



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

The Downtown Development Board's (DDB) primary purpose is to support activities that attract businesses, residents, and visitors to Live, Work, and Play in Downtown Clearwater.

## **Eligibility:**

Only property owners, businesses, and residents located within the DDB district and/or projects that will occur in the district are eligible for funding. Funding requests will be considered after staff review at regularly scheduled DDB meetings. The DDB will prioritize funding requests that align with their adopted work plan in the areas of Marketing and Business Assistance. A map of the DDB District is included with this application.

## **Types of Grant Funding:**

### Marketing Grant

This category includes activities that promote awareness of the District as a whole. It does not include marketing for individual businesses. Examples of grants in this category include special events, district-wide advertising campaigns including development and implementation activities, market research, videos and print media campaigns, and arts programming.

### Business Assistance Grant

This category includes activities related to the retention and attraction of businesses as well as ancillary services, like transportation services, that bring more customers to the District. For example, funding the Jolley Trolley Downtown Loop or providing outdoor dining furniture. This could also include training for businesses on various topics that would enhance their operations, such as marketing or financial training, or grants for new signs.

## **Approval Process**

The DDB welcomes your funding request. Please follow the process outlined below:

1. The applicant will complete the request form and submit it to the Community Redevelopment Agency (CRA) once completed.
2. The CRA staff and applicant, at a scheduled time, will review the request form for completeness. At this time, the CRA staff may request additional information to submit the form to the DDB in preparation for a public hearing.
3. DDB members will review the request via email and may submit questions to obtain further information
4. After review by CRA staff and DDB members and submission and review of requested information, CRA staff will schedule the request to be considered at the next available DDB meeting at which funding request are being considered. The applicant may be asked to attend the board meeting to present their request.
5. If the grant request is approved, the applicant will complete a grant agreement that outlines the grant request, proposed activities, timeline, budget, reporting requirements and other pertinent information
6. For special events and marketing activities, a report will be provided to the DDB within 30 days of the project's completion.

Funding requests may be submitted at any time throughout the year and collectively will not exceed 30% of a budgeted category for any group or individual request during the DDB Fiscal year. The DDB may determine, on a case-by-case basis, to deny or grant all or any portion of the request. Most funding is approved on a reimbursement basis, but if the DDB determines it is advisable, it may decide to authorize payments in advance of an activity/project. The DDB may impose conditions on approval. All funding requests must comply with state, local and DDB ordinances and/or policies.

## **Contact Information:**

The Community Redevelopment Agency  
C. Howard Smith, Business Assistance Administrator  
600 Cleveland Street, Suite 600  
Office-727-562-4044  
Email- [Howard.Smith@myclearwater.com](mailto:Howard.Smith@myclearwater.com)



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## Funding Request Form

Type of Grant Request:

- Marketing
- Special Event (Please include additional form)
- Business Assistance

Applicant/Primary Contact Person: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell phone:( ) \_\_\_\_\_ Office Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_ Website/Social Media Links: \_\_\_\_\_

Description of Project: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total Project Cost: \$ \_\_\_\_\_ Amount of Grant Funds Requested: \$ \_\_\_\_\_

Applicant's Financial Contribution: \$ \_\_\_\_\_ Third Party Contributions: \$ \_\_\_\_\_

When will the project take place? \_\_\_\_\_

Who will implement the project? \_\_\_\_\_

Where will the project occur? \_\_\_\_\_

How does this request help attract businesses, residents, and/or visitors to Live, Work, and Play in downtown? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

All information contained herein is true and correct to the best of my knowledge. I understand that the Downtown Development Board can decide to fund or not fund any grant request and their decision is final.

Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

## Special Event Funding Request Additional Information

Title of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Description of Special Event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who is the intended audience for this event? What is the anticipated attendance? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total Event Cost: \$ \_\_\_\_\_ Amount of Grant Funds Requested: \$ \_\_\_\_\_

Where will the event be held? \_\_\_\_\_

Have you contacted the City of Clearwater's Special Events Department about this event?  
\_\_\_\_\_

Additional Sponsors or Media Outlets for Event: \_\_\_\_\_

Has this event been funded by the DDB before?  Yes  No  Unsure

All information contained herein is true and correct to the best of my knowledge. I understand that the  
Downtown Development Board can decide to fund or not fund any grant request and their decision is final.

Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

## DDB Boundary Map

**BOUNDARY OF THE DOWNTOWN DEVELOPMENT BOARD (DDB)**  
Boundary as agreed to by the Clearwater CRA & DDB as per letter 1/25/93

