

ANNUAL REPORT CITY OF CLEARWATER COMMUNITY REDEVELOPMENT AGENCY

Message from the Chair of the Community Redevelopment Agency

On behalf of the city of Clearwater's Community Redevelopment Agency (CRA), I am pleased to provide the Annual Report for Fiscal Year 2019/2020 which ended on Sept. 30, 2020. Throughout the report, you will find examples of the CRA's adopted 18-month strategy, which aimed to foster a downtown that will become a great destination in which one can live, work, and play.

In a year that became defined by the COVID-19 pandemic, we saw our community's resiliency in several ways. The CRA launched its COVID-19 Recovery Program, including participation in the city of Clearwater Back to Business Grant and Professional Services Program, as well as a voucher program to encourage residents to support local businesses. The CRA also worked with the city to close a portion of the downtown core on Cleveland Street, enabling merchants and visitors to engage in outdoor and physically-distanced dining and shopping.

The CRA is continuing its support of local businesses and the beautification of downtown with façade and building improvement grants for tenants and property owners, and issued a Request for Proposals (RFP) for enhanced streetscape lighting along Cleveland Street. To help drive foot traffic in downtown, the CRA also approved an agreement for new rental housing units and solicited an RFP and letters of interest for various sites throughout downtown.

This year, the CRA continued to hold significant arts and civic engagement programming. The CRA finished its lease at Second Century Studios in 2019 with exciting and engaging public programs, and in 2020 released a call for artists for the second iteration of the Downtown Clearwater Mural Program, launched a virtual arts tour featuring more than two dozen public art sites throughout downtown, and welcomed the tenth season of the Sculpture360 program on Cleveland Street. Finally, the CRA held various public meetings throughout the city on the Imagine Clearwater project and Streetscape Phase III, two capital improvement projects that will transform downtown's waterfront and gateway into people-first, vibrant and welcoming public spaces in the heart of our city.

The CRA trustees and staff look forward to continuing our work to foster a lively, engaging downtown Clearwater CRA district that helps redefine coastal living in Florida.

Sincerely,



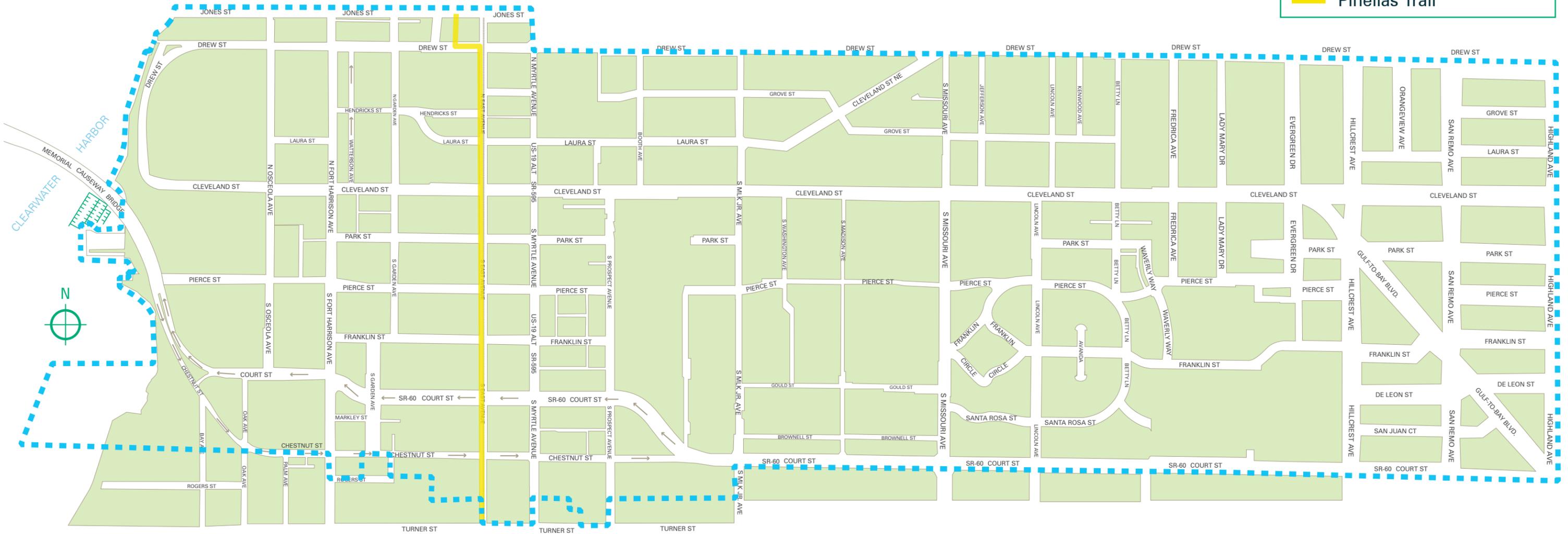
Frank Hibbard
Mayor

FY 2019-2020

BOUNDARY MAP

MAP KEY:

- Downtown CRA Boundary
- Pinellas Trail



The mission of the city of Clearwater's Community Redevelopment Agency is to promote Downtown Clearwater's ongoing neighborhood revitalization through programs and initiatives that strengthen and stimulate our local economy and environment.

The city of Clearwater CRA aims to create lasting change in Downtown Clearwater. In October 2018, the CRA adopted an 18-month strategy to foster an environment that is the next great destination to live, work and play. The four goals are to:

- Create and share authentic, positive stories about Downtown Clearwater
- Begin construction on Imagine Clearwater
- Permit 600 housing units
- Attract \$100 million dollars of private investment

STATEMENT OF REVENUE

BUDGETED AMOUNTS

	Original	Final	GAAP Basis Actual Amounts	Variance with Final Budget Positive (Negative)
Revenues:				
• Intergovernmental - local	\$ 3,785,262	4,082,587	4,082,587	-
• Investment earnings:				
• Interest	50,000	78,485	124,495	46,010
• Net appreciation (depreciation) in fair value	-	-	33,872	33,872
- Total investment earnings (loss)	50,000	78,485	158,367	79,882
• Miscellaneous	73,512	73,512	73,512	-
- Total revenues	3,908,774	4,234,584	4,314,466	79,882
Expenditures:				
• Current - economic environment	1,148,763	1,167,343	893,651	273,692
• Debt service - Interest & fiscal charges	-	-	-	-
- Total expenditures	1,148,763	1,167,343	893,651	273,692
• Excess (Deficit) of revenues over expenditures	2,760,011	3,067,241	3,420,815	353,574
Other financing sources (uses):				
• Transfers in				
• Transfers out	(2,760,011)	(3,067,241)	(3,289,172)	(221,931)
- Total other financing sources (uses)	(2,760,011)	(3,067,241)	(3,289,172)	(221,931)
Net change in fund balances	-	-	131,643	131,643
Fund balance, beginning of year	-	-	-	-
Fund balance, end of year	\$ -	-	131,643	131,643

ACCOMPLISHMENTS

Budget & Interlocal

- Approved an interlocal agreement between the Community Redevelopment Agency and the Downtown Development Board to provide personnel, administrative and management services. (\$73,512)
- Approved an interlocal agreement between the Community Redevelopment Agency and the city of Clearwater for activities in the Clearwater Main Library that support community learning in the areas of Science, Technology, Engineering, Math, Entrepreneurship and small business growth. (\$99,640)
- Approved an interlocal agreement between the Community Redevelopment Agency and the city of Clearwater Police Department to provide additional community policing in the Community Redevelopment Agency district. (\$186,291)
- Approved an interlocal agreement between the Community Redevelopment Agency and the city of Clearwater to provide the CRA with staffing, information technology services and telephone services. (\$500,000)
- Approved a grant agreement with Ruth Eckerd Hall, Inc. to produce Blast Friday festival series in Downtown Clearwater. (\$100,000)



*images taken pre-pandemic

ACCOMPLISHMENTS (continued)

Grants

- Approved a Loan to Grant agreement with 949 Cleveland Street, LLC. for building improvements at 943 Cleveland Street. (\$187,632)
- Approved a Loan to Grant agreement with 949 Cleveland Street, LLC. for building improvements at 1011 Cleveland Street. (\$250,000)
- Approved a Loan to Grant agreement with 949 Cleveland Street, LLC. for building improvements at 1017, 1023 and 1029 Cleveland Street. (\$250,000)
- Renewed the lease with the Clearwater Community Garden in the Downtown Gateway.
- Approved a Façade Grant for Philly Joe's located at 405 South Missouri Avenue. (\$76,357)
- Implemented the CRA's COVID-19 Recovery Program, including participation in the City of Clearwater Back to Business Grant and Professional Services Program.
- Approved an amendment to a Façade Grant for 888 Business, LLC. for building located at 808 Court Street. (\$39,825)
- Approved an agreement with Amplify Clearwater to produce and manage Downtown Clearwater events. (\$40,000)
- Approved a grant agreement with Chestnut and Myrtle, LLC. for new construction of new rental housing as part of a mixed-use development at 708 Chestnut Street. (\$500,000)
- Approved a design by Klar and Klar Architecture for a dynamic public plaza space at the intersection of Cleveland Street and Gulf to Bay Boulevard to be incorporated with in the larger Cleveland Street Streetscape Phase III project.



Request for Proposals

- Issued an RFP for the development of South Washington Avenue site.
- Issued an RFP for enhanced streetscape lighting of Downtown Clearwater along Cleveland Street.
- Solicited letters of interest for three properties in Downtown Clearwater: 115 South Martin Luther King Jr. Avenue, 306 South Washington Avenue, and 1250 Cleveland Street.

Acquisitions

- Purchase of surplus real property at 610 Franklin Street from the City of Clearwater. (\$1,006,000)



Images shown throughout report may have been taken pre-pandemic. Please observe CDC guidelines when in downtown areas.

Play

- Provided 2,500 vouchers for a \$20 credit towards a resident's bill at participating downtown restaurants, cafés and bars during nights and weekends from July to September 2020 through the Dine in Downtown Summer 2020 program. (\$25,000)
- Partnered with the Clearwater Arts Alliance to develop a virtual map of downtown's arts assets, featuring more than two dozen murals, sculptures, and creative placemaking projects. <https://downtownclearwater.com/arts-and-culture-tour/>
- Hosted the second annual Holiday Extravaganza, a series of events including outdoor movies, performances, and holiday decorations, throughout Downtown Clearwater. (\$46,408.89)
- Hosted a three-week exhibition with The Urban Conga on "play," providing hands-on opportunities for residents and visitors to learn creative ways to make cities more engaging, at Second Century Studios. (\$25,000)
- Hosted HO(ME), a limited-run exhibition that examines the concept of "home" and its meaning for individuals and community through the visual arts, at Second Century Studios.
- Began a temporary closure along the 400 and 500 blocks of Cleveland Street in May 2020 to aid restaurants through the COVID-19 pandemic and allow for more social distanced dining and shopping.



BOARD OF TRUSTEES:

FRANK V. HIBBARD
DAVID ALLBRITTON
HOYT HAMILTON
KATHLEEN BECKMAN
MARK BUNKER

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D O W N T O W N
CLEARWATER