CLEARWATER
COMMUNITY REDEVELOPMENT AGENCY

CLEARWATER
Community Redevelopment Agency
Annual Report | FY 2024-2025

People Shining:
Mercado Mosaic by Cristina Salas

The Mercado
Cleveland St., Downtown Clearwater

Fiscal Year: October 1, 2024 - September 30, 2025

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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 proud to present the Fiscal Year 2024-2025 Annual Report. The CRA continues to make significant progress in redeveloping Downtown Clearwater and North Greenwood. The CRA's initiatives have supported projects that enhance public spaces, strengthen public safety, expand access to affordable housing and lay the foundation for lasting community revitalization.

This past year we have experienced unprecedented momentum in the CRA and growing interest in opportunities across our redevelopment areas.

In the Downtown Gateway, the community celebrated the grand opening of the Mercado, a vibrant gathering space that will serve as both a hub of activity and a community landmark. In North Greenwood, our partner-the Clearwater Urban Leadership Coalition—advanced plans along the Martin Luther King Jr. Avenue corridor. Meanwhile, downtown activation in and around Coachman Park and along Cleveland Street continues to create a more inviting and livelier urban environment.

These accomplishments reflect the CRA's commitment to thoughtful, strategic redevelopment and set the stage for our exciting future. Building on our increasing momentum, we look forward to new opportunities to strengthen neighborhoods, foster vibrant public spaces and deliver lasting benefits to all who live, work and visit Clearwater.

Sincerely,

Bruce Rector
Chair

CRA TRUSTEES

Ryan Cotton, Trustee

Mike Mannino, Trustee

David Allbritton, Trustee

Lina Teixeira, Trustee

CRA STAFF

Anne Lopez
CRA Assistant Director

Eric Santiago
CRA Manager

Vickie Shire
CRA Manager

Tasha Hadley
CRA Specialist

Julia Baltas
CRA Specialist

Brian Ulbricht
CRA Specialist

MESSAGE FROM THE CRA EXECUTIVE DIRECTOR

Fiscal Year 2024–2025 was a year of action and measurable impact for the CRA. Through strategic partnerships and targeted investments, we advanced projects that strengthen our economy, activate key corridors, and build more connected neighborhoods.

In the Downtown, the CRA collaborated with the Downtown Development Board (DDB) on the Cleveland Street Activation Initiative, delivering coordinated placemaking and dynamic programming that enhance the heart of our city.

In North Greenwood, the CRA partnered with the Clearwater Urban Leadership Coalition at The Grove @ 1105 to lay the foundation for a mixed-use shipping container development that will support small businesses, foster entrepreneurship, and expand workforce opportunities.

Our grant programs continued to empower residents and businesses to invest in their communities, amplifying the impact of our work. These accomplishments reflect the CRA's commitment to economic growth, and vibrant, inclusive neighborhoods—efforts that will continue to shape Clearwater for years to come.

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 challenges, the CRA drives impactful investments in infrastructure, housing and community-focused programs.

Funded through Tax Increment Financing, the CRA partners with local stakeholders to revitalize 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 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.
- Establish neighborhood advisory boards to provide input on redevelopment initiatives.
- Conduct regular outreach efforts to engage underrepresented populations.

Infrastructure and Public Realm Improvement:

- 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.

North Ward School
North Greenwood Neighborhood

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.

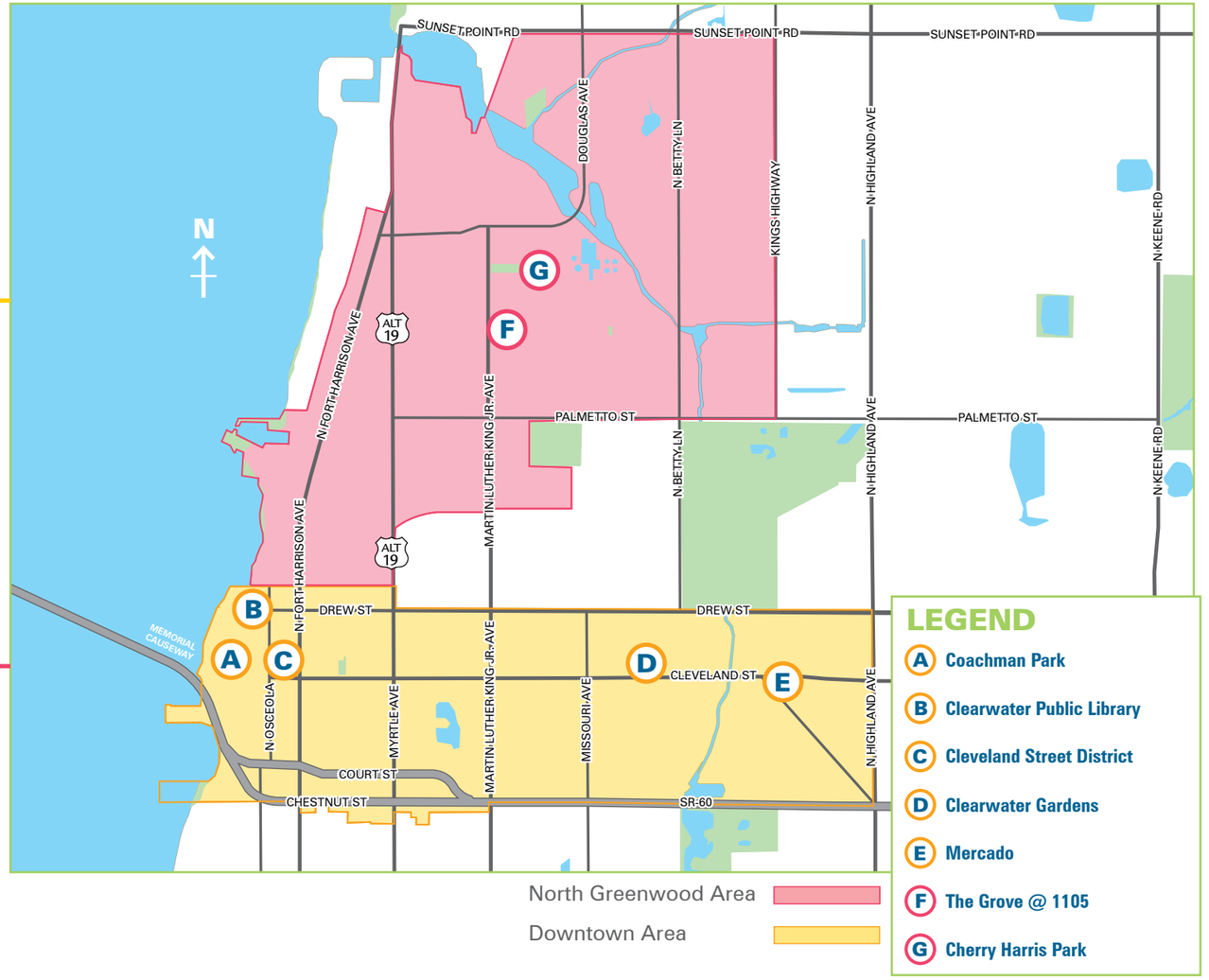
Scan the QR Code to view the **Downtown Clearwater** CRA Plan.

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



AGENCY WIDE INITIATIVES

Property Disposition

Evaluation and coordination of outreach strategies for CRA-owned properties identified for potential disposition and future investment, including stakeholder engagement and the development of a structured approach to effectively support redevelopment goals.

Learn more about Clearwater CRA owned properties by visiting MyClearwatercCRA.com/

LinkedIn Professional Outreach

The CRA enhanced its outreach strategy by launching a dedicated LinkedIn business profile to better connect with the professional community. The platform shares targeted updates, highlights local business success stories, and promotes economic development news and initiatives. This effort strengthens visibility and fosters engagement with businesses and stakeholders in Downtown Clearwater and North Greenwood.

Follow the Clearwater CRA on LinkedIn to stay connected and informed. Visit: LinkedIn.com/company/Clearwater-CRA

Audit Reports

Scan the QR Code to view our audit reports.

Cleveland St.
Downtown Clearwater

DOWNTOWN CLEARWATER

Vision Statement

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.

SNAPSHOT

$2,000,000 Affordable Housing Investments

3 ONGOING PROJECTS

$3,017,866 Project Investments

4 PROJECTS COMPLETED

FINANCES

Taxable Property Value	
Original 1981	
Base Year	$84,658,490
FY 2025 City	$592,336,502
FY 2025 County	$592,436,502
Expanded 2004	
Base Year	$88,234,600
FY 2025 City	$229,381,901
FY 2025 County	$229,780,025

Intergovernmental	
City	$3,393,612
County	$2,692,656
DDB	$379,275
Total	$6,465,543
Investment Earnings	$773,112
Miscellaneous	$87,309
Total Revenue	$7,325,964
Total Expenditures from the Redevelopment Trust Fund	$7,327,414

Downtown Clearwater Commercial Grant Program

The Clearwater 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.

Learn more and apply for Downtown Clearwater Grants by scanning the QR code or visit MyClearwaterCRA.com/Grants.

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, and more.

DOWNTOWN CLEARWATER GRANTS AWARD SUMMARY

$686,272
Awarded Amount

$404,103
Total Paid

15
Number of Grantees awarded

Vital Life Fitness, LLC

1280 Court St.

Vital Life Fitness, LLC received a Commercial Grant to support building and site enhancements. Improvements included interior renovations, updated HVAC, plumbing and electrical upgrades new windows and doors, parking lot resurfacing and exterior improvements designed to modernize the space and support long-term business growth.

Grant Amount: $101,298

DeLukas Restaurant & Bar

1343 Cleveland St.

DeLukas Restaurant & Bar received a Commercial Grant to complete key operational improvements. Upgrades included a new security camera system, cooler repairs, fryer, updated signage, and large fans to enhance safety, efficiency, and the overall guest experience.

Grant Amount: $106,787

DOWNTOWN CLEARWATER CRA ACCOMPLISHMENTS AND PROJECTS

Mercado Grand Opening

Mercado officially opened in November 2024 at Cleveland Street and Gulf-to-Bay Boulevard as a new community gathering space featuring a central lawn, shade canopy and community selected mosaic art installation by Cristina Salas.

Clearwater Gardens

Clearwater Gardens, a four-story, 81-unit affordable housing development, began construction in June 2024 to support long-term housing stability.

Reimagine Clearwater Library

The Reimagine Clearwater Main Library initiative was launched to explore redevelopment concepts for the Clearwater Main Library site to become a museum or cultural arts destination.

The Indigo Apartments

The city of Clearwater partnered with Sunrise Affordable Housing Group to preserve all 208 units at the Indigo Apartments as affordable housing. This agreement secures the units for at least 50 years supporting low-to-moderate income residents

The Clearwater CRA
BUSINESS
SPOTLIGHT

Business Spotlight Program

The Business Spotlight Program was expanded to include North Greenwood and downtown Clearwater, highlighting 9 businesses through digital and video promotion.

Clearwater Arts Alliance Sculpture Series

The Clearwater Sculpture Series introduced three large-scale public sculptures along the 400, 500 and 600 blocks of Cleveland Street, enhancing the pedestrian experience along downtown's primary commercial corridor. Hosted by the Clearwater Arts Alliance and supported by a $25,000 Clearwater CRA Placemaking and Resident Engagement Grant, the initiative strengthens downtown vibrancy and local connection through the community led placemaking efforts.

Nurture by Clayton Swartz

Stainless Steed by Donald Gialanella

SeaDance by Robin Morgan

$282,433

Allocated 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 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.

94 COMMUNITY ENGAGEMENTS

12 Business Meetings

$15,000

Approved funding for the purchase and implementation of the Downtown CRA Officers E-Bike Program in partnership with the City of Clearwater Police Department

DOWNTOWN CLEARWATER CRA
INTERLOCAL AGREEMENTS

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

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) reimburses the DDB their increment minus an admin fee to provide 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 **$87,309**

CLEVELAND STREET ACTIVATION INITIATIVE

The Cleveland Street Activations Initiative is a collaborative effort led by the Clearwater Community Redevelopment Agency (CRA) and the Downtown Development Board (DDB) to bring more activity, energy, and vibrancy to Downtown Clearwater's main street.

The initiative focuses on the 400–500 blocks of Cleveland Street, between Osceola Avenue and Garden Avenue, known as the Cleveland Street District, and is centered on making this corridor more inviting for people who live, work and visit Downtown.

By combining public investment with programming and business support, the CRA and DDB worked together to activate public spaces and strengthen Cleveland Street's role as the heart of Downtown Clearwater.

$200,000
CRA Contribution

$300,000
DDB Contribution

Core Activation Areas

- Mobile Vendors
- Special Events
- Public Art
- Streetscape & Placemaking

STREETSCAPE & PUBLIC INVESTMENT

The Clearwater CRA focused on long-term infrastructure and placemaking improvements that support activation, including:

Cleveland Street pole banners and corridor branding

Decorative street and tree lighting

Cherry Harris Park
North Greenwood

NORTH GREENWOOD CRA

Vision Statement

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.

2 Development Projects Initiated

33 RESIDENTIAL GRANTS AWARDED

6 Commercial Grants Awarded

FINANCES

Taxable Property Value	
Base Year 2023	
Base Year City	$330,693,900
FY 2025 City	$438,555,256
Base Year County	$331,917,394
FY 2025 County	$439,922,301

Intergovernmental	
City	$471,343
County	$374,290
Total	$845,633
Investment Earnings	$34,861
Miscellaneous	$87,309
Total Revenue	$880,494
Total Expenditures from the Redevelopment Trust Fund	$880,494

North Greenwood CRA Grant Opportunities

The Clearwater CRA offers two grant opportunities for North Greenwood! The Residential Exterior Improvement Grant and Commercial Grant provide resources for property enhancements, supporting revitalization and economic growth.

North Greenwood Residential Exterior Improvement Grant

The Residential Exterior Improvement Grant offers a matching grant of up to $20,000 for exterior improvements to homesteaded single-family homes within the NGCRA.

Grants are awarded on a sliding scale, based on family size and income, with households earning more than 120 percent of the Area Median Income not qualifying for assistance.

North Greenwood Community Redevelopment Area - Residential Exterior Improvement Grant Program

GET UP TO $20,000 FOR HOME IMPROVEMENTS!

North Greenwood Commercial Grant

The 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 and apply for Downtown Clearwater Grants by scanning the QR code or visit MyClearwaterCRA.com/Grants.

Leron Roberts

$14,795

Residential Exterior Improvement Grant

Leron Roberts utilized grant funding to support exterior home improvements, including the replacement of exterior doors, installation of impact-rated windows, exterior painting, and related exterior repairs.

Clearwater Brewing Company

$75,000

Commercial Grant

Rob and Hannah Menard revitalized Clearwater Brewing Company after it sat vacant for over a year in poor condition. Following roof damage from Hurricane Helene, they completed critical repairs and upgrades, including roofing, fencing, lighting, electrical and plumbing improvements, painting, and other aesthetic enhancements.

North Greenwood Citizens Advisory Committee (CAC)

The North Greenwood CAC is a voluntary committee of 5 representatives who live, work or represent nonprofit organizations within the North Greenwood Community Redevelopment Area. The CAC advises the CRA on plans, budgets, and programs. Input from the neighborhood is gathered to ensure local voices are heard. Members are appointed by the Clearwater City Council or the Pinellas County Board of Commissioners.

Members

Kinard Robinson - Chair

Marilyn Turman - Vice Chair

Patrick McKenney

Kimberley Nunn-Crawford

Bryan Voliton

North Greenwood
Citizens Advisory Committee

NORTH GREENWOOD CRA ACCOMPLISHMENTS

Key milestones were achieved in North Greenwood this year, reinforcing economic opportunity and shaping neighborhood planning efforts that reflect the community's long-term vision.

Clearwater Urban Leadership Coalition Development (CULC)

Advanced lease, operating agreement, and funding for the CULC to develop a mini container village to be named, The Grove @ 1105, located at the northeast corner of Tangerine St. and Martin Luther King, Jr. Ave. Designed as a small business incubator to foster entrepreneurship, workforce development, and economic opportunity.

Strategic Partnerships

Strengthened collaboration between the CRA, the city of Clearwater, the Clearwater Urban Leadership Coalition, and St. Petersburg College to expand business training, technical assistance and small business support programs.

Tampa Bay Neighborhood Housing Services Development

Entered into negotiations with Tampa Bay Neighborhood Housing Services to acquire and rehabilitate the mixed-use property owned by the CRA located at 1105 Carlton St. to include affordable housing and commercial space.

North Greenwood Overlay District

Moved forward the North Greenwood Overlay District framework to guide future land use, design standards and redevelopment that reflects the neighborhood's character and vision.

STAY CONNECTED

Find details on grant programs, business resources and redevelopment projects by visiting:

MyClearwaterCRA.com

Facebook.com/ClearwaterCRA

Instagram.com/Clearwater.CRA

LinkedIn.com/Company/Clearwater-CRA

CLEARWATER
COMMUNITY REDEVELOPMENT AGENCY

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100 S. Myrtle Ave., 3rd Floor
Clearwater, FL 33756