

Strengths (423)

- Recreation & Leisure Time Activities (94 – 22%)
 - Parks & Recreation Facilities (59)
 - Brighthouse Field (15)
 - Pier (4)
- Infrastructure (78 – 18%)
 - Utilities & City Services (21)
 - New Bridge (18)
 - Road System (16)
 - Airpark (12)
- Geography & Aesthetics (66 – 16%)
 - Beautiful Beaches (27)
 - Water (14)
 - Climate (10)
 - Intracoastal (5)
- Cultural Facilities & Activities (57 – 13%)
 - New Library & Library System (24)
 - Ruth Eckerd Hall (14)
 - Jazz Festivals (5)
- Economics (25 – 6%)
 - Malls & Shopping (8)
 - Tourism (4)
- Community Spirit (17 – 4%)
- Education (16 – 4%)
 - St. Pete College (5)
 - Educational System (5)
- Health Care (15 – 4%)
 - Medical Facilities (9)
 - Morton Plant Hospital (5)
- Neighborhoods (14 – 3%)
- Location (10 – 2%)
- Leadership (9 - 2%)
- Reputation/Perception (8 – 2%)
 - Clean & Safe (4)
- Downtown (8 – 2%)
- Miscellaneous (6 – 1%)



Analysis

The dominant perceived strength of the City of Clearwater is the availability of a wide variety of **Recreational and Leisure-Time Activities**, which account for nearly one-quarter of all the responses (22%). The fourth highest ranked strength is **Cultural Activities and Facilities**, which received 13% of the votes. If these two categories are combined into one – “**Leisure-Time Activities and Facilities**”-- this composite category would account for over one-third of the votes (35%). Clearwater is clearly perceived by its residents as a place that has many opportunities to engage in activities that are not related to work, school or home.

Infrastructure, in the broadest sense, is the second highest ranked strength within the City, accounting for nearly one-fifth of the votes (18%). This category includes both services such as police and fire-protection, and physical infrastructure such as the new bridge, the road system and the general aviation airport.



The City's natural beauty and geography (**Geography & Aesthetics**) are the third highest ranked strength, with 16% of the votes. If this category is combined with the general category of **Location**, which received 2% of the vote, the combined category would come to 18% and end up in a tie with Infrastructure as the second highest ranked Strength.

Below the top four, no category attained more than 6% of the votes. Several low-ranking categories could be legitimately added to other categories. **Education** and **Health Care**, each with 4% of the votes, could be viewed as a form of Infrastructure. Adding them to this general category would bump it from 18% to 26%.

Using these additional aggregations, the three priority perceived strengths within the City include:

- Leisure Time Activities 35%
- Infrastructure 26%
- Location, Geography & Aesthetics 18%

These three dominant categories account for nearly 80% of the perceived strengths within the community.

The remaining 20% includes a wide range of topics, all of which help constitute a good community. Respondents feel that there are good shopping opportunities in the City, that community spirit is generally good, and that there are strong neighborhoods. Specific aspects of City leadership were listed as strengths, as was the general perception of Clearwater as a clean and safe place to live.

On-line Survey

The results of the on-line survey for Strengths are very similar to those collected in the community meetings. If Recreation & Leisure Time Activities is combined with Cultural Facilities, the combined category received 28% of the votes. If Geography & Aesthetics is combined with Environment, the combined category also received 20% of the vote. The third highest composite category is Infrastructure, which received 21% of the votes. Again, these three top categories account for nearly 80% of the votes (77%). Social & Community Issues (13%) came in somewhat higher in the on-line surveys than in the community meetings.

Summary

Clearwater is a City with a wonderful natural environment, blessed with good climate, great natural beauty and an ideal location. It has numerous facilities and activities oriented towards culture and recreation, and it has a strong physical and functional infrastructure to support these and other community activities. These benefits cut across all demographic classes within the community.

The composite Strengths Map shows a wide variety of points distributed throughout the community, with clear emphasis on two primary locations – Downtown and Clearwater Beach.

