



## Legislation Text

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File #: ID#21-9205, Version: 1

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### **SUBJECT/RECOMMENDATION:**

Discuss changes on the guidelines for DDB funding requests.

### **SUMMARY:**

The purpose of this discussion is to receive direction from the Downtown Development Board (DDB) on how the board wishes to modify or not modify its adopted policies, procedures, and work plan for awarding grant funds to applicants. Board members have expressed a desire to provide clarity to potential grant applicants and build a consensus among board members on what and how the DDB wishes to provide funding to outside organizations. The Board has agreed to suspend hearing funding requests in the months of May and June meetings to address potential amendments to the funding process.

### **Proposed Discussion Items**

Staff would like to have any amendments to the process prepared for boards consideration at the July 2021 meeting to enable the CRA to advertise the funding process and inform applicants of the expectations of the board. The DDB Attorney will present any legal issues that need to be considered at the June meeting.

Staff recommends the DDB consider and provide direction on the following discussion items in discussion:

- Does the DDB want to modify its current work plan to change the goals
- Should the DDB adopt minimum and maximum grant funding amounts
- Should the DDB institute some matching requirement or other financial requirements
- Should the DDB incorporate diversity and equity considerations into its funding process
- Is the DDB comfortable with the current funding policy
- Are there types of activities or projects the DDB does NOT want to fund

### **Current Process**

With the adoption of the FY2020-2021 Workplan on August 27, 2020, the DDB identified three main goals, which guides funding requests:

- Marketing Goal: Increase awareness of downtown as a fun destination for Clearwater's residents, employees, and visitors
- Business Assistance Goal: Retain current businesses and attract new businesses
- Policy and Project Goal: Create a more welcoming downtown

Requests for funding that meet one of the three work plan goals are considered on a rolling basis throughout the fiscal year. Applicants complete a funding request form. The Board provides requests for additional information via email before a public hearing. The request is voted on at a public hearing, and a grant agreement is executed by CRA staff based on adopted DDB funding policies.

The grant agreement outlines the specific grant activities, payment schedule, and reporting requirements. The DDB establishes a budget amount for each goal that determines how much grant funding is available. The DDB can amend those amounts at any regular meeting through budget amendments.