



Legislation Text

File #: ID#20-8252, **Version:** 1

SUBJECT/RECOMMENDATION:

Request approval of a funding request from the Downtown Clearwater Merchant's Association, DCMA, for Business Assistance in the amount of \$21,250 for music and membership fees.

SUMMARY:

The purpose of this item is to request approval of the DCMA's Business Assistance funding request to provide live music from October 2020 through January 2021 and cover the cost of membership fees for 25 businesses in the DCMA.

The DCMA will use the Business Assistance grant to fund:

- 1) Live Music- the DCMA is assisting business owners on the 400 and 500 blocks weekly on Thursday, Friday, Saturday, and Sunday nights by providing live music during the continued closure of Cleveland Street through January 14, 2021. They are requesting \$1,000 per week for the next 15 weeks to pay musicians for a total of \$15,000.
- 2) Membership Fees- the DCMA is requesting assistance to pay annual membership fees for 25 local businesses in the amount of \$6,250 to support businesses impacted by Covid 19. This assistance will help the DCMA to continue to bring visitors to restaurants, shops, and retail businesses in downtown.

Staff anticipates the DCMA will request additional funding for Marketing Assistance to conduct a marketing campaign for "The District," a branding effort to highlight the temporary closure of Cleveland Street. The CRA will work with the DCMA to provide prepare the marketing funding request at the next scheduled DDB Meeting.

This request aligns with the 20/21 Workplan goal to enhance the temporary closure of Cleveland Street, to support the retention of local businesses, and to market downtown as a destination. Staff recommends approval of a \$21,250 grant to the DCMA for live music and membership fees.