

ANNUAL REPORT CITY OF CLEARWATER COMMUNITY REDEVELOPMENT AGENCY

Message from the Chair of the 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 2020/2021 which ended on September 30, 2021. Throughout this report, you will find examples of how the CRA's two-year strategy adopted in January 2021 has been implemented to revitalize downtown and shape the future of our community.

In a year still defined by the pandemic, we saw our community's resiliency continue to grow stronger. The emergency road closure of Cleveland Street on the 400 and 500 blocks was extended from temporary to indefinite. The CRA continued its support of local businesses and the beautification of downtown through its business assistance grants with the launch of three new grant programs: Commercial Beautification Grant, Whitebox Grant, and Vacancy Reduction Grant. A partnership with Amplify Clearwater helped to bring new and unique events to downtown including The Market Marie, a reoccurring monthly farmers and artisan market.

Construction broke ground on both sides of the CRA. On the west side of downtown Coachman Park closed for the Imagine Clearwater project which will transform the city's downtown waterfront. On the east side in the Downtown Gateway neighborhood, the Cleveland Streetscape Phase III project will complete the final phase of reconstruction and beautification of Cleveland Street and the addition of a new festival core at Gulf to Bay Boulevard. The CRA also approved agreements that will lead to the future construction of multiple housing developments.

The CRA continued its commitment to the arts with the addition of three large murals. Two of these murals were painted on the side of the warehouse located at 701 Franklin Street, and the third mural was added on the street at the intersection of Cleveland Street and Garden Avenue. Construction began in the Clearwater Public Library that will transform the atrium into a museum-quality gallery that will showcase art exhibitions over the next three years. The CRA also welcomed the eleventh season of Sculpture 360.

The CRA trustees and staff look forward to continuing our work in redeveloping a beautiful and thriving downtown.

Sincerely,



Frank V. Hibbard
Mayor

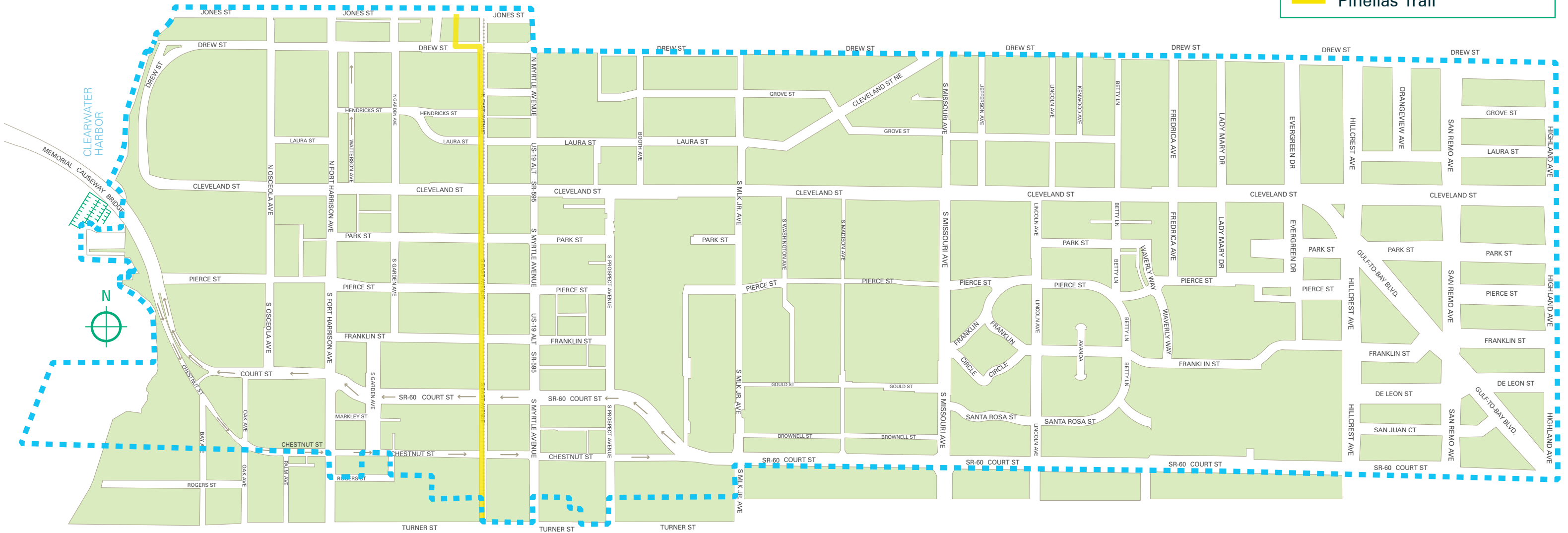


FY 2020-2021

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	\$ 4,729,202	4,724,353	4,724,353	-
• Investment earnings:				
• Interest	60,000	60,000	60,781	781
• Net appreciation (depreciation) in fair value	-	-	(89,315)	(89,315)
- Total investment earnings (loss)	60,000	60,000	(28,534)	(88,534)
• Miscellaneous	76,085	76,085	76,085	-
- Total revenues	4,865,287	4,860,438	4,771,904	(88,534)
Expenditures:				
• Current - economic environment	1,049,098	1,044,249	1,010,231	34,018
- Total expenditures	1,049,098	1,044,249	1,010,231	34,018
• Excess (Deficit) of revenues over expenditures	3,816,189	3,816,189	3,761,673	(54,516)
Other financing sources (uses):				
• Transfers out	(3,816,189)	(3,816,189)	(4,405,416)	(589,227)
• Proceeds from the sale of capital assets	-	-	525,000	525,000
- Total other financing sources (uses)	(3,816,189)	(3,816,189)	(3,880,416)	(64,227)
Net change in fund balances	-	-	(118,743)	(118,743)
Fund balance, beginning of year	131,643	131,643	131,643	-
Fund balance, end of year	\$ 131,643	131,643	12,900	(118,743)

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 to provide staffing and administrative services for the CRA. (\$622,094)
- Approved an interlocal agreement between the Community Redevelopment Agency and the City of Clearwater Police Department to underwrite the cost of additional Community Policing throughout the CRA. (\$250,268.12)
- Adopt the Community Redevelopment Agency strategy for January 2021 through December 2022.
- Presented a new Opportunity Zone Prospectus, a 26 page- comprehensive guide to investing in the city's federal Opportunity Zone.



ACCOMPLISHMENTS (continued)

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, 2022
- 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, 2022.
- Amended the Loan to Grant Agreement with 949 Cleveland Street, LLC for the property at 1017, 1023, 1029 Cleveland Street, to extend the agreement to March 1, 2022.
- Approved a Commercial Beautification Grant Program for property owners and tenants to improve the visual appearance of commercial properties exterior improvements. (\$250,000)
- Approved a Whitebox Grant Program to assist owners and/or tenants with renovating commercial spaces to attract businesses that generate pedestrian foot traffic. (\$300,000)
- Approve the Vacancy Reduction Grant Program to assist owners with renovating underutilized commercial spaces to attract businesses that generate pedestrian foot traffic, with additional funding available for unique, catalytic uses. (\$1,000,000)
- Authorize the CRA Director to prepare a Loan to Grant Agreement with 527-531 Cleveland Street, LLC for building improvements to implement the CRA Vacancy Reduction Grant Program (Part A). (\$500,000)



Request for Proposals /Development

- Authorize the CRA Director to negotiate an agreement for the sale and development of the property located at 306 South Washington to Southport, LLC for the purposes identified in RFP 53-20. (\$800,000)
- Approved a contract for Purchase of Real Property at 701 Franklin Street between the Community Redevelopment Agency and the City of Clearwater for the development of an intermodal facility. (\$525,000)
- Approved an agreement for the sale and development of the CRA owned property located at 115 South MLK and the adjoining vacant lot to Equity, LLC for the development of a live/work/play mixed use development. (\$250,000)
- Approved an agreement for the sale and development of the CRA owned property located at 1250 Cleveland Street and adjacent properties to Archway Partners, LLC for an 80-unit mixed income, affordable apartment development.
- Partnered with Engineering Department to launch the Cleveland Streetscape Project, including facilitating public meetings and other community outreach efforts.
- Provided funding for the Downtown Wayfinding Signage for Downtown Clearwater. (\$500,000)
- Provided funding for the increased construction of the Streetscape Phase III and Mercado Project in the Downtown Gateway. (\$500,000)

Placemaking

- Hosted the third annual Holiday Extravaganza, series of events including outdoor movies, performances, and holiday decorations throughout Downtown Clearwater. (\$32,969.90)
- Completed “Ikebana Series: Lily, Magnolia, and Jatropha” mural by DAAS on the east side of 701 Franklin Street warehouse. (\$20,000)
- Completed “In a While” mural by MJ Lindo-Lawyer and Joshua Lawyer on the west side of 701 Franklin Street warehouse. (\$20,000)
- Completed “Summertime” mural by Cecilia Lueza at the intersection of Garden Avenue and Cleveland Street. (\$12,480)
- Approved an amendment to the agreement between the Community Redevelopment Agency and Amplify Clearwater to produce and manage Downtown Clearwater events through December 31, 2021.
- Approved a program budget to establish a three-year art exhibition with the Clyde Butcher Gallery. (\$500,000)
- Partnered with local artists to launch a Wearable Art Exhibit in vacant storefronts along Cleveland Street. (\$20,000)
- Partnered with Clearwater Main Library and Clearwater Sustainability Department to create Storywalk Adventures downtown, a walking journey for children along Cleveland Street that provided an interactive way for children to have fun while learning to read.



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