

# CRA 18 Month Strategy

June 2019 Update



# Desired Outcome

Create lasting change in downtown by shifting the perceptions held by the public and investors about city government and downtown Clearwater to one that aligns with the adopted vision.

# Four Steps to the Desired Outcome

- ✓ 1. Commit to an 18-month strategy with a defined focus and measurable outcomes
- 2. Communicate the strategy
- 3. Implement the strategy
- 4. Track and publish results\*

\*Repeat steps two through four for 18 months

# CRA 18-Month Strategy

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



# Create and Share Positive Stories

## Completed

- 25 media mentions
- 4 news articles on The Ring with focus on the health aspects
- Highest-performing content across social platforms:
  - Mural program [videos](#)
  - Blast Friday [flashmob](#) video
  - Pop-up park [community painting day](#) video

# Create and Share Positive Stories

## Underway

### *“Dreams of Dali” Experience*

- 3,165 visitors since January
- Final month of exhibit: June 2019
- Sunset review: survey results and lessons learned in July



# Permitting

- New site plan review process for downtown projects
- 65 Active & Completed permits totaling \$2.75M in March & April 2019
  - 1100 Cleveland Street: Elevated pool and spa
  - 423 S. Myrtle Avenue: Dominos Pizza buildout
  - 300 Cleveland Street: Harborview Demo
  - 600 Cleveland Street, Suite 1000: Interior Remodel
  - 200 N. Osceola Avenue: Replace cooling tower

# Begin Construction on Imagine Clearwater

## Underway

- Council update in early June with next steps for park design

# Permit 600 Housing Units

## COMPLETE

- 4 tenant food and drink grants
- 1 property owner food and drink grant

## UNDERWAY

- Property owner food and drink grant extension
- 115 S Martin Luther King Jr. Avenue bid review
- Streetscape Phase III
- Market Festival/Mercado design

# Attract \$100 Million in Private Investment

## Underway

- Land transfers from City to CRA
- Invest: Tampa Bay full page advertisement and networking event

\$50 M  
Residential

\$30M  
Commercial

\$20M  
Other



Invest

Create

Explore

**Imagine the possibilities  
in Downtown Clearwater**

Contact the Community Redevelopment Agency  
for investment opportunities.

Call 727-562-4039 or visit [DowntownClearwater.com](http://DowntownClearwater.com)



# CRA 18 Month Strategy

March 2019 Update

