



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

Director's Report February 2026

An aerial photograph of Clearwater, Florida, showing a mix of urban development and green spaces. A semi-transparent blue overlay covers the entire image, with white geometric shapes (triangles and a parallelogram) framing the central text. The text is centered and reads:

Clearwater Downtown Development Board

Status Updates

DDB Marketing Update

The Downtown Development Board has selected **RB Oppenheim Associates (RBOA)** to provide strategic marketing and public relations support.



Contract in process of being executed.

Projected Budget \$50,000

First 30-Day Focus

- Review existing DDB branding, messaging, and communications
- Align on Downtown priorities, audiences, and key initiatives
- Establish workflows, points of contact, and reporting cadence
- Begin development of core messaging and storytelling framework



Clearwater Downtown Development Board

Upcoming Events

DDB Sponsored Events - Upcoming

Fresh Start Market

Fresh Start Market continues with Salsa Night and Pre-Super Bowl Night as the latest themed events activating Cleveland Street.

Next Dates: Feb 6 and 7 | 6 to 9 p.m.

Location: 400 Block of Cleveland Street

Presented By:

St. Petersburg College Workforce, Community, & Corporate Partnerships and Saturday Shoppes

DDB Funding Amount: \$50,000



Salsa on Cleveland St. – Feb. 6

Live music and salsa dancing downtown.



Pre-Superbowl Party – Feb. 7

Game day fun before the Super Bowl

DDB Sponsored Events - Upcoming

Tasty Tampa Bay – Coachman Park



Tasty Tampa Bay brings food vendors, live entertainment, and fun food challenges to Coachman Park.

Date: Feb 21 | 11 a.m. to 6 p.m.

Location: 300 Cleveland Street

Presented By:
Saucy Queen

DDB Funding Amount: \$12,900



Tasty Tampa Bay has reach 14k members on their exclusive Facebook group page showing their continued support and reach for this annual event.

DDB Sponsored Events - Upcoming

Downtown Clearwater Ukulele Festival



The TBUS Ukulele Fest is a full-day music event in Downtown Clearwater featuring live performances, workshops, and a gala concert at Coachman Park.

Presented By:

Tampa Bay Ukulele Society and Achieva Credit Union

DDB Funding Amount: \$15,000



Date: March 15

Time: 11 a.m. to 6 p.m.

Location:

Coachman Park & 400 Cleveland St.

A large crowd of people is gathered in front of a multi-story building at night. The scene is illuminated by streetlights, and the crowd appears to be at a public event or festival. The image is overlaid with a semi-transparent teal filter.

Clearwater Downtown Development Board

Event Recap

DDB January Activation

January Activation

DDB-supported programming in January activated Cleveland Street and Coachman Park through markets, live music, and cultural events.

Additional performance metrics will be presented at the March DDB Meeting.



DDB January Activation

17 – DDB supported January activations

Jan. 2	First Friday Lunchtime Market	Jan. 23	Duck Days: Scenes on the Green – Migration
Jan. 9	Duck Days: Jeep Photo Opportunity	Jan. 17	Hello Cleveland Street with She's That Dude
Jan. 9	Fresh Start Market – Glow into the New Year	Jan. 23	Fresh Start Market – Caribbean Nights
Jan. 10	The Market Marie	Jan. 24	Duck 'n Drive Jeep Invasion
Jan. 10	Hello Cleveland Street with Electric Soul Therapy	Jan. 24	Hello Cleveland Street with Spazmatics
Jan. 11	Duck Dash 5K	Jan. 25	Duck Days: Jeep Photo Opportunity
Jan. 16	Fresh Start Market – Latin Nights	Jan. 30	Fresh Start Market – Pet's Night Out
Jan. 17	Rubber Ducky Birthday Bash	Jan. 31	Hello Cleveland Street with Highway 41 Band
Jan. 17	Hello Cleveland Street with She's That Dude	Jan. 31	Salsa & Bachata in the District
Jan. 23	Fresh Start Market – Caribbean Nights		

DDB Sponsored Events – Past Events

Fresh Start Market

A collaborative live music night market series.

Dates: Jan. 16, 23, and 30

Host: St. Petersburg College Workforce, Community, & Corporate Partnerships and Saturday Shoppes

DDB Funding Amount: \$50,000 + City Fees



Hello Cleveland Street

A Saturday night live music series to enhance nightlife and dining experiences on the 400 block of Cleveland Street.

Dates: Jan. 10, 17, 24, and 31

Host: Downtown Pizza Sports Bar and Grill

DDB Micro-Grant: \$5,000



DDB Sponsored Events – Past Events

Saucy Queen Events

Saucy queen will present a full report on her recent events at the March DDB Meeting, featuring:

Jingle Bell Family Fun Fest and **Tasty Tampa Bay**.

Dates: Dec. 20 | Feb 21

Host: Saucy Queen

DDB Funding total: \$12,900 Jingle Bell & \$13,000 Tasty Tampa Bay



Salsa & Bachata in the District

A monthly street-dance series with live music, dancing, themed attire, and an after-party at Nash Keys.

Dates: Jan. 31

Host: Florida Best Promotions Inc

DDB Funding Amount: \$5,000 + Mitigation Fees



Clearwater Downtown Development Board

Grant Programs

DDB Grant Programs – Special Events Sponsorships

DDB Special Event Grant | Funding Summary FY-2024-25

Funding for Community Events and High Impact Events

Grant Status	Funding Amount (\$)
Total Grants Approved	12
Total Amount Approved	\$340,075
Total Amount Paid out	\$245,479

(Reason for difference: Some events came in under budget, two events cancelled.)



DDB Grant Programs – DDB Microgrant

DDB Micro-Pop-Up Grant | Funding Summary FY-2024-25

Maximum of \$5,000 for eligible events on the 400-500 blocks of Cleveland Street.

Grant Status	Funding Amount (\$)
Total Grants Approved	3
Total Amount Approved	\$8,012
Total Amount Paid out	\$8,012



DDB Grant Programs – Outdoor Café Grant

DDB Outdoor Café Grant | Funding Summary FY-2024-25

Up to \$8,000 reimbursement for approved outdoor furniture, including tables, chairs, and umbrellas.

Grant Status	Number of Grants	Funding Amount
Grants Applied	4	
Grants in Progress	1	
Grants Awarded	3	\$23,551.99
Total		\$23,551.99

