



Legislation Text

File #: ID#21-8895, **Version:** 1

SUBJECT/RECOMMENDATION:

Approve a funding request from Mr. 1nf1n1ty for Marketing Assistance in the amount of \$32,729.

SUMMARY:

The purpose of this item is to request approval of Mr. 1nf1n1ty Business Assistance grant to fund one part of his marketing plan for the fabrication and installation of branded materials based on the submitted quote and grant application. Branded materials for fabrication and installation for marketing include:

- Graphic Design for wrapped wall (interior space)
- Property Signage for building
- Promotional Products- printed brochures of Mr. 1nf1n1ty-Disrupting Fitness

Mr. 1nf1n1ty fitness studio is located at 331 Cleveland Street with services designed for athletes to train “according to their truth to maximize their performance and help them become superhuman athletes.” The Disrupting Fitness program “gives individuals the programming that provides a step by step guide to achieve a higher state of fitness and health” for interactive or virtual training services. This business serves both residents and professional athletes in Downtown Clearwater and can serve as a physical fitness destination for tourist, employees, and residents of Clearwater.

This request aligns with the DDB 20/21 work plan goals for providing funding to retain new businesses, marketing Downtown Clearwater as a destination, and supporting businesses that attract tourists and residents to Downtown Clearwater to Live Work and Play.

Staff recommends funding the full grant amount of \$32,729. As a board, the DDB can approve part or all this grant request. If approved, this grant will be an example of a project the DDB can use to promote its grant programs, and Mr. 1nf1n1ty will complete a Funding Agreement that outlines the reimbursement process for approved expenses associated with branded materials and outline sponsorship from the Downtown Development Board for his branded materials.

APPROPRIATION CODE AND AMOUNT:

Funds for this grant are available Business Assistance category of the DDB FY 20/21 Amended Budget