



## Legislation Details (With Text)

**File #:** ID#21-8863    **Version:** 1    **Name:** dcma funding request  
**Type:** Action Item    **Status:** Agenda Ready  
**File created:** 2/8/2021    **In control:** Downtown Development Board  
**On agenda:** 3/3/2021    **Final action:**  
**Title:** Approve a funding request from the Downtown Clearwater Merchant's Association, DCMA, for Business Assistance in the amount of \$15,000 for live music.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. DCMA DDB Funding Request Form20201 Business Assistance Feb-April 2021 (003).pdf

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

### SUBJECT/RECOMMENDATION:

Approve a funding request from the Downtown Clearwater Merchant's Association, DCMA, for Business Assistance in the amount of \$15,000 for live music.

### SUMMARY:

The purpose of this item is to request approval of the DCMA's Business Assistance funding request to provide live music from January 14, 2021, through April 15, 2021.

The DCMA will use the Business Assistance grant to assist business owners on the 400 and 500 blocks weekly, Thursday, Friday, Saturday, and Sunday nights by providing live music with the continued closure of Cleveland Street. The DCMA completed a consolidated asks of business owners to provide various bands and music selection weeknights that represents interest of the businesses.

They are requesting \$1,153 per week for the next 13 weeks to pay musicians for a total of \$15,000, which will be retroactive payments starting from January 14, 2021 for all music events that have taken place.

At the September 16, 2020 board meeting, the board approved funding the DCMA for live music on the 400 and 500 blocks of Cleveland Street. Pending approval, the DCMA will complete a Funding Agreement that outlines the reimbursement process for live music events, locations, timeline, scheduling, and benefits for the DDB to assist their grant request.

Staff recommends approval of a \$15,000 grant to the DCMA for live music. This request aligns with the 20/21 Workplan goal to enhance the temporary closure of Cleveland Street, supports the retention of local businesses, and markets downtown as a destination.

### APPROPRIATION CODE AND AMOUNT:

Funds for this grant are available in the Business Assistance Grants line item in the Business Assistance

category of the budget 1829411-558700 for the DDB 20/21 Budget.