



Legislation Text

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SUBJECT/RECOMMENDATION:

Approve the Community Redevelopment Agency (CRA) Business Spotlight program that will provide exposure to businesses within the Downtown Clearwater CRA and authorize the appropriate officials to execute same.

SUMMARY:

The Community Redevelopment Agency (CRA) recommends approving the CRA Business Spotlight Program to support its goals of attracting residents, visitors, businesses, and employees to downtown. Over six months, CRA staff has engaged with business owners and community stakeholders to develop partnerships that foster meaningful connections within the community.

The purpose of the Community Redevelopment Agency (CRA) Business Spotlight program is to promote local businesses within the community. It provides exposure and support to these businesses, helping them thrive and contribute to the economic growth and vitality of the area. The program involves showcasing different businesses through marketing efforts or other initiatives to attract customers and increase awareness of the products and services offered by local establishments. It will foster a sense of community pride and engagement by highlighting the unique offerings of businesses in the area.

The **Business Spotlight Program** directly promotes goals and objectives of the 2018 Clearwater Downtown Redevelopment Plan, specifically:

People Goals: Downtown shall be a place that attracts residents, visitors, businesses, and their employees and enable the development of community. The City shall encourage a vibrant and active public realm, recreation and entertainment opportunities and support the community and neighborhoods.

Objective 1D: Encourage a variety of office-intensive businesses, including finance and insurance, IT/Software, professional services, data management, analytics and services, and medical to relocate and expand in Downtown to provide a stable employment center.

This program is intended for local business owners who meets specific criteria, including location within designated Downtown Clearwater redevelopment boundaries, legal compliance, active operational status, and a commitment to community involvement. Eligible businesses surrounding various sectors, including retail and restaurant businesses, personal services industries, galleries, theaters, and other cultural and community gathering spaces.

Upon approval, the Business Spotlight will follow a marketing and communications plan. The application window will be open for four weeks to allow businesses to submit their applications. Once the application window has closed, committee members will carefully review and assess all received applications. Upon completion of the review process, approved businesses will be notified, and meetings will be scheduled to discuss timelines, expectations, and other pertinent details. At a future CRA meeting, a presentation of the final recipients of the Business Spotlight Program will be recognized.

The proposed program meets the goals of the downtown redevelopment plan and provides a partnership opportunity for business owners who wish to establish a sense of community in our redevelopment area.

Funding for this program in an amount not to exceed \$5,000 will be used for printing flyers and other marketing to help administer this program as authorized by Florida Statute 163.387(6)(c)1.

APPROPRIATION CODE AND AMOUNT:

Funding for this program in an amount not to exceed \$5,000 are available in R2002 Community Engagement.

STRATEGIC PRIORITY:



2.2 Cultivate a business climate that welcomes entrepreneurship, inspires local investment, supports Eco-friendly enterprises, and encourages high-quality growth.

3.1 Support neighborhood identity through services and programs that empower community pride and belonging.

3.3 Promote marketing and outreach strategies that encourage stakeholder engagement, enhancement community educations, and build public trust.