



Legislation Text

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SUBJECT/RECOMMENDATION:

Accept 2nd Century Clearwater Quarterly Progress Report for the period April 1, 2016 through June 30, 2016, as well as the Funding and Program Activity Reports detailing cumulative expenditures through June 30, 2016.

SUMMARY:

The Urban Land Institute (ULI) Advisory Services Panel Report implementation is being branded as *2nd Century Clearwater*. As part of the implementation, staff committed to providing quarterly updates on the status of Priority (P) items. The updates are reflected in the *2nd Century Clearwater Implementation Matrix* which includes the *Funding Sources and Cost* (through Q3 FY15-16) spreadsheet. Additionally, *Program Activity Reports* for ULI General Fund Account (181-99888); CRA Library Activation Account (388-99887); CRA Tech District Account (388-94872); CRA ULI Implementation Account (388-99885) detailing total encumbrances and expenditures are provided for review.

Projects Update:

To summarize, the status of the 13 Priority (P) projects are as follows:

8 Projects are complete and/or in the implementation phase:

- Comprehensive Boating Plan for Harbor (**ULI 1**)
- Comprehensive North Marina Master Plan (**ULI 5**)
- Boost Downtown Library to Support Redevelopment (**ULI 9**)
- Attract Incubator/Support Entrepreneurial Ecosystem (**ULI 15**)
- Community Branding Initiative (**ULI 29**)
- Real Estate Parcel Marketing (**ULI 30**)
- Create Stakeholder Advisory Group (**ULI 31**)
- TIF Bonds Examination (**ULI 34**)

4 Projects are on schedule:

- Master Development Plan for Bluff/Coachman/Waterfront (**ULI 8**)
- Use Harbor Bridge as Aesthetic Gateway (**ULI 10**)
- Update of Downtown Redevelopment Plan (**ULI 12**)

- Mercado in East Gateway (ULI 27)

1 Project is in progress/delayed:

- Enhance Gateways to Downtown/East Gateway (ULI 20)

In addition to the council-designated priority projects, two additional ULI projects have been addressed:

- Create a Water Taxi/Ferry (ULI 4)
- Ensure Environmental Integrity of Clearwater Harbor (ULI 2)

Expenditure Update:

With respect to the financial expenditure report, on an accrual basis, \$1,536,916 has been encumbered with \$507,353 expended for ULI projects since September 2014. Broken down by funding source, the expenditure allocations are: General Fund, \$103,257; General Fund Reserve; \$42,707; ULI General Fund Reserve, \$291,899; and CRA, \$69,490.

The majority of expenditures/commitments to date are attributable to six projects: 1) Comprehensive Boating Plan, \$59,975; 2) North Marina Master Plan, \$105,624; 3) Imagine Clearwater- Bluff Master Plan, \$438,000; 4) Boost the Library - Library Maker Space and staffing, \$177,909; 5) Attract an Incubator- Clearwater Business SPARK, \$125,000; and 6) Comprehensive Branding Initiative, \$100,000.

The *2nd Century Clearwater Implementation Matrix* and *Funding Sources and Cost* spreadsheet reflect ULI activities conducted thru Q3 FY 2015/16.

Detailed information, including fund allocations, timeframes, staff resources and responsibilities for each Priority Item (P) is provided in the *2nd Century Clearwater - ULI Priority Item Status Updates*.

Additionally, staff has provided *Program Activity Reports* identifying line item expenditures and fund balance through the period ending June 30, 2016, for the following accounts: General Fund ULI account (181-99888); CRA Library Activation Account (388-99887); CRA Tech District Account (388-94872); CRA/ULI Implementation Account (388-99885) and CRA Library Activation Account (388-99887).

No actual or committed funds were charged against the \$1,000,000 CRA/ULI Implementation Account (388-94885) in Q3 FY2015/16. Beginning with the Q4 FY 2015/16 Progress Report, the \$438,000 for HR&A will be reflected in the activity report.