



**CLEARWATER**  
COMMUNITY REDEVELOPMENT AGENCY



**CLEARWATER**  
Community  
Redevelopment  
Agency  
**Annual Report**  
**FY 2022-2023**



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FISCAL YEAR OCTOBER 1, 2022 – SEPTEMBER 30, 2023

Committed to the Revitalization and Advancement of brighter and more beautiful Clearwater Communities.



I'M INTERACTIVE THROUGHOUT THE REPORT  
SCAN QR CODES TO LEARN MORE.

# MESSAGE FROM THE CHAIR

On behalf of Clearwater’s Community Redevelopment Agency (CRA), I am pleased to provide the Annual Report for Fiscal Year 2022-2023. This was a year of big accomplishments as the CRA achieved many goals as part of our revitalization efforts in our two community redevelopment areas.

Significant milestones included:

- After five years of dedicated work, the community celebrated the establishment of the city’s second community redevelopment area in North Greenwood.
- The Cleveland Streetscape Phase III construction project was built creating a safe and beautiful complete street in the Downtown Gateway neighborhood.
- The CRA Business Assistance Grant Program was expanded, making it easier for businesses to access funding to reinvest back into the economic livelihood of downtown.

This report provides greater insight into these accomplishments and projects transforming our service area. This past year, our city also celebrated the completion of a catalytic project with the opening of Coachman Park, our bigger and better signature waterfront park that paves the way for a newly reimagined downtown.

The CRA trustees and dedicated staff are excited to keep this momentum moving forward in creating a stronger downtown and North Greenwood. Together, we look forward to our community redevelopment goals creating more opportunities and excitement for residents, businesses, and all who visit Clearwater.

Sincerely,  
Brian J. Aungst Sr.  
CRA Chair

## TRUSTEES



Chair  
Brian J. Aungst Sr.



Trustee  
David Allbritton



Trustee  
Kathleen Beckman



Trustee  
Mark Bunker



Trustee  
Lina Teixeira

## STAFF



CRA Interim  
Executive Director  
Anne Lopez



CRA Manager  
Eric Santiago



CRA Manager  
Vickie Shire



CRA Specialist  
Tasha Hadley



CRA Specialist  
Julia Baltas

# WHAT IS CRA?

The Clearwater Community Redevelopment Agency (CRA) is a public entity created by the city of Clearwater government as a community redevelopment area. Established under the Florida Community Redevelopment Act of 1969 (Chapter 163, Part III, Florida Statutes).

## THE CRA OBJECTIVE IS TO



Carry out redevelopment activities to prevent, reduce, or eliminate blighted conditions.



Improve the economic health and quality of life.



Facilitate and encourage employment and entrepreneurial opportunities.



Encourage public and private investment within the redevelopment areas.

## HOW IS THE CRA FUNDED?

The CRA invests back in the community using a Tax Increment Financing (TIF) model.

Increment funds are generated from property taxes that have increased in value since the date the CRA was established. This increment amount is deposited into the CRA Trust Fund to fund community improvements outlined in the Community Redevelopment Area Plan.



## ABOUT OUR COMMUNITY REDEVELOPMENT AREAS

The CRA works to redevelop two unique areas, each with its own plan, budget, and unique goals for the future.

### DOWNTOWN CLEARWATER

**1981**

**CRA established**

Historic business and commercial center of Clearwater, home of Pinellas County Courthouse and city of Clearwater government offices.

**2002**

CRA expanded its boundaries eastward with the inclusion of the Downtown Gateway Neighborhood.

### VISION

Downtown Clearwater will thrive as the urban core and heart of the city, as the center of business and government, and as an attractive place to live, work, shop and play. A revitalized Downtown will be achieved through quality urban design, continued creation of a high-quality public realm, and a dense and livable pattern which will strengthen the overall health of the city.

### NORTH GREENWOOD

**2023**

**CRA established**

Recognized as a center for African American history and culture in Pinellas County.



### VISION

The North Greenwood CRA Plan prioritizes social and economic equity to combat poverty and enhance the quality of life in the community. The success of North Greenwood will be achieved through people-based solutions, academic excellence, the improvement of existing infrastructure, and the creation of new spaces that will foster a thriving and sustainable future.

# DOWNTOWN CLEARWATER

## 22-23 SNAPSHOT

**14**  
PROJECTS completed

**1.9**  
MILLION investment

**8**  
PROJECTS ongoing

**6.6**  
MILLION investment

**The CRA is working to change the perception of Downtown Clearwater through:**



# DOWNTOWN CLEARWATER CRA FINANCIAL SUMMARY

## Budget

	Administrative	<b>\$691,422</b>
	Community Policing	<b>\$266,703</b>
	Economic Development	<b>\$2,019,724</b>
	Housing	<b>\$1,700,000</b>
	Operating	<b>\$589,843</b>
	Transportation	<b>\$352,789</b>
	<b>TOTAL</b>	<b>\$5,620,481</b>

## Assessed Property Value

	Base Year	Current Tax Value*
Downtown Clearwater Original CRA	<b>\$84,658,490 (1981)</b>	<b>\$510,380,526</b>
Downtown Clearwater Expanded CRA	<b>\$88,234,600 (2004)</b>	<b>\$165,222,621</b>

\* rate adjusted for senior exemptions

## Financial Statement

### Revenues

Intergovernmental	<b>\$5,448,958</b>
Total Investment Earnings	<b>\$220,443</b>
Miscellaneous	<b>\$81,504</b>
<b>TOTAL REVENUES</b>	<b>\$5,750,905</b>

**Total Expenditures from the  
Redevelopment Trust Fund** **\$5,753,618**



# SAY HELLO TO THE NORTH GREENWOOD AREA

Approximately 25% of North Greenwood’s population lives at or below the federal poverty level. This statistic led to intervention from members of the community, over 40 businesses, and the Clearwater Urban Leadership Coalition (CULC) for strategic revitalization. By addressing the unique socioeconomic challenges facing the community, the North Greenwood CRA aims to foster growth, empower residents, and create a more resilient and vibrant community.

**“Our mission is to create a self-sufficient and thriving village in the North Greenwood CRA by 2030.”**

- Gloria Campbell,  
CULC Executive Director

TIMELINE



2019

CULC prepared a proposal for the establishment of a CRA.

2020

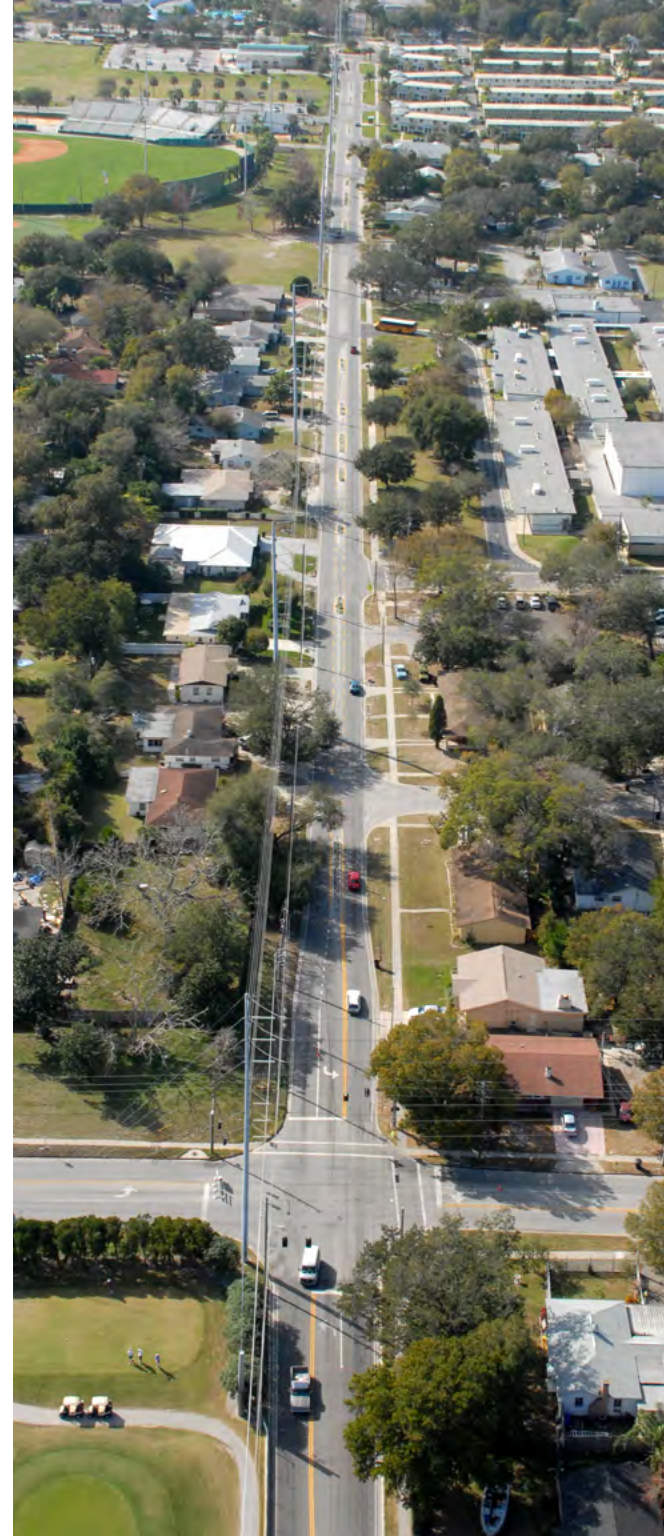
City prepared a Finding of Necessity Study determining conditions in the area warranted the creation of a CRA and establishing a TIF District.

2021

The Finding of Necessity Study was approved by Clearwater city Council and the Pinellas County Board of County Commissioners.

2023

Clearwater city Council and the Pinellas County Board of County Commissioners.



# GOALS & OBJECTIVES

The North Greenwood CRA Plan is guided by overarching redevelopment goals. While many of the recommended goals are large in scope, a great deal of thought has been put into their feasibility or ability to implement.



## Public Safety

Strengthen relationships between residents, organizations, and public safety providers to improve public safety.



## Mobility

Increase the safety of and access to active forms of transportation.



## Poverty Reduction

Increase access to high paying jobs through workforce development, business assistance programs, and support for entrepreneurs.



## Housing Affordability

Provide safe and affordable housing options at all stages of life.



## Quality of Life

Sustain a high quality of life through community engagement, access to recreational opportunities, celebrating the unique community culture, improving public health, and protecting the environment.



## Invest in Youth

Provide opportunities for youth to live healthy and economically secure lives.

## NORTH GREENWOOD COMMUNITY GRANTS

Five million in American Rescue Plan Act (ARPA) funding was allocated by the city of Clearwater to jump start programming in the North Greenwood community. This money provides the North Greenwood CRA with a funding source through 2026 until revenues can be generated from the newly created TIF.

This seed funding fueled the North Greenwood Community Grants Program which provided local organizations with funding to support their work towards revitalizing the community.

**25** grants  
**1.4** million awarded



## FEATURED COMMUNITY GRANT RECIPIENTS

### **360 Eats** **\$30,000 Awarded**

Distributes meals in the community by partnering with local grocery stores, food distributors, farms, and restaurants.

### **Elites on the Rise** **\$32,450 Awarded**

Mentorship and coaching to give youth a practical, relevant and hands-on way to learn skills to foster success in life.

### **The First Rung Project** **\$25,000 Awarded**

Teaches entry-level job skills to those interested in the construction trade.

### **Loaded** **\$20,000 Awarded**

Teaches culinary basics to children and young adults, who are looking to be self-sufficient in food preparation.

**“The community grant allowed us to open a new meal distribution site at United Way Suncoast allowing us to serve over 200 meals every Thursday to the North Greenwood Community.”**

- Cameron MacLeish  
Executive Director  
of 360 Eats



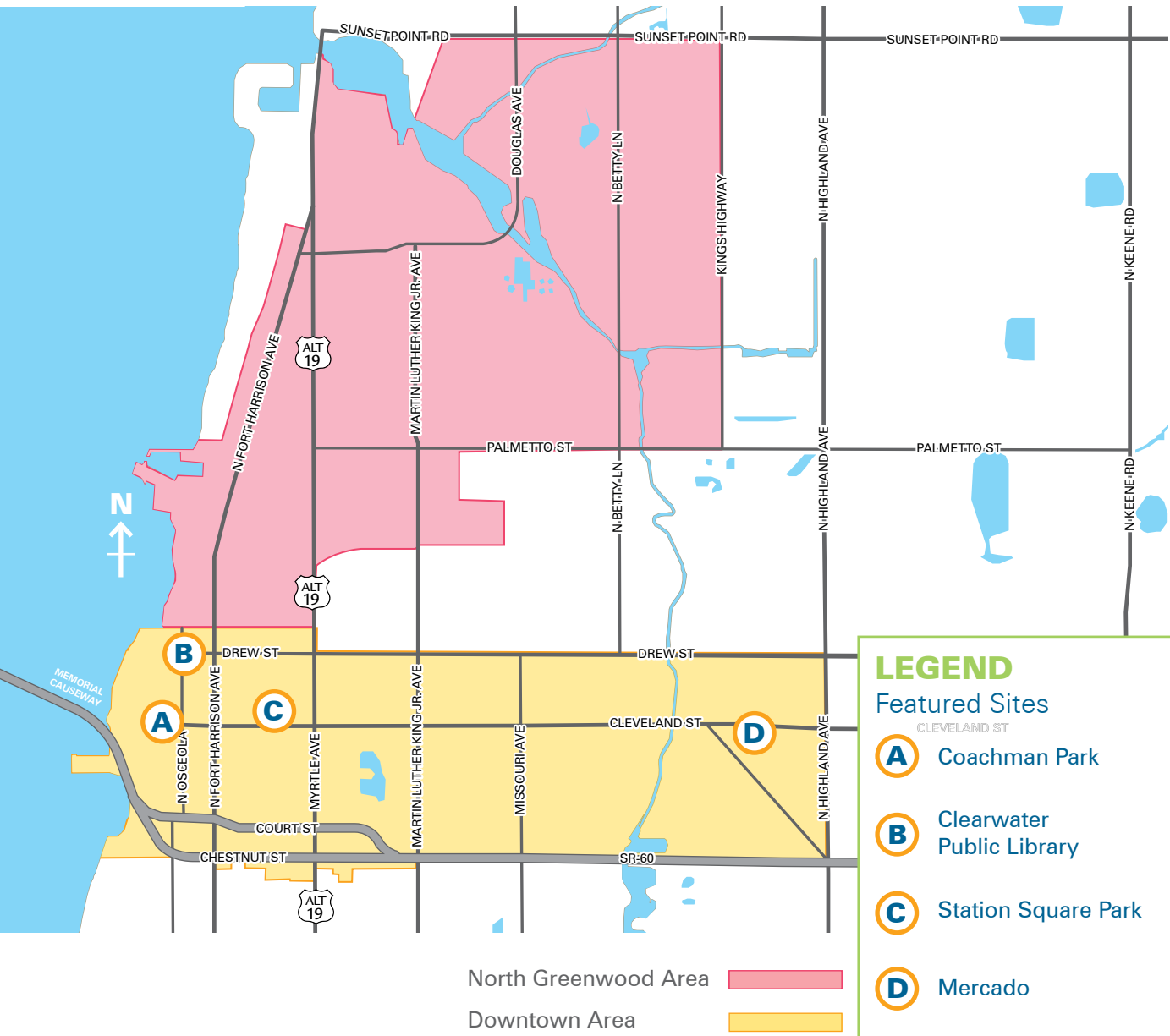
### **Greenwood Grove** **\$15,000 Awarded**

Provides a weekly program for men (18+) to organically gather and address issues in men's health and wellbeing.

### **Pinellas County African American History Museum** **\$50,000 Awarded**

Preserves and celebrates the contributions and accomplishments of African Americans throughout history.

# CRA MAP



**DOWNTOWN CRA**  
**488** acres  
**0.76** square miles  
**4,500+** residents

**NORTH GREENWOOD CRA**  
**841** acres  
**1.31** square miles  
**6,100+** residents

**9%**  
of the city's  
population lives  
in the CRA



# BUILDING A NEW FOUNDATION IN THE DOWNTOWN GATEWAY

## IMPROVING THE STREETScape

Construction within the Downtown Gateway will improve one mile along Cleveland Street and Gulf-to-Bay Boulevard. Improvements will beautify and create a safer and more pedestrian-friendly commercial corridor. Construction will be completed by the end of 2023.



**\$1,000,000**  
CRA Investment

## IMPROVEMENTS INCLUDED



Replacement of underground utilities (water, stormwater, and sewer).



New sidewalks, bike lanes, safer intersections and turn lanes.



Enhanced stormwater treatment planting areas and extensive landscaping.



Reconfiguration of on-street parking.



Development of new public plaza space.

## NEW PUBLIC SPACE COMING SOON

With the Cleveland Streetscape Phase III construction project, the configuration of the diagonal intersection of Cleveland Street at Gulf-to-Bay Boulevard changed creating new outdoor space. This newly reclaimed roadway area will be converted into a flexible public gathering area called **MERCADO**

The name, Mercado, honors Clearwater's Hispanic community who call the surrounding area home. Mercado will be home to a large colorful mosaic tile public artwork installation. Construction of Mercado is anticipated to begin in Spring 2024 and wrap up by the end of 2024.

**\$927,795**  
CRA Investment



# BUSINESS ASSISTANCE GRANT PROGRAM

The Downtown Clearwater CRA Business Assistance Grant Program provides support to commercial property owners and businesses to help reduce blight, activate vacant commercial spaces, and make businesses economically robust and thriving.



## Business Renovation

Assists with funding to renovate occupied spaces with long-term or short-term uses that generate significant downtown pedestrian foot traffic.



## Restaurant Operations: Essential Equipment

Offers up to **\$3,500** to assist Food and Beverage operators with purchasing or repairing essential equipment.



## Façade Improvement

Provides assistance to improve the exterior attractiveness of the buildings through Façade Design Services or Financial Incentive Program.



## Downtown Gateway Business Economic Recovery

Offers up to **\$25,000** in assistance for financial loss related to the Cleveland Streetscape Phase III construction.



## Sidewalk Café Furniture

Provides up to **\$7,500** to furnish approved sidewalk café areas.



## Vacancy Reduction

Reduces empty ground floor commercial spaces by providing **50%** of the cost of building improvements up to **\$500,000** for exterior and interior improvements. An additional **\$500,000** is available for catalytic uses that serve as a downtown destination.



# AWARDED BUSINESS ASSISTANCE GRANTS

Below learn more about how five of the completed grant program recipient's enhanced their businesses and added to the revitalization of downtown.

**3** grants in progress  
**\$758,467**

**7** grants completed  
**\$228,293**

*"Sometimes it seemed like every time we thought everything would be ok something else would happen. We are so thankful to the CRA for creating these programs. They really helped us when we needed it most. We are forever thankful."*

- Dale Robinson and Sarah Bellomy  
Owners of Downtown Pizza

## Downtown Pizza

428 Cleveland Street

**\$24,865**

Installed new A/C Unit, upgraded plumbing, and replaced kitchen wall.

## Travelers Inn

1488 Gulf-to-Bay Blvd.

**\$30,099**

Installed new roof system, including gutters, fascia, and soffits.



Before



After

## Me, Myself and I, Inc.

1364 Cleveland Street (Property Owner)

**\$28,736**

Repaved and re-painted parking lot, plus the installation of new parking lot bollards.

## PJ's Auto World

1370 Cleveland Street

**\$64,781**

Installed new building roof.

## Westmoreland Law Group

1361 Park Street

**\$5,638**

Installed new business signage.

## FINDING YOUR PLACE

### DOWNTOWN WAYFINDING POINTS TO THE RIGHT DIRECTION

Finding your way to and across downtown got easier with the Clearwater Wayfinding Plan which added 80 signs helping drivers, cyclists, and pedestrians to sites, attractions, and parking. In addition to new signage and informational kiosks, entrance signage was added to welcome and enhance downtown's identity.

**\$500,000**  
CRA Investment

### THE CENTER OF HOLIDAY SPIRIT IS FOUND DOWNTOWN

Every holiday season Downtown Clearwater is transformed with lights, decorations, and festive holiday cheer. This holiday flare adds to excitement of the holiday season and brings people back to downtown every year as the centerpiece of the city's holiday festivities.

**\$75,000**  
CRA Investment



## PLACEMAKING SAILS AHEAD WITH POP-UP ART AND INSTALLATIONS

The Clearwater Community Sailing Center (CCSC) sailed into Station Square Park with their pop-up art installation "Winds of Change" featuring three boats displaying sails painted by the talented student artists from the Pinellas County Center for the Arts at Gibbs High School. The vivid artwork of marine wildlife honored Clearwater's maritime history and dedication to environmental stewardship.

This installation was the first recipient of the Placemaking and Resident Engagement Grant Program. The three month display kicked off with a special "Sailing Out of Summer Party" to celebrate the artists and the graduates of CCSC's summer camp programs. The event featured back-to-school giveaway, raffles, games, music, and a paint-by-numbers mural activity.

**\$228,293**  
CRA Grant Awarded



## ARTS & INNOVATION

From quirky to majestic, the CRA brought collections from extraordinary artists to the Clearwater Public Library. These exhibits and the artists brought new cultural experiences that enhanced Downtown Clearwater's commitment to being the cultural hub for the community.

### DAYDREAMING:

#### Niki Butcher's Hand-Painted Photography

Niki Butcher's exhibit showcased the historical, beautiful, and sometimes unusual aspects of our world through the eyes of a thoughtful optimist. Her colorful exhibit featured a collection spanning five decades. During this 10-month installation Niki celebrated the launch of her debut book at a special book signing event in Clearwater.



### CUBA:

#### The Natural Beauty-The Photographic Expeditions of Clyde Butcher

Clyde Butcher's iconic black and white landscape photography returned to Clearwater, this time showcasing a collection commissioned by the United Nations on the mountainous lands of Cuba. During this five month installation Clyde shared stories of his expeditions across Cuba at a special evening lecture event held at The Bilheimer Capitol Theatre.



### EL ARTE:

#### Echoes of Cuba

Expanding on our artistic journey through Cuba, 19 local Tampa Bay artists representing all art mediums were invited to display their artwork alongside Clyde Butcher's collection. The exhibit kicked off with a special grand opening reception with the artists at a unique library after dark experience complete with salsa music.



### ARTours Clearwater

The CRA in partnership with the University of South Florida Access 3D Lab and Advanced Visualization Center created ARTours Clearwater, a new cutting-edge augmented reality (AR) walking tour experience of 4 downtown murals.

### STEPS to experience ARTours Clearwater



Download ARTours Clearwater App



Visit one of the four AR enhanced mural locations



Open App and Follow Instructions



Watch the murals come to life through interactive visual experiences



# INTERLOCAL AGREEMENTS

## City of Clearwater

\$691,422

Provide staffing and administrative services for the CRA.

## Downtown Development Board (DDB)

\$81,504

Provide personnel, administrative, and management services for the DDB.

## Clearwater Police Department

\$226,703

Support additional Community Policing throughout the CRA.



## What is the DDB?

The Clearwater Downtown Development Board is a special taxing district that works to promote, facilitate and support activities that sustain, promote and advance downtown revitalization and to attract businesses and residents to Downtown Clearwater.

The 322-acre DDB district is located around the traditional downtown core of Clearwater on the western side of the Downtown Clearwater Community Redevelopment Area.

**17** Number of DDB Grants Awarded

**\$255,291** Total



# THE DDB IN ACTION



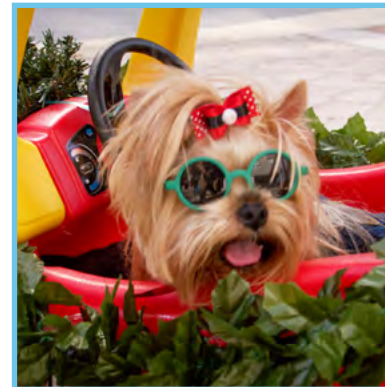
Food Truck Thursdays in Station Square Park



The Market Marie on Cleveland Street



Dia De Los Muertos Celebration in Station Square Park



Home for the Holidays Paws-On-Parade



Salsa in The District



Clearwater Jazz Holiday Wanderlust Concert Series

## CELEBRATING THE NEW COACHMAN PARK

After seven years of planning, design, and construction, the city celebrated the opening of the newly renovated Coachman Park in late June. The city's \$84 million renovation expanded downtown's signature waterfront park providing new amenities and the creation of a new state-of-the-art covered outdoor performance venue.

## What's in Coachman Park?

- 19-acre urban waterfront park
- 525,000 square feet of new park greenspace
- 10,000-square-foot, ocean-themed playground
- Within 20 years, the park will achieve net zero carbon emissions

## What is The BayCare Sound?

- Tampa Bay's newest premier outdoor entertainment venue, The BayCare Sound, provides covered seating for 4,000 plus room for an additional space in the open-air lawn viewing area.



THE BAYCARE SOUND



CIVIC GATEWAY



SPLASH PAD



PLAYGROUND



THE GREEN



BAY WALK PROMENADE



### Coachman Perks Program

The CRA invited the local business community to participate in the Coachman Perks promotional campaign, which featured specials from 20+ local businesses in celebration of the new Coachman Park.

# STAY CONNECTED



@DowntownCLWCRA



@downtownclearwater



[downtownclearwater.com](http://downtownclearwater.com)



[myclearwater.com/cra](http://myclearwater.com/cra)

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