



# City of Clearwater

Main Library - Council  
Chambers  
100 N. Osceola Avenue  
Clearwater, FL 33755

## Legislation Text

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**File #:** ID#22-0767, **Version:** 1

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**SUBJECT/RECOMMENDATION:**

Request approval of the DDB's Marketing Plan in the amount of \$50,000.

**SUMMARY:**

The purpose of this item is to request approval of funding in the amount of \$50,000 for the creation of a Marketing/Signage program. As one of the ideas to improve downtown as discussed at the March 2, 2022, board meeting, CRA staff is working to develop a Marketing program for businesses within the DDB district to participate. The maximum grant allowed to an individual applicant will not exceed \$2,500 to market their business.

**APPROPRIATION CODE AND AMOUNT:**

Funds for this grant will be available in the FY 22/23 Marketing Category.