



Community Redevelopment Agency

2021 MARKETING FUNDING AGREEMENT

All items on the checklist are required to submit your application. Incomplete applications cannot be accepted.

_____ **Original Business Information Form**

_____ **Business Tax Receipt Number for 2021**

_____ **Business W9 Form**



BUSINESS INFORMATION

APPLICANT:

Name of Applicant: _____

Is the applicant the Business Owner? Yes _____ or No _____

City of Clearwater Business Tax Receipt? Yes _____ or No _____

Business Tax Receipt Number: _____

Does the business meet Americans with Disabilities Act (ADA) Yes _____ or No _____
ADA compliant for entrance/ walkway, restroom, or seating for dining.

Name of Business Name: _____

Identify Type of Business: (Check One) 1. Retail Business 2. Restaurant 3. Bar 4. Café

Business Mailing Address: _____

City: _____ Zip Code: _____

Phone number: _____ Business Phone Number: _____

Email Address: _____

Website Address: _____



PROGRAM OVERVIEW

The purpose of the Clearwater Community Redevelopment Agency's ("Agency or CRA") Marketing Program is to encourage Clearwater residents, visitors, or employees to purchase retail items or meals from local retail establishment, restaurants, bars, and cafes in the CRA district. This is a voluntary CRA Marketing Program that provides a \$10 credit towards the bill with a minimum purchase of \$15 or more for use on a first-come, first-served basis at approved participating retail business, restaurants, cafes, and bars.

Eligibility

To participate in the program a retail establishment, restaurant, bar, or café must:

1. Be physically located in the CRA district;
2. Complete an approved application with the Community Redevelopment Agency;
3. Agree to use the voucher in exchange of cash for a credit of \$10.00 towards a purchase of a retail item, meal, or beverage(s) with a minimum purchase of \$15 or more;
4. Have the ability to redeem voucher from a customer in person or electronically;
5. Ability to submit an itemized receipt with a credit of \$10.00;
6. Ability to submit a detailed invoice on company letterhead, which shows charges, credit of an itemized receipt;
7. Be compliant with Americans with Disabilities Act (ADA); and
8. Agree to a Net-30 payment cycle for reimbursement.

Dollar Value Discount

Vouchers are good for a credit of \$10.00 towards any retail item, food and/or beverage purchased at the applicant's establishment with the purchase of \$15 or more. The resident, visitors, or employees will receive the \$10.00 voucher from the Agency via email, and it will contain a unique identifying code. The CRA will provide all voucher codes to the applicant. The CRA and the applicant agree to participate in the CRA marketing campaign.

Reimbursement Process

The Marketing program operations will be honored by applicant while supplies last from December 01, to Dec 31, 2021. The retail applicant must invoice the CRA to receive reimbursement. All reimbursements requests must follow the following process:

1. Vouchers redeemed between December 1 – 31, 2021 must be submitted for reimbursement by January 28, 2022
2. Applicants must submit reimbursement requests with the following items:
 - Company Invoice Form with an invoice number
 - A copy of the voucher(s) used by the customer for bill credit in the month of December 2021.
 - A copy of the itemized receipt(s) showing an applied \$10.00 credit deduction towards the overall bill of \$15 or more.

The CRA will issue reimbursement checks on a monthly basis. No reimbursements will be granted for invoices submitted after January 28, 2022. The CRA will maintain financial records of submitted invoices and payments funded under this agreement to meet accepted accounting procedures and comply with open records law.



Program Implementation:

All participating applicants must comply with the following program guidelines:

1. The applicant will set up a meeting with CRA staff to review the Funding Agreement, Invoice process, Voucher Tracking Sheet, digital voucher campaign, and communication schedules for a successful marketing program.
2. The applicant will be provided a Voucher Tracking Form for submission of customer meal vouchers.
3. The applicant will provide its business social media handles for promotional use by the CRA prior to program launch on November 12, 2021.
4. The applicant will agree to start the program on December 1, 2021 with the approval of the Funding Agreement and will honor vouchers until they have been used by customers, the CRA sends a written request to cease program, and/or the sunset of the program on December 31, 2021.

FUNDING AGREEMENT

The Applicant, _____, assures that the information submitted as part of this application package, as well as any subsequent information submitted for review by Clearwater's Community Redevelopment Agency Staff is true and correct, and that all information and documentation submitted, including this application and attachments, is deemed public record under the Florida Public Records Law, Chapter 119 of the Florida Statutes. Falsification or omission of information will result in rejection of the application. Either party may terminate the agreement within two weeks with prior written notice to the other party for its intent to terminate. The Community Redevelopment Agency maintains the right to request any additional information needed to process this Application.

If the Applicant is awarded funding for the Marketing Program, the Applicant agrees to enter into this funding agreement with the Community Redevelopment Agency with terms relating to, among other things, the Agency's right to make payments of program funds by Net 30, the Agency right to review and audit any and all records related to the Agreement. In case of a default in terms of the Agreement, the Applicant may be responsible for repayment of distributed funds.

By signing below, the Applicant/Business Owner acknowledges that they have read and agree to the Restaurant Voucher Program policies, procedures, and conditions.

Applicant Signature Date

Owner, If Different from Applicant Date

CRA Staff Date

Director, Community Redevelopment Agency Date