



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

Work Plan- January 2023- January 2025

The DDB Mission is to:

**Build and Strengthen a Downtown Clearwater Community that is Inviting and Flourishing for all.**

**MARKETING GOAL:**

**INCREASE AWARENESS OF DOWNTOWN AS A FUN DESTINATION FOR CLEARWATER RESIDENTS, EMPLOYEES AND VISITORS**

**1. Strategy: Fund a Variety of Special Events throughout the DDB District**

**Performance Measure:**

- DDB will allocate \$450,000 for Special Events for FY 2024/25

**2. Strategy: Increase Awareness of Downtown as a Destination**

**Performance Measure:**

- Have a dedicated page to the DDB on myclearwater.com by October 2024

**3. Strategy: Survey Property Owners in the DDB**

**Performance Measure:**

**BUSINESS ASSISTANCE GOAL**

**RETAIN CURRENT BUSINESSES AND ATTRACT NEW BUSINESSES**

**1. Strategy: Support Connections to Downtown through a Variety of Transmodal Services**

**Performance Measure:**

- Provide annual funding for the Jolley Trolley coastal loop in Downtown Clearwater

**2. Strategy: Create an DDB Annual Report**

**Performance Measure:**

- Timely annual report published by March 31<sup>st</sup> 2025

**3. Strategy: Raise Awareness of the DDB's Funding Support for Local Business Marketing and Social Media Presence**

**Performance Measure:**

- Have an increase of 10% annual on DDB funded events posted on Facebook

**4. Strategy: Support and Encourage the CRA and the City's Business and Economic Development Initiatives/Programs**

**Performance Measure:**

- Pass an Interlocal Agreement between the Downtown Development Board and the Community Redevelopment Agency before October 1<sup>st</sup> annually.