



CLEARWATER
BRIGHT AND BEAUTIFUL • BAY TO BEACH



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

Grant Review

December 2020 - May 2021



July 22, 2021

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Scott Sousa
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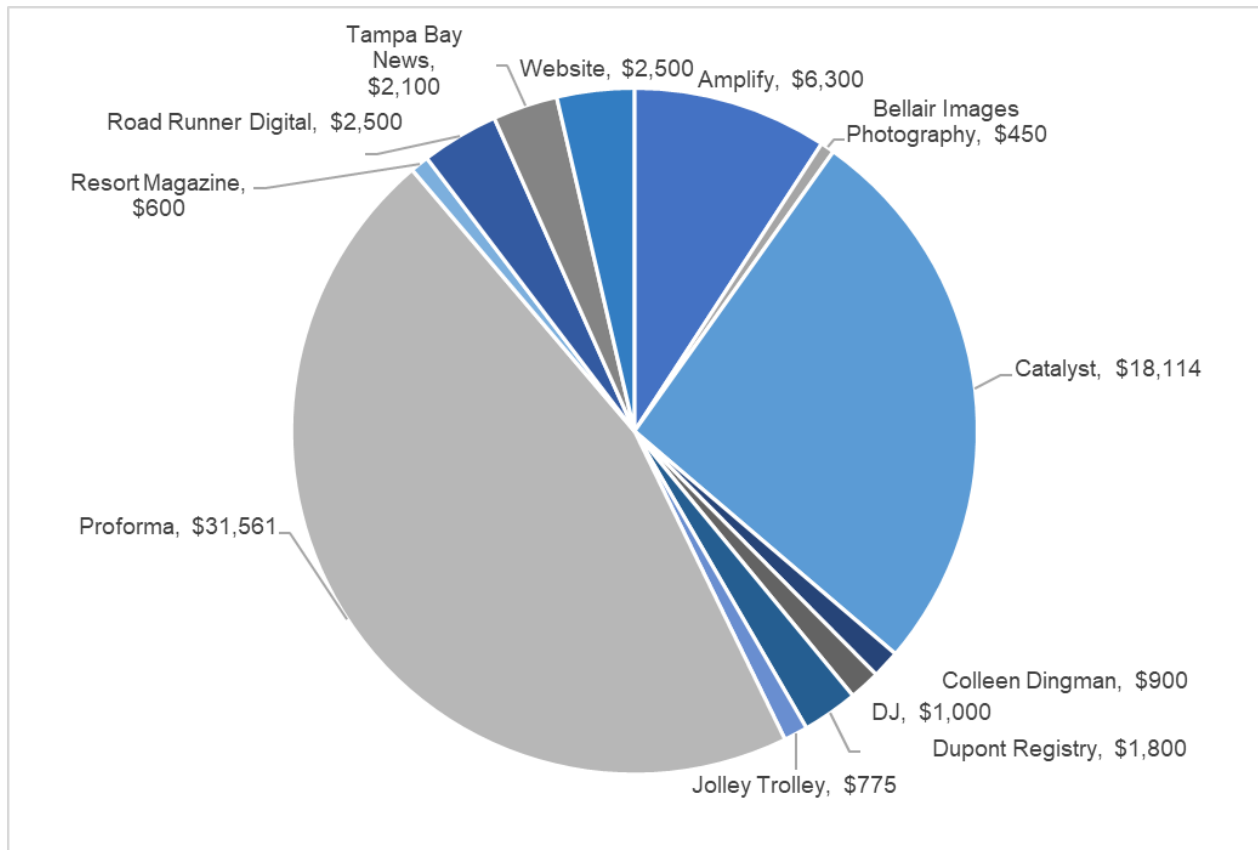
“Come as Visitors, Leave As Friends”

Results Driven Marketing Initiatives

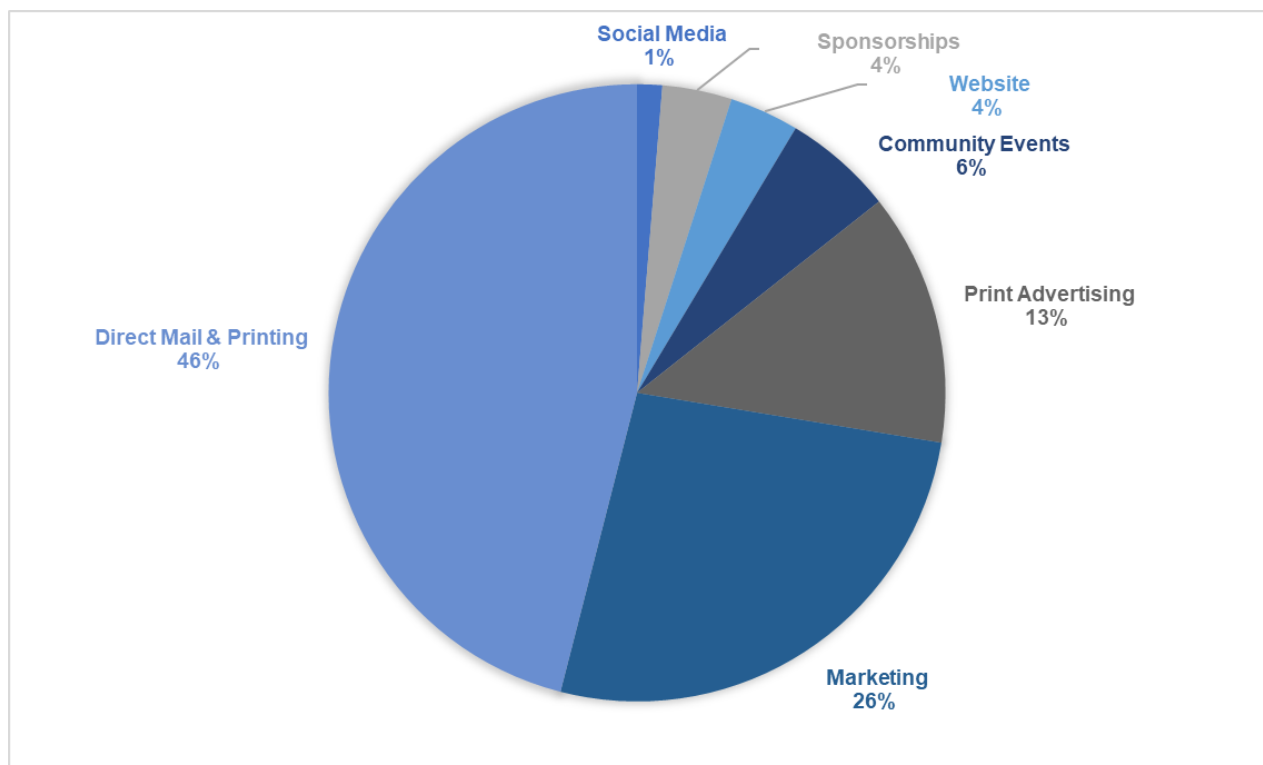
- * 50 new jobs created
- * 1 new business opened (5:30 Pub & Grill)
- * 2 expansions announced: (Roxy's / Kara Lynn's Kitchen)
- * Restaurants experiencing 35 - 70% increases in revenue since 2019 / 250% increases since 2020 (COVID-19)
- * Sip & Stroll driving 60% increases in revenue with 250+ attendees
- * Unprecedented positive media coverage and print partnerships
- * 2 business groups meeting regularly
- * 2 book clubs meeting monthly
- * 9 charities promoted with more than \$12,000 in financial support and in-kind donations



Where The Grant Money Went



How The Grant Money Was Spent





Allocations by Vendor / Category

Amplify	\$ 2,500	Sponsorships	Sponsorships - Chalktoberfest
Amplify	\$ 3,800	Print Advertising	Print Advertising - Clearwater Visitors Guide
Belleair Images Photography	\$ 450	Community Events	Community Events - Valentine's Day Party
Catalyst	\$ 18,114	Marketing Strategy	Marketing Strategy, Public & Community Relations, Event Development & Execution, Content Development and Distribution, Social Media, Constant Contact, Business & Charity Partnerships, Volunteer recruitment and management, Business & marketing support to Individual members
Colleen Dingman	\$ 900	Social Media	Social Media - Facebook and Instagram Content
DJ	\$ 1,000	Community Events	Community Events - New Year's Eve Party
Dupont Registry	\$ 1,800	Print Advertising	Print Advertising - DuPont Registry Magazine
Jolley Trolley	\$ 775	Print Advertising	Print Advertising - Trolley Signs
Proforma	\$ 31,561	Direct Mail & Printing	Direct Mail, Printing & Advertising Specialties
Resort Magazine	\$ 600	Print Advertising	Print Advertising - Evolutions - Shephards (Co-Op)
Road Runner Digital	\$ 2,500	Community Events	Community Events: Outside viewing of World Series, New Year's Eve Parties & Ball Drop & Super Bowl
Tampa Bay News	\$ 2,100	Print Advertising	Print Advertising - Welcome Back Edition
Website	\$ 2,500	Website	District Website
Total	\$ 68,600		



Cuisine - Culture - Commerce - Community - Causes

More than a collaboration of restaurants, The District has become a destination for Clearwater residents & visitors. Our branding, “Come As Visitors, Leave As Friends” is reinforced through our focus on community events and local causes (charities) to encourage repeat visits and increased revenue to the downtown business. This focus has enabled The District to change long-held negative perceptions of the downtown area, create new “buying” habits and give Clearwater a competitive / new alternative advantage to other municipalities competing for those consumer disposable dollars (i.e. dining and entertainment). Our brand now represents an inclusive, welcoming business district that reaches beyond a singularly focused commercial aspect.

Community

Hosted 3 outside viewing events to comply with Covid protocol while allowing residents & visitors safe community viewing

- World Series featuring the Tampa Bay Rays

- New Year’s Eve Party with outside DJ and Ball Drop in Times Square

- Super Bowl featuring the Tampa Bay Buccaneers

2 New Business Groups meeting in The District

- Keep It Local - Real Estate Mastermind Group / Working Women of Tampa Bay

2 New Book Clubs meeting in The District

- Pour Some Love Romance Book Club / Bestseller Book Club

Created & hosted special events to engage residents and visitors alike

- Business After Hours with Amplify Clearwater during Chalktoberfest

- Partnership with Clearwater Beach Businesses to host “12 Days of Christmas”

- Valentine’s Day DJ entertainment, balloon guy & photographer

- City’s 106th Birthday Party

Hosted monthly “Sip & Strolls” to showcase downtown arts and cuisines

Partnership with Clearwater Arts Alliance and Lina Teixeira Productions to cross-promote art walks and art exhibits in the downtown area

Partnership with Valor Capitol to increase participation of the realtor sector

Partnership with Harbor Bluffs Living Magazine to increase participation of Belleair residents

Partnership with community associations and professional groups - “Meet The District”

- Clearwater Beach Association

- Clearwater Free Clinic board members, volunteers and donors

- Clearwater Historical Society

- Harbor Oaks Neighborhood Association

Partnership with Bay Area Concierge Association (BACA) to increase referrals from Clearwater Beach hotels and resorts

Partnership with local hotels and apartment complexes to increase engagement from new residents and guests staying on the mainland.

Hosted first-ever “Chiang Mai Flower Festival” to honor Thai Culture & Cuisine in The District

Partnership with Clearwater Jazz Festival to sell food in Station Square



Causes

Through both “Dine Out For A Difference” (donating 10% of the all evening revenue on the 4th Thursday of each month) and in-kind donations, we’ve been able to significantly impact charities serving our neighbors.

October - Clothing Drive for Dress For Success - providing business attire for unemployed women

December - Salvation Army - feeding local families over the holidays

January - SAFE - fighting human trafficking in Tampa Bay

February - Clearwater Urban Leadership Coalition - helping fund the redevelopment of the Greenwood Community

March - Community Dental Clinic - serving residents without dental insurance

April - Sierra Club Suncoast (held on Earth Day) - creating more sustainability in our community

May - Clearwater Historical Society - helping to preserve our past (held on the City of Clearwater’s 106th birthday, we delivered mini-cupcakes to all diners in The District restaurants.)

June - Marcia Hoffman School of the Arts - providing scholarships for Clearwater children

July - Clearwater Free Clinic - serving children and adults without medical insurance





Marketing Tactics & Results

Direct Mail:

10,000 pieces to zip codes 33755, 33756, 33757 = 6 times





Print - Paid Advertising

Dupont Registry: \$6,795 stated price - we were able to negotiate to \$1,800
(a 73% discount - savings of \$4,995)

We created content and provided photographs: circulation 17,000 homes in Tampa Bay

Sponsored Content

The Renaissance of Downtown Clearwater

"In the midst of chaos, there is opportunity" – Sun Tzu

March 2020 was a month Scott Sousa will long remember. With Governor DeSantis requiring a shut-down of all non-essential businesses, the GM of Clear Sky on Cleveland and his team scrambled to distribute his restaurant's perishables to servers, cooks and managers, with a hope that there would be a restaurant and a career to come back to. His new position as co-chair of the Downtown Clearwater Merchants Association (DCMA), like his restaurant, came to a complete halt.

In the midst of this "closure chaos," Clearwater's Economic Development and Downtown Redevelopment Agency teams were Zooming away to come up with creative financial solutions to stabilize the city's small businesses, and delivered with small business and marketing grants.

At that point, reality set in. Flush with some cash, the restaurants still couldn't re-open profitably with limited indoor seating. What if the 400 and 500 blocks of Cleveland Street, already silent in March, could remain closed through the governor's Emergency Order? Restaurants are experiencing record-breaking months, in spite of COVID concerns, people working from home, fewer visitors and The Capitol Theatre slowly coming back to a full schedule," an enthusiastic Sousa notes. "Downtown Clearwater is definitely back in business!"

In making The District Clearwater's hub, Sousa and Bradham chose to reflect the personality of Pinellas County's second largest city: a mix of young and old, professional and retired, families and singles. "We didn't want to be considered solely an entertainment district," notes Scott. "That would limit activity to nights and weekends. We want to provide experiences that encourage regular visits." Accordingly, you'll see an increase in weekday events and activities, like a third Saturday of the month "Sip & Stroll" and a fourth Thursday of the month "Dine Out For A Difference" night to help local nonprofits.

Out of the ashes of COVID's economic disruption arose a phoenix in downtown Clearwater: resilient, engaging and in an ongoing "pivot mode" to provide the best guest experience. Come taste the renaissance in The District!

District Dining Options:

Billy Brick's Woodfired Pizza: Just up the road in the Apex complex, this successful Chicago transplant features pizza that's non-Chicago style. Great meatballs and gluten-free crust option, too. *1100 Cleveland.*

Chiang Mai Thai & Sushi Bar: Chefs and culinary aficionados travel to downtown Clearwater to learn traditional Thai cuisine preparation and presentation. *415 Cleveland.*

Clear Sky on Cleveland: Dan Shoulin's third in a series of Clear Sky concepts, this award-winning internationally inspired fare makes this a favorite for locals. *418 Cleveland.*

Downtown Pizza: The District's sports HQ. New York-style pizza with casual Italian fare and salads. *428 Cleveland.*

Emily's Restaurant: Traditional breakfast fare & The District's "comfort food" HQ. Open 7 a.m.-2 p.m., Monday-Saturday. *101 South Garden.*

Kara Lynn's Kitchen: People come from all across Florida to enjoy scratch-made fare which fits within most dietary restrictions: keto, sugar-free, gluten-free, dairy-free. Specialty desserts, too. As the Phillies official caterer during spring training, it's the "Launch of Champions." *421 Cleveland.*

Lucky Anchor: Every community has its "Cheers" local pub, and The District's features craft brews and an occasional grunge band. *519 Cleveland.*

Pour Yours: Award-winning tasting wine bar features unique wines from sampling sizes to full bottles. Great after-dinner place with trendy, cool vibe. *522 Cleveland.*

Restoration Café: Every cup helps a cause. Their medium roast provides 75 jobs for former victims of human trafficking. Open Monday-Friday 7 a.m.-4 p.m., Saturday 8 a.m.-2 p.m. *38 North Fort Harrison.*

Soul Sicilian Fusion: Melding the flavors of Sicily and Italy makes this elegant European style restaurant a must-visit for all occasions. Now open for lunch. *516 Cleveland.*

Tequila's Mexican Grill & Cantina: Individually made Margaritas and authentic Mexican fare make this venue popular with the salsa set every day, not just Cinco De Mayo. *422 Cleveland.*

Roxy's Coastal Bistro: "Gulf to Table" cuisine combined with locally sourced ingredients make this casual-yet-elegant restaurant a popular place for mixing and mingling. *412 Cleveland.*

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

BEACH INFO | MAPS | COUPONS

CLEARWATER

VACATION GUIDE

EST. '19

EXPERIENCE
CLEARWATER
AMPLIFYCLEARWATER.COM

Clearwater Vacation Guide - \$3,800
80,000 copies distributed throughout
Tampa Bay: hotels, airports, visitor
centers

Actual size 8.5 X 5.5



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
Real NY Style Pizza and Sports Bar
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!



The District Clearwater

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

Tampa Bay News
"Welcome Back"

Special Inert directed to
snowbirds
Delivered to 102,000 homes
Upper Pinellas County

Full Page Ad: \$2,750
11" X 21"

(we were able to secure a 24%
discount, a \$650 savings)



Earned media
(articles in newspapers & magazines which are not purchased,
they are considered to a 140% value over paid advertising)

Harbor Bluffs Living Magazine



Both issues included multiple pages featuring The District as background for photos and story content



3-page Pictorial
 “Singles & Mingles Mardi-Gras Party”
 at Pour Yours
 (Promoted in January issue)

We are also partnering with
 Harbor Bluffs Living for a
 “District After Dark”
 80’s Dance Party
 &

August Sip & Stroll
 District Scavenger Hunt



Evolution Magazine (in-room magazine for Shephard's Resort)

Because of the number of advertisers in the magazine, we were given additional space for editorial content and a 1/2 page map with The District Advertisers

SHEPARD'S BEACH RESORT SPRING | SUMMER 2021 • ISSUE 16

EVOLUTION

YOUR GUIDE TO SHEPARD'S RESORT AND CLEARWATER BEACH

FREE!

GET OUT ON THE WATER! Page 10

BREWS & BITES

PROUDLY PRESENTED BY BEACHSIDE HOSPITALITY GROUP

• shephard's tiki bar • restaurant spotlights • best beach bars • late night bites Page 14

CLEARWATER DOWNTOWN'S CHIC NEW VIBE! Page 15

THE DISTRICT

TOP THINGS TO DO WHILE YOU'RE HERE

TAKE ADVANTAGE OF GUEST DISCOUNTS AND FREEBIES

MAP OF CLEARWATER BEACH & THE DISTRICT



RIDE FOR FREE!

to ALL restaurants, destinations & attractions on map, left page! Please just tip your driver for superior service!

FREE! NO Cost! NO Parking Hassles! All rides around the beach!

ALSO SAFE, CLEAN, RELIABLE RIDES TO:
Tampa International Airport \$49
St Pete-Clearwater Airport \$35

FREERIDESUSA.COM

CLEARWATER BEACH
727.424.5458

SHEPARD'S EVOLUTION • ISSUE 16

CLEARWATER FERRY

\$8 ROUND TRIP! DOWNTOWN CLEARWATER
\$16 ROUND TRIP! DOWNTOWN DUNEDIN

The best way to visit Downtown Clearwater, Dunedin or the Aquarium!

FOR DETAILED ROUTES, SCHEDULES AND RESERVATIONS:
ClearwaterFerry.com

Downtown Clearwater • North Beach • Dunedin • Clearwater Marine Aquarium

THE DISTRICT

CLEARWATER, FL

As you made your way to Shephard's Beach Resort on south of 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) vibe of downtown Clearwater—rebranded as 'The District.'

Up until the early 2000s all beach traffic had passed directly through the center of this cute downtown to get to the causeway, which at the time still had a drawbridge that raised with such frequency to allow tall mast boats to pass that it inevitably caused a nonstop line of cars from the beach all the way through downtown and beyond. To alleviate that frustration for all concerned, the new causeway bridge was built—engineered to accommodate the tallest of sailing masts. But this also meant diverting all beach traffic to the south of Clearwater's town center... which means you no longer get to see this popular historic district as you make your way to the beach.

Luckily, it's only an 8 minute ride or beautiful 15 minute water ferry from the resort, and both options have special offers [see details next page] exclusively for Shephard's Beach Resort guests!

Cleveland Street, now pedestrianized, boasts some of the best bars, restaurants and relaxed global dining in the area. (A perfect respite for a few hours from the frenetic energy of the beach!)

Professionalized 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!

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

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 Roebeling, 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 RuthEckerdHall.com/balheimer-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 an al fresco meal or drinks! **ES**

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

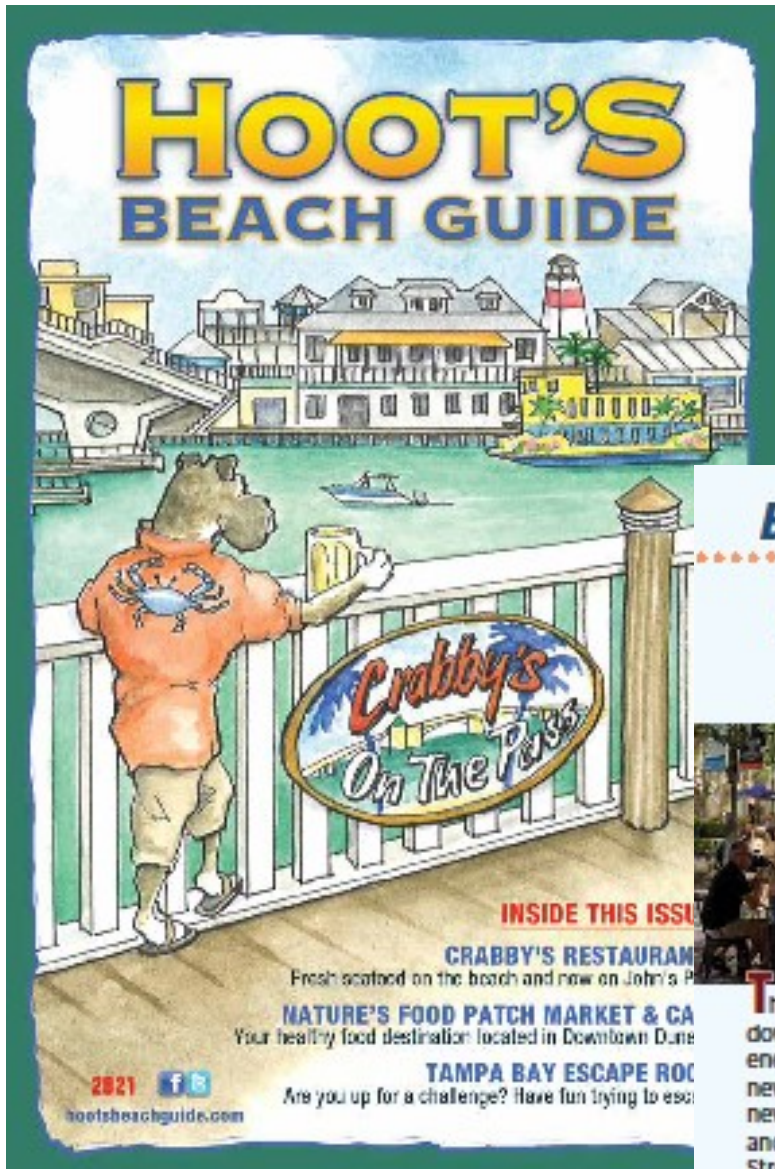
ONE-TIME COST FOR SHEPARD'S GUESTS IS JUST \$15 PER FAMILY OF FOUR

Get 20% off food and beverages (incl. 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! Shephard's guests pay \$20 \$15 for a membership which lasts one full year when you use promo code 'shep' (all lower case).

Please Note: to encourage you to enjoy different establishments, you may only use your membership discount at the SAME restaurant every 90 days.

SCAN OR GO TO DISTRICTADVANTAGES.COM — SHEPARD'S GUESTS USE PROMO CODE 'shep' LOWER CASE TO JOIN FOR \$15

ADVANTAGES
DOWNTOWN CLEARWATER



Additional editorial content made available in partnership with individual District advertisers

By Trolley, Ferry, Bike or Car **COME AS VISITORS, YOU'LL LEAVE AS FRIENDS!**



specialties, along with Thai food and sushi.

ALL IN TWO BLOCKS

There's lots more than food on the 'plate' in The District. On weekends, The District features local musicians. On the 3rd Saturday of each month The District hosts a "Sip and Stroll" from 5-7 pm, offering food and beverage samples from participating restaurants. On the 4th Thursday of each month, The District restaurants host "Dine Out to Make a Difference," when participating restaurants donate 10% of their sales to a local charity. For a full schedule of events, see our Facebook page: [facebook.com/TheDistrictClearwater](https://www.facebook.com/TheDistrictClearwater) ■

There's something "new" in downtown Clearwater: a new energy, a new ambience and a new attitude, giving you a whole new visitor experience! The 400 and 500 blocks of Cleveland Street are now open to pedestrian traffic only, which provides easy and safe access to more than 9 locally-owned restaurants in downtown Clearwater. New open-air and socially-distant dining along with masked servers means that your health and safety come first to these business owners.

In The District, you can enjoy a wide variety of award-winning cuisines — from fresh seafood, farm-to-table culinary creations, keto-friendly and gluten-free selections to grass-fed meat burgers, vegetarian entrees, NY style pizza, Sicilian and Mexican



**THE DISTRICT
IN CLEARWATER**
501 Cleveland St
Downtown Clearwater



Public Relations
(Earned Media - Print, Television & Social Media)

Regular engagement with local media / online platforms provides a steady communication of positive, pro-active information to the community. The District has been featured throughout Tampa Bay through these channels:

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 - ABC Action News

Kelly Kelly Show (WTAN)

Dine Out For A Difference (Live shot with Fox)

Featured Articles in Next Door

Featured Articles in Clearwater Patch

Featured Articles in Colorful Clearwater Blog

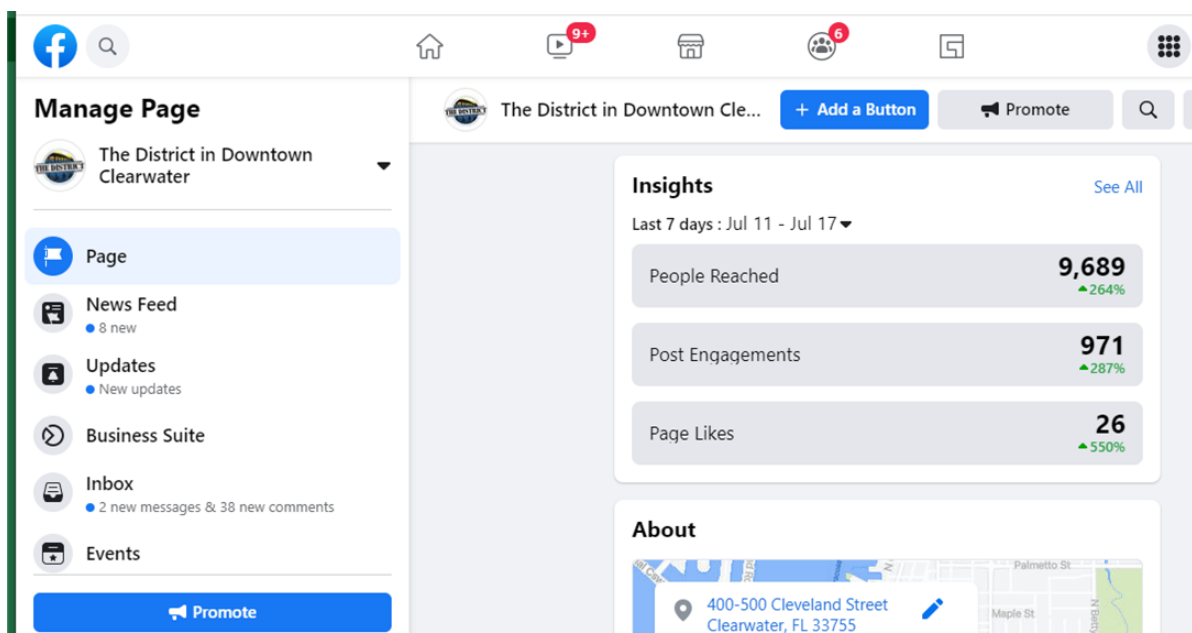
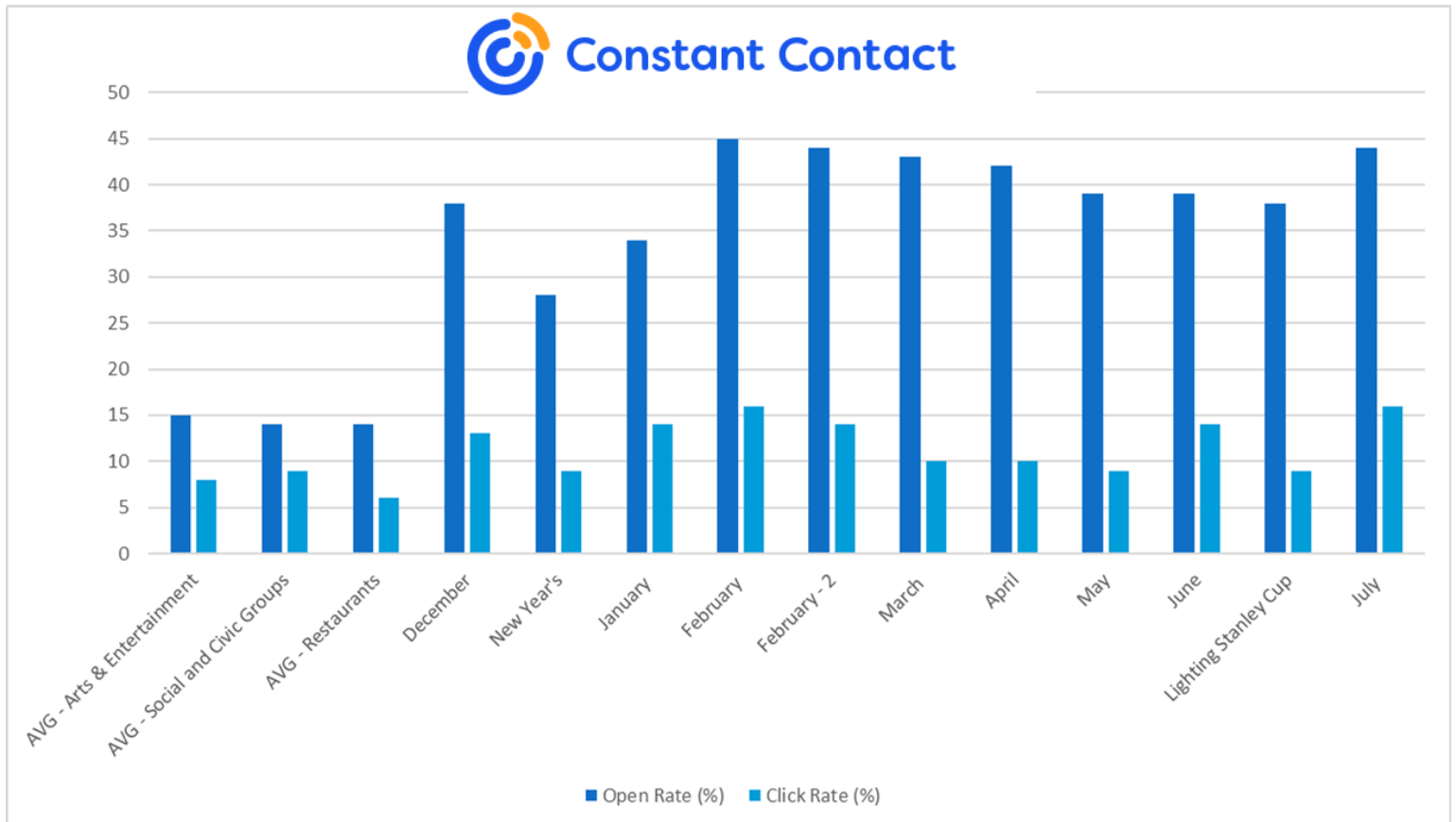
Amplify Clearwater Podcast

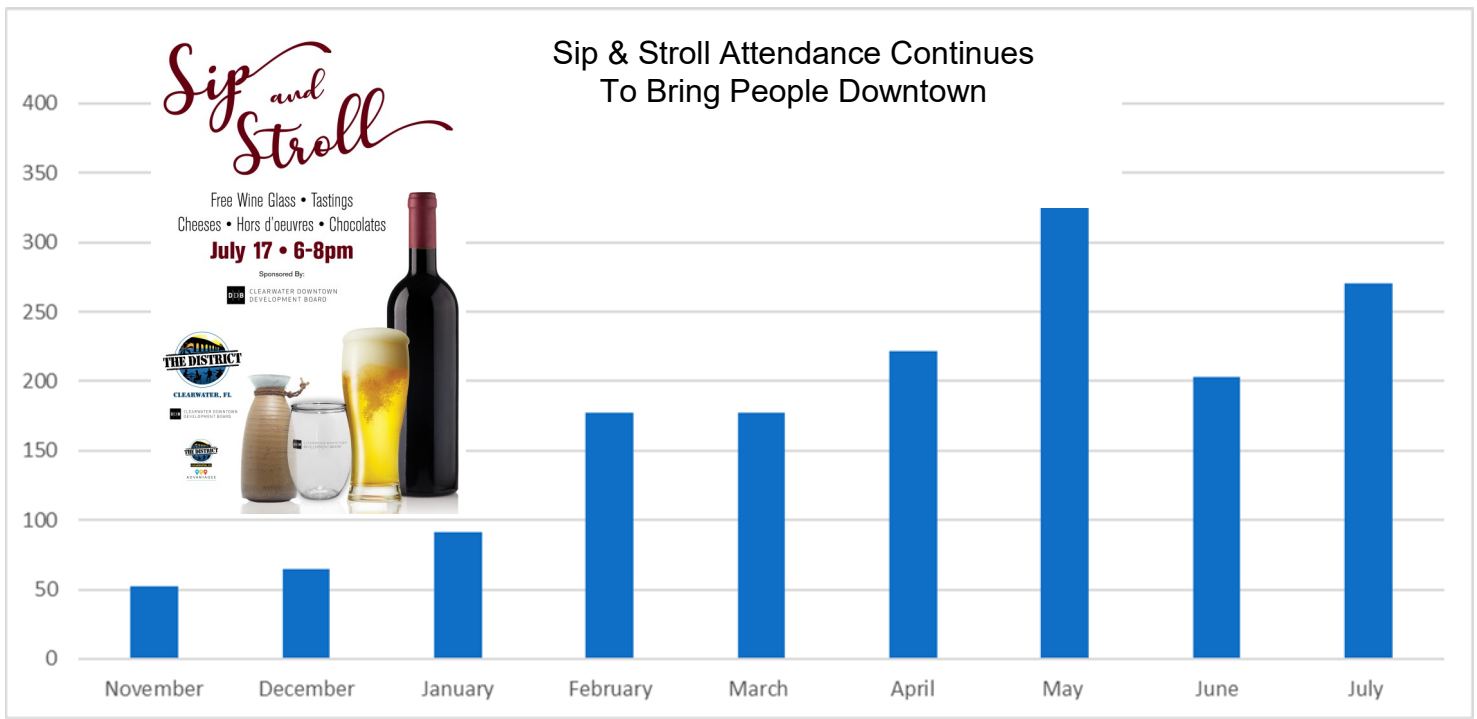
ABC Action News (Wearable Art Exhibit)

Bay News 9 (Human Trafficking)

Creative Loafing

Social Media: Quality content keeps our community engaged, exceeding industry averages





AMPLIFY
CLEARWATER
 ESTABLISHED 2019
Cross-Promotion Partner

DDB CLEARWATER DOWNTOWN
 DEVELOPMENT BOARD




 CATALYST
 A MARKETING COMPANY




 COLDWELL BANKER
 REALTY



PROforma

HIBBARD
 WEALTH MANAGEMENT GROUP
 AT STEWARD PARTNERS
 YOUR GOALS • OUR MISSION



CLEARWATER, FL

The DDB GRant to The District was effective in executing many of the goals set out in the October 2020 - September 2021 DDB Workplan

DDB Workplan October 2020-September 2021	
MARKETING GOAL: INCREASE AWARENESS OF DOWNTOWN AS A FUN DESTINATION FOR CLEARWATER RESIDENTS, EMPLOYEES AND VISITORS	
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	✓
BUSINESS ASSISTANCE GOAL: RETAIN CURRENT BUSINESSES AND ATTRACT NEW BUSINESSES	
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	✓
POLICY & PROJECT GOAL: CREATE A MORE WELCOMING DOWNTOWN	
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	✓



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD