



Legislation Text

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SUBJECT/RECOMMENDATION:

Adopt a 2017 CRA Strategic Plan that identifies the agency's goals, objectives and priorities to revitalize and activate Downtown Clearwater.

SUMMARY:

The CRA's 2017 Strategic Plan highlights the areas where staff believes the CRA can have both immediate and longer-term positive impacts on the growth and development of Downtown Clearwater. The plan focuses on eight key objective areas: real estate, retail, office, residential, public space, transit and transportation, marketing, and community partnerships. These components are integral to the overall success of Downtown Clearwater.

Within each objective area, the CRA has identified specific project priorities that aim to advance the mission of revitalizing Downtown Clearwater by making it a more attractive and inviting place for people to live, work, explore and invest.

Notably, the CRA's 2017 Strategic Plan strives to capitalize on the downtown's existing assets: its waterfront location, walkable 'main street', abundant historic architecture, growing business/tech community, growing residential population, and strong civic/non-profit participation, among others.

The 2017 Strategic Plan will be a helpful document for both the CRA staff and board; one that allows staff to measure progress and ensure that resources are utilized in an effective, impactful and efficient way.