



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

Annual Report | FY 23-24

ABOUT THE DOWNTOWN DEVELOPMENT BOARD

The Downtown Development Board (DDB) is a seven-member elected body that supports the growth and vitality of Downtown Clearwater. Working in partnership with the Clearwater Community Redevelopment Agency (CRA), the DDB advises on economic development, event funding, and public services that contribute to a more vibrant urban core. The board helps shape long and short-term improvement strategies, monitors the district's economic health, and promotes efforts that attract residents, businesses, and visitors to the area.

DDB MISSION

Build and Strengthen a Downtown Clearwater Community that is inviting and flourishing for all.



Scan the code to view the Downtown Development Board meetings or visit MyClearwater.com/DDB



DDB GOALS & OBJECTIVES

The Downtown Development Board's goals and objectives aim to foster a thriving environment that encourages business activity, community events, and daily engagement in Downtown Clearwater.



MARKETING GOALS

Increase awareness of Downtown as a fun destination for residents, employees, and visitors.

- Fund a variety of special events.
- Increase Downtown visibility online.
- Engage property owner.



BUSINESS ASSISTANCE GOALS

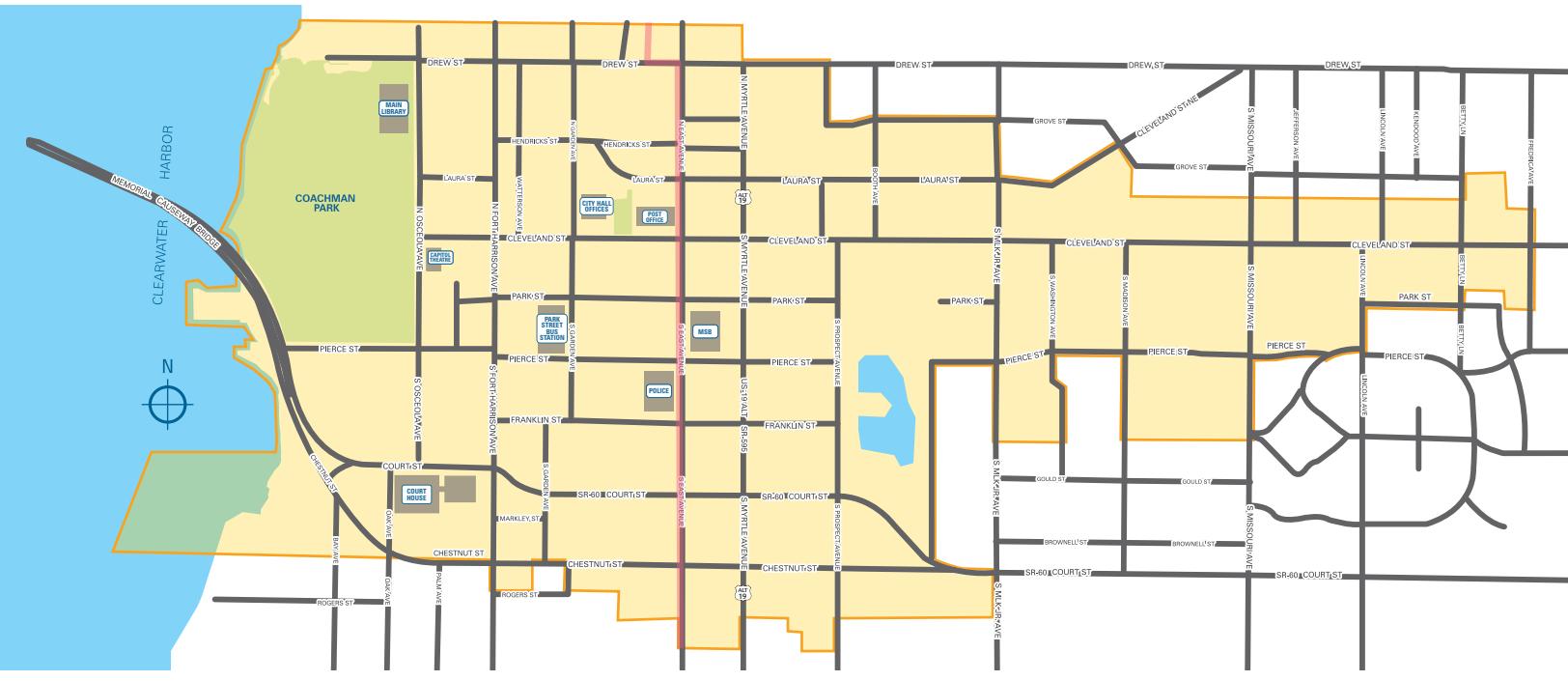
Retain current businesses and attract new businesses.

- Support Downtown connectivity.
- Promote DDB marketing support.
- Partner with the CRA and City initiatives.

DOWNTOWN DEVELOPMENT BOARD MAP

FY 2023-2024 DOWNTOWN DEVELOPMENT BOARD FINANCIAL SUMMARY

Fiscal Year October 1, 2023 – September 30, 2024



MAP KEY
— DDB Boundary
— Pinellas Trail

BOARD MEMBERS

Bruce Rector-Chair
 David Allbritton
 Lina Teixeira
 Ryan Cotton
 Mike Mannino
 Jennifer Fraizer
 Mikhail Khodortsov

BUSINESS ADMINISTRATOR

Jesus Nino
 Community Redevelopment Agency
 Executive Director

Category	Budget	Amount Paid	Remaining Balance
Revenue	\$1,417,556.00	\$884,540.07	\$533,015.93
Marketing	\$480,000.00	\$194,147.73	\$285,852.27
Business Assistance	\$112,776.00	\$39,278.88	\$73,497.12
Policy and Project Work	\$20,000.00	\$0.00	\$20,000.00
Future Downtown Initiatives	\$304,636.00	\$0.00	\$304,636.00
Staff & Office Administration	\$111,357.00	\$107,345.11	\$4,011.89
Fixed Payments	\$25,775.00	\$23,915.18	\$1,859.82
Total Expenditures	\$1,054,544.00	\$364,686.90	\$689,857.10
Other Fixed Payments			
CRA Increment Payment	\$363,012.00	\$363,521.06	(\$509.06) (Overpaid)
Board-Approved Minimum Reserves (1/11/2023)	\$75,000.00		

ACCOMPLISHMENTS

In Fiscal Year 2023-2024 the Downtown Development Board focused on enhancing the downtown experience through events, accessibility, and public realm improvements. Grant policies were updated to make funding more accessible, supporting a wider range of community programming. The DDB also improved transportation options by enhancing connectivity through the Jolley Trolley's downtown loop and invested in beautification efforts with seasonal decorative lighting.

THE DOWNTOWN DEVELOPMENT BOARD AWARDED:

\$15,942

Downtown Lighting enhancements

\$21,776

Transit Enhancements

\$194,148

In special event grants



ACCOMPLISHMENTS

The Downtown Development Board Funded a variety of community events



Clearwater Jazz Holiday
\$63,000

Clearwater Veterans Alliance
Memorial Day Celebration
\$81,000

Salsa in the District
\$15,000

The Market Marie
\$7,240

Tampa Bay Ukulele Festival
\$18,429

Summervibes Car Show
\$5,454





Learn More about Downtown Development Board Grants

Visit MyClearwater.com/DDB



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

Clearwater City Hall
600 Cleveland Street, Suite 600
Clearwater, FL 33755