

# CLEVELAND STREET STREETSCAPE



## CONSTRUCTION TOOLKIT



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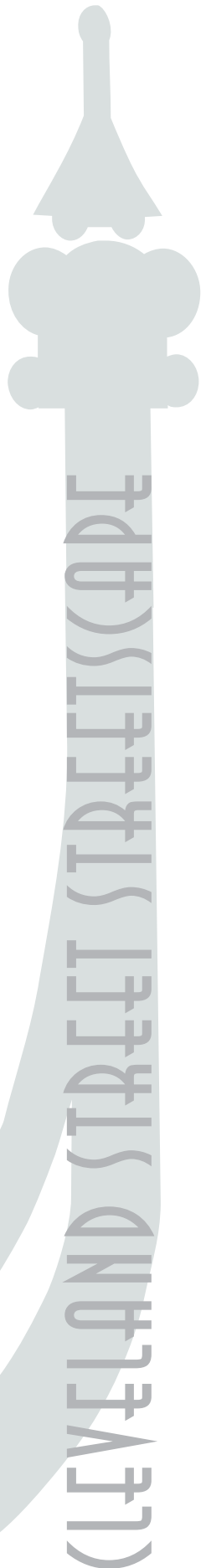
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# SECTION ONE



OVERVIEW



CLEVELAND STREET (1778-1811)

# INTRODUCTION

## **Main Street**

The Florida Main Street Program is a part of the National Main Street Center of the National Trust for Historic Preservation. Since 1980, the National Main Street Center has been working with communities across the nation to revitalize their historic or traditional commercial areas. The Main Street program is designed to improve all aspects of the downtown. The Main Street approach has rekindled entrepreneurship, downtown cooperation and civic concern. It has earned national recognition as a practical means of utilizing and improving a community's local resources and conditions. Because it is a locally driven program, all of what is done stems from local issues and concerns.

The City of Clearwater was designated a Florida Main Street Community in August 1998. The program utilizes the Main Street four-point approach using the Joint Venture as its organizational branch. The Joint Venture is made up of a City Council (formerly Commission) appointed member, the Executive Director of the Community Redevelopment Agency (CRA), the Downtown Development Board (DDB) Chairperson, co-chairpersons from the Design, Economic Development and Promotion committees and the Main Street Program Coordinator. The Joint Venture meets quarterly. Committees meet monthly to address issues and concerns that confront Clearwater's downtown and to accomplish tasks agreed to by the Joint Venture.

## **Community Redevelopment Agency**

The Community Redevelopment Agency (CRA) refers to a public entity created by a city or county to implement the community redevelopment activities outlined under the Florida Community Redevelopment Act of 1969 codified as Chapter 163, Part III, Florida Statutes and provides a vehicle whereby local communities may form a CRA, and further create a redevelopment trust fund for financing improvements within a predetermined redevelopment target area. The CRA was established by the local government, and functions within that local government. In Clearwater, the City Council members serve as the CRA board members.

This district was established by City government for the purpose of carrying out redevelopment activities that include reducing or eliminating blight, revitalizing older housing for all income levels, improving the tax base, creating and retaining employment opportunities, and encouraging public and private investments in the CRA area.

The Community Redevelopment Area's current size is 488 acres. The boundaries include Court and Chestnut streets to the south, Drew and Jones streets to the north, Clearwater Harbor to the west and Highland Avenue to the east.



## **Downtown Development Board**

In July 1970, the Clearwater Downtown Development Board Act was established, allowing the City of Clearwater to revitalize and preserve downtown property values, prevent deterioration in its central business district and provide downtown property owners the power to solve problems on the local level. The Act outlined the geographic location of the downtown area, the powers created, the composition of the board and the bylaws that govern it. In January 1971, the city adopted an ordinance providing for a special referendum election for the purpose of permitting downtown property owners to tax themselves, establishing a special taxing district.

The DDB has been given the power to levy one mill on all property owners in the special taxing district with the exception of homestead properties.

The property owners of the downtown elect seven members to the Downtown Development Board. Candidates for the DDB must own property in the district or have their place of business in the district.

Two CRA board members serve as ex-officio members of the DDB.

## **Construction Toolkit**

The Clearwater Main Street Program Promotion Committee and the Clearwater Downtown Development Board are pleased to provide you with the Cleveland Street Streetscape Tool Kit. We anticipate that this program will assist you during this challenging and exciting project.

Please review the information we have provided you. Besides information about the streetscape project, you will find a variety of options for you to review and consider that will benefit your business. Most important is the sign-up sheet found on page 22 to be completed as soon as possible and returned to the Main Street Program Coordinator in the City of Clearwater Economic Development and Housing Department.

The Main Street Program is able to benefit from the experience of the Historic Kissimmee Downtown Streetscape tool kit created by the Kissimmee Community Redevelopment Agency. This is a tried and true accomplishment of a comprehensive marketing program and we are excited about offering you components of this successful process during the Streetscape construction project.



# WITH APPRECIATION...

A task like the "Tool Kit" could not be completed without a great deal of planning, work and support. We would like to thank the following groups for helping to make this program possible.

*The Clearwater Downtown Development Board  
The Clearwater Main Street Promotion Committee  
City of Clearwater Community Redevelopment Agency  
Clearwater Cultural Affairs Division  
City of Clearwater Economic Development and Housing Department*



# PROJECT INFORMATION

Cleveland Street, once the center of a bustling downtown Clearwater, will soon begin a transformation to restore that vitality. The revitalization will include a pedestrian-friendly environment for retail, street festivals and small concerts. Construction will begin on this project June in 2006. Once completed, Cleveland Street traffic will travel one lane in each direction and have parallel parking on both sides of the street with newly landscaped sidewalks, medians and areas for public art.

The \$8.9 million project includes new benches, trash receptacles, bike racks and decorative street lighting. Utility enhancements, new landscaping and mast arms will also be included. The project will take 18 months to complete and will create the atmosphere to bring new life to Clearwater's downtown.



# CONTACTS



## Cleveland Streetscape Project Information

Construction Manager, Perry Lopez .....	462-6126
Construction Services Inspector, Rick Bennett .....	224-7518
Main Street Streetscape Liaison, Anne Fogarty.....	562-4044

## City of Clearwater Economic Development and Housing

Clearwater City Hall, 1st Floor  
112 S. Osceola Ave.  
Clearwater, FL 33756

Economic Development .....	562-4220
Economic Development Fax .....	562-4075
Housing.....	562-4030
Housing Fax.....	562-4037

## Utilities - City of Clearwater

Public Utilities .....	562-4960
Public Works Administration/Public Services.....	562-4950
Water/Gas.....	562-4600

## Development and Neighborhood Services

Municipal Services Building, 100 N. Myrtle Ave.  
Development Services -2nd Floor / Neighborhood Services - 3rd Floor

Development Services.....	562-4567
Fax.....	562-4576
Community Response Team (code enforcement) .....	562-4720
Community Response Team Fax.....	562-4735

## Local Emergency Numbers

Clearwater Fire and Rescue Emergency.....	911
Clearwater Fire and Rescue (non-emergency) .....	562-4334
Clearwater Police Department (non-emergency) .....	562-4242
CPD Downtown Sub-station (non-emergency) .....	462-6352

\* this number is not connected to an answering machine, if there is no officer in the sub-station, the phone will not be picked up. **This number is NOT for emergencies. For emergencies, call 911.**

Hospital – Morton Plant Mease.....	461-8565
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# STREETSCAPE CONSTRUCTION PHASING

## Phase I

(South Side: approximately 6 weeks)

Reroute traffic to northern two lanes, with one lane in each direction.

Install an 8" water line in the south roadway from Osceola to Myrtle avenues.

Install asphalt patch for temporary roadway.

## Phase II

(West End: approximately 6 weeks)

Close Cleveland Street from Osceola Avenue to Intracoastal Waterway.

Install a 54" storm pipe in middle of the roadway.

## Phase III

(North Side: timeline TBA)

Reroute traffic to the two south lanes. Install a 12" water line and perform storm drain work on the north side of Cleveland Street from Osceola to Myrtle avenues.



CLEVELAND STREET

# HARD HAT MEETINGS

Throughout the course of the streetscape construction, meetings will be held to bring you up to date on the construction process, as well as to address your questions and concerns. You will be notified of the date, time and place of the meetings in advance so you can arrange to be there.

These meetings are geared to be short and informative so that you get a broader understanding of the construction process and can pass along this information to your customers.

# CONSTRUCTION UPDATES

Throughout the construction of the Streetscape, you will be receiving updated information in the form of a monthly newsletter from the city's Public Communications Department. You will also find information on the city's website at [www.myclearwater.com/downtown](http://www.myclearwater.com/downtown)



CLEVELAND STREETSCAPE

# SECTION THREE



PARKING INFO

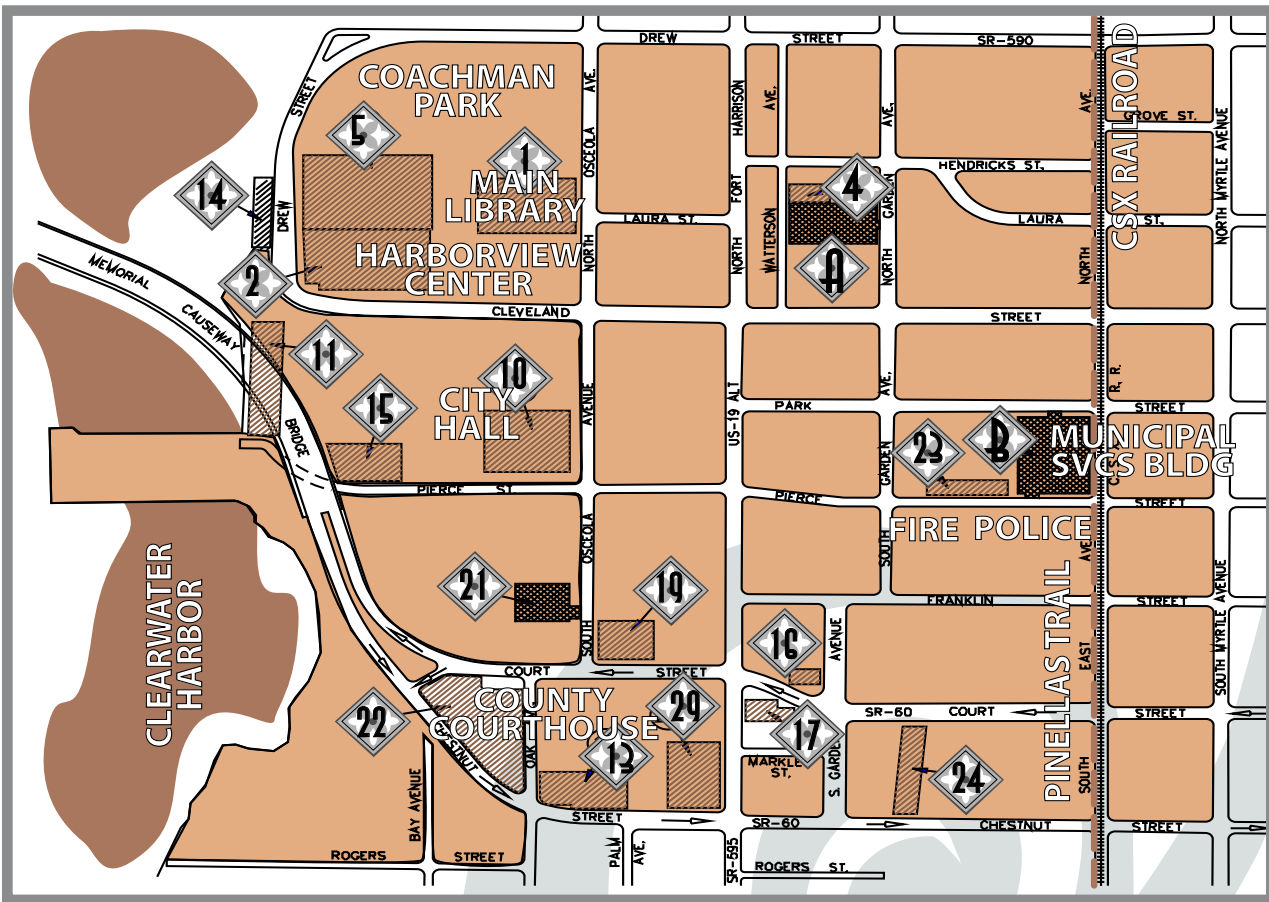


# PARKING

## Garden Avenue Parking Garage –

Located at 28 N. Garden Ave. (1/2 block north of Cleveland Street on Garden Avenue)  
 There will be 2 hours of complimentary customer parking available at the Garden Avenue parking garage during the Cleveland streetscape.

Anyone who enters the garage with a daily ticket will automatically receive two hours of free parking.



 Parking Locations

**A Garden Ave Parking Garage**  
28 Garden Ave. N.;  
271 spaces, \$.50/hour,  
\$3.50/day, \$48.15/month;  
Free after 7 p.m. Mon. – Fri.,  
and all day Sat., Sun. and some holidays; customer validation program  
available from downtown merchants.

**B Municipal Svcs. Complex Garage**  
640 Pierce St., 484 spaces,  
City of Clearwater employee parking only 6 a.m. – 5 p.m.,  
Mon. – Fri., Free to public after 5 p.m., Mon. – Fri.,  
and all day Sat., Sun. and some holidays

**1 South of Main Library**  
36 N. Osceola Ave.;  
138 spaces; Free

**2 Harborview Center**  
300 Cleveland St.,  
168 spaces; Free

**4 N. Garden Avenue**  
35 Watterson Ave.;  
9 spaces;  
metered: \$.50/hr.  
Mon. – Fri., 8 a.m. – 6 p.m.  
Free other times.

**5 South of Coachman Park**  
101 Drew St.;  
261 spaces; Free.

**10 City Hall**  
112 S. Osceola Ave.;  
51 spaces;  
metered: \$.50/hr.,  
Mon. – Fri., 8 a.m. – 6 p.m.,  
Free other times.

**11 Pierce Street**  
150 Pierce St.,  
45 spaces;  
metered: \$.25/hr.  
Mon. – Fri., 8 a.m. – 6 p.m.,  
Free other times

**13 Large Courthouse Lot**  
475 Oak Ave.; 36 spaces;  
metered: \$.50/hr.  
Mon. – Fri., 8 a.m. – 6 p.m.,  
Free other times.

**14 Drew Street Extension**  
100 Drew St.; 22 spaces;  
metered: \$.50/hr.  
Mon. – Fri., 8 a.m. – 6 p.m.;  
Free other times.

**15 City Hall Overflow**  
220 Pierce St.;  
63 spaces; Free

**16 Court St. & Garden,**  
318 Garden Ave.;  
7 spaces;  
Permit Only; \$25/mo.;  
no handicap

**17 Court St. & Ft. Harrison**  
351 S. Ft. Harrison Ave.;  
20 spaces;  
metered: \$.50/hr.  
Mon. – Fri., 8 a.m. – 6 p.m.;  
Free other times.

**19 Court St. & Osceola Ave.**  
311 S. Osceola Ave.;  
39 spaces;  
metered: \$.50/hr.  
Mon. – Fri., 8 a.m. – 6 p.m.;  
Free other times.

**21 County Parking Garage**  
310 Court St.;  
11 spaces;  
metered: \$.50/hr.  
Mon. – Fri., 8 a.m. – 6 p.m.;  
Free other times

**22 Oak Ave., – West of  
Courthouse**  
450 Oak St.;  
124 spaces;  
metered: \$.50/hr.  
Mon. – Fri., 8 a.m. – 6 p.m.;  
Free other times.

**23 Pierce/Park Street**  
620 Pierce St.;  
18 spaces;  
metered: \$.50/hr.  
Mon. – Fri., 8 a.m. – 6 p.m.;  
Free other times.

**24 Chestnut Street**  
615 Court St.;  
37 spaces;  
Permit Only; \$25/mo.,  
no handicap

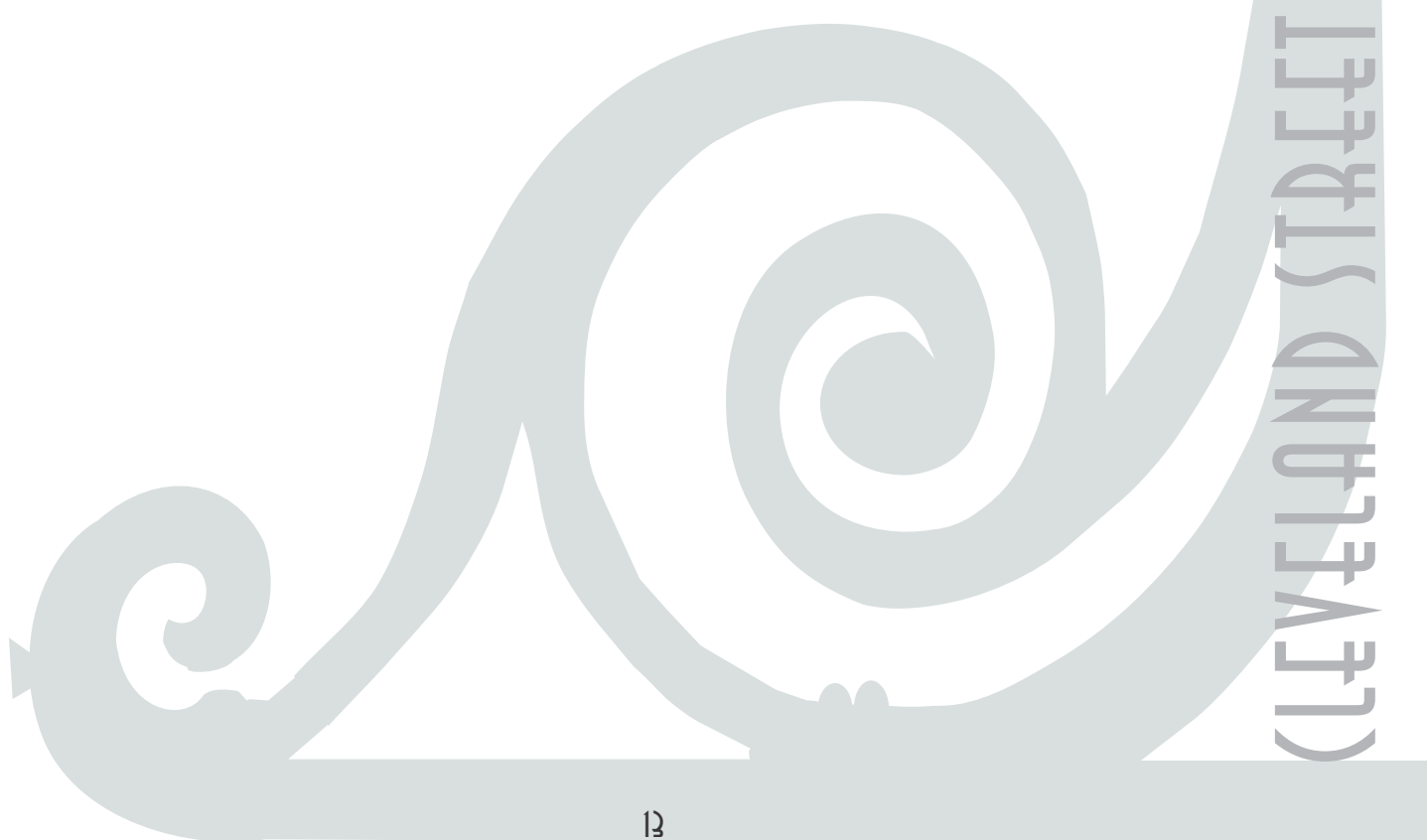
**29 Ft. Harrison Ave.**  
420 S. Ft. Harrison Ave.;  
26 spaces;  
metered: \$.25/hr. – \$.50/hr.  
Mon. – Fri., 8 a.m. – 6 p.m.;  
Free other times.



SECTION  
FOUR



PUBLIC RELATIONS  
& MARKETING



# PUBLIC RELATIONS & MARKETING

In Fiscal Year 2005-2006, the DDB set aside funds in their budget to address cooperative advertising to assist the merchants during the 18 month streetscape construction. They wanted to act as a liaison to help business during construction and provide the most effective marketing campaign possible. The DDB decided that this was the perfect opportunity to bring people in who are professionals and would provide a focus and energy to professionally market downtown Clearwater in a systematic way.

The DDB sent out a Request for Proposals for Public Relations and Marketing firms to provide a focused campaign for downtown marketing and advertising. Two firms responded and Vaughn Wedeen, a State of Florida Main Street Consultant experienced in Economic Development was selected. Vaughn Wedeen will be visiting Clearwater on May 31 - June 1, 2006 to attend the Stakeholder meeting and hold meetings with downtown business owners and property owners.

Vaughn Wedeen will evaluate current and past marketing efforts, assess the effect of the various grants and programs and create a strategy, budget and message schedule. Once this information has been accepted by the DDB, it will be rolled out to the merchants. Expect more information on this creative process in the coming months





# RACK CARDS

Rack cards will be printed and distributed to local hotels and tourist attractions.

A sample rack card



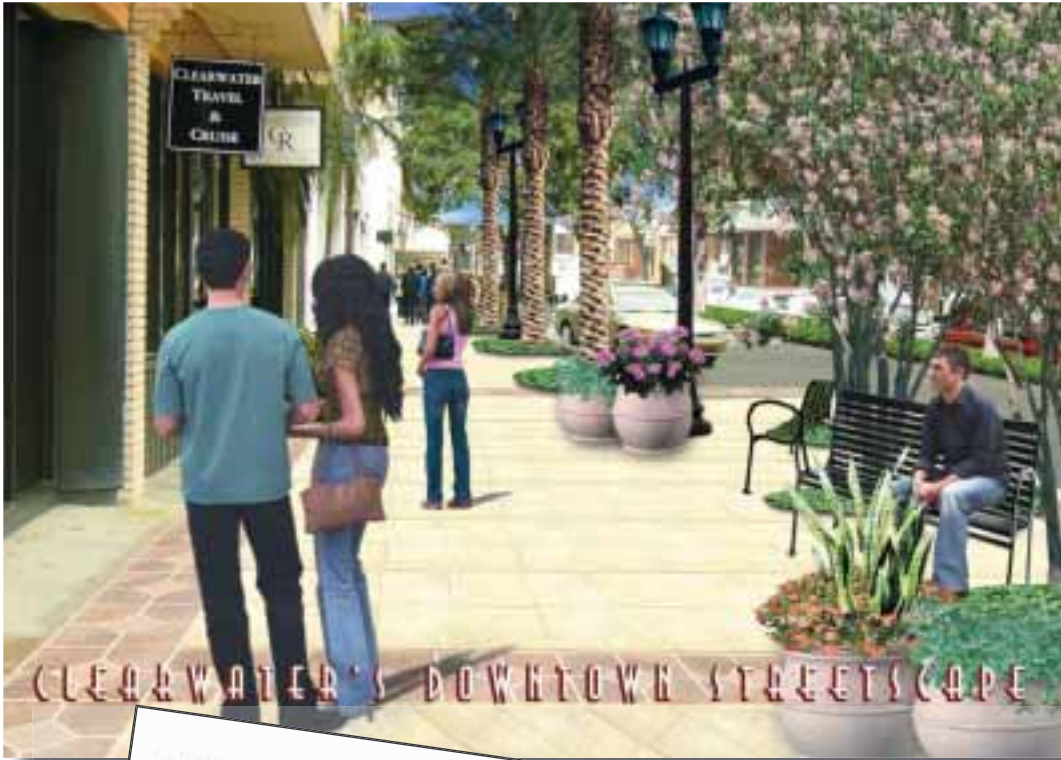
# SHOPPING & DINING GUIDE

The Shopping & Dining Guide was created in 2003, it is updated yearly each October.



# POST CARDS

Post cards will be printed and provided to merchants. Merchants will be able to send out to their mailing list when promoting sales and event information.



SECTION  
FIVE



DOWNTOWN  
EVENTS





## **September: Downtown Employee Appreciation Day**

**Day: Friday, September 8<sup>th</sup>, 10 a.m. – shop closings**

**Location: Participating shops and restaurants.**

Description: In celebration of Labor Day, participating restaurants will give discounts to people who work in downtown Clearwater. The salons, spas and boutiques will be encouraged to put together special packages of services that can be purchased or done on that day. All of these specials will be promoted to downtown workers and their families (including county and city staff) through flyers distributed to the downtown high rises and other offices in the downtown.

## **October: Trick or Treat on Cleveland Street!**

**Day: Friday, October 13<sup>th</sup>, 10 a.m. – shop closings**

**Location: Participating Shops and Restaurants**

Description: As a warm up to Halloween, participating merchants and restaurants will offer “spooktacular” deals. Main Street will provide trick or treat gift and candies, as well as costumed volunteers to add that special Halloween ambiance.

## **November: Fall Art Stroll**

**Day: Saturday, November 18th, 12 – 6 p.m.**

**Location: Cleveland Street**

Description: With the construction of the Cleveland Street Streetscape in full swing, our downtown Arts Stroll will take on a different type of flair bringing artists, performers and guests to downtown for several art happenings throughout the area. Stay tuned for further updates on this exciting event.

2006-2007 Merchant events are currently being planned and will be brought to you in the coming months. Watch for details in the *Streetscape Update* and on [myclearwater.com/downtown](http://myclearwater.com/downtown)



SECTION  
SIX



PROMOTING  
YOURSELF



CLEVELAND STREET

# MERCHANT SIGN-UP SHEET

As a Main Street Merchant, you are key to making this program a success. There are many promotional opportunities for you in the next year. Please review this list and put your initial next to the events in which you would like to participate in. For a more complete description of each marketing program or event, and what will be expected of you, please refer to the page number as indicated.

## On-going Programs:

\_\_\_\_\_ Merchant Coupon Program at the Merchant Events & Farmer's Market, Here's the deal I'll be offering: i.e., 10% off lunch or Buy One Get One Free

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\_\_\_\_\_ I need Shopping and Dining Guides.

\_\_\_\_\_ My store's entry in the Shopping and Dining needs to be updated to say:

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\_\_\_\_\_ I would like to offer discounts to downtown employees or others. The discount I would offer is: \_\_\_\_\_

---

## Special Events: (see "Retail Events" starting on page 19)

\_\_\_\_\_ June: Summer Film Series

\_\_\_\_\_ July: Summer Film Series

\_\_\_\_\_ August: Summer Film Series

\_\_\_\_\_ September: Employee Appreciation Day

\_\_\_\_\_ October: Trick or Treat on Cleveland Street

\_\_\_\_\_ November: Fall Art Stroll

Business Name \_\_\_\_\_

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

Contact Person \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email \_\_\_\_\_ Website: \_\_\_\_\_

I agree to be involved in the following events. I understand that it is my responsibility to meet the deadlines outlined in each project.

\_\_\_\_\_ (signature)

*Please return this form to:*

Anne Fogarty, Main Street Program Coordinator

City of Clearwater

Economic Development & Housing Department

112 S. Osceola Ave., Clearwater, FL 33756

Fax Number (727) 562-4075





# FARMER'S MARKET COUPON PROGRAM

The Downtown Clearwater Farmer's Market is an excellent way to promote downtown merchants. Held every Wednesday through the months of November to April, the Farmer's Market regularly holds special events that bring downtown office workers, city and county staff and snowbirds to hear live music, enjoy ice cream or participate in a chili cook-off.

At the information table at the market, sheets of coupons for downtown merchants will be given out that give Farmer's Market shoppers discounts or special deals from downtown shops.

If you would like to participate in this, please fill out this section on the Merchant's sign-up sheet on page 22. Be sure to note what type of special offer you will be offering so that this can be included on the coupons.



# IDEAS FOR GROWING YOUR BUSINESS

## Think outside of the box

If you don't like the color of your house, waiting for it to change color on its own is going to be pointless. No matter how much you complain about the color of your house, it won't change on its own. You yourself need to change the color.

It is the same with your shop. The fastest way to grow your business is to be willing to change how you look at your business or how it is promoted. If your business is not doing as well as you would like it to, then you need to be willing to look at your business with fresh eyes.

## What has been successful?

Look over your sales figures during the last year. When did you have peaks in your sales or foot traffic into your store? What did you do just before that? Change your window display? Have a special sale? Did you send out any post cards or promotion to your customers? Advertise? Make a list of the things YOU did to create additional traffic into your store, and work out how you can re-create this. Don't list items like "it was the winter season" or anything that you can't have control over. Just list out what you have successfully done and get those actions put back in.

## Create and keep a mailing list

If you don't already have one, a sign-in book next to register can give you the ability to collect the names and addresses of those who are shopping at your store. You can then use this to inform your customers of special sales and events that you are having.

## Cross-marketing

This is a type of marketing that can double or triple the number of customers that you are currently getting, and it will hardly cost a thing. Think about it - you have a particular type of customer that patronizes your store. What other goods or services does your customer want? Find a shop downtown that has this service and work with that retailer to offer discounts to their customers and vice versa. You can do this with more than one other retailer, and the variations on this are limited only by your imagination. Examples include:

- ❖ Each customer who purchased something from your shop gets a discount coupon to the other shop and vice versa.
- ❖ Hold a special after-hours or lunchtime event in conjunction with the other retailer or retailers.
- ❖ At the cash register, have a promotional tent card that promotes a particular item or special that the other shop is featuring.

## Customer Service

- ❖ Offer free gift-wrapping – this is something that Tiffanys has been doing for years and it has become a trademark for them – their bright blue box and white satin ribbon are very distinctive. You don't have to be that fancy, but you can add value to a customer's purchase with this service.
- ❖ If you have a waiting area for your customers, keep coffee, ice water and cookies (or other simple refreshments) available for them and offer fresh reading material that aligns with what services or goods you are selling.
- ❖ Create your own in-store events, include door prizes and give-aways
- ❖ Use the Streetscape postcard to send a thank you to your customers with an incentive to return within a particular time frame.
- ❖ Send a direct mailer with coupons and special offers targeting your customer.

## Sales

- ❖ Do sales that tie in to special calendar themes – the obvious ones are the major holidays, but you can also do sales that tie in to local celebrations – Fun N Sun Festival or Jazz Holiday for example.
- ❖ You can also create your own types of sales – hold a sale because it is your birthday, your wedding anniversary or "I'm-Staying-Downtown-and-am-Happy-About-it" sale or that you got a new shipment in and want the old stuff out.
- ❖ **NOTE: Retail merchandising experts say that if you have sales all of the time, your sales will pull less people as it is not a special event and it will not help your sales in the long-term.** Victoria's Secret, for example, used to have sales on a continual basis. The company started to lose money and customers as the idea of the sale is that it should be special. If a sale is happening all the time, it is no longer special and the customers stopped coming. They re-looked at their marketing and now only have two major sales a year. These sales are HUGE and very successful. In between the sales, their customers still shop, and their overall sales have increased.

## Demonstrations

If you know that there is good walk-by traffic at a certain time during the day, schedule some kind of demonstration that will interest people in your business and make them want to come in. If your business does not lend itself to demonstrations, you can use other ways to attract attention to your business, for example:

- ❖ A real estate office or an attorney firm could hire a magician to stand outside of their shop and do tricks. Post a sign above the magician's head saying something like "Buying a new home is not magic – let us show you how"
- ❖ Travel agents might arrange for a steel drum player to play Caribbean Music to get people to come in and find out about vacation specials

These are only two examples, let your imagination be your guide to finding a good attention grabber for your business.

### **Additional questions you can ask yourself which will give you additional ideas for promoting your business:**

- 1) What makes my business unique?
- 2) What positive comments have my customers said?
- 3) Has there been any negative comments from my customers specifically about the store or their shopping experience? How can I change these?
- 4) Do my display windows look inviting?
- 5) What other businesses in the downtown would compliment my business? (For example, a salon or day spa compliment a clothing boutique)
- 6) Walk outside your shop. Now walk back in with the viewpoint that you are a brand new customer to your store. What do you honestly think of your store? What do you like about it? What would you change about it?

*Special Thanks to  
Kissimmee Main Street and  
Panama City Main Street for these ideas.*

# USE OF THE LOGO



If you want to use the Clearwater Main Street logo for your promotions, you can have access to this by contacting the Main Street office at 562-4044. To expedite this, please fill out and fax in the following information to 562-4075 or e-mail to the Main Street Program Coordinator at [anne.fogarty@myclearwater.com](mailto:anne.fogarty@myclearwater.com)

Name of Business: \_\_\_\_\_ Contact: \_\_\_\_\_

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

Phone number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

I would like to use the Main Street logo for the following purpose: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The date I need this by is: \_\_\_\_\_

Please send me the logo: (check those that apply)

- Electronically
  - Black and White
  - Color
  
- Hard copy – specify size. Size needed: \_\_\_\_\_
  - Black and white
  - Color



# SALES THEMES

Unique marketing programs will be important to all businesses during the streetscape. The following are some possible ideas for sales events.

Don't forget cross promotions! These can offer you twice the advertising and promotional value for half the money and can expand your market share by bringing you new customers already accustomed to shopping downtown.

- A Green Sale
- Anniversary Sale
- Armed Forces Week Sale
- Back from the Beach Bargains
- Back to School
- Blood Donor Discount
- Cheaper by the Dozen
- Christmas in August
- Customer Appreciation Sale
- Daylight Savings Savings
- Discover Clearwater
- Dog Days of Summer
- Don't Forget Father on Father's Day
- Don't Forget Mother on Mother's Day
- Easter Egg Hunt Sale
- Election Day
- End of Summer Specials
- Fabulous Fall Buys
- Fall Close Outs...Winter Previews
- Founder's Day
- 4<sup>th</sup> of July in January
- Full Moon Sale
- Fun 'N Sun Festival Sale
- Get Acquainted Sale
- Get to Know Us Sale
- Girls Day Out
- It's Gotta Go
- Luck Of the Irish
- It's Your Birthday – Celebrate with a (the person's age) % off discount
- Marathon Sale
- March Madness
- Night Sale
- October Extravaganza
- Our New Year's Resolution – Keep you happy as a customer
- Private Sales for Special Groups (a Red Hat Society Sale, Library Foundation sale, etc)
- Rainy Day Sale
- Red White and Blue Sale
- Salute to Senior Citizen's Sale
- Salute to Veterans
- Sell-A-Thon
- Stretch Your Dollar Sale
- Trick or Treat Sale
- Warm Up to Our Cold Day Specials
- Welcome Jazz Holiday
- Welcome Snowbirds
- Welcome Spring Training
- Win Discounts with your Losing Lottery Tickets
- Winter Preview
- Winter Close-Outs





**April is** ..... Keep America Beautiful Month, National Humor Month,  
National Welding Month and National Garden Month

April 2 is ..... National Peanut Butter and Jelly Day

April 5 is ..... Go For Broke Day

April 9 is ..... Winston Churchill Day

April 10 is ..... Golfers Day

April 14 is ..... National Pecan Day

April 17 is ..... National Cheeseball Day

April 19 is ..... Garlic Day

**May is** ..... National Photo Month, National Salad Month,  
National Egg Month, National Barbecue Month and  
National Hamburger Month

May 5 is ..... National Hoagie Day

May 8 is ..... Have A Coke Day

May 14 is ..... National Dance Like A Chicken Day

May 15 is ..... National Chocolate Chip Day

May 21 is ..... National Waitresses/Waiters Day

May 28 is ..... National Hamburger Day

May 31 is ..... National Macaroon Day

**June is** ..... Adopt-A-Shelter-Cat Month, Dairy Month,  
National Fresh Fruit and Vegetable Month,  
National Ice Tea Month and Zoo and Aquarium Month

June 2 is ..... National Rocky Road Day

June 6 is ..... Teacher's Day

June 7 is ..... National Chocolate Ice Cream Day

June 9 is ..... Donald Duck Day

June 17 is ..... Watergate Day

June 20 is ..... Ice Cream Soda Day

June 22 is ..... National Chocolate Eclair Day

June 26 is ..... National Chocolate Pudding Day

June 28 is ..... Paul Bunyan Day





**July is** ..... National Baked Beans Month, National Ice Cream Month and National Tennis Month

July 5 is ..... Workaholics Day  
July 6 is ..... National Fried Chicken Day  
July 7 is ..... National Strawberry Sundae Day  
July 9 is ..... National Sugar Cookie Day  
July 15 is ..... Respect Canada Day  
July 16 is ..... International Juggling Day  
July 17 is ..... National Peach Ice Cream Day  
July 23 is ..... National Vanilla Ice Cream Day  
July 24 is ..... Amelia Earhart Day  
July 28 is ..... National Milk Chocolate Day  
July 30 is ..... National Cheesecake Day  
July 31 is ..... Parent's Day

**August is** ..... National Catfish Month, National Golf Month and Peach Month

August 1 is ..... Friendship Day  
August 2 is ..... National Ice Cream Sandwich Day  
August 3 is ..... National Watermelon Day  
August 4 is ..... Twins Day Festival  
August 8 is ..... Sneak Some Zucchini Onto Your Neighbor's Porch Night  
August 14 is ..... National Creamsicle Day  
August 15 is ..... National Relaxation Day  
August 18 is ..... Bad Poetry Day  
August 23 is ..... National Spongecake Day  
August 26 is ..... National Cherry Popsicle Day  
August 30 is ..... National Toasted Marshmallow Day  
August 31 is ..... National Trail Mix Day

**September is** .. National Chicken Month, National Courtesy Month  
National Honey Month, National Piano Month,  
National Rice Month, and Classical Music Month

September 10 is ..... Swap Ideas Day  
September 12 is ..... National Chocolate Milkshake Day  
September 14 is ..... National Cream-filled Donut Day  
September 16 is ..... Collect Rocks Day  
September 17 is ..... National Apple Dumpling Day  
September 18 is ..... National Play-doh Day  
September 19 is ..... National Butterscotch Pudding Day  
September 20 is ..... National Punch Day  
September 26 is ..... National Good Neighbor Day and National Pancake Day  
September 28 is ..... Ask A Stupid Question Day  
September 30 is ..... National Mud Pack Day



**October is** . . . . . Hispanic Heritage Month, Adopt-A-Dog Month,  
National Clock Month, National Dessert Month  
National Pickled Pepper Month, National Popcorn Poppin' Month,  
National Pretzel Month, National Seafood Month and  
Vegetarian Awareness Month

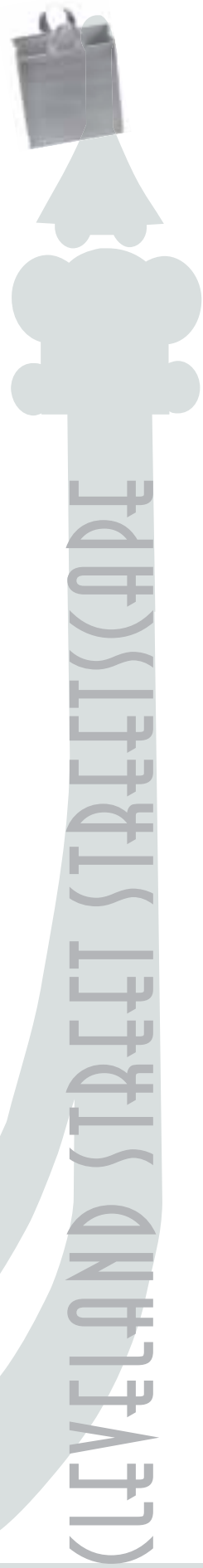
October 1 is . . . . . World Vegetarian Day  
October 4 is . . . . . National Golf Day  
October 6 is . . . . . German-American Day  
October 14 is . . . . . Be Bald and Free Day and National Dessert Day  
October 16 is . . . . . Dictionary Day  
October 24 is . . . . . National Bologna Day  
October 30 is . . . . . National Candy Corn Day

**November is** . . International Drum Month and Peanut Butter Lover's Month

November 2 is . . . . . National Deviled Egg Day  
November 3 is . . . . . Sandwich Day  
November 4 is . . . . . Waiting For The Barbarians Day  
November 6 is . . . . . Saxophone Day  
November 7 is . . . . . National Bittersweet Chocolate With Almonds Day  
November 12 is . . . . . National Pizza With The Works Except Anchovies Day  
November 15 is . . . . . National Clean Out Your Refrigerator Day  
November 22 is . . . . . Start Your Own Country Day  
November 23 is . . . . . National Cashew Day

**December is** . . . Hi Neighbor Month and Read A New Book Month

December 1 is . . . . . National Pie Day  
December 2 is . . . . . National Fritters Day  
December 6 is . . . . . National Gazpacho Day  
December 9 is . . . . . National Pastry Day  
December 15 is . . . . . National Lemon Cupcake Day  
December 16 is . . . . . National Chocolate Covered Anything Day  
December 17 is . . . . . National Maple Syrup Day  
December 19 is . . . . . Oatmeal Muffin Day  
December 30 is . . . . . Festival Of Enormous Changes At The Last Minute and  
National Bicarbonate Of Soda Day



# PRESS RELEASES

Press releases can be an effective way to get free advertising for your business. In the following pages you will find a sample format for a press release and a list of local media. The information below will give you some ideas for press releases:

- ❖ Are you or your associate the first, youngest, oldest or the only ones to be in the type of business you're in?
- ❖ Who are your employees? Old school friends, family members, senior citizens, the disabled, multi-lingual?
- ❖ Is your company, or an employee celebrating an anniversary?
- ❖ Did you recently receive an award for your work?
- ❖ Are you doing something that relates to the current national or local headlines?
- ❖ Is your business planning to do something for an upcoming holiday?
- ❖ Have you had an unusual experience on a business trip that others can learn from?
- ❖ Have you or your business been involved in any behind-the-scenes activities at local events or happenings?
- ❖ On a personal note, do you have an unusual collection, car, pet or hobby for someone in your business?
- ❖ Is yours a rags to riches story?
- ❖ Have you found a better way to serve the community?
- ❖ Are you involved in any large national associations for your industry?
- ❖ Are you about to have your 100<sup>th</sup> or 1,000<sup>th</sup> customer?



YOUR STORE  
NAME OR  
LOGO HERE!

FOR IMMEDIATE RELEASE

Contact: Your Name  
Your Phone Number

<leave space here for editorial notes>

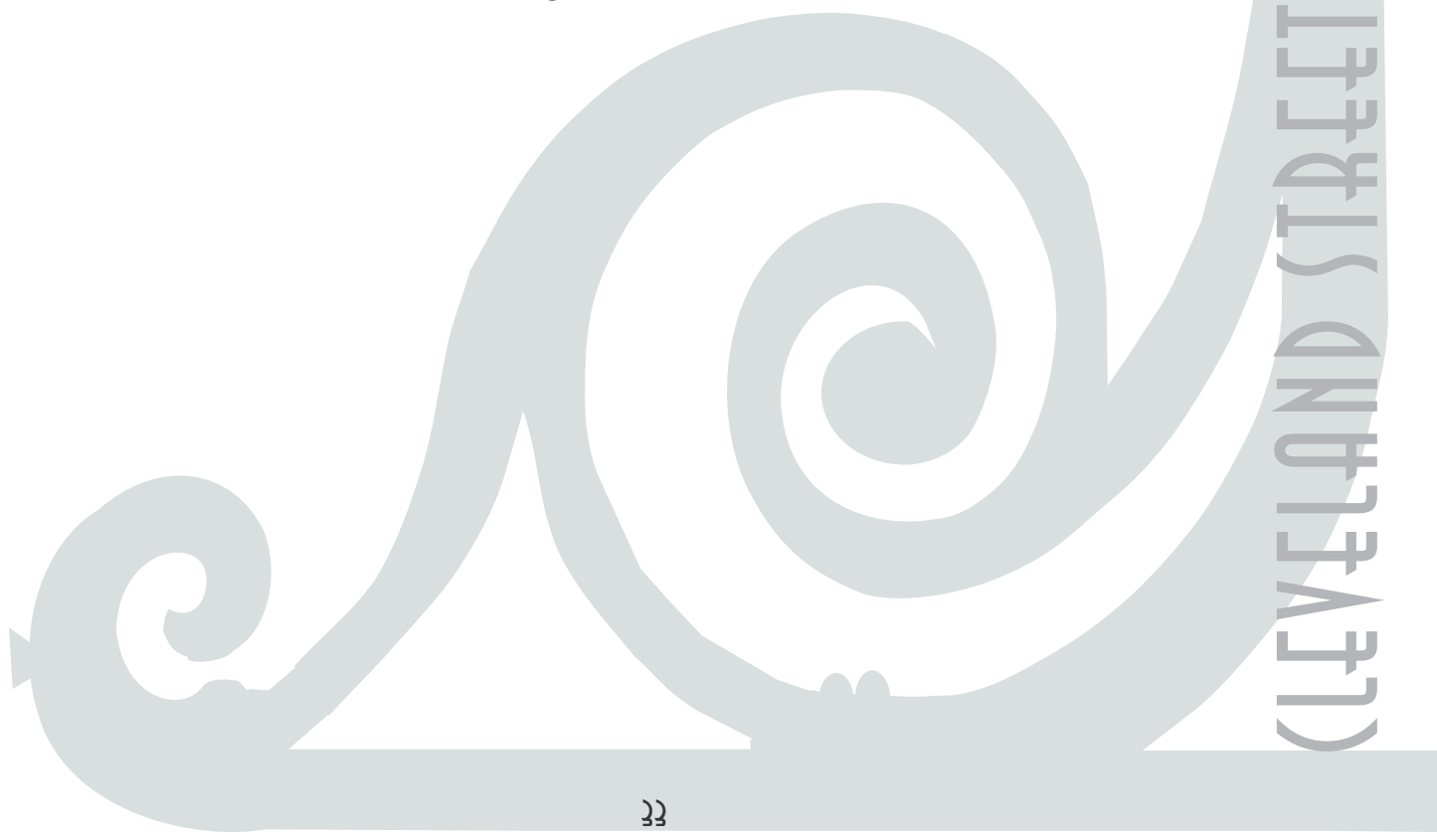
HEADLINE!!!

Downtown Clearwater, FL – Now your story goes here. You want to make sure that you include the “Five W’s and the H” – Who, what, why, where, when and how. Once you are done with the immediate topic, you can write about the history of your shop or any other general data you want to include.

Don’t forget to include your shop’s address and hours of operation if you want.

###

(traditional ending for a news release)





FOR IMMEDIATE RELEASE

Contact: Owner  
Molly Malone  
(727) 562-4044

Molly's Salutes Troops  
With Free Apple Pie for Military

MERENGECHULA, FL: In celebration of Veteran's Day, Molly's Home Cooked Restaurant is offering a free slice of apple pie a la mode to any military personnel, past or present, who comes to the restaurant in uniform on Monday, the 11<sup>th</sup> of November.

"During the Korean War, I remember my brother craving home, mom and apple pie – in that order," says restaurant owner Molly Malone. "I remember the sacrifices that he made, and I know that these were not experiences that only he had. I enjoy doing something to show that I appreciate the military."

This is the fifth year that Molly's is offering this acknowledgement to our troops.

Malone says that the oldest soldier who ever took part in the celebration was Sergeant Ernie Kovaks of Brighton Mississippi, who fought in World War II. The youngest, 18 year-old Private John Smith, was fresh out of boot camp and being readied to ship out to Iraq.

In thanks, the Private sent Malone a photo of him with his platoon, eating apple pie at a Thanksgiving dinner at their camp. The note on the back stated "Not as good as yours, but it'll do." The picture is now pinned up in a place of honor behind the cash register.

Molly's is located at 547 Main Street and opens at 6am for breakfast. Lunch is served from 11 until 2.

###





FOR IMMEDIATE RELEASE

Contact:  
Frieda Fahrfeugnugen  
(727) 444-5678

### Frieda's 1,000<sup>th</sup> Customer Wins New Wardrobe

IPSAPICKACOLA, FL: Marsha Jane Halverson thought that her shopping trip to Frieda's was going to be like all that she had experienced before.

"I love the service here," said Marsha Jane. "There is always a fresh cappuccino waiting for me as soon as I come in, and the sales staff always manage to find just what I need."

On that day, Marsha Jane was looking for a new pair of black pants. "You can never have too many pairs of black pants," she joked.

When she got the register, the clerk, Ella May Brown called for Frieda herself to come from checking in the new arrivals to take care of the transaction.

"I knew something was wrong when Ella May wouldn't take my money," said Marsha Jane. Instead, Frieda congratulated Marsha Jane for being the store's 1,000<sup>th</sup> customer and for her continued loyalty to the store rewarded Marsha Jane with new skirts, pants and blouses worth exactly \$1000.

"I was so surprised, I had no idea," said Marsha Jane. "My husband thought that I was trying to trick him or something – I had Frieda call him personally to tell him that I hadn't maxed out the credit cards or turned into some kind of kleptomaniac – I did have to buy the black pants."

Frieda's Fashions has been a mainstay of Downtown Ipsapickacola for nearly 3 years. The shop is located at 431 Main Street, right next to Helene's House of Beauty.

###



# MEDIA TO SEND RELEASES TO



## Media Contact

There are many lists compiled by various sources and organizations. This list is only one. It may not be complete; however it is a reasonable guide. If you have any questions about specific media, please attempt to contact them directly to verify their information.

### DAILY NEWSPAPERS

St. Petersburg Times	Charlotte Sutton Arts & Entertainment editor P.O. Box 1121, St. Petersburg 33731	<i>sutton@sptimes.com</i> 893-8425
Tampa Tribune	P.O. Box 191, Tampa, 33601	813-259-7711 FAX: 259-7676
	Clearwater Bureau Suite 100 2560 Gulf to Bay Blvd., Clearwater 33765	799-7413 FAX: 791-6826
	St. Petersburg Bureau Suite 100 1033 9 <sup>th</sup> St N, St. Petersburg, 33701	823-7732 FAX: 823-9163

### NON-DAILY NEWSPAPERS

Clearwater Gazette/ Beach Views	P.O. Box 3025, Clearwater Beach, 33767 25 Causeway Blvd.	446-6723 FAX: 461-5659
Tampa Bay Newspaper, Inc.	10621 117 <sup>th</sup> Dr., N., Largo, 33773 Dan Autry	397-5563 FAX: 397-5900
Beach Beacon Seminole Beacon Largo Leader Belleair Bee Clearwater Citizen Journal		
C&N Publications Inc.	490 Alt. 19, Palm Harbor, 34683	789-8980
Gulfport Gabber	1419 49 <sup>th</sup> St. S., Gulfport, 33707	321-6965 FAX: 327-7830
Jewish Press of Pinellas County	P.O. Box 6970, Clearwater, 33758	535-4400 FAX: 530-3039
Monthly Media	151 1st St. N.W, Largo, 33770	585-7388
Pinellas News	P.O. Box 1507 St. Petersburg, 33731-1507 533 4 <sup>th</sup> St., N. St. Petersburg, 33701	894-2411 FAX: 894-2522

Safety Harbor Journal	1008 Barkwood Ct., Safety Harbor, 34695	669-5636
Senior Connection (monthly)	220 W Brandon Blvd., Suite 203 Brandon, FL 33511	813- 653 1988 FAX 813- 651-1989
Senior Voice of Fla.	18860 U.S. Hwy. 19 N., Suite 151 Clearwater, 34624	536-1827 FAX: 536-1721
Suncoast Beacon	300 S. Duncan Ave., Suite 285, Clearwater 33756	518-0538 FX: 449-0099
Sunbelt Newspapers Suncoast News West Pasco Press	6214 U.S. Hwy 19, New Port Richey, 34652	727-849-7500 FX: 727-847-2902
Sunset Gazette	6983 Sunset Dr., S., St. Petersburg, 33707	384-0089
Tierra Verde News	2460 Heron Ter. E-104, Clearwater 33762	573-0005
The Flyer	18471 U.S. 19 N., Clearwater, 33764	507-0809
The Gazette	P.O. Box 15738, Tampa, 33684	813-689-7566 FX: 813-654-6995
The Tropical Breeze	630 2 <sup>nd</sup> St., S., Safety Harbor, 34695	725-5345 FAX: 725 2220
Thrifty Nickel News	2715 W. Bay Dr., Belleair Bluffs, 33770	584-1923
Tampa Bay Review	408 East Madison St. Tampa, 33602	813-221-9505 FAX 813- 221-9403
Weekly Challenger (send all news releases to e-mail: <a href="mailto:tchallen@tampabay.rr.com">tchallen@tampabay.rr.com</a> )	2500 9 <sup>th</sup> St. S., St. Petersburg, 33705	896-2922
Weekly Planet	1310 E. 9 <sup>th</sup> Ave. Tampa, 33605	813-248-8888 FAX 813-248-9999

### **RADIO STATIONS**

WDAE	4002 Gandy Blvd., Tampa, 33611-3410	(813) 839-9393
WFLA	(ClearChannel Radio stations)	FAX: 831-3299
WFLZ		



(Clear Channel Radio stations, cont.)

WFSR  
WHNZ  
WXTB  
WTBT  
WMTZ

WBVM-FM P.O. Box 18081, Tampa, 33679 (813) 289-8040  
3816 Morrison Ave., Tampa, 33629 FAX 282-3580

WBBY-FM 11300 4<sup>th</sup> St. N. 3<sup>rd</sup> Floor 576-1073  
WSUN-FM St. Petersburg, 33716 FAX: 576-8098  
WWRM-FM News Fax: 587-2477

WFTI-FM 360 Central Ave., Suite 1240 (Bob Banks) 823-1140  
St. Petersburg 33701 FAX 823-5753

WGUL-AM 35048 U.S. Hwy 19 N 849-2285  
WGUL-FM Palm Harbor, 34684 *wgul@gul.net* FAX: 781-4375

WKES-FM P.O. Box 8888, St. Petersburg, 33783 397-6425  
5800 100<sup>th</sup> Way, N., St. Petersburg, 33708

WLVU-AM 6214 Springer Dr. 848-9150  
WLVU-FM Port Richey, 34668 News FAX: 848-1233  
WLPJ-FM

WMNF-FM 1210 E. Martin Luther King Blvd. (813) 238-8001  
Tampa, 33603-9915 *psa@wmnf.org* FAX: 813-238-1802

WPSO-AM 109 Bayview Blvd S. 725-3500  
Oldsmar, 34677 *wpsa@wpsa.com* FAX: 813-855-4100

WQBN-AM 5203 N. Armenia Ave. (Spanish) (813) 871-1333  
Tampa, 33603 News FX 813-876-1333

WRBQ-FM 5510 Gray St., Ste. 130 (813) 287-1047  
WQYK Tampa, 33609 News FAX: 813-287-1833

WRMD-AM 2700 W. Martin Luther King Blvd., 4<sup>th</sup> floor (813) 319-5757  
Tampa, 33607 (Spanish)



WRXB-AM	2060 1 <sup>st</sup> Ave, N. St. Petersburg , 33713 (news) wrxb@juno.com	327-9792 FAX: 321-3025
WTIS-AM	311 112 <sup>th</sup> Ave., NE, St. Petersburg, 33716	576-2234 FAX: 577-3814
WTMP-AM	5207 Washington Blvd., Tampa, 33619	(813) 620-1300 FAX: 628-0713
WUSF-FM	Univ. Of South Fla., WRB 219 4202 E. Fowler Ave., Tampa, 33620	(813) 974-4890 FAX: 974-5016
WXTB-FM	4002 Gandy Blvd. Tampa 33611	(813) 823-1000 FAX: 572-0935 & 573-2994
WLLD WSJT	9721 Executive Center Dr. N, Ste. 200 St. Petersburg , 33702	579-1925 FAX: 579-8888

#### TELEVISION STATIONS

3-WEDU-TV PBS	P.O. Box 4033, Tampa 33677-4033 1300 North Blvd., Tampa, 33607 <i>www.wedu.org</i>	(813) 254-9338 FAX:253-0826
8-WFLA-TV NBC	P.O. Box 1410, Tampa, 33602-1410 200 S. Parker St., Tampa, 33606 <i>Tmills@wfla.com</i>	(813) 228-8888 FX:225-2770
9- Bay News	7901 66 <sup>th</sup> St N., Pinellas Park, FL 33781	437-2000 FAX 437-2034
10-WTSP-TV CBS	P.O. Box 10000, St. Petersburg, 33733-0000 11450 Gandy Blvd. N., St. Petersburg, 33702	557-1010 FAX: 576-6924
13-WTVT-TV FOX	P.O. Box 31113, Tampa, 33631-3113 3213 W. Kennedy Blvd., Tampa, 33609	813- 461-1313 FAX 813-871-3135
16-WUSF-TV Fl. PTV/PBS	Univ. of South Florida 4202 E. Fowler Ave., TVB100 Tampa 33620-6800	(813) 974-4000 FAX 813-974-4806
18-TV Pinellas County Gov't Access	333 Chestnut St., Clearwater, 33756 <i>mramsey@co.pinellas.fl.us</i>	464-4724 FAX 464-4432

22-WCLF-TV Christian-TV	P.O. Box 6922, Clearwater 33758-6922 6922 142 <sup>nd</sup> Ave. N., Largo 33771	535-5622 FAX:531-2497
28-WFTS-TV ABC	4045 N. Himes Ave., Tampa 33607	813-354-2828 News Fax 813-870-2828
32-WMOR-TV	7201 E. Hillsborough Ave. Tampa 33610- 4126	813-442-3288 626-3232 FAX 813-626-1961
35-WSPF-TV	175 5 <sup>th</sup> St. N., St. Petersburg, 33701 City of St. Petersburg	892-5450 FAX: 892-5372 Hotline 893-7775
38-WTTA-TV Independent	7622 Bald Cypress Place, Tampa 33614-2417	813)894-3838 FAX: 289-0000
44-WTOG-TV	No News Dept.	576-4444
66-WXPX-TV PAX	11300 4 <sup>th</sup> St., N Ste. 180 St..Petersburg 33716	578-0066 FAX: 570-8206
FNC	Florida's News Channel Tampa Bureau 200 S. Parker Street, Tampa 33606-2308	

## MAGAZINES

Accent on Tampa Bay	P.O. Box 20044, St. Petersburg 33742	577-5500
FMO NEWS	4020 Portsmouth Rd., Largo 33771	530-7539 FAX: 535-9427
Florida Trend	P.O. Box 611, St. Petersburg 33731 490 First Ave, S. Suite 800 St. Petersburg 33701	821-5800 FAX: 822-5083
Tampa Bay Business Journal	P.O. Box 24185, Tampa 33623-4185 4350 W. Cypress St., Ste. 400, Tampa 33607 Editorial Advertising	873-8225 FAX: 873-0219 876-1827
Tampa Bay Magazine	2531 Landmark Dr., Ste.101, Clr. 33761	791-4800

Event Magazine	140 Island Way #298, Clearwater 33767	443-1500 FAX: 443-1544
Prime Living Tampa Bay	11125 Park Blvd., Ste.104, Seminole 33772	657-6721

**PROFESSIONAL ORGANIZATIONS**

Tampa Bay Advertising Federation		813-879-8223
Florida Public Relations Assoc. Of America	Sue Ellen Richardson	813-273-4049
Public Relations Society of America	Diana Jones	813-289-1387

**COMMUNITY-ACCESS**

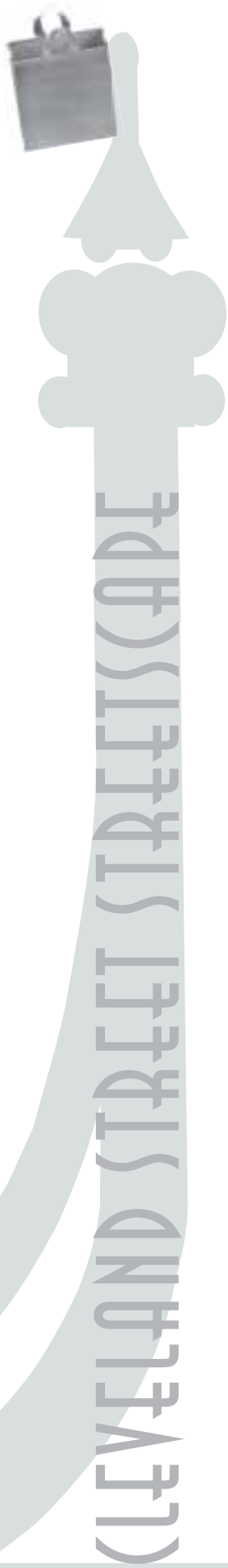
**TIME WARNER COMMUNICATIONS**

Clearwater	2530 Drew St., Clearwater 33765	797-1818 FAX: 797-9629
St. Petersburg	11500 M.L. King, 9th Street N. St. Petersburg 33716	579-8600 579-4981
Pinellas Park	7901 66 <sup>th</sup> St., N Pinellas Park 33781	NA

**CALENDARS OF EVENTS**

SunCoast News	6214 U.S. 19, New Port Richey, 34652	815-1000
The Performing Artist	P.O. Box 951, Safety Harbor, 34695	925-1278
Conrad's Cultural Calendar	7228 Mt. Jupiter Drive N.E., St. Petersburg, 33702-6040	522-5008
St. Petersburg City Events	<i>www.stpete.org</i> P.O. Box 2842 St. Petersburg, FL 33731	893-7465 FAX: 892-5372
Clearwater Events Calendar	<i>www.clearwater-fl.com/ClearwaterEventsCalendar.asp</i>	562-4681
Pinellas Arts Council's ARTSLINE (weekly)		453-7860 Fax news to 727-453-7855

...and don't forget to send a copy to the Main Street Program Coordinator, who will forward your news to the Florida State Main Street Office!



# PRESS PHOTOS

Always try to send a photo and caption with your news stories – the editor may not have room for the whole press release, but can sometimes squeeze in a photo and caption, especially if the photo includes a local person of note. It is very important to photograph any events that you have in your shop, not only for any press releases you might send out, but also to keep track of and document what you do. If you would like to have a photographer come to your next event, please contact the Main Street Program Coordinator and she will arrange for one.



**SECTION  
SEVEN**



**BUSINESS  
ASSISTANCE**



# RESOURCES FOR BUSINESSES DURING CONSTRUCTION



## Banking Resources

Understanding that the Cleveland Street Streetscape improvement project may cause inconvenience, the city of Clearwater has compiled a list of banks offering resources that may provide assistance during the construction. Not all banks in the Clearwater area are listed. Please consult with these or others banks that may offer similar services.

### AmSouth

Lisa Langan, Vice President  
400 Cleveland Street  
Clearwater, FL 33755  
(727) 467-1001

### Bank of America

Phil Diblasi, Small Business Banker  
3451 US Highway North  
Palm Harbor, FL 34684  
(727) 789-7916

### Liberty Bank

Gary Gray, Senior Vice President  
1617 Gulf to Bay Boulevard  
Clearwater, FL 33755  
(727) 796-2700

### Signature Bank

Robert Shaw, Senior Vice President  
1465 South Ft. Harrison Avenue, Suite 100  
Clearwater, FL 33756  
(727) 446-2742

### SunTrust Bank

601 Cleveland Street  
Clearwater, FL 33755  
(727) 298-2205

### Wachovia Bank

Chuck Colonair, Financial Specialist  
130 Island Way  
Clearwater, FL 33767  
(727) 953-1460

### Fifth Third Bank

Bob Rogers, Financial Center Manager  
Island Estates, 100 Island Way  
Clearwater, FL 33767  
(727) 298-1221

### BB&T

Leah Ebler, Business Banker  
1235 S. Missouri Avenue  
Clearwater, FL 33756  
(727) 449-1448

### Synovus Bank of Tampa Bay

Lynn Johler, SBA Lending Officer  
5801 49<sup>th</sup> Street North  
St. Petersburg, FL 33709  
(727) 824-8726



## Business Assistance Resources

The City of Clearwater, participating with other local government and community organizations, provide technical assistance and sound business advice. The organizations listed below offer company-specific comprehensive assessments including marketing, finances, operations, strategic plans and employee management to those businesses affected by the construction of the Cleveland Street Streetscape.

Business assistance resources are available and professional business development coordinators are ready to help.

### The Service Corps of Retired Executives (SCORE)

SCORE is a volunteer counseling organization associated with the U.S. Small Business Administration. SCORE offers free counseling for small businesses.

Contact: Juan Fret, Chapter Chair  
Location: 4707 140<sup>th</sup> Avenue, North Suite 311  
Clearwater, FL 33762 or  
1130 Cleveland Street  
Clearwater, FL 33755

Hours: 10 a.m. – 12 p.m. and 1 p.m. – 3 p.m.  
Mon., Tues., Thu., and Fri.

Phone: (727) 532-6800 or (727) 461-0011  
call for appt.

Website: [www.score115.org](http://www.score115.org)

### Business Assistance Partnership Program

The City of Clearwater, Pinellas County Economic Development and Clearwater Regional Chamber of Commerce partnership assists existing businesses and provides an avenue for businesses to flourish.

Contact: Jeanne Creech,  
Business Assistance Specialist

Location: 1130 Cleveland Street  
Clearwater, FL 33755

Hours: 8:30 a.m. – 5 p.m.

Phone: 727.461.0011, ext. 222

Website: [www.ClearwaterFlorida.org](http://www.ClearwaterFlorida.org)

### Pinellas County Business Development Center (PCBDC)

The PCBDC blends business expertise, customized training, technology applications and real world experience to help your enterprise succeed. Whether you are starting out, expanding, or want to improve your bottom line, the center is for you. Offered are business and education training courses, counseling services, and a business information center with reference library.

Location: EpiCenter in the ICOT Business Park  
13805 58<sup>th</sup> Street N., Suite 1-200  
Clearwater, FL 33760

Hours: 8 a.m. – 5 p.m.

Phone: (727) 464-7332

Website: [www.SiliconBay.org](http://www.SiliconBay.org)

### Small Business Development Center and Entrepreneurial Training (SBDC)

The University of South Florida's SBDC is your small-business partner and your resource for business assistance. SBDC's services include FREE one-on-one confidential business counseling, low-cost entrepreneurial training and the Business Resource Center. SBDC offers workshops and seminars that are taught by industry experts and SBDC professional counselors.

Contact: Eileen Rodriguez, Associate Director

Location: 1101 Channelside Drive, Suite 210,  
Tampa, FL 33602  
1130 Cleveland Street  
Clearwater, FL 33755

Hours: 8 a.m. – 5 p.m.

Phone: (813) 905-5800 or (727) 461-0011  
for appt

Website: [www.sbdc.usf.edu](http://www.sbdc.usf.edu)

### Clearwater Regional Chamber of Commerce

The Clearwater Regional Chamber of Commerce's Business Assistance Program offers the general public, free individual business counseling including referrals to highly respected experts on a wide variety of business topics. In addition, clients receive a broad array of business information through counseling and free classes with representatives from SCORE and USF's Small Business Development Center on Tuesdays and Thursdays at the Chamber. A computer is available to the public for the development of Business and Marketing Plans as well as to do internet research. The Chamber offers business professionals opportunities for leadership and grassroots advocacy as well as interactions with the Florida Legislature through its Government Affairs Program. Finally, members of the Chamber has numerous opportunities for business collaboration and networking through its many social events.

Contact: Jeanne Creech,  
Business Assistance Specialist

Location: 1130 Cleveland Street  
Clearwater, FL 33755

Hours: 8:30 a.m. – 5:00 p.m.

Phone: (727) 461-0011, ext. 222

Website: [www.ClearwaterFlorida.org](http://www.ClearwaterFlorida.org)





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# SECTION EIGHT

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## CLEVELAND STREET STREETSCAPE COMMUNICATIONS PLAN



## Background



Cleveland Street Streetscape Project is part of the city's overall plan to create a more pedestrian-friendly area downtown and to act as a catalyst for downtown redevelopment. The \$8.95 million project will redesign downtown's main street between Myrtle Avenue and the waterfront.

In the Downtown area, 1,800 new residential units are in the planning or construction stages. To support this growth, the City has invested in upgrading the downtown infrastructure with the following completed projects:

- \$20.2 million, 90,000-square-foot Main Library
- \$64.2 million high-span Memorial Causeway Bridge with extra lanes for emergency vehicle and space for a future monorail
- \$16.13 million worth of roadway and utility improvements to a new Alternate U.S. 19 through downtown
- Wayfinding signage to assist visitors
- Prospect Lake Park, a regional stormwater retention area in the downtown core, which has been a catalyst for residential projects in the surrounding area

Currently, the city is building Glen Oaks Stormwater Retention and Recreation Park. This 32-acre, \$7 million investment will help relieve flooding in the downtown core and will provide soccer fields, trails, observation decks and a gazebo.

In the near future, Cleveland Street will be transformed into a pedestrian-friendly area, adding landscaped sidewalks and medians with areas available for public art. The project also includes new benches, trash cans, bike racks and decorative street lighting. Improvements to Station Square Park will be made at a later time due to the park being used as a staging area for the Station Square residential project. Other enhancements will help to upgrade utility capacity for the more than 1,800 new residential units planned for downtown.

Downtown Clearwater currently offers 95,000 square feet of available Class A office space with gulf views from executive offices. To encourage businesses to relocate to the downtown, a tax refund program for the creation of new jobs is available. To qualify, businesses must offer an average annual wage of \$39,949 to receive an \$8,500 refund for each new job created. An additional \$1,000 will be awarded if the average annual wage is \$52,107 and will be increased by \$2,000 for an average annual wage of \$69,476.

More than five million overnight visitors come to Pinellas County each year, many of whom make Clearwater Beach their point of departure for trips around the region. When needing a break from the beach, other area downtowns are often their choice of destination. There is currently very little to do in the downtown core during the evenings and there is no movie theater in Clearwater. Downtown specialty stores have a regular customer base and there is a vibrant lunchtime crowd but there is little foot traffic in the evenings.

# Situation Analysis



Cleveland Street Streetscape Project will take 18 months to complete, as one lane in each direction will be maintained on Cleveland Street.

In 2005, representatives from Economic Development, the Main Street program and Public Works went door to door to discuss the project with downtown businesses. The purpose of these meetings was two-fold: to discuss the overall Streetscape project, and to poll storeowners about their preference for a full or partial closure of Cleveland Street. If Cleveland Street is shut down in both east and west directions, the project would take approximately 12 months to complete. Phasing the project and keeping one lane of traffic open would add an additional 6 months to the project, thus taking approximately 18 months to complete. The polling produced no clear consensus. Half the business owners wanted to keep the street closed and half wanted to keep it open. The decision was made to do the project in 18 months and keep traffic on the roadway.

In preparation for starting the project, the Public Communications Department, in conjunction with Public Works and Economic Development, held a Stakeholder Meeting and a Town Hall Meeting. The Stakeholder Meeting included representatives from the private developments, Main Street Program, Downtown Partnership, Downtown Development Board, Clearwater Regional Chamber of Commerce, Church of Scientology, and nearby neighborhood associations. The general public, as well as the previously listed stakeholders, were invited to a Town Hall Meeting where the project was discussed and break out groups discussed issues and possible solutions. The primary areas of concern centered around five areas: Business Support, Parking, Access and Wayfinding, Communication and Housing. Following are some of the primary concerns:

## **Business Support**

Most everyone agrees with the need to create an environment that allows downtown businesses to thrive. Because pedestrian traffic is important to businesses, any disruption to that access must be closely coordinated with businesses and limited. Merchants and their customers need to be provided with timely, ongoing communications. During the project, businesses will lose access to the parking spaces immediately in front of their storefront. As was learned from the Mandalay Avenue and Beach Walk projects, keeping open lines of communication with the businesses, and providing a forum to share ideas and concerns, are paramount to the success of the project and to the viability of these businesses during construction.

A recent Downtown Market Study showed that downtown retail opportunity is driven by three key market segments: workers in downtown, visitors to Clearwater, and residents in and surrounding downtown within a broader trade area. The analysis makes clear that downtown retail has a market in place that should allow it to be performing much better than is currently the case.

While some businesses are excited about the streetscape project, there are others who feel that it will be a detriment to their bottom line. In order to best support the businesses

during this construction phase, we plan to create resources and communication tools to help them succeed.



### **Parking**

While a 2002 parking study showed that there is ample parking in the downtown core, there is a perception that parking is a major issue in the downtown area. The perception is that there is not enough parking and that the parking that is present is not accessible. Some storeowners want patrons to be able to park immediately in front of their establishments. One goal of the streetscape project is to create an environment where people are encouraged to walk and discover new stores, restaurants and gathering places. Additionally, some have questioned the orientation of on-street parking along Cleveland Street, encouraging angled parking instead of planned parallel parking. While the angled parking solution works in areas where the streets are wider (St. Petersburg) or where the traffic lanes are clearly divided (Dunedin), the width of Cleveland Street will not allow for this option.

New developments will be required to provide adequate parking for their structure and the City is currently working with private developers to incorporate public parking into new projects when feasible.

During construction, on-street parking will not be available on Cleveland Street. In addition, contractor and private development vehicles would have to be addressed. Communicating to residents and visitors about available parking options and the overall goal of the project is part of this plan.

### **Access and Wayfinding**

Like parking, downtown traffic is perceived as a major issue. Although major “thru” traffic has been eliminated on Cleveland Street, Fort Harrison Avenue, Myrtle Avenue and Osceola Avenue can have high volumes of heavy through traffic. The perception still exists that to get to downtown Clearwater, drivers would have to deal with high volumes of beach and commuter traffic. With periods of heavy traffic throughout downtown during peak beach season and rush hour, maintaining open communication with residents about traffic issues is vital. Just as important is communicating these issues with owners who are trying to get to their businesses. While communication cannot directly alleviate traffic issues, it can help to educate business owners and drivers about alternative routes and establish expectations about parking availability.

### **Perceptions**

There is a divergent mix of perceptions in the downtown area. While some are excited for the project, there are others who fear that the Streetscape project will not live up to the expectations of creating an environment where businesses can thrive. There is also the perception that there needs to be more of a mix of people who live, work and visit businesses in the downtown core.

These perceptions can only be addressed through active involvement of the community and continued dialogue with stakeholders. The Stakeholder Meeting and the Town Hall Meeting are only the start of an ongoing dialogue throughout and beyond the streetscape project.



## Audiences

There are five primary audiences and four secondary audiences that this plan is concerned with:

### Primary Audiences

- Downtown businesses/business owners
- Downtown employers/employees
- Residents in the affected downtown communities
- Visitors to downtown
- Downtown developers

### Secondary Audiences

- Residents not living in the affected downtown communities
- Clearwater elected officials and employees
- News media
- Other government agencies (CVB, PSTA, FDOT, etc)
- Chambers of Commerce

## Communication Tools

The city presently has several regular communications vehicles that may be used for this campaign. Internal tools include Sunshine Lines, C-NEWS print advertising section in the St. Petersburg Times, FITS Parks and Recreation magazine, C-VIEW 15, and the city's Web site, myclearwater.com. In addition, special-use publications may be used as part of the overall strategy. We will also be using communications tools accessible to other outside agencies that also have an interest in promoting downtown Clearwater. These distribution partners would include the Downtown Partnership, Main Street Program, Downtown Development Board, Chambers of Commerce, neighborhood associations, Building Management Companies, downtown employers and downtown developers.

## Key Messages

While the overall message points will change as the project progresses, there are several key messages that should be maintained throughout the project. These will help maintain a focus on the future and provide all stakeholders with a consistent message about Cleveland Street Streetscape.

- 1) The City of Clearwater and the contractor are committed to doing everything they can to minimize effects on parking and business access. Parking is still available on side streets and in various other locations.
- 2) While construction is going on, Downtown Clearwater businesses are still open for business and are accessible.
- 3) Downtown Clearwater plays an important role in the vitality of the overall city. Responding to the national trend to create walkable, unique places that patrons desire, the Streetscape project will create an environment that will be attractive for new shops, restaurants and retail.
- 4) We ask for patience from our residents, businesses and visitors during the construction project and look forward to continued dialogue and partnership.



## Objectives

There are six primary objectives within this plan. These objectives are based on recommendations from city leadership, community leaders, residents and businesses. These objectives are:

**Objective 1:** Maintain a positive message throughout construction, focusing on the positives of the project and increasing pedestrian traffic in the downtown area.

**Objective 2:** Build knowledge of, and excitement for, the streetscape project throughout the process with both businesses and residents in and out of downtown.

**Objective 3:** Clearly communicate parking and traffic situations and parking alternatives.

**Objective 4:** Ensure that key stakeholders have timely and easy access to information on the project timeline and status, and foster and maintain positive relationships with businesses and residents throughout construction.

**Objective 5:** Facilitate wayfinding signage and other directional materials to ensure convenient access to businesses and other downtown locations.

**Objective 6:** Support the private efforts of the Downtown Development Board, the Chambers of Commerce, the Main Street Program and the Downtown Partnership to promote downtown.

## Strategies

### Objective 1

Maintain a positive message throughout construction, focusing on the positives of the project and increasing pedestrian traffic in the downtown area.

### **Intended outcomes**

- Downtown businesses continue to be viable during construction.
- Visitors understand and look forward to the change, once complete.
- Potential new visitors begin to plan for visits.
- Local residents have pride in the future of the downtown community.
- Local residents understand the overall strategy for downtown redevelopment and how all the pieces fit together.

### **Strategies**

- 1.1 Create a single web presence with all downtown and streetscape information. Include e-mail subscription, project updates, renderings, private developments, etc.
- 2.2 Create a consistent message about the transformation of the downtown that can be used throughout the construction process.
- 1.3 Consider promotion and advertising in local markets through partnership with chamber, Main Street, Downtown Development Board, and Downtown Partnership.



- 1.4 Place a focus on the downtown itself in marketing, with a message that downtown shops are still open for business.
- 1.5 Work with selected Downtown Development Board Public Relations or Marketing agency to help support downtown businesses during the construction.

### **Associated Costs**

Regional advertising: \$20,000\*

\*Economic Development has budgeted advertising funding to support the project.

### **Objective 2**

Build knowledge of, and excitement for, the streetscape project throughout the process with businesses and residents in and outside of downtown.

### **Intended outcomes**

- Minimize negative feedback and perceptions
- Create a local “buzz” about downtown Clearwater
- Build public ownership of the project
- Residents in all areas of Clearwater would understand the role downtown plays in the overall picture

### **Strategies**

- 1.1 See Strategy 1.1
- 1.2 Place renderings of the project in empty storefronts during construction.
- 1.3 Place displays at strategic locations in downtown, including the construction office and a central location.
- 1.4 Place displays in rec center and libraries outside of the downtown area to clearly communicate the overall strategy for those outside the downtown area.
- 1.5 Create a single Streetscape rack card, brochure or poster for distribution and display through downtown businesses and chamber.
- 1.6 Partner with downtown developers to include information about their projects on our website.
- 1.7 Get testimonials from supportive downtown businesses promoting the promise of the project for use in future correspondence and publications.
- 1.8 Create and use downtown logo on wayfinding, construction and other signage to create brand awareness for the project.
- 1.9 Create a postcard that would have the finished project on it that vendors could personalize and send to regular customers.



1.10 Submit monthly newsletter articles for neighborhood association newsletters. (Same as Strategy 4.10)

**Associated Costs**

	Postcards:	\$3,000
	\$3,000	
Renderings:	20 @ \$60	\$1,200
Rack card:	\$3,000	\$3,000
Displays	15 @ \$50	\$ 750
		\$7,950

**Objective 3**

Clearly communicate parking and traffic situations and parking alternatives.

**Intended outcomes**

- Minimize traffic complaints.
- Encourage return visits by regular customers.
- Increase use of alternative parking locations.

**Strategies**

- 1.1 Promote existing traffic resources, such as 5-1-1, for current traffic conditions.
- 1.2 Continue to promote existing traffic resources and provide traffic information to those resources so that our current information is updated.
- 1.3 Ensure that all marketing materials include information about available parking locations.
- 1.4 Work with online direction resources (i.e. mapquest) that provide directions to make sure the new alignment of the Memorial Causeway Bridge and ALT 19 designation are included.
- 1.5 Communicate the opening of Myrtle Avenue in April. Include information about the new Alt 19 designation/route in all our communication tools when project is complete.

**Associated Costs**

Signage & VMB: Undetermined

**Objective 4**

Ensure that key stakeholders have timely and easy access to information on the project timeline and status, and foster and maintain positive relationships with businesses and residents throughout construction.

**Intended outcomes**

- Ensure quick response to business and citizen concerns during construction.
- Increase understanding of key timelines and project components.
- Build ownership within the community for the project.
- Focus discussion on the ultimate outcome and success of the project.





**Strategies**

- 1.1 See Strategy 1.1
- 1.2 Hold periodic hard-hat meetings during construction to provide status information and hear public concerns.
- 1.3 Create a monthly Streetscape update newsletter to distribute throughout the area and via e-mail.
- 1.4 Create a business assistance publication.
- 1.5 Create a telephone hotline with regularly updated recordings and allow for response through voicemail. Promote hotline on-site and through publications.
- 1.6 Provide e-mail updates to those who want to be included on a downtown list serve, including those who attended the Town Hall and Stakeholder meetings, affected Clearwater homeowner associations.
- 1.7 Incorporate Streetscape information and updates into existing C-View programming.
- 1.8 Provide local media with a regular "Streetscape Update" throughout construction.
- 1.9 Include Streetscape information in existing printed materials as appropriate (Sunshine Lines, C-News, and CIP Update)
- 1.10 Promote a central point of communication for the Streetscape project.
- 1.11 Create newsletter articles for publications for neighborhood associations, Chamber, high-rise management companies, and major downtown employers. (See Strategy 2.9)
- 1.12 Use rack cards (Strategy 2.4) and displays to distribute through city facilities, Chambers and other resident- and business-oriented outlets.

**Associated Costs**

Newsletter:	18 @ \$500 (incl. distribution)	\$9,000
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**Objective 5**

Coordinate the placement and design of appropriate wayfinding and other directional signage to ensure convenient access to businesses and other downtown locations.

**Intended outcomes**

- Minimize traffic & access complaints.
- Maintain traffic to downtown businesses.
- Reinforce branding of Cleveland Street through design of signage.

**Strategies**

- 1.1 Include downtown logo/branding on temporary wayfinding, business entrance, and project information signage.
- 1.2 Look at feasibility of using temporary construction signage.

**Associated Costs**

Signage:	undetermined
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## **Objective 6**

Support the private efforts of the Downtown Development Board, the Regional Chamber of Commerce, the Main Street Program and the Downtown Partnership to promote downtown.

### **Intended outcomes**

- Develop stronger partnerships with those who have an interest in promoting the downtown.
- Create a uniformity of message and logo.

### **Strategies**

- 1.1 Support the strategies and coordinate efforts to unify the messages being sent to businesses, customers and residents.
- 1.2 Provide Streetscape logo to unify look and feel of outreach efforts.
- 1.3 Begin regular meetings with all the groups who have an interest in promoting downtown Clearwater.
- 1.4 Work with the DDB to hire a firm to promote the downtown businesses.

## **Budget**

The total cost for this communication strategy is \$35-40,000 over the life of the project. In addition, these initiatives will require the reallocation of staff time and resources in order to ensure that the products meet the expectation of quality that defines Clearwater's communications initiatives.

Some of this may be absorbed within this year's existing budget from a combination of Economic Development and Public Communications with the possibility of funding from other sources with a downtown interest. Most of the budgetary impact is in the printing, promotional materials, mail services and professional services categories.