

ANNUAL REPORT CITY OF CLEARWATER COMMUNITY REDEVELOPMENT AGENCY



Greetings,

On behalf of the city of Clearwater's Community Redevelopment Agency (CRA), I am pleased to provide the Annual Report for Fiscal Year 2021/2022 which ended on Sept. 30, 2022. At the close of the last fiscal year, I had just accepted my offer to join this remarkable agency as Executive Director. It was an honor to do so, as I learned of all the great initiatives the CRA spearheaded, and I was excited to onboard! Throughout this report, many of those initiatives are highlighted, and you will find examples of how the CRA's two-year strategy, adopted in January 2021, has worked to revitalize downtown and shape our community.

The Cleveland Street corridor continued its transformation with enhancements made to the 400 and 500 block street closure, with the installation of bollards and planters. Beautification enhancements brought fresh landscaping, colorful street pole banners, and seasonal lighting displays. Traffic pattern reconfiguration on Fort Harrison at Cleveland Street created new express parking options and added ten parking spaces. Station Square Park was infused with energy through the addition of flexible outdoor furniture that accommodates events of all sizes. Food Truck Thursdays, in partnership with downtown's largest employer, KnowBe4, created a lively monthly event that encouraged daytime employees and residents to experience downtown in new ways. Downtown Clearwater's Holiday Extravaganza celebrated its fourth year with a mixture of new events, bigger decorations, and larger crowds spreading holiday cheer.

Construction continued to reshape both ends of the CRA. On the west side of downtown freshly poured paths and the rising metal structure of the amphitheater took shape in Coachman Park, providing a glimpse of how the Imagine Clearwater project will redefine the city's waterfront. On the east side in the Downtown Gateway neighborhood, the newly created public outdoor space at Cleveland Street and Gulf to Bay Boulevard, called the Mercado, started to take shape under the Cleveland Streetscape Phase III construction project.

The CRA remained dedicated to the arts and saw great success with our first dedicated art exhibit at the Clearwater Main Library featuring the iconic photography of Clyde Butcher, which was on display from November through June. Clyde and Niki Butcher, together, presented an inspiring lecture to a nearly sold-out crowd at The Capitol Theatre in March. In July our second exhibit featuring the first traveling collection by Niki Butcher opened. The summer also saw Gas Light Alley brought to life through a symphony of natural sounds during The World Within immersive sound art installation.

The CRA continued its support of local businesses and beautification through its business assistance grants, which expanded to include the new Business Renovation grant, and the launch of the Placemaking and Resident Engagement grant program.

The CRA trustees and dedicated staff are excited to keep the transformation of downtown moving forward and celebrating even more milestones in the upcoming year.

Sincerely,

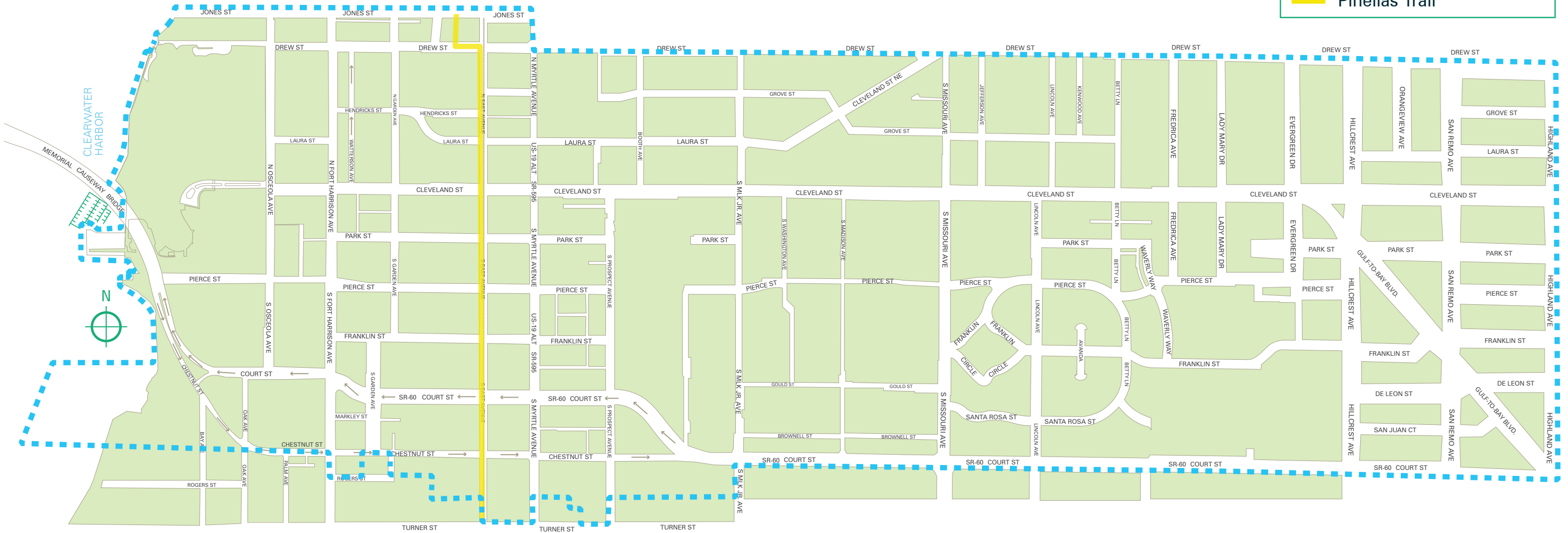
A handwritten signature in black ink, appearing to be 'Jaye Matthews'.

Dr. Jaye Matthews
CRA Executive Director

FY 2021-2022

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. The 2021-2022 implementation strategy has three primary focus areas:

- Creating and sharing authentic, positive stories about Downtown Clearwater
- Increasing Investor Confidence
- Placemaking

STATEMENT OF REVENUE

Budgeted Amounts

	Original	Final	GAAP Basis Actual Amounts	Variance with Final Budget Positive (Negative)
Revenues:				
• Intergovernmental - local	\$ 5,015,885	5,015,885	4,952,878	(63,007)
• Investment earnings:				
• Interest	55,000	55,000	113,986	58,986
• Net appreciation (depreciation) in fair value	-	-	(1,174,675)	(1,174,675)
- Total investment earnings (loss)	55,000	55,000	(1,060,689)	(1,115,689)
• Miscellaneous	78,748	78,748	78,748	-
- Total revenues	5,149,633	5,149,633	3,970,937	(1,178,696)
Expenditures:				
• Current - economic environment	1,187,214	1,187,214	977,423	209,791
- Total expenditures	1,187,214	1,187,214	977,423	209,791
• Excess (Deficit) of revenues over expenditures	3,962,419	3,962,419	2,993,514	(968,905)
Other financing sources (uses):				
• Transfers in	-	-	962,218	962,218
• Transfers out	(3,962,419)	(3,962,419)	(3,962,419)	-
- Total other financing sources (uses)	(3,962,419)	(3,962,419)	(3,000,201)	962,218
Net change in fund balances	-	-	(6,687)	(6,687)
Fund balance, beginning of year	12,900	12,900	12,900	-
Fund balance, end of year	\$ 12,900	12,900	6,213	(6,687)

ACCOMPLISHMENTS

Budget & Interlocal

- Approved an interlocal agreement between the City of Clearwater and Community Redevelopment Agency (CRA) to provide staffing and administrative services for the CRA. (\$622,094)
- Approved an interlocal agreement between City of Clearwater Police Department and Community Redevelopment Agency (CRA) to underwrite the cost of additional Community Policing throughout the redevelopment area. (\$252,549.84)
- Approved an interlocal agreement between the Downtown Development Board and the Community Redevelopment Agency (CRA) to provide personnel, administrative and management services. (\$301,369.83)



ACCOMPLISHMENTS (continued)

Placemaking

- America's Everglades: Through the Len's of Clyde Butcher art exhibit was on display at the gallery space at Clearwater Main Library. The popular exhibit was open from November 2021-May 2022 and also featured a book signing event. (\$168,457)
- Approved the Placemaking and Resident Engagement grant program for property owners, tenants, organizations, or individuals to fund placemaking and outreach opportunities that assist in transforming Downtown Clearwater. (\$50,000)
- Gas Light Alley located on the 500 block of Cleveland Street was transformed into an immersive sound art installation called The World Within. This installation invited people to walk through a unique oasis and hear the sounds of the Everglades. (\$25,000)
- Daydreaming: Niki Butcher's Hand Painted Photography, exhibit featured a collection of colorful images created over five decades, opened in July 2022. A meet and greet with Niki was held to celebrate the debut of her first traveling art exhibit at Clearwater Main Library. (\$47,400)
- Partnered with Tampa Bay Times and invited readers to submit essays and photographs of their favorite natural resources in Florida as part of the True Florida Contest inspired by the Clyde and Niki Butcher art exhibits on display in Downtown Clearwater. (\$3,028)

- Improvements to the Cleveland Street corridor enhanced the pedestrian experience of downtown. Improvements included the installation of bollards, planters, and new seasonal lighting displays that illuminated the trees and light poles along these two pedestrian focused blocks. (\$43,385)
- From the 400 to 700 blocks new landscaping was installed within the decorative planter pots, replacement trees, and new branded street pole banners were added to beautify the district.
- Station Square Park was enhanced with new moveable furniture that could be customized for events of all sizes within the park. This furniture included dining tables, dining chairs, Adirondack chairs, and umbrellas which have helped bring new energy to the park. (\$39,753)
- The fourth annual Downtown Clearwater Holiday Extravaganza included increased holiday lighting and decorations along Cleveland Street and in Station Square Park. Plus, a full month of special events that welcomed everyone to experience the spirit of the holiday season. (\$69,067)

Developments

- Approved the purchase of real property at 1351 Cleveland Street. (\$455,000)
- Approved an amendment to the development agreement for the sale and development of the property located at 1250 Cleveland Street and adjacent properties. (\$1 million)

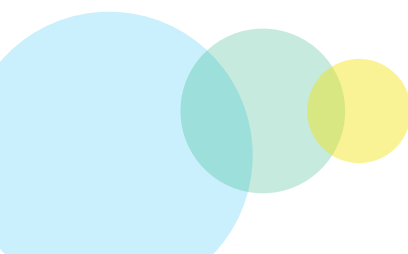
Developments (continued)

- Approved a work order for Post Active Remediation Monitoring of 1359 Cleveland Street for five years. (\$150,000)
- Approved Tax Increment Financing funds to pay for the impact fees and connection fees generated by the redevelopment partnership between the City of Clearwater and The DeNuzio Group, LLC and Gotham Property Acquisitions, LLC (\$1.5 million).
- Approved the purchase of real property located at 107 S. Osceola Avenue. (\$1.85 million)

Grants

- Amended the Loan to Grant Agreement with 949 Cleveland Street, LLC for the property at 943 Cleveland Street, to extend the agreement to March 1, 2023, for building improvements to implement the CRA Food and Drink Grant Program.
- Amended the Loan to Grant Agreement with 949 Cleveland Street, LLC for the property at 1011 Cleveland Street, to extend the agreement to March 1, 2023, for building improvements to implement the CRA Food and Drink Grant Program.
- Amended the Loan to Grant Agreement with 949 Cleveland Street, LLC for the property at 1017, 1023, and 1029 Cleveland Street, to extend the agreement to March 1, 2023, for building improvements to implement the CRA Food and Drink Grant Program.

- Approved the Loan to Grant Agreement with 703 Jones Street, LLC, for building renovations and improvements for an immersive museum. (\$1 million)
- Approved a Tenant Improvement Grant Agreement with Sports Facilities Companies, LLC for retention of headquarters operation. (\$100,000)
- Approved the Business Renovation Grant program for property owners and tenants to improve the visual appearance of commercial properties through exterior and interior improvements.
- Approved a Business Renovation Grant for PJ's Auto World located at 1370 Cleveland Street for roof replacement. (\$64,781)
- Approved a Business Renovation Grant for DeLukas Restaurant located at 1343 Cleveland Street for roof replacement and the installation of new A/C units. (\$45,063)
- Approved a Business Renovation Grant for Downtown Pizza located at 428 Cleveland Street for installation of a new A/C unit, the replacement of a structural wall, and new plumbing lines for dish pit area. (\$28,190)
- Approved a Whitebox Grant for The Captains Lounge located at 522 Cleveland Street for interior painting, electrical panel upgrades, room reconfiguration and new flooring. (\$50,000)
- Approved a Commercial Beautification Grant for Westmoreland Law Group located at 1361 Park Street for new signage and replacement of doors. (\$5,683)





BOARD OF TRUSTEES:

BRIAN J AUNGST SR
DAVID ALLBRITTON
KATHLEEN BECKMAN
MARK BUNKER
LINA TEIXEIRA

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D O W N T O W N
CLEARWATER