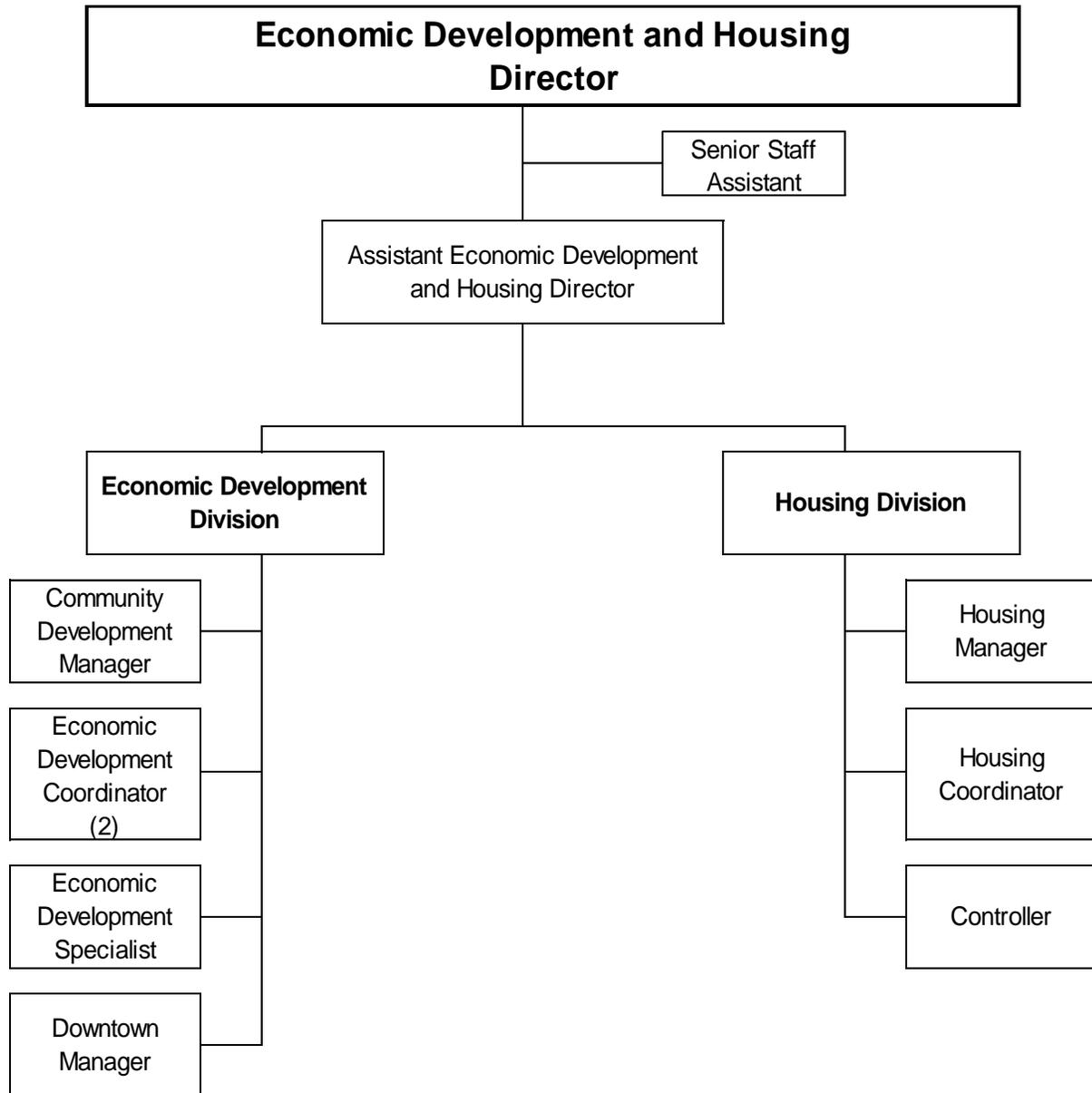




Economic Development and Housing



Economic Development – 7.0 FTE’s

Housing – 4.0 FTE’s

Total Economic Development – 11.0 FTE’s

Economic Development and Housing

Mission

Our mission is to improve and expand the economic base of the City through the retention and expansion of existing businesses and the attraction of new businesses and real estate investments, and by implementing value-added strategies and programs that enhance the community's overall high quality of life and local and national image. Further, our mission is to provide quality affordable housing and community services to the citizens of Clearwater.

Department Description

The Economic Development and Housing Department consists of eleven employees and is divided into two programs, Economic Development and Housing.

| Department Summary | | | | | |
|---|---------------------------|---------------------------|---------------------------|---------------------------|---------------------|
| | Actual 2012/13 | Actual 2013/14 | Budget 2014/15 | Budget 2015/16 | % Change |
| Economic Development | 778,352 | 897,775 | 1,203,540 | 1,333,380 | 11% |
| Housing | 425,605 | 390,177 | 380,290 | 401,650 | 6% |
| Total Economic Development & Housing | 1,203,957 | 1,287,952 | 1,583,830 | 1,735,030 | 10% |
| Full Time Equivalent Positions | 9.0 | 10.0 | 10.0 | 11.0 | 1.0 |

Economic Development and Housing

Department Highlights

- ◆ The Economic Development and Housing Department is supported by eleven full time equivalent positions, an increase of one FTE from the 2014/15 budget. The Downtown Manager is being transferred from the City Manager's Office in the 2015/16 budget.
- ◆ Outside professional services for auditing, appraisals, research, statistical analyses and market analyses are budgeted at \$67,190, a 2% increase from the 2014/15 budget.
- ◆ The tourism contracts in the amount of \$214,000 include a \$164,000 for tourism marketing services, and the contract for the Beach Visitor Information Center at \$50,000. All contracts are funded in the Economic Development program. This reflects the same level of funding as the 2014/15 budget.
- ◆ The Tampa Bay Partnership membership is budgeted at \$25,000 for 2015/16, the same level of funding as the 2014/15 budget.
- ◆ A contribution of \$247,000 is budgeted to support City wide homeless initiatives. This is an increase of \$1,000 from the fiscal year 2014/15 budget.
- ◆ There have been no other significant changes in the Economic Development and Housing program budgets. The Budget for this Department reflects an increase of 9% from the 2014/15 budget, primarily due to the additional FTE budgeted in fiscal year 2015/16.

Program Description

Economic Development, in concert with Housing, interrelates its activities with all other City departments and a wide spectrum of public and private organizations to facilitate the development of the economy and foster partnerships for the achievement of community goals. The department continues to spearhead the citywide Homeless Initiative and other community development efforts in targeted city neighborhoods and districts by applying an array of funding programs toward stabilization and revitalization of areas with pressing economic, social and physical needs.

Operationally, the department administers programs that impact the economic development of vulnerable parts of the city, including the activities and incentives for portions of the Community Redevelopment Agency (CRA) area, the Brownfields program, the Enterprise Zone, and Hub Zone. The department also manages the city's tourism and economic development efforts with Pinellas County Economic Development, Visit St. Pete/Clearwater, the Tampa Bay Partnership, and other partners.

The department will begin the fourth year implementation of the City's Economic Development Strategic Plan which includes incentive programs that attract new employment opportunities to the city. The department develops and maintains contacts with the business community and works with existing businesses to retain and expand the current employment base, and connects them to available resources and financing programs. These efforts serve to create jobs, increase the tax base and improve the economic and business climate of the city.

The potential for quality economic development growth is further defined by the department's lead role in outreach targeted marketing for the recruitment of value-added new affordable and market-rate residential, retail, office, industrial, mixed use, cultural, and tourist-based resort developments. Marketing efforts also include enhancing the livability and image of the community overall.

Economic Development consists of seven FTEs funded by the General Fund and the CRA. The positions include a Director, an Assistant Director, two Economic Development Coordinators, an Economic Development Specialist, a Downtown Manager, and a Community Development Manager.

| Department Summary | | | | | |
|---------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------|
| | Actual 2012/13 | Actual 2013/14 | Budget 2014/15 | Budget 2015/16 | % Change |
| Personnel | 407,038 | 506,043 | 546,620 | 672,770 | 23% |
| Operating | 300,170 | 310,420 | 575,360 | 576,310 | 0% |
| Internal Services | 71,144 | 81,312 | 81,560 | 84,300 | 3% |
| Total Economic Development | 778,352 | 897,775 | 1,203,540 | 1,333,380 | 11% |
| Full Time Equivalent Positions | 4.5 | 6.0 | 6.0 | 7.0 | 1.0 |

Program Description

Housing provides quality affordable housing, community and economic development services to the citizens of Clearwater. These goals are achieved through the administration of two federal grant programs funded through the U.S. Department of Housing and Urban Development, Community Development Block Grant (CDBG) and Home Investment Partnership Program (HOME). Additionally, the City also partners with the State of Florida through the State Housing Initiatives Partnership (SHIP) Program, and Pinellas County Housing Trust Fund. The Department is implementing projects from prior year funds through the Department of Housing and Urban Development’s Neighborhood Stabilization 2 and 3 Programs. This year, CDBG and HOME Grant funds total approximately \$1 million and funds a wide variety of housing, social service and economic development programs.

Approximately 85% of the total grant funds are redistributed to community organizations that directly provide services to the community through Public Services and Public Facilities programs. The department, during its annual funding cycle, advertises, solicits, reviews and recommends to the City Council for their final approval the selection and funding level of the grantee organizations. Contract management and grant supervision is provided by the department throughout the year to ensure effective use of the grant funds.

The department also provides affordable housing funding for very low to moderate-income residents for down payment assistance, rehabilitation loans and construction of new infill housing units and rental communities. Given the decrease in revenues over the years, the focus of funding for this fiscal year is improving the existing housing stock through down payment assistance and rehabilitation programs.

Housing is fully funded through the administrative portion of the federal and state grant funds and no City general operating funds are used. The Housing staff is composed of four FTE’s including; a Housing Manager, a Housing Coordinator, a Controller, and a Senior Staff Assistant.

| Department Summary | | | | | |
|---------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------|
| | Actual 2012/13 | Actual 2013/14 | Budget 2014/15 | Budget 2015/16 | % Change |
| Personnel | 351,316 | 311,485 | 297,290 | 317,610 | 7% |
| Operating | 18,940 | 24,411 | 30,420 | 30,420 | 0% |
| Internal Services | 55,349 | 54,281 | 52,580 | 53,620 | 2% |
| Total Housing | 425,605 | 390,177 | 380,290 | 401,650 | 6% |
| Full Time Equivalent Positions | 4.5 | 4.0 | 4.0 | 4.0 | - |

