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FISCAL YEAR OCTOBER 1, 2023 – SEPTEMBER 30, 2024

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 the Clearwater Community Redevelopment Agency (CRA), I am pleased to present the Annual Report for Fiscal Year 2023-2024. This past year we continued our efforts to revitalize Clearwater’s downtown and North Greenwood areas, making significant progress in enhancing the quality of life for residents, businesses, and visitors.

Notable accomplishments this past year include the groundbreaking of Clearwater Gardens, an affordable housing development that will provide 81 units at Cleveland Street, and the approval of \$2 million to convert The Indigo Apartments at 801 Chestnut Street into additional affordable housing units. We also celebrated the launch of the Downtown Clearwater Art Oasis Mural Festival, which added six vibrant murals to our community, and the completion of the Clearwater Mercado, a new community plaza aimed to serve as a central gathering place in the heart of the Downtown Gateway area.

These are just some of the many accomplishments from the past year that our Clearwater Community Redevelopment is excited to share. We look forward to building on this momentum and creating more opportunities and successes in the downtown and North Greenwood areas, and making all of Clearwater shine brighter than ever.

Sincerely,



Bruce Rector
Chair

CRA TRUSTEES



Chair
Bruce Rector



Ryan Cotton,
Trustee



Mike Mannino,
Trustee



David Allbritton,
Trustee



Lina Teixeira,
Trustee

CRA STAFF



Jesus Niño, CRA
Executive Director



Anne Lopez, CRA
Assistant Director



Eric Santiago,
CRA Manager:
Urban Planning &
Information



Vickie Shire, CRA
Manager: Programs



Tasha Hadley, CRA
Specialist



Julia Baltas, CRA
Specialist

MESSAGE FROM THE CRA EXECUTIVE DIRECTOR

As I reflect on my first year as Executive Director of the Clearwater CRA, I am incredibly proud of the progress we have made in revitalizing Downtown Clearwater and North Greenwood. Our commitment to strategic investments in affordable housing, infrastructure, and economic development has strengthened the foundation for a more vibrant, inclusive, and thriving community.


This year, we intensified efforts to attract new businesses while strengthening the growth of existing ones, streamlining resources, and fostering an environment where businesses can flourish. The launch of the Business Spotlight Program, which highlights and supports local businesses, is just one of the many ways we are fueling sustainable economic growth.

We have also made significant strides in enhancing both residential and commercial development. The introduction of the Residential Exterior Improvement Grant Program and the new Commercial Grant Program in North Greenwood has provided essential support to residents and entrepreneurs, empowering them to invest in their neighborhoods. Additionally, we appointed the first North Greenwood Citizen Advisory Committee (CAC), a dedicated group of community leaders shaping the future of redevelopment and ensuring that progress reflects the voices of those we serve.

As we move forward, we remain deeply committed to working alongside all city departments, business owners, and residents to cultivate an environment where opportunity, innovation, and community pride thrive. Together, we will continue building a Clearwater that is stronger, more dynamic, and filled with promise.

I am excited for the future and look forward to all that we will achieve—together.

Sincerely,



Jesus Niño
CRA Executive Director

CLEARWATER CRA VISION AND OBJECTIVES

The Clearwater Community Redevelopment Agency (CRA) is committed to creating vibrant and thriving neighborhoods in the Downtown Clearwater and North Greenwood areas. Established to address issues of blight and economic disparity, the CRA drives impactful investments in infrastructure, housing, and community-focused programs.

With funding generated through Tax Increment Financing, the CRA partners with local stakeholders to transform underdeveloped areas into inclusive spaces for residents, businesses, and visitors.

VISION STATEMENT

Empowering vibrant, inclusive, and thriving communities within the Downtown Clearwater and North Greenwood areas, where residents, businesses, and visitors flourish amidst preserved cultural heritage and sustainable growth.

OBJECTIVES

Revitalization and Economic Development:

- Increase commercial occupancy rates by 10% within the next twelve months.
- Facilitate the development of mixed-use properties to diversify the local economy.
- Attract new businesses and investment through targeted marketing and incentive programs.

Community Engagement and Inclusion:

- Increase resident participation in community events and planning processes by 20%.
- Establish neighborhood advisory boards to provide input on redevelopment initiatives.
- Conduct regular outreach efforts to engage underrepresented populations.



Infrastructure and Public Realm Improvements:

- Complete a comprehensive assessment of existing parks and public spaces within twelve months.
- Implement safety enhancements and placemaking initiatives in high-traffic areas.
- Secure funding for streetscape improvements and pedestrian-friendly infrastructure projects.

Affordable Housing and Neighborhood Preservation:

- Develop a housing affordability strategy to address the needs of low-income residents.
- Partner with local developers and nonprofits to increase the supply of affordable housing units.
- Implement historic preservation incentives to maintain the architectural heritage of the CRAs.



OUR COMMUNITY REDEVELOPMENT AREAS

The Clearwater CRA oversees two Community Redevelopment Areas:

DOWNTOWN CLEARWATER CRA

Established in 1981 and expanded in 2004 to include the Downtown Gateway neighborhood, Downtown Clearwater serves as the city's historic business and government center.

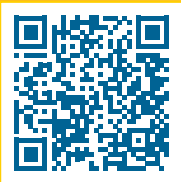
Scan the QR Code to view the **Downtown Clearwater** CRA Plan.



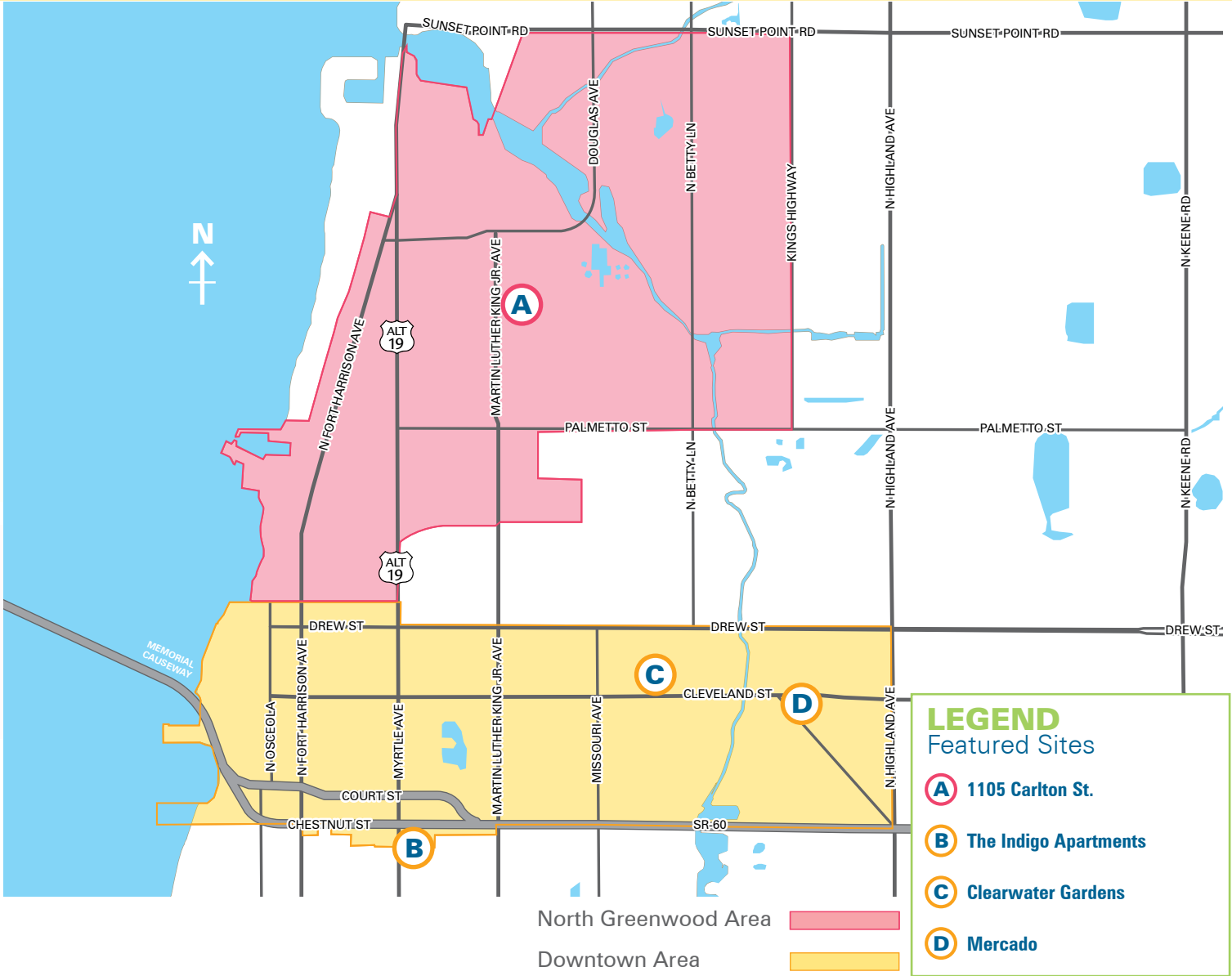
NORTH GREENWOOD CRA

Established in 2023, North Greenwood is recognized as a center for African American history and culture in Clearwater.

Scan the QR Code to view the **North Greenwood** CRA Plan.



CRA MAP

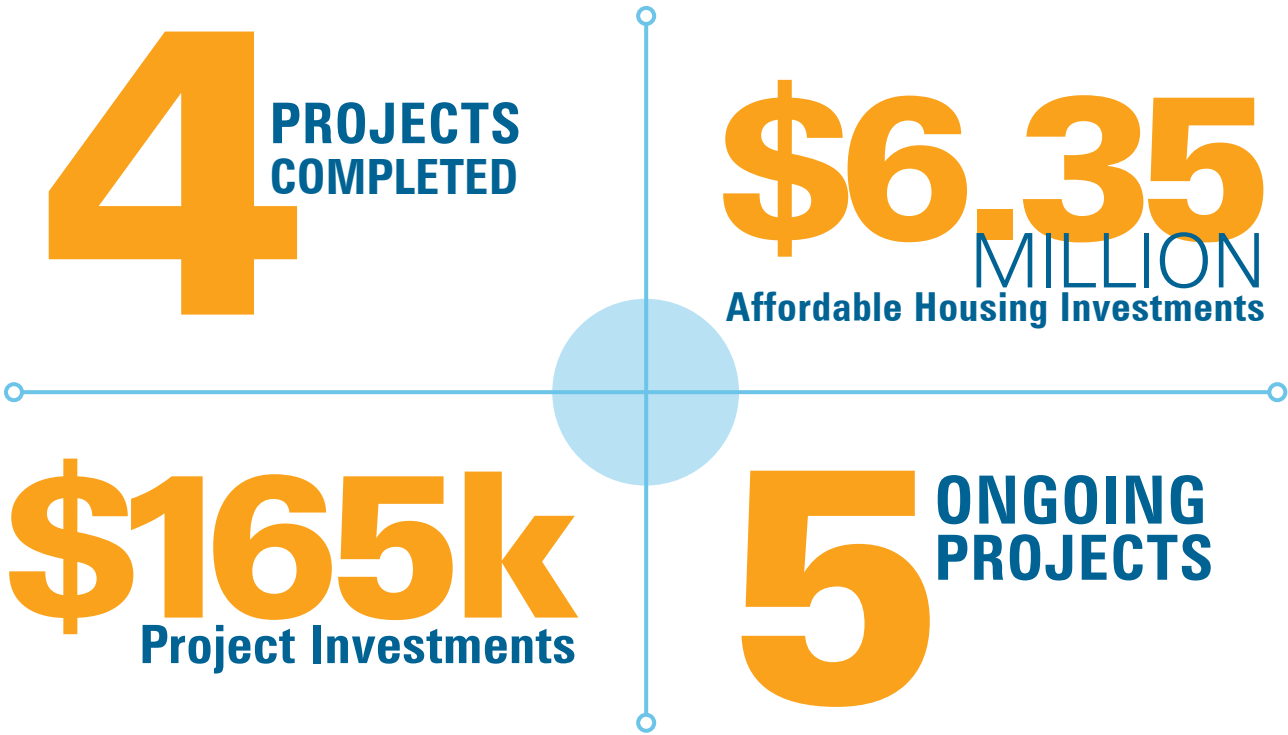


DOWNTOWN CLEARWATER

Downtown Clearwater’s urban core serves as the heart of the city and the center of business and government, offering an attractive place to live, work, shop, and play. The Clearwater CRA’s continued revitalization efforts focus on quality urban design, the creation of a high-quality public realm, and a dense, livable development pattern that strengthens the city's overall vitality.



FISCAL YEAR 2023-24 SNAPSHOT



DOWNTOWN CLEARWATER • FINANCES

Intergovernmental	
City	\$3,150,489
County	\$2,577,489
DDB	\$363,521
Total	\$6,091,499

INVESTMENT EARNINGS	\$926,217
MISCELLANEOUS	\$84,357
TOTAL REVENUE	\$7,102,073
TOTAL EXPENDITURES FROM THE REDEVELOPMENT TRUST FUND	\$7,101,623

The New Downtown Clearwater Commercial Grant Program

DOWNTOWN CLEARWATER CRA GRANT AWARD SUMMARY

The CRA has streamlined the Downtown Clearwater Commercial Grant Program, allowing applicants to choose a single grant that best fits their business needs and project size. This program provides flexible support for both short- and long-term challenges, offering assistance for interior and exterior business improvements.



The grant covers a range of eligible improvements, including:

- Interior Improvements: Electrical, plumbing, HVAC systems, ADA compliance, essential restaurant equipment, and more.
- Exterior Improvements: Roof repairs, exterior painting (including murals), signage, awnings, outdoor café furniture, and more.

45 Sports Bar and Lounge

Received a Business Renovation grant for \$19,450 for interior building improvements



Glass Service 8

Received a Business Renovation grant for \$56,137 for exterior building.



Chiang Mai Thai Restaurant

Received a Business Renovation grant for \$7,432 for café furniture.



In Fiscal Year 2023-24 the Clearwater CRA provided

23

Approved Grants

\$430,091

Total Grant Funding

Grant Type	Total Approved	Total Amount
Business Renovation	7	\$ 229,526
Economic Recovery	9	\$ 170,211
Essential Equipment	5	\$ 15,421
Sidewalk Café	2	\$ 14,932



Learn more about the Downtown Clearwater Grants by scanning the QR code.

DOWNTOWN CLEARWATER CRA
ACCOMPLISHMENTS & PROJECTS



Consolidated multiple Downtown Clearwater Grants into one Commercial Grant Program.

Invested \$4.35 million in Clearwater Gardens, set to bring 81 affordable housing units to Downtown Gateway.



Introduced the Holiday Perks to incentivize shopping at locally owned businesses during the holiday season.

Allocated \$2 million to support the conversion of The Indigo Apartments into affordable housing units.



Launched the Business Spotlight Program to give select businesses exclusive marketing exposure.

Launched a new, user-friendly website to provide information on redevelopment initiatives.



CONTRIBUTED TO THE DOWNTOWN
ART OASIS MURAL FESTIVAL

In collaboration with Clearwater Arts & Cultural Affairs, the Clearwater CRA invested \$90,000 for the Downtown Art Oasis Mural Festival, bringing six vibrant, large-scale murals to Downtown Clearwater.



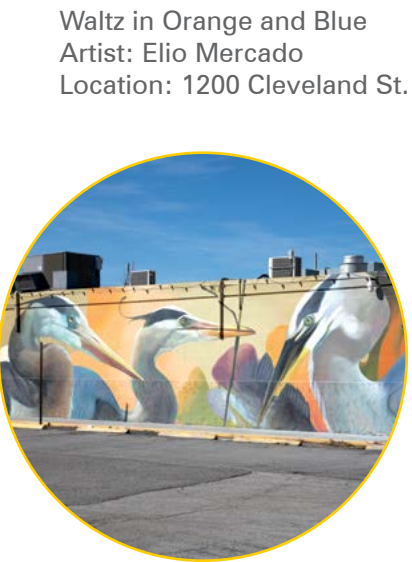
"Familia"
Artist: Frankie G.
Location: 1406 Cleveland St.



"The Adventures of Señor Bubbles"
Artist: Naomi Haverland
Location: 1408 Cleveland St.



"Prismatic Rush"
Artist: Cecilia Lueza
Location: 814 Franklin St.



Waltz in Orange and Blue
Artist: Elio Mercado
Location: 1200 Cleveland St.



"Reverie Marshes"
Artist: Rei Ramirez
Location: 1364 Cleveland St.



"The Joy of Flight Through Music"
Artist: Zulu Painter
Location: 1485 Gulf To Bay Blvd.

DOWNTOWN CLEARWATER CRA INTERLOCAL AGREEMENTS

The Downtown CRA allocated
\$282,433
 in funds for additional community policing services
 in the Downtown Clearwater CRA.

This funding provides dedicated resources for
 supplementing routine patrol efforts to enhance
 public safety and support in downtown.



Downtown Pizza Sports Bar and Grill



Authentic Mexican Food Margarita



Bent Bar Gym

DOWNTOWN CLEARWATER CRA POLICE STATS

Florida Statutes permits CRA funds to support “community
 policing innovations” within redevelopment areas. This agreement,
 developed in collaboration with the Clearwater Police Department,
 establishes a defined scope of services and measurable crime
 reduction targets to assess the program’s impact.

POLICE ENGAGEMENT

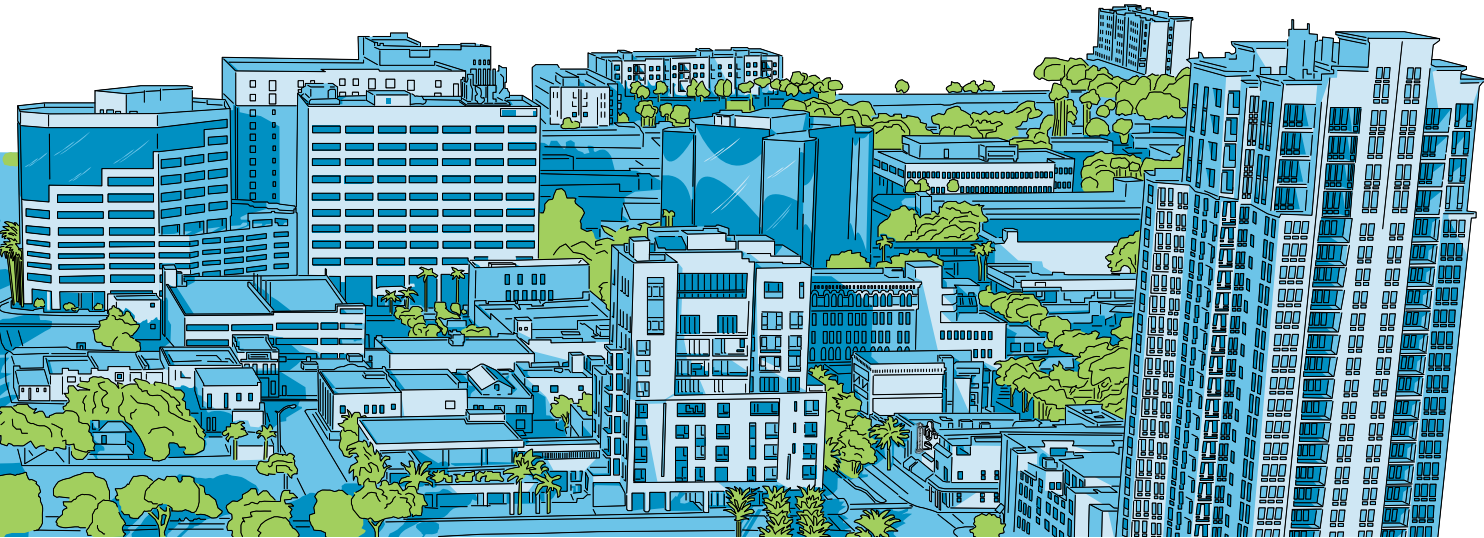


DOWNTOWN CLEARWATER CRA INTERLOCAL AGREEMENTS

The Downtown Development Board (DDB) is a seven-member elected board that works to enhance Downtown Clearwater by advising on economic development, city services, and event funding. Through an Interlocal Agreement, the Clearwater Community Redevelopment Agency (CRA) provides administrative and management support to the DDB, ensuring efficient use of public funds for downtown revitalization efforts. This partnership allows both entities to coordinate resources, develop long-term improvement plans, and attract businesses and residents to strengthen the Downtown Clearwater district.



DDB FUNDING
AMOUNT **\$84,357**



EVENTS FUNDED BY THE DOWNTOWN DEVELOPMENT BOARD



Market Marie

3rd Annual Ukulele Fest



Salsa in the District

Clearwater Veterans
Memorial Day Celebration



Summervibes Car Show

Clearwater Jazz Holiday



NORTH GREENWOOD CRA

VISION STATEMENT

The North Greenwood Community Redevelopment 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.

FISCAL YEAR 2023-24 SNAPSHOT

2 PROJECTS COMPLETED

\$350k
Project Investments



4 PROJECTS ONGOING

NORTH GREENWOOD • FINANCES

NORTH GREENWOOD FINANCIAL STATEMENT

CITY **\$192,690**

COUNTY **\$158,148**

TOTAL REVENUES **\$350,838**

NORTH GREENWOOD CRA GRANT OPPORTUNITIES

Learn about the new North Greenwood Community Grants!

RESIDENTIAL EXTERIOR GRANT PROGRAM

The North Greenwood Residential grant matches up to \$20,000 for exterior improvements to single-family homes within the NGCRA. Grants are awarded on a sliding scale, based on family size and income, earning more than 120% of the Area Median Income.

North Greenwood Community Redevelopment Area - Residential Exterior Improvement Grant Program



GET UP TO
\$20,000
FOR HOME IMPROVEMENTS!

*This grant is based on a sliding scale adjusted for family size and income limits.



COMMERCIAL GRANT PROGRAM

The North Greenwood Commercial grant provides up to \$75,000 to business and commercial property owners to enhance their buildings, stimulate business development, and improve the overall aesthetic appeal of the North Greenwood area.

North Greenwood Community Redevelopment Area - Commercial Grant Program



GET UP TO
\$75,000
FOR PROPERTY IMPROVEMENTS!





Learn more about North Greenwood Grants by scanning the QR code.

NORTH GREENWOOD CRA ACCOMPLISHMENTS & PROJECTS

The Clearwater CRA formed the North Greenwood Citizen Advisory Committee (CAC) to provide local input on redevelopment efforts. The five-member committee represents residents, businesses, and organizations within the North Greenwood CRA district.



Members of the North Greenwood CAC include:

- Kinard Robinson** - Chair
- Marilyn Turman** - Vice Chair
- Patrick McKenney**
- Kimberley Nunn-Crawford**
- Bryan Voliton**



Purchased the property at 1105 Carlton St. for \$350,000 to support future redevelopment efforts.

Learn more about North Greenwood CAC by scanning the QR code.



STAY CONNECTED

Find details on grant programs, business resources, and redevelopment projects by visiting our new Clearwater CRA website: MyClearwaterCRA.com.



[Facebook.com/DowntownClearwater-CRA](https://www.facebook.com/DowntownClearwater-CRA)



[Instagram.com/DowntownClearwater](https://www.instagram.com/DowntownClearwater)



Contact Us

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