

# Kathleen Beckman

## YOUR

### Clearwater Councilmember

## Monthly Newsletter

### February 2024



Happy February!

What a busy start to the year it's been. There are so many exciting things happening in our beautiful city. Our lovely outdoor market, **Market Marie** will feature over 100 vendors in Coachman Park on Feb. 10. Stop by to browse crafts, edible treats, fresh produce, music and entertainment and all sorts of treasures. Our premiere park has been open for 7 months now, the landscaping is filling in and the weather is perfect to take a stroll and enjoy the many incredible

views. The "Green" at Coachman Park also offers sunrise and sunset outdoor yoga, plays in the park, and lots of open space for frisbee, soccer, playing catch – or exploring with your favorite four-legged friend. To learn more about what's happening at Coachman, check out our **Coachman Park Webpage**.

## Clearwater Council and Staff

### Discuss 2024 - 25 Budget Priorities

 <b>CIUDAD DE CLEARWATER</b> PLAN ESTRATÉGICO					
<b>VISIÓN</b> Una comunidad que prospera desde la Bahía hasta la Playa.					
<b>MISIÓN</b> Clearwater se compromete a prestar servicios municipales de calidad, sostenibles, rentables que fomenten y mantengan un entorno residencial y económico saludable.					
GOBIERNO DE ALTO RENDIMIENTO	OPORTUNIDADES ECONÓMICAS Y DE VIVIENDA	BIENESTAR DE LA COMUNIDAD	GESTIÓN MEDIOAMBIENTAL	SERVICIO PÚBLICO SUPERIOR	
Promover Eficacia y Eficiencia Operativa los Activos y Recursos de la Ciudad	Fomentar una Economía Próspera y Diversificada que Promueva Oportunidades para Todos	Garantizar Condiiciones y Necesidades Esenciales En Las Que Todos Puedan Prosperar	Implementar Soluciones Prácticas y Tecnológicas Emergentes para una Comunidad Sostenible y Resiliente	Promover una Fuerza Laboral Diversa e Incluyente Mediante Oportunidades Competitivas, Concientización del Bienestar de los Empleados, y un Compromiso Profesional Continuo	
<b>OBJETIVOS</b> 1.1. Proporcionar herramientas de medición basadas en análisis para evaluar continuamente el rendimiento municipal y promover una gobernanza responsable. 1.2. Mantener la infraestructura pública, los sistemas de movilidad, los terrenos naturales, los recursos medioambientales, y los elementos históricos mediante esfuerzos de gestión sistémica. 1.3. Adoptar nuevas tecnologías de servicio para las instituciones y comunidades públicas e identificar los recursos necesarios para mantenerlas en óptimo estado de servicio. 1.4. Fomentar comunidades seguras y saludables en Clearwater mediante servicios de primera clase en contextos de seguridad pública y respuesta en caso de emergencias. 1.5. Adoptar una cultura de innovación que impulse la mejora continua y viva con éxito a todos nuestros clientes.	<b>OBJETIVOS</b> 2.1. Reforzar los incentivos público-privados que atraigan, desarrollen y mantengan sectores empresariales diversificados. 2.2. Cultivar un clima empresarial que acepte el espíritu de emprendimiento, fomente la inversión local, apoye a las empresas con raíces en el Condado de Pinellas y fomente el crecimiento de los empleos de alta calidad. 2.3. Promover a Clearwater como un destino principal de emprendimiento, experiencias culturales, turismo, y eventos deportivos nacionales. 2.4. Apoyar programas de vivienda asequible que promuevan la estabilidad de los hogares y reduzcan la incidencia de personas sin hogar en Clearwater. 2.5. Facilitar asociaciones con instituciones educativas y de investigación para fortalecer las oportunidades de desarrollo de la fuerza laboral.	<b>OBJETIVOS</b> 3.1. Apoyar la identidad del vecindario mediante servicios y programas que fortalezcan el orgullo y la pertenencia de la comunidad. 3.2. Preservar la habitabilidad de la comunidad mediante normas de desarrollo. 3.3. Responsables, el cumplimiento proactivo de los códigos, y la reevaluación selectiva. 3.4. Promover estrategias de recordatorios y divulgación que fomenten la participación de las partes interesadas, mejoren la educación de la comunidad, y reconstruyan la confianza pública. 3.5. Incentivar la participación ciudadana mediante el compromiso cívico y el voluntariado para construir comunidades fuertes, inclusivas, y comprometidas.	<b>OBJETIVOS</b> 4.1. Apoyar estrategias proactivas de resiliencia climática basadas en la ciencia para proteger los activos naturales y comunitarios de los impactos asociados con el aumento del nivel del mar. 4.2. Adoptar prácticas de uso de recursos renovables y de reducción de desechos para garantizar una Ciudad resiliente para las generaciones actuales y futuras. 4.3. Promover la conservación de los bosques urbanos y los espacios verdes públicos para promover la biodiversidad y reducir nuestros huella de carbono. 4.4. Desarrollar modos de transporte accesibles y activos que mejoren la seguridad de los peatones y reduzcan las emisiones de gases de efecto invernadero en toda la ciudad.	<b>OBJETIVOS</b> 5.1. Atraer y conservar al personal de máxima calidad mediante el mantenimiento de un programa de remuneración competitiva. 5.2. Fomentar el desarrollo profesional mediante oportunidades de educación para los empleados, capacitaciones basadas en las habilidades, y la planificación de la sucesión en el liderazgo. 5.3. Generar el éxito organizacional mediante el compromiso colaborativo y la toma de decisiones inclusivas para producir resultados de valores compartidos. 5.4. Mejorar la salud y la productividad de los empleados mediante un enfoque integral respecto al bienestar en el lugar de trabajo y los recursos de bienestar.	

On Tuesday, Jan. 30 the Council participated in our annual Strategic Planning session. We were presented with a list of priorities that we discussed and gave direction to staff to develop a budget to ensure we can make progress on these key initiatives. You can see the presentation here: [Strategic Plan Presentation](#). Additionally, at this meeting we were updated by our Public Works Director, Marcus Williamson, on how best to approach the increasing and more frequent flooding on North Beach. You can view that presentation here: [North Beach Infrastructure](#).

## Clearwater Now a Leader in Saving Money and Reducing Pollution

In last week's Strategic Planning Session, city staff presented and update on cost and emission reductions. Great news! Clearwater's partnership with [Cenergistic](#) on our energy conservation program has resulted in:

- **\$1.5 million in savings and cost avoidance!**
- **Reduced emissions equivalent to 6.4 million miles driven!**

For more information on many more areas of progress on Greenprint 2.0 - sign up for the quarterly Sustainability Newsletter: [Greenprint 2.0](#)

## Celebrating Black History Month



Black History Month is an annual celebration of achievements by African Americans and a time for recognizing their central role in U.S. history. This year's theme is "African Americans and the Arts."

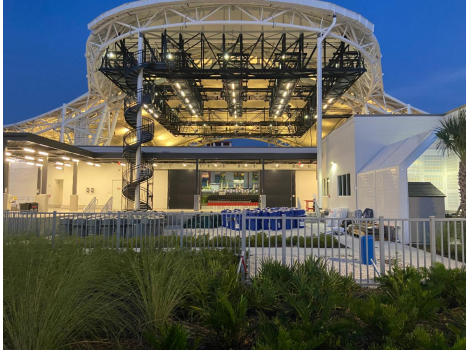
### A **Black History Month**

**Celebration** will be held at **Ross Norton Recreation Center on Feb. 29th at 6:30 p.m.** This event is for the Ross Norton After School Program participants. Friends and family are invited to attend.

Black History Month grew out of "Negro History Week," first recognized in 1915 on the 50th anniversary of the 13th Amendment, which abolished slavery. Since 1976, every U.S. president has officially designated February as Black History Month. Other countries, including Canada and the United Kingdom, also devote a month to celebrating Black history.

There are a number of Black History Month events planned throughout our region. You can learn more here: [Black History Month Across the Tampa Bay Area](#).

# Performing Arts Give Clearwater an Economic Boost



Clearwater has become the performing arts center of Pinellas County, with venues like **The Sound, Ruth Eckard Hall** and **Capitol Theater**. And according to **Clearwater's Arts and Cultural Affairs Coordinator Amber Brice**, concerts and performances are a big economic driver for our city. She cites a recent study from **Americans for the Arts**

## Some highlights:

- Clearwater's performing arts generated \$125.6 million in economic activity during 2022.
- Arts and culture organizations spent \$51.7 million in Clearwater in 2022.
- Clearwater organizations reported \$73.9 million in event-related expenditures by their audiences (tickets, food and beverage sales).
- That economic activity supported 1,810 jobs and provided \$75.9 million in personal income to residents.
- Arts and culture economic activity generated \$24.6 million in tax revenue to local, state, and federal governments.

## Cleveland Street Market to Offer Over 20 Dining Options



The next time you decide to go out for lunch or dinner, check out downtown Clearwater's new food hall, **Cleveland Street Market** at 949 Cleveland St. The market celebrated its "soft opening" on New Year's Eve, and its official grand opening will take place soon. Check out a video of its interior here: **Cleveland Street Market**.

Currently, the market boasts **Deja Brew Cafe, Tap Haus on Cleveland,**

**Top Nosh Street Food, Jersey Dogs** and the **Smokin' Cuban**, with a large dining room where patrons of all food stalls can chow down. Eventually, **Cleveland Street Market** will be host to over 20 tenants and live music. For the latest news on the food hall and its grand opening, visit its Facebook or Instagram pages, both at @clevelandstreetmarket.

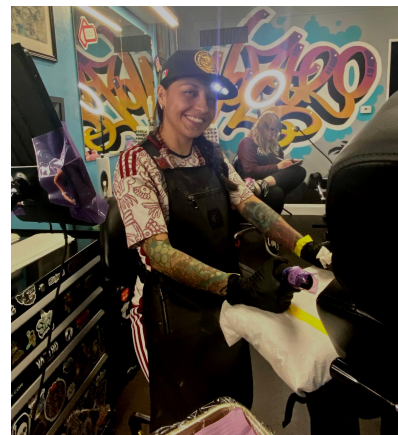
## Are You Registered to Vote in Our Upcoming Election?



At our next election, on **Tuesday, March 19, 2024** voters will elect three members to the City Council – mayor and seats 2 and 3. Voters will also vote on a referendum to change our elections from March to August, including a change from a plurality to a majority, which is expected to impact the cost of city elections and turnout. You can read about the candidates and the referendum language here: [Clearwater Election 2024](#). Additionally, the **March 19, 2024** election will also serve as the presidential preference primary in Florida.

If you're not sure whether you're registered to vote, visit the Pinellas County Supervisor of Elections at: [VotePinellas.com](#). You can request a mail ballot, too. **Registration deadline is Saturday, Feb . 3.**

## People You Should Know... Businesses to Celebrate



One of my favorite things to do is meet with small business owners in Clearwater. And when I meet interesting people or discover unique

businesses, I like to share that information with others. I'm highlighting two businesses and their talented owners this month: **CimentArt**, and **Vaztro Tattoos**.

**CimentArt** CEO is **Ketty Miles**. She was born in Venezuela and has a degree in architecture. Ketty owns and operates CimentArt, located at 418 Laura St. in Clearwater. CimentArt manufactures and distributes a microcement, decorative finish that can be applied to almost any structure: walls, floors, ceilings, showers and more. You can learn more about this unique and beautiful product and Ketty's story by reading my interview here: [Ketty Miles -CimentArt](#).

The second business I'm highlighting is **Vaztro Tattoos**, a female owned and operated tattoo studio located at 1877 Drew St. Owners **Natasha Vazquez** and **Seidy Castro** (who is pictured above) have been in business for four years. They have an impressive reputation, and people travel from a far to frequent their studio. Read about their business and philosophy of fostering a sense of community here: [Natasha Vazquez and Seidy Castro -Vaztro Tattoos](#).

## Mark Your Calendar



**Feb. 6 at 9 a.m. Special Council Work Session: Citywide Housing Educational Workshop** - You can access the agenda and view the presentation and report on [Clearwater's Housing Needs](#) here.

**Feb. 24 and 25, Clearwater Sea Blues Festival, Coachman Park**, Enjoy live music from national recording artists, shop local vendors, and try seafood and craft beer from area businesses. **It's free, but you must get a ticket for admission.** Learn more about this year's event at [Clearwater Sea Blues Festival](#).

**March 29- April 14, Pier 60 Sugar Sand Festival**, Clearwater Beach, Take free sand sculpting classes, enjoy live music and fireworks, sample food from local vendors. **You can get tickets now** for the **Sand Walk** at: [Pier 60 Sugar Sand Festival](#).

Check [The Sound](#) for upcoming concerts at **The Sound Amphitheater in Coachman Park** (Styx, Willie Nelson, Air Supply and more!)

[Ruth Eckerd Hall](#) also has a variety of entertainment lined up at both **Ruth Eckerd Hall** and the **Nancy and David Bilheimer Capitol Theater** in downtown Clearwater.

# Clearwater is Hiring! Come Work with Us!

**We're Hiring!**



The City of Clearwater has job openings in a number of areas, including human resources, parks and recreation, communications, procurement and public utilities. Check out all the openings at: [City of Clearwater Jobs.](#)

## Thank You for Your Interest and Support

One of the reasons I send out a newsletter is to receive feedback from you. However, please be aware that any communication with me related to the newsletter is public record.

### Important Links:

[My Clearwater Magazine](#)

[Upcoming City Meetings](#)

[City of Clearwater Volunteer Opportunities](#)

[PSTA Veterans Ride Free on Public Transportation](#)

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