



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

The Downtown Development Board's (DDB) primary purpose is to support activities that attract businesses, residents, and visitors to Live, Work, and Play in Downtown Clearwater.

## **Eligibility:**

Property owners, businesses, and residents located within the DDB district and/or projects that will occur in the district are eligible for funding. Funding requests will be considered on a monthly basis. The DDB will prioritize funding requests that align with their adopted work plan in the areas of Marketing and Businesses Assistance. A map of the DDB District is included with this application.

## **Types of Grant Funding:**

### **n Marketing Grant**

This category includes activities that promote awareness of the District as a whole. It does not include marketing for individual businesses. Examples of grants in this category include: special events, district-wide advertising campaigns including development and implementation activities, market research, videos and print media campaigns, and arts programming.

### **n Business Assistance Grant**

This category includes activities related to the retention and attraction of businesses as well as ancillary services, like transportation services, that bring more customers to the District. For example, funding the Jolley Trolley Downtown Loop or providing outdoor dining furniture. This could also include training for businesses on various topics that would enhance their operations, such as marketing or financial training, or grants for new signs.

## **Approval Process**

The DDB welcomes your funding request. Please follow the process outlined below:

1. The applicant will complete the request form and submit it to the Community Redevelopment Agency (CRA) once completed.
2. The CRA staff and applicant, at a scheduled time, will review the request form for completeness. At this time, the CRA staff may request additional information to submit the form to the DDB in preparation for a public hearing.
3. DDB members will review the request via email and may submit questions to obtain further information.
4. The CRA staff will schedule the request to be considered at the next available DDB meeting. The applicant may be asked to attend the board meeting to present their request.
5. If the grant request is approved, the applicant will complete a grant agreement that outlines the grant request, proposed activities, timeline, budget, reporting requirements and other pertinent information.
6. For special events, a post event report will be provided to the DDB within 30 days of the project's completion.

Funding requests may be submitted at any time throughout the year. The DDB may determine, on a case by case basis, issuing payments in advance of an activity/project or on a reimbursement basis for any approved funding. All funding requests must comply with state, local and DDB ordinances and/or policies.

## **Contact Information:**

The Community Redevelopment Agency  
C. Howard Smith, Business Assistance Administrator  
600 Cleveland Street, Suite 600  
Office-727-562-4044  
Email- [Howard.Smith@myclearwater.com](mailto:Howard.Smith@myclearwater.com)



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

## Funding Request Form

Type of Grant Request:

- ☐ Marketing  
☐ Special Event (Please include additional form)  
☐ Business Assistance

Applicant/Primary Contact Person: Derek Williams

Name of Organization: 1nf1n1ty Fit LLC.

Address: 331 Cleveland Street Suite A

City: Clearwater State: FL Zip: 33567

Cell phone: ( ) 727-873-8779 Office Number: n/a

E-mail address: onelifeww@gmail.com Website/Social Media Links: @mr1nf1n1ty

Description of Project: The development of the branded material designed to help with marketing of Mr.1nf1n1ty for exterior signage and costs associated with hosting a training event that is open to the public in the upcoming month.

See supporting documents that Includes: A description and budget for the program/event open to the public, letter from landlord approving the installation of an exterior sign, and two quotes for the fabrication and installation of signage at Mr.1nf1n1ty Fitness Studios.

Total Project Cost: \$ 11,000 Amount of Grant Funds Requested: \$ 5,500

When will the project take place? June 05, 2021

Who will implement the project? Derek Williams

Where will the project occur? Mr1nf1n1ty Studios

How does this request help attract businesses, residents, and/or visitors to Live, Work, and Play in downtown? In this day and age, fitness is becoming more relevant to all age groups, adults, seniors, and millennial's, making Mr.1nf1n1ty Fitness Studios the optimum space for resident and visitors alike. Mr.1nf1n1ty Fitness Studio will serve as the go to place for fitness and health-minded individuals who Live, Work, and Play in Downtown Clearwater.

All information contained herein is true and correct to the best of my knowledge. I understand that the Downtown Development Board can decide to fund or not fund any grant request and their decision is final.

Applicant Signature: 

Date: 4-5-21