



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](https://www.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.

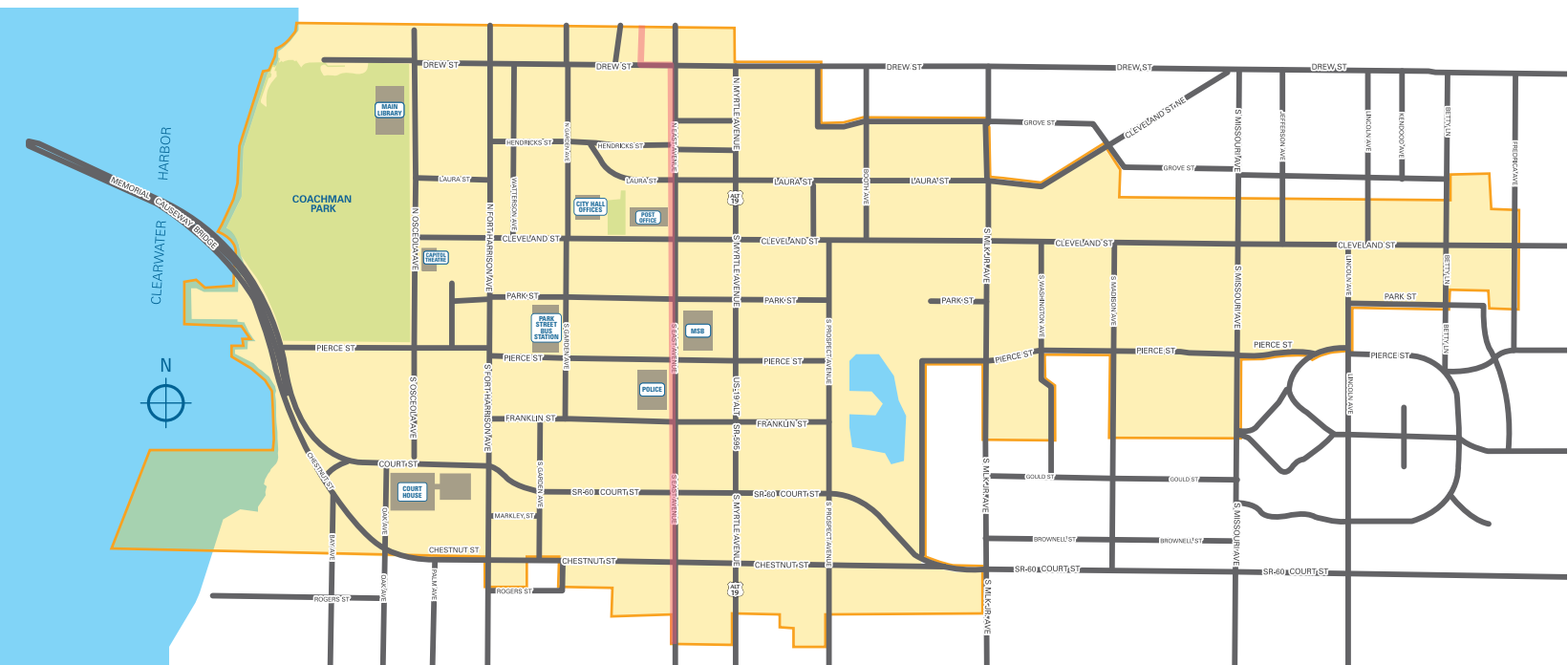


BUSINESS ASSISTANCE GOALS

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



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

FY 2023–2024 DOWNTOWN DEVELOPMENT BOARD
FINANCIAL SUMMARY

Fiscal Year October 1, 2023 – September 30, 2024

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