



Legislation Text

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SUBJECT/RECOMMENDATION:

Approve a funding request from Downtown Clearwater Merchant's Association in the amount of \$10,000.

SUMMARY:

The Downtown Clearwater Merchant's Association (DCMA) has requested a grant for \$15,000 to create a marketing videos, conduct an advertising campaign and provide live music on the 400 and 500 blocks of Cleveland Street from June - November 2020. The purpose of this grant is to attract more patrons to downtown in the next six months now that COVID 19 Safer At Home orders have been lifted.

The DCMA will use the grant funding to conduct the following activities:

1) Marketing of downtown Clearwater merchants through the creation of video content distributed through social media channels. The DCMA recently produced a video to showcase individual merchants and points of interest in Downtown Clearwater featuring dancing and music in the streets. The DCMA intends to promote the video on all the merchants' social media channels as well as the DCMA Facebook page. The DCMA will use funding to boost Facebook/Instagram ads.

They plan to produce and promote two additional videos in September 2020 and December 2020. The estimated costs for each video production and promotion is \$3,000 each for a total of \$9,000 for three videos and advertising.

2) The DCMA is assisting business owners on each block by sharing the cost for live music on Friday and Saturday nights on a weekly basis to take advantage of expanded outdoor dining space on Cleveland Street. They are requesting \$1,000 per month for the next 6 months to pay musicians for a total of \$6,000.

The DDB granted the DCMA a \$15,000 grant for merchant events in downtown for the current fiscal year. As of May 29, 2020, DCMA has not requested reimbursement for that funding. The existing grant can be used to pay for live music and marketing of events. Grant funds are disbursed on a reimbursement basis with proof of a paid invoice or receipt. The DDB may distribute funds in advance of project completion if they choose.

Considering the outstanding grant, staff recommends that the DDB support a grant of \$10,000 which will allow the DCMA to complete the proposed marketing activities for the remaining four months of the current fiscal year. Once a new funding process is adopted, the DDB can consider granting the remaining request for the next fiscal year.