

# Downtown Development Board Grant Application

Row 7

**Applicant /  
Primary  
Contact:** Richard Del Rio

**Type of Grant  
Request** Special Event

**Name of  
Organization:** Florida Best Promotions Inc

**Street Address:** 3350 Cloverplace Drive

**City:** Palm Harbor

**State:** FL

**Zip:** 34684

**Cell Phone:** +1 (813) 260-9207

**Office Phone:** 8132609207

**Email Address:** richd@floridabpi.com

**Website /  
Social Media  
Link(s):** <https://floridabpi.com/> <https://www.facebook.com/Floridabpi/>  
<https://www.instagram.com/flbpisalsa/>

**Description of  
Project:** SALSA at the District (Halloween) Date: November 1 Location: The District, Downtown Clearwater Cost: Free entry (costume encouraged) estimated attendance: 5000

**Total Project  
Cost (\$):** \$79,440.40

**Amount of  
Grant Funds  
Requested (\$):** \$30,000.00

**Applicant's  
Financial  
Contribution  
(\$):** \$15,530.40

**Third-Party  
Contributions  
(\$):** \$49,710 (\$25,000 - tentative)

**When will the event take place?** November 1

**Who will implement the project?**

**Where will the project occur?** Downtown Clearwater - Station Square Park and 500 block

**Project Attraction:** Here's an explanation of how hosting a Salsa event in the district that targets local and regional dancers as well as the greater Latin community could help attract businesses, residents, and visitors to live, work, and play in downtown Clearwater: Hosting a SASLA at the District would help to draw in a diverse crowd of attendees, including local and regional dancers as well as members of the greater Latin community. This event would serve as a cultural attraction that showcases the vibrant Latin heritage and dance traditions of the area. By highlighting this cultural element, the event could help to establish the district as a hub for Latin-inspired entertainment and experiences. The influx of attendees, both local and from surrounding regions, would bring increased foot traffic and economic activity to the downtown area. Dancers and spectators would likely patronize nearby restaurants, bars, shops, and other businesses, providing a boost to the local economy. This could incentivize existing businesses to maintain or expand their operations in the district, while also attracting new businesses that cater to the interests and needs of this target audience. Furthermore, the Salsa event could help to raise the profile of the district and showcase it as a desirable destination for living, working, and enjoying leisure time. Attendees may be impressed by the energy and vibrancy of the event, leading them to consider relocating to the area or visiting more frequently. This could translate into increased residential and commercial investment in the district, as people and businesses seek to be a part of the thriving community. Overall, hosting a Salsa event that targets the local and regional Latin dance community, as well as the greater Latin population, could be an effective way to attract businesses, residents, and visitors to live, work, and play in downtown Clearwater. By leveraging the cultural appeal and economic potential of such an event, the district could position itself as a vibrant and desirable destination.

**Applicant Signature:**

**Title of Event:** SALSA at the District

**Date(s) of Event:** 11-1-2025

**Description of Special Event:** Event Description: Salsa at the District - Halloween Edition Join us for a spooktacular night at "Salsa at the District - Halloween Edition" on November 1st in downtown Clearwater! Get ready to embrace the rhythm of the night as we transform The District into a lively Latin fiesta, inviting dancers and revelers of all ages to showcase their best costumes and dance moves. This exciting event will feature an electrifying lineup of live Salsa Orchestra DJs, who will keep the energy high and the dance floor packed all night long. Local Latin dance schools will be on hand to offer Salsa lessons, ensuring everyone—from beginners to seasoned dancers—can join in the fun.

Be mesmerized by captivating dance performances that celebrate the rich culture and passion of Latin dance. Indulge your taste buds with authentic Latin cuisine, offering a delightful array of flavors that will transport you straight to the heart of Clearwaters Latin Culture. Whether you're a dance enthusiast or simply looking for a vibrant community celebration, this event promises to be an unforgettable experience. Salsa at the District is not just for the local vibrant dance community; it welcomes the greater Latin community from near and far. So, don your most creative costume, grab your friends, and come celebrate a night of music, dance, and cultural festivities. Let's salsa our way into the Halloween spirit together! Date: November 1 Location: The District, Downtown Clearwater Cost: Free entry (costume encouraged) Don't miss out on this fantastic evening of fun, flavor, and fiery dance! Estimated attendance 5000

**Intended Audience / Anticipated Attendance** Local and regional Dance enthusiasts and Latinos anticipated attendance is 5000

**Total Event Cost (\$):** \$79,440.40

**Event Grant Funds Requested (\$)** \$30,000.00

**Where will the event be held?** Downtown Clearwater

**Contacted Special Events Department?** Yes

**Additional Sponsors or Media Outlets for Event:** possibilities are VSPC, PARKS & REC

**Funded by DDB Before?** Yes

**Applicant Signature** Richard Del Rio

**Applied for:** Special Event Permit

**Current BTR:**

**Is 501(c)(3)?** No

**Timeframe of Event:** 6-11

**Free to Public?** Yes

**Agreement Checkbox** ☒



Stages

Vendors

Beer & wine

Led trucks

Bathrooms





# CITY OF CLEARWATER

POST OFFICE BOX 4748, CLEARWATER, FLORIDA 33758-4748  
MUNICIPAL SERVICES BUILDING, 100 SOUTH MYRTLE AVENUE, CLEARWATER, FLORIDA 33756

3/21/25

To Whom It May Concern,

The Special Events Department has *tentatively* approved Special Event **#25-095, Salsa at the District**, scheduled for **November 1-2, 2025**, at downtown Cleveland Street in Clearwater. Final approval is dependent on the satisfactory completion of the items on the *PRE-EVENT CHECKLIST*. Once the completed checklist has been received by the required due date, a Special Event Permit will be issued.

If applicable, please provide this letter to the following entities to continue planning your event:

- **Tent Permits - Clearwater Planning & Development Dept.**
  - Required for tents larger than 100 sq. ft.
    - **727.562.4567**
- **State Alcohol Permit - Department of Business & Professional Regulations (DBPR)**
  - Required if selling or serving alcohol on City of Clearwater Property
    - **850.487.1395**
- **Downtown Clearwater Event Funding - Downtown Development Board (DDB)**
  - Organizers may apply for funding if event falls within the Downtown Development Board (DDB) boundaries
    - **727.562.4044**
- **City of Clearwater Business Tax Receipt - Clearwater Planning & Development Dept.**
  - Required if event is charging admission or hosting vendors
    - **727.562.4005**
- **Department of Environmental Protection (DEP) Permit - Office of Resilience and Coastal Protection**
  - Required for events covering an area of 1000 square feet or larger and located seaward of the coastal construction control line on the coastal sands of Clearwater Beach
    - **850.245.2094**

\*Before submitting this letter for any purpose other than those listed above, please contact the Special Events Department for approval\*

We wish you the best with your activity and we remain available should you have questions or concerns.

Sincerely,

*Sarah Straker*

Sarah Straker  
Special Event Permitting Specialist & Committee Co-Chair  
Clearwater Special Events  
(727) 444-8152



"EQUAL EMPLOYMENT AND AFFIRMATIVE ACTION EMPLOYER"



Richard Del Rio  
President  
Florida Best Promotions Inc.  
3350 Cloverplace Dr  
Palm Harbor Fl 34684  
Richd@floridabpi.com  
813-260-9207  
4/22/2025

Downtown Development Board  
City of Clearwater

Dear Members of the Downtown Development Board,

I hope this letter finds you well. I am writing to formally request High Impact Funding for our upcoming event, "Salsa at the District." We believe that this event not only exceeds the \$30,000 funding threshold but also offers significant quantifiable value and favorable outcomes for the downtown Clearwater community. The Total amount of our request is \$50,000.00

"Salsa at the District" is poised to be a vibrant celebration of culture, music, and community that will attract a diverse audience from Clearwater and neighboring areas. We anticipate an attendance of over 3,000 participants, including families, young professionals, and tourists, all contributing to local businesses and the overall economy.

To support our request, we would like to highlight the following points demonstrating the favorable benefits our event will bring to the downtown community:

1. Economic Impact: Based on our previous events, we project that "Salsa at the District" will generate a significant amount in economic activity, benefiting local restaurants, shops, and

service providers. Our events have historically led to increased foot traffic and revenue for downtown businesses.

2. Cultural Enrichment: This event will showcase the rich cultural heritage of salsa music and dance, fostering community engagement and promoting diversity. By providing free salsa lessons, live music, and dance performances, we aim to create an inclusive atmosphere that strengthens community bonds.

3. Community Engagement: We plan to collaborate with local organizations, schools, and artists to maximize community involvement. This partnership will not only enhance the event experience but also promote local talent and resources.

4. Marketing and Promotion: We will implement a comprehensive marketing strategy that includes social media, local media outlets, and partnerships with local influencers to ensure maximum visibility for both the event and downtown Clearwater. This will further attract visitors to the area, benefiting local businesses long after the event concludes.

Given our proven track record of successful events and the anticipated positive impact of "Salsa at the District," we respectfully request your support in approving our funding application. We are confident that this event will be a meaningful addition to our downtown community, enhancing its vibrancy and appeal.

Thank you for considering our request. We look forward to the opportunity to collaborate with the Downtown Development Board in bringing "Salsa at the District" to life. Please feel free to reach out if you require any additional information or documentation.

Sincerely,



Richard Del Rio  
President  
Florida Best Promotions Inc.