

- *Economic Development*
- *CRA*
- *Housing*



February/March 2015

BUSINESS COMINGS & GOINGS:

- (OPEN) Be Positive Nutrition & Fitness, 1425 Main Street, Unit D
- (OPEN) Valley National Bank (formerly First United Bank), 1352 Main Street
- (OPEN) Vapers Club, 1379 Main Street
- (OPEN) Happy's Bayou Bites, 431 Skinner Boulevard
- (OPEN) Angler 360, 290 Causeway Boulevard
- (OPEN) The Attic-Dunedin Vintage Market, 1346 Main Street
- (OPEN) Vintageclothin.com, 357 Scotland Street
- (OPEN) Prohibition Tattoos, 927 Broadway
- (CLOSED) Dragonfly Garden, 730 Broadway
- (CLOSED) Kalamazoo Olive Oil Company, 1232 CR 1 (You can still visit them at the Downtown Dunedin Market on Weekends)
- (NEW OWNER) Strachan's Homemade Ice Cream, 310 Main Street
- (NEW OWNER) The Galley, 1757 Main Street
- (COMING SOON) Soda Pura Vida, 2194 Main Street, Unit F

A Grand Opening celebration and ribbon cutting was held at the new Dunedin Pediatrics, 424 Douglas Avenue.

DOWNTOWN EVENTS

- 2nd Friday Wine/Art Walk with over 40 participating merchants
- Creative Artists Guild, February 8 & March 8, John R. Lawrence Pioneer Park
- Sunset Stroll on Victoria Drive, February 13 & March 13
- Arts & Crafts Festival, February 14 & 15, Downtown Main Street
- Mardi Gras Parade & Celebration, February 17
- Dunedin Pipe Band Performance, February 22, John R. Lawrence Pioneer Park
- Dunedin House of Beer Beerfest, Edgewater Park, March 7
- Flanagan's Irish Pub St. Patrick's Day Celebration, March 17
- Olde Bay Café Seafood Festival, Edgewater Park, March 21 & 22
- Dunedin Highland Games Pipe Band Parade & Ceilidh in the Park, March 27
- Downtown Market, Friday & Saturday mornings, John R. Lawrence Pioneer Park

FAÇADE OPPORTUNITIES:

- Two property owners have Demolition Grant applications in for staff review; (1) Façade, and (1) Design Review application. The owners of Bauser's and Dunedin Pediatrics have completed work and are now pending processing of their reimbursement awards for improvements to their property. It is going to be a busy summer for Dunedin property owners who are making great strides to "*improve their looks*" and we thank you!

PROJECTS:

- **Monroe Street and Huntley Avenue** – Streetscape enhancements along Monroe Street from Broadway to the Pinellas Trail are scheduled to begin in summer 2015; water and sewer line installation on Huntley Avenue will begin in May.

- **Downtown Parking** – Staff has been meeting internally, and attending Downtown Parking Committee meetings where options to manage parking are being discussed. We will be reviewing approaches and financial aspects of a parking management plan, enforcement costs, revenue projections, and cost of equipment.
- **Gateway** – The much-anticipated Gateway development project will be brought to the City Commission in late April with introductions of Pizzuti Companies partners being made, and a date to being construction being discussed. Pizzuti Companies were previously granted extensions to secure financing and assemble a local partner.
- **375 Patricia** – This “former Nielsen property” 23-acre land parcel is under contract, with plans for a multi-family and commercial/retail project.
- **Broadway Enhancements** – Staff working to enhance Broadway by installing new picnic tables with umbrellas at the south end, and signage leading visitors to Broadway from Main Street.
- **Victoria Place** – Groundbreaking for this \$20 million mixed-use development took place on April 9th. The 4-story coastal style building features 30 two and three bedroom luxury condominiums near the downtown waterfront, and 8,000 SF of retail. Construction is expected to be completed by mid-2016.

PUBLIC RELATIONS/AQUA MARKETING & COMMUNICATIONS:

- The City’s Public Relations firm has continued to bring awareness to our City through monthly media pitches, ideas which are suggested to cover Dunedin’s greatest assets. As popular as the beaches, shops, and restaurants are those stories about our unique qualities (dog-friendly, intergenerational businesses), and Aqua has been doing a wonderful job of putting those topics in the spotlight. Media Pitches for the past few months:
 - January: Pet-Friendly Month
 - February: Dunedin Musician, Spring Training (both local and Canadian versions)
 - March: Dunedin Highland Games, Intergenerational Businesses
- Recent successes, as a result of Aqua’s outreach to media outlets:
 1. **Dreamscapes** (Canadian) Travel & Leisure Magazine. We hosted their editor for 2 nights for her research for 2016 Travel Guide to Florida.
 2. **WRBQ Sarasota**. Radio host of Pet Buzz segment visited our dog-friendly City and interviewed our Communications Director and local pet artist Anna Hamilton on-air.
 3. **Fido Friendly Magazine**. We hosted editor of this magazine for an upcoming article for this popular online and print magazine. He visited the beaches and restaurants, and stayed in one of our pet-friendly hotels.
 4. Dunedin Musician. **BWD Magazine** (the #1 Variety worldwide digital/print magazine) did a full page story on Jayar Mack in their March 2015 issue.
 5. Intergenerational Businesses. **Tampa Bay Times** sent a reporter to cover this story about (some of) the many businesses who have “kept it in the family” here: Flanagan’s, Serendipity, Sea Sea Riders, Casa Tina, Bon Appetit, and more.
 6. Dunedin Highland Games. **Fox-TV, ABC News 10, Bay News 9, Tampa Tribune, Tampa Bay Times, Tampa Bay Newspapers, WGUL Radio**, and others covered this year’s Highland Games.

HOUSING:

- Staff working with Dunedin Housing Authority to find a site, 3 to 5 acres suitable for an affordable apartment project. Continued coordination between developer of Eco-Village (Planet Green) and City departments to move forward with addressing punch list items and plat requirements.

PROMOTIONS/KUDOS:

- We have been awarded a second \$225,000 Community Development Block Grant (CDBG) for improvements to Huntley Avenue.
- Took visiting Provost Mike Robbins of Stirling, Scotland on a tour of downtown Dunedin. Provost Robbins was here to serve as Honorary Chief of the Dunedin Highland Games, and as part of his visit, he toured many City facilities including schools, museum, library, and was introduced to many business owners. He held a civic reception at the Dunedin Fine Art Center for City dignitaries and many of those who traveled to Scotland in June 2014 to celebrate our 50th anniversary of a Sister City Relationship with Stirling. **Page 2**

- Banners were hung over Main Street at the Pinellas Trail to advertise the Dunedin Highland Games & Festival and Welcoming the Provost of Stirling, Scotland, the 2015 Honorary Chieftain of the Highland Games. Banners were also hung to promote the upcoming Friday night Films in the Park, and Island Earth Days at Honeymoon Island.

COMMITTEE & MEETING NEWS:

- Arts & Culture Advisory Committee met with staff representation. Topics discussed included the Creative Pinellas meeting, promoting Dunedin as an Arts Destination, upcoming Highland Games activities, Causeway bicycle rack designs, and specifications for public art – to include upkeep and life expectancy.
- Mobile Home Park Committee with staff representation. The Committee is still seeking new members to represent the nine manufactured home parks in Dunedin.
- CRA Advisory Committee met with staff representation. Topics discussed included involvement of the committee regarding downtown events, proposed transfer of development rights, downtown parking presentation from Walker Parking Group, and upcoming downtown projects. Sustainability Coordinator Christina Perez informed the group of a grant awarded to Solid Waste Division for the purchase of new smoking receptacles for downtown and parks throughout the City.
- Various meeting topics: Wayfinding at Main and Broadway, Signage at Pinellas Trail for NASLEMM and Dunedin Stadium, Highland Avenue townhomes, Marina parking and traffic, Casco Viejo project, and the Downtown events approval process.

NETWORKING

- Visit Dunedin meeting
- Downtown Dunedin Merchants Association meeting
- Chamber of Commerce Before & After Hours meetings
- Chamber of Commerce Quarterly Luncheon meeting
- Toronto Blue Jays Welcome Breakfast
- Civic Reception at Dunedin Fine Art Center with visiting Provost Robbins of Stirling, Scotland
- Meeting with new owner of 940-960 Douglas Avenue (City-leased parking)
- Weekly conference calls with Aqua Marketing & Communications

PROPERTIES FOR SALE/LEASE:

For Sale:

Address	Size	Type	Asking Price
1275 Bayshore Boulevard	12,080 SF	Strip Retail Center	\$1,900,000
537 Douglas Avenue	12,300 SF	Office Building	\$1,398,500
555 Frederica Lane	6,800 SF	Warehouse	<i>(Reduced)</i> \$450,000
764 Main Street	3,440 SF	Office	\$465,000
1299 Main Street	4,912 SF	Office	\$349,000
1425 Main Street	2,520 SF	Restaurant	\$250,000
1442 Main Street	3,680 SF	Retail Center	\$475,000
2194 Main Street	13,384 SF	Neighborhood Center	<i>(Reduced)</i> \$2,199,000
210 Patricia Avenue	3,000 SF	Office	<i>(Reduced)</i> \$500,000
1367 Martin Luther King Jr. Ave	10,770 SF	Industrial	<i>(Reduced)</i> \$495,000

For Lease:

Address	Spaces/Size	Type	Asking Price
2494 Bayshore Boulevard	(2) 10,997 & 16,717 SF	Office	\$11.50 SF/Yr
730 Broadway	1,739 SF	Retail	\$19 SF/Yr
902 Curlew Road	(7) 1,275-2,081 SF	Retail	\$17 SF/Yr
1714 County Road 1	1,000 SF	Strip Center	\$9 SF/Yr
2323 Curlew Road #6C	1,650 SF	Medical Office	\$16.40 SF/Yr
201 Douglas Avenue	(2) 974-1,016 SF	Office	\$14/SF/Yr
903 Douglas Avenue	1,330 SF	Multi-Use	\$25.26/SF/Yr
952 Huntley Avenue	1,280 SF	Office	\$11.25 SF/Yr

▪ 764 Main Street	3,500 SF	Medical Office	\$12 SF/Yr
▪ 1140 Main Street	800 SF	Retail	\$12 SF/Yr
▪ 1523 Main Street	(6) 800 to 2,000 SF	Retail	Avg. \$12 SF/Yr
▪ 1681-1757 Main Street	(6) 1,000 - 4,200 SF	Retail	\$14 SF/Yr
▪ 2196 Main Street	1,347 SF	Office	\$13.50 SF/Yr
▪ 822 Milwaukee	(1) 1,830 SF	Office	\$9.50 SF/Yr
▪ 124 Patricia Avenue	1,200 SF	Retail	\$9 SF/Yr
▪ 461 Plaza Drive	(4) 3,245 SF	Office	\$14 SF/Yr
▪ 1090 Pinehurst Road	(4) 750-1,260 SF	Office	\$12 SF/Yr