italy

Course one
Brussel Sprouts Honey ricotta paired with
Pierre Sparr- Riesling 2018- Alsace, France

Course two
Marin teriyaki, yellow pepper sauce paired with
Brick and Mortar- Pinot Noir 2018- Anderson Valley, CA

Course three
Lamb-Lollipop, asparagus salad, cherry demi glace paired with
Domaine Santa Duc- Vacquerias 2017- Rhone Valley, France

Course four
Bistro Tenderloin trumpet mushroom, shallot, gremolata paired with
Long Meadow Ranch- Cabernet Sauvignon 2016- Rutherford, CA

Course five
Pain perdu

412 Cleveland Street

SOUL SICILIAN FUSION

SICILIAN WINE CLASS

Learn about Sicilian wine

We are very pleased and excited to present another special Wine Class and Tasting. Alvin will be the wine steward and the presentation will include how wine is made, harvest, and how to taste wine. Alvin will introduce new wines. Complimentary cheese, meat, and vegetables will be provided.

Seating is VERY limited. Please RSVP \$30

January 17 starts at 5:00 to 7:00 p.m.

Wine Steward Alvin

This event is dedicated to my dear friend and great Sicilian sommelier who recently passed away. Salvo Di Bella Soul Sicilian Fusion

Soul Sicilian Fusion, 516 Cleveland street - Clearwater 33755 FL. Call for reservations: 727 7543259



BEER DINNER

Roxys

TUESDAY, FEBRUARY 9TH
7PM

**FIVE COURSE DINNER
PAIRED WITH FIVE BEERS**

\$50

Big Storm
BREWING CO.

Roxys
BISTRO

Beer Dinner

Arrival Beer-Charcuterie & Cheese Platters

Course One
Grilled Citrus Herb Shrimp, piquillo aioli, chimichuri paired with **tropic pressure**

Course Two
Chicken Roulade, kale, bacon, chive parmesan cream paired with **arcus**

Course Three
Scallop, roasted garlic, cauliflower, golden raisin pesto paired with **palm blender**

Course Four
Hanger Steak, potato, arugula, red onion, black garlic emulsion paired with **wave maker**

Course Five
Strawberry chocolate chip bread pudding with strawberry sauce paired with **strawberry Berliner Weiss**

December 22nd 7pm \$50 per person.
Seating is limited, call for reservations (727) 953-3911
412 Cleveland Street Clearwater, FL 33755

Culture

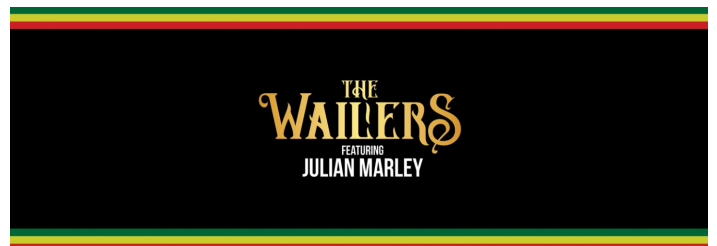
More than 170 Performances Took Place in The District

From Reggae, Grunge, Easy Listening, Big Band, Jazz, Salsa and Acoustical Guitar
to DJs with Top 40's / 80's - 90's Music



Black History Month Film Series

sponsored by WestCMR®
WestCMR.com



Commerce

REAL ESTATE MASTERMIND LUNCH

Keep It Local - Clearwater

February 16th Discussion

CHAPTER LAUNCH!!
with Chelsea Favero, FORWARD PINELLAS
Clearwater Transportation Projects

LOCATION
DOWNTOWN PIZZA
427 Cleveland St
Clearwater

SPONSORS:
First Title Source
Fairway Independent Mortgage
Team Wiles Home Inspections
Champions Mortgage
CLC Insurance Agency
FBI Home Inspections
Commonwealth Insurance of Seminole
Baird Quality Painting

COMPLIMENTARY Lunch
for 1 Lucky Realtor!!

1st and 3rd TUESDAY EVERY MONTH
11:45 am Gather, Start at 12 Noon
Done by 1:00 pm

2 Seats Available for Each Affiliate Category

OPEN TO ALL REALTORS
Focus on Knowledge Transfer and Building Relationships

THE DISTRICT
CLEARWATER, FL

Business | Growth | Community
Keep It Local!
Relationships | Innovation | Leadership

RSVP to Jay Wehelle, 727-645-1038
jaywehelle@gmail.com



Harbor Bluffs Living

Singles and Mingle
PARTY-GRAS

Friday, February 19th on Cleveland Street (Known as The District) from 6:00 pm-7:30

This Weekend

Buy Tickets NOW!
ClearwaterJazz.com

CJH PRESENTS
Wanderlust
Expanding the Experience!

In Partnership with
ST. PETE CLEARWATER

Backstage Bistro Experience
Station Square Park, Downtown Clearwater

February 26 Shawn Brown's B3 Organ Trio "The B3 & the Voice" Hefner & Hefner: That Bluesy Jazz Band	February 27 Selwyn Birchwood Ariella
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Sponsored By:
CLEARWATER DOWNTOWN DEVELOPMENT BOARD
Dead Bob's
SE PETERSBURG DISTILLERY
THE DISTRICT

THE DISTRICT

ADVANTAGES
DOWNTOWN CLEARWATER

Sip and Stroll

Free Wine Glass
Tastings
Cheeses
Hors d'oeuvres
Chocolates

December 19
5-7pm

THE DISTRICT
CLEARWATER, FL

Sponsored By:
COLDWELL BANKER
RE/MAX REAL ESTATE

UNCOMMON COUTURE
@Pour Yours
522 Cleveland St

Lina Teixeira
UNCOMMON COUTURE
@Pour Yours
522 Cleveland St

POP UP!

CLOSE OUT SALE
Sip and Shop
February 18th
6 pm-9 pm

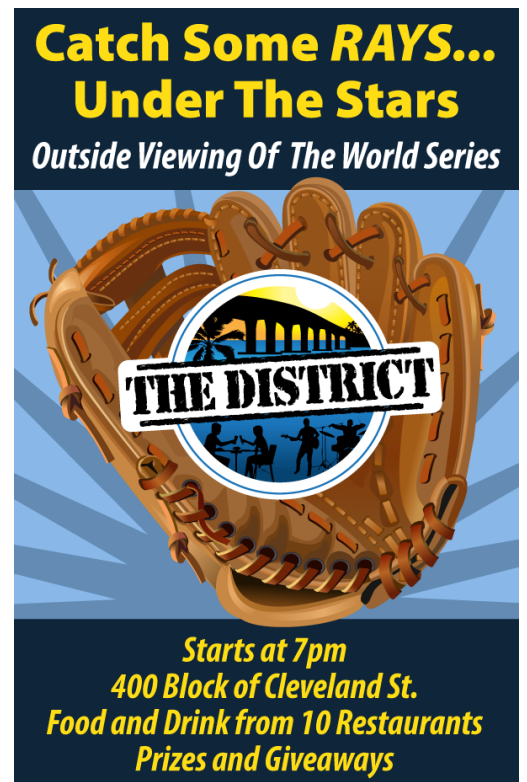
Community



Wearable Art Exhibit Launch with
Clearwater Arts Alliance



Super Bowl Viewing Party
With Outside Mobile Truck



Community

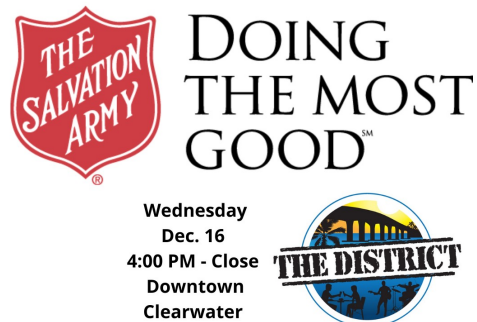


Causes

November - Dress For Success



December - Salvation Army of Clearwater and Upper Pinellas




January - SAFE in Tampa Bay



February - Clearwater Urban Leadership Coalition



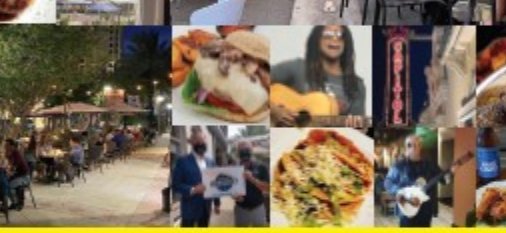
Tampa Bay News (Welcome Back Edition)



THE DISTRICT

CLEARWATER, FL

*There's something
"different" about
Downtown Clearwater
It's The District!*



**Outdoor Dining • Entertainment • Shopping
Arts & Culture • all in two blocks!**

The 400 & 500 blocks of Clearwater's downtown Cleveland Street are now open to only pedestrian traffic, and independent business owners have come together to "serve up" a great, uniquely Clearwater experience!


2020 Award-Winning Cuisine
Clearsky on Cleveland

2020 Award-Winning Wine Bar
Pour Yours

Internationally-known Thai Cuisine
Nationally recognized Gluten-free Restaurant
Sports Bar with Real NY Style Pizza
Authentic fusion Sicilian & Italian Cuisines
"Southern Comfort-able" Breakfasts
Tampa Bay's Best Brewed Coffee & Desserts
Coastal Bistro featuring local seafood
Unique Boutiques, Shops & Salons, too.
Downtown Pub / Family & Dog Friendly!



*Ride the Jelly Trolley or drive and park
for FREE at City Hall on Osceola*

 **The District Clearwater**

Clearwater Visitors Guide



THE DISTRICT
CLEARWATER, FL

Come as Visitors Leave As Friends!



Outdoor Dining & Entertainment • Award Winning Cuisine

Check Out Our Latest Updates @thedistrictclearwater
www.TheDistrictCLW.com



Clearwater Ferry (In-kind)



THE DISTRICT

CLEARWATER, FL

*There's something
"different" about
Downtown Clearwater*
It's The District!



When In Clearwater, Go Where The Locals Go!

- Award Winning World Class Cuisines from Countries around the World
- Outdoor Dining - Entertainment - Shopping
- Arts & Culture - All in a pedestrian friendly open air environment

**Only in Clearwater,
Only in The District**



THE DISTRICT

CLEARWATER, FL



ADVANTAGES



SCAN ME

*Sign Up Today &
Enjoy The Savings!*

And enjoy more of The District for less:
Go to www.districtadvantages.com
& Save 20% off your restaurant bill*

* up to a party of 4. App can be used once per quarter in each restaurant.



The District Clearwater

Media and Community Public Relations



The District has been featured throughout the Tampa Bay Media Outlets

Charlie Belcher Ribbon Cutting (segments throughout the Morning)

WTSP - News 10

Yahoo News

ABC Action News

WFLA - NBC

Tampa Bay Newspaper – The Beacon

Tampa Bay Times

N2 Publishing - Island Estates Living (Harbor Bluffs Living)

Morning Blend

Kelly Kelly Show

Dine Out For A Difference (Live shot with Fox)

Featured Articles in Next Door and

Clearwater Patch

Featured Articles in Colorful Clearwater Blog

Amplify Clearwater Podcast

ABC Action News (Wearable Art Exhibit)

Bay News 9 (Human Trafficking)

Creative Loafing





Media & Public Relations, contd. Cover & Inside Cover Event - 85 attended

Singles and Mingle PARTY-GRAS

Friday, February 19th on Cleveland Street (Known as The District) from 6:00 pm-7:30 pm

neighbors' night out

Join the Mardi Gras Outdoor Party on Cleveland Street in Downtown Clearwater known as The District on February 19th at 6:00 pm.

Enjoy Live Music, Complimentary Lite Bites and Vins!

Are you single and looking to meet new friends? Well, this is the event for you and HBL Living Magazine and Network is the connection you have been waiting for!

The local restaurants, of The District, will be serving complimentary appetizers and wine.

All you need to do is show up and be ready to meet new people and make new friends (or possibly a date).

Spread the Word and Share on Social Media-The More the Merrier Please email Devin.pappas@N2pub with any questions.

Please follow Harbor Bluffs Living Magazine on FB and Like on IG to keep up with the events.

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Multi-Page Spread

singles spotlight

BEHIND THE SCENES
James Bond Meets Ocean's 12 Photo Shoot

HBL.com approached to do a "Singles Spotlight" article by some of the single residents and HBL. Ironically, the people who started this discussion were the authors of the article.

Once all the resident singles were picked, we had a meeting and decided that it would be fun to stage a photo shoot where "James Bond Meets Ocean's 12".

There it happened, just like that happened with The Bond franchise of Harbor Bluffs, now friendships were the real bond. The original two authors were taken, high five was happening, handshake was exchanged, and a new group of friends were found. This is the goal of HBL, Network, to give residents a place, within the community, to belong.

The photo shoot was scheduled for Thursday this. The event was a success and the article was published.

The event was the most fun of the day. It was the day when the authors and the residents of Harbor Bluffs met. The event was a success and the article was published.

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Public & Media Relations, contd. Extra Editorial Copy



Pedestrianized Cleveland Street in The District now offers some of the best dining in the area! With its laid-back vibe and amazing vantage point overlooking the intracoastal waterway and barrier island, an evening in The District offers a refreshing escape from the daily beach hustle-and-bustle as well as one of the best sunset dining experiences you could hope for during your Clearwater Beach vacation!

SHEPARD'S EVOLUTION • ISSUE 16

As you made your way to Shepard's Beach Resort on south Clearwater Beach, you unknowingly skirted just a few streets south of one of the best experiences of your beach vacation: the quaint and historic (and often star-filled) neighborhood of The District.

Up until the mid-1900s, this cute drawbridge neighborhood was a quiet downtown causeway. It's now a vibrant district as you stroll down Cleveland Street. Luckily, it's still a resort and Shepard's Beach Resort and Cleveland Street and relaxed, historic atmosphere.

THE DISTRICT

WELCOME TO

• OUTDOOR DINING •
• AWARD WINNING RESTAURANTS •

THE DISTRICT

WHERE VISITORS LEAVE AS FRIENDS!

CLEARWATER, FL

TEQUILAS

MEXICAN GRILL & CANTINA

BEST TACO TUESDAY IN TOWN! \$1 TACOS ALL DAY

2-FOR-1 HAPPY HOUR ALL DAY EVERY DAY!

CLEARWATER'S AUTHENTIC MEXICAN RESTAURANT

422 CLEVELAND ST • DOWNTOWN CLEARWATER

727-461-6949 • [TEQUILASMEXICANGRILLCANTINA](https://www.tequilasmexicangrillcantina.com)

Among The District's beautiful original buildings is the Capitol Theatre. One of the oldest live venues in America, this theater lays claim to have had such iconic stars as Laurel & Hardy, Chaplin, Bob Hope and many more adorn its beautiful stage. Al Capone is rumored to have used a visit to a show at The Cap as his alibi for the St. Valentine's Day Massacre. And with NY Yankees spring training having been held in the area for decades, it's no surprise that Marilyn Monroe had been seen attending shows here, on the arm of then husband, Joe DiMaggio. Clearwater resident Donald Roebling, inventor of the LVT (Landing Vehicle Tracked) amphibious warfare vehicle used in Normandy was a major donor and had his own seat custom-made for visits to the Capitol. You can check out a show by visiting luthickendrell.com/balmeier-capitol-theatre.

Today, you can still go star-spotting as many A-list celebrities spend time in downtown. You just might bump into John Travolta outside Downtown Pizzeria, or maybe you'll spot Tom Cruise coming or going from the penthouse condo he is said to have purchased in The District... it's definitely not unusual to spot a familiar face or two while you're enjoying your all-fresco meal or drink!

HOT TIPS!

\$16 PER COUPLE FERRY R/T
Get a round trip ferry from the Beach to The District and back for just \$16 per couple! Book at ClearwaterFerry.com

\$15 PER COUPLE RIDE R/T
Get a round trip ride from the Beach to The District and back for just \$15 per couple/family with our elite partner, Free Rides USA! 727-424-5458



SAVE 20% AT EACH RESTAURANT! FEATURED HERE!

BECOME A DISTRICT ADVANTAGES MEMBER
ONE-TIME COST FOR SHEPARD'S GUESTS IS JUST \$15 PER FAMILY OF FOUR. Get 20% off food and beverages (includes up to four people) with every restaurant featured here! No blackout dates! Use one for dinner, go to another spot for dessert, have drinks at a third. Use your membership all in one day or across the duration of your vacation! Shepard's guests pay \$20 \$15 for a membership which lasts one full year when you use promo code 'Shep' (all lower case).

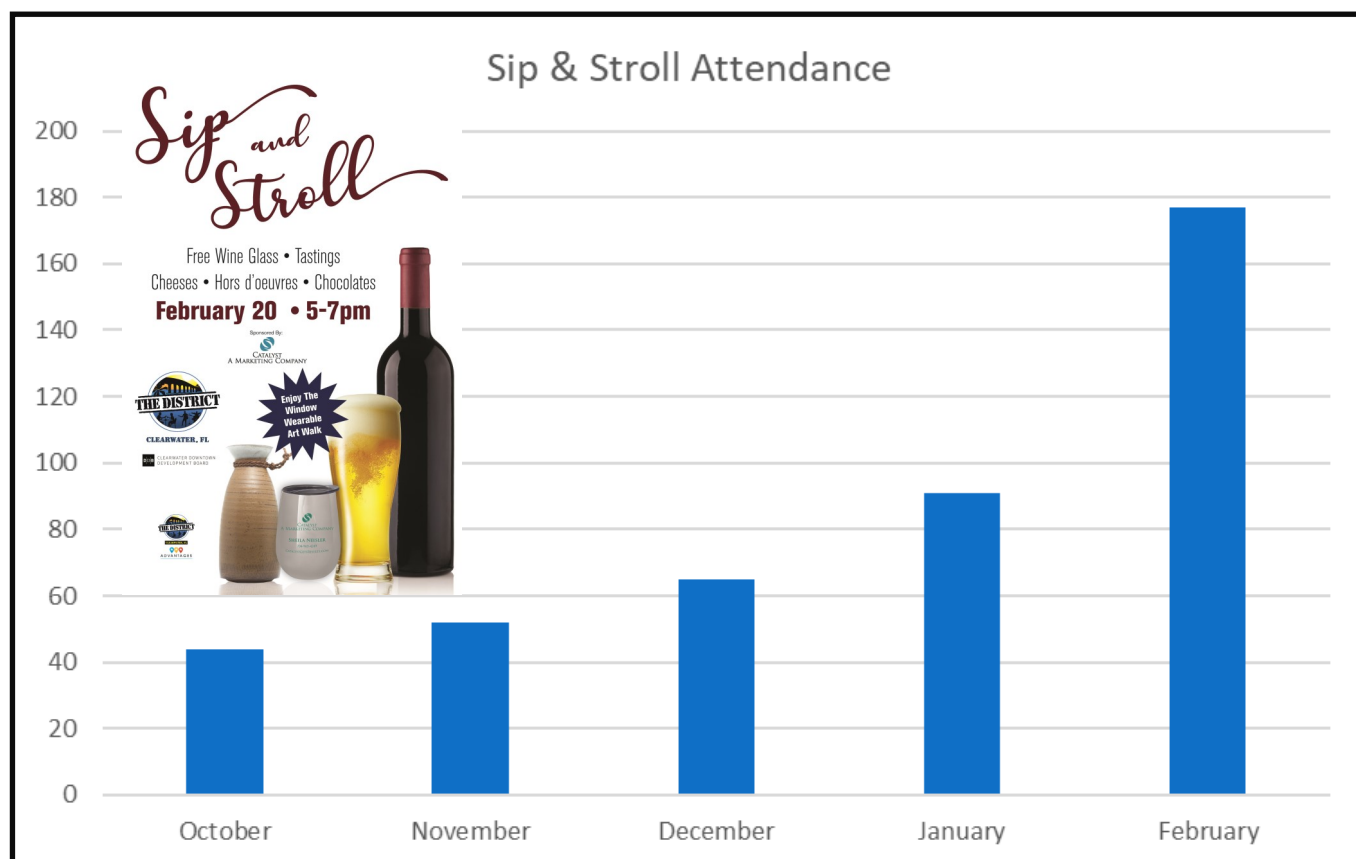
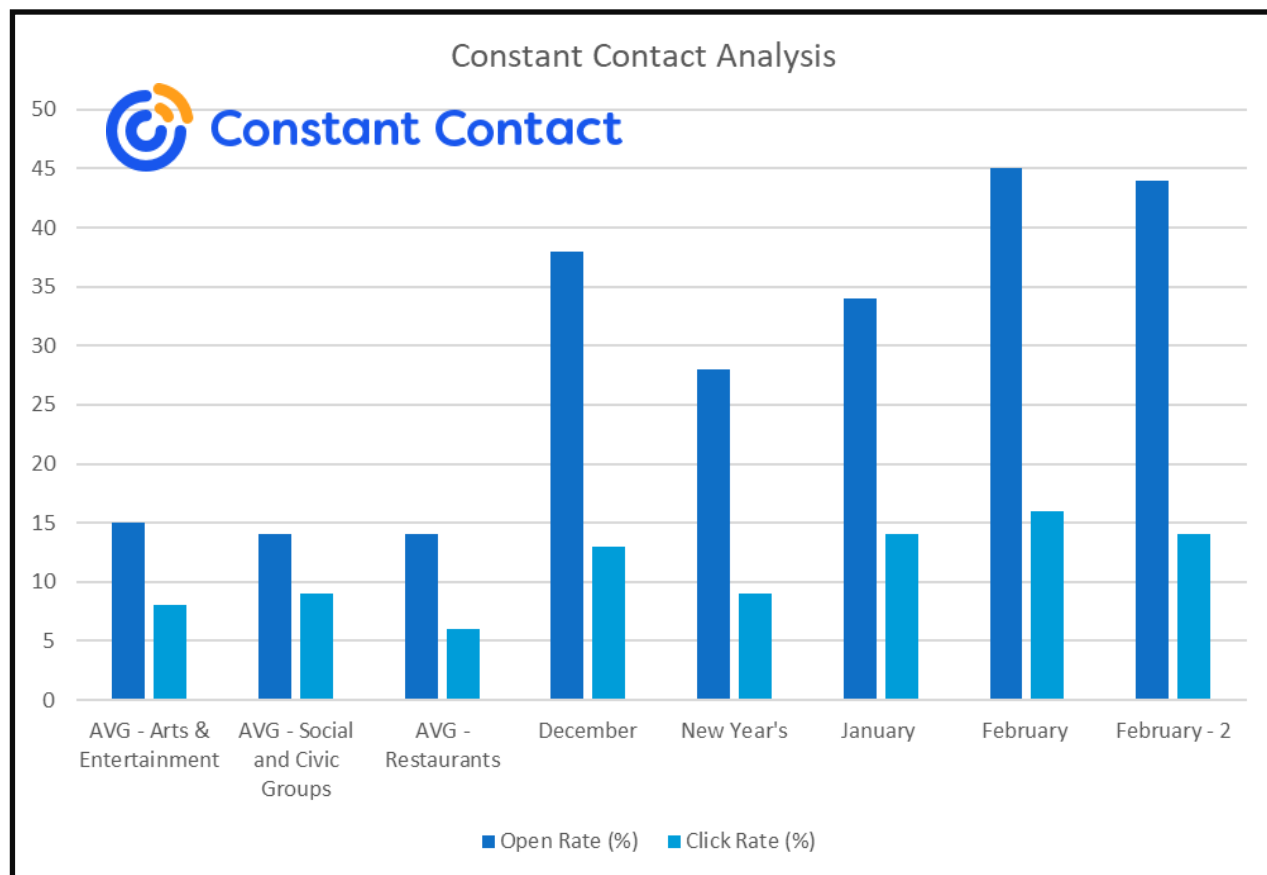
Please Note: We encourage you to enjoy different establishments, you may only use your membership discount at the SAME restaurant every 30 days.



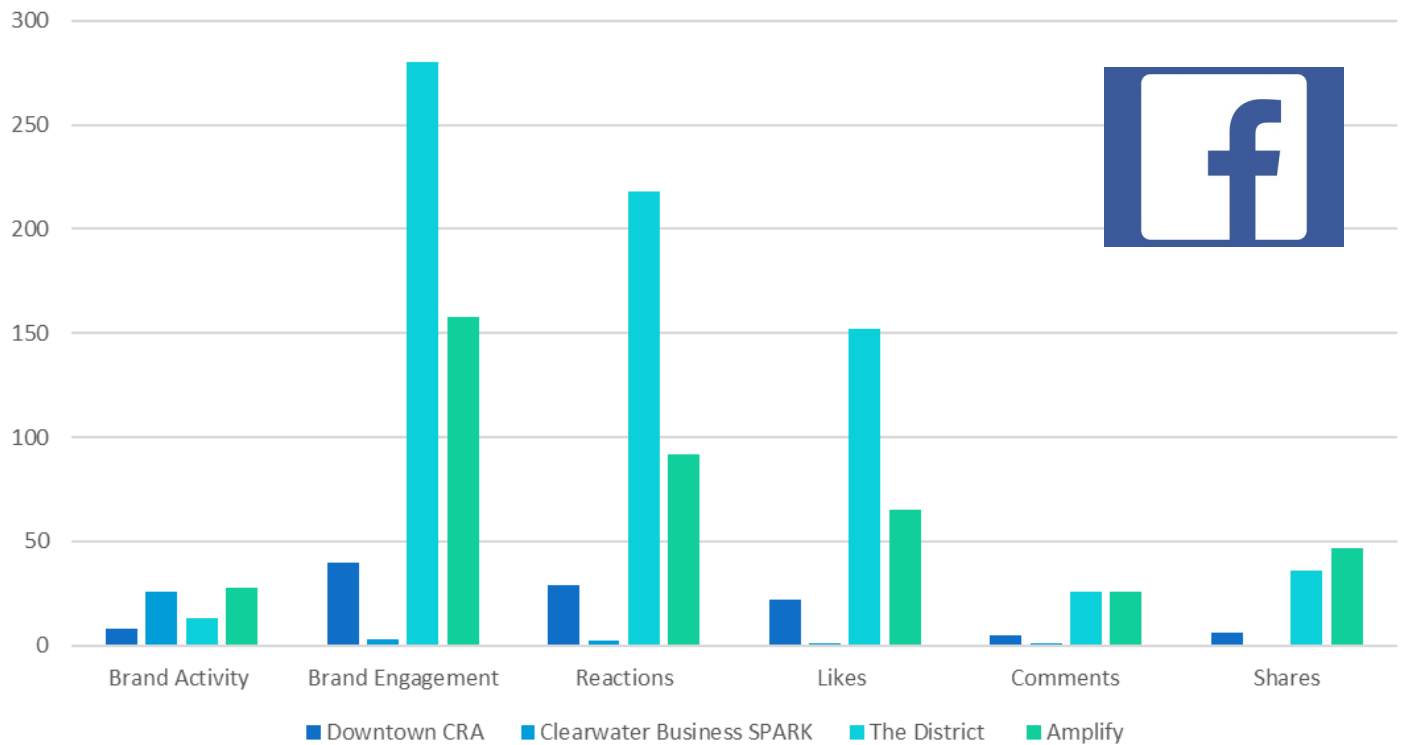
SCAN OR GO TO DISTRICTADVANTAGES.COM — SHEPARD'S GUESTS USE PROMO CODE 'Shep' (lower case) to join for \$15

ADVANTAGES
DOWNTOWN CLEARWATER

ISSUE 16 • SHEPARD'S EVOLUTION



Facebook Analysis Compared to CRA / SPARK / Amplify / The District



Insights

[See All](#)

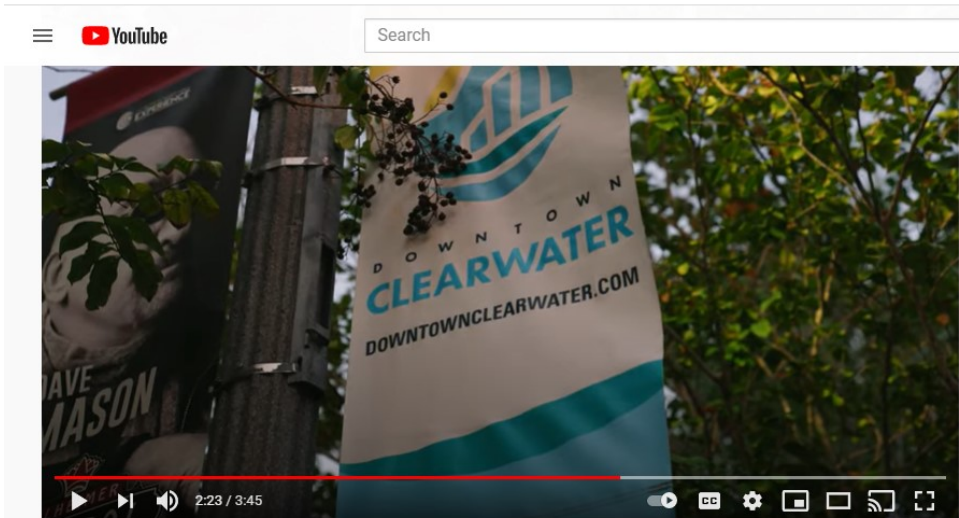
Last 28 days : Feb 2 - Mar 1 ▼

People Reached **16,123**
▲ 20%

Post Engagements **1,927**
▼ 17%

Page Likes **110**
▲ 47%

Creative Use of Video



"Sail Away (Where I Wanna Go)
Chris McCarty & Kidd Leow

Valentine's Sip & Stroll
Contest



Dine Out For A Difference
Benefits
Salvation Army of Clearwater
& North Pinellas

New Year's Eve
Promotion





CLEARWATER, FL

What's Next??

Sip & Stroll are sponsored

March: Billy Bricks Pizza

April: Hibbard Financial

May: Jolley Trolley

Dine Out For A Difference has secured not-for profit partners

March: Clearwater Dental Clinic

April - Ocean Allies

May - Clearwater Historical Society

June - Ruth Eckerd Hall Scholarship Program

October - Village of Hope

Photo Shoot for Harbor Bluffs Living Magazine

Editorial Content in DuPont Publishing (2 page insert)

New Leads Club (RGA) has more than 30 chapters throughout Tampa Bay
(will meet weekly in The District)

National Tourism Week

National Small Business Week

Partnership with Clearwater Beach Association

Events with Belleair Bluffs Living Magazine & Island Estate Magazine

Events with local apartment complexes

Chef's Corner Cooking Classes

Easter / Mother's Day Promotion

Thank YOU!



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD