

Downtown Development Board Grant Application

Row 14

**Applicant /
Primary
Contact:** ROBERT WILDE

**Type of Grant
Request** Special Event

**Name of
Organization:** Tampa Bay Ukulele Society

Street Address: PO Box 43

City: Tarpon Springs

State: Florida

Zip: 34688

Cell Phone: +1 (813) 380-9009

Office Phone: Same as above

Email Address: rtwilde@icloud.com

**Website /
Social Media
Link(s):** www.ukulelefestinthedistrict.com

**Description of
Project:** A one-day musical festival consisting of music on the 400 and 500 blocks of Cleveland Street from 12 - 4:PM and a concert on the Green in Coachman Park from 4:00 PM - 6:00 PM. Both are open to the public. There will be free beginner Ukulele lessons and advanced lessons for experienced players offered during the afternoon.

**Total Project
Cost (\$):** 27100

**Amount of
Grant Funds
Requested (\$):** \$15,000.00

**Applicant's
Financial
Contribution
(\$):** \$7,500.00

**Third-Party
Contributions
(\$):**

\$4,600.00

**When will the
event take
place?**

Sunday, March 15, 2026

**Who will
implement the
project?**

Florida Festivals staff and volunteers from Tampa Bay Ukulele Society and local VFW's

**Where will the
project occur?**

400 and 500 Blocks of Cleveland Street and on the Green in Coachman Park

**Project
Attraction**

This event has built a large following from both Ukulele enthusiasts, music lovers and the curious. Historically the Festival draws many from the Tampa market and many who have not seen the new District and come away impressed with the redevelopment of the Downtown District and they return and give good word of mouth endorsement to their sphere of influence. Many others from Pasco and Manatee come annually and return regularly. All in all it puts the vibrancy that has been infused into the District on display and also the merchants feed back that they have banner days financially on the Festival Days. This is a truly District event and opposed to other events that tout Clearwater but the Ukulele Festival touts Downtown Clearwater as a great place to Live, Work and Play !

**Applicant
Signature:**

Title of Event:

TBUS Ukulele Festival in the Downtown Clearwater District

**Date(s) of
Event:**

Sunday, March 15, 2026

**Description of
Special Event:**

One-day all inclusive Ukulele Music festival that encompasses educational aspects as well as entertainment, dining, and enjoyment. It appeals to all demographic categories and families as well as individuals and couples. It is truly a " Festival for all ". The event has become ' world class ' in only four years and prides itself on adding unique aspects that enhance the City's and DDB's objectives.

**Intended
Audience /
Anticipated
Attendance**

As stated, the Festival appeals to all demographic categories and groups. The Ukulele is the most popular instrument in the world and as such is adopted by all ages and groups. Individuals, couples and families emanate to this event and we have activities to suit each segment. We anticipate 850-1000 over the day and 300 + at the concert in Coachman Park

**Total Event
Cost (\$):**

**Event Grant
Funds
Requested (\$)**

Where will the event be held? 400 to 500 blocks of Cleveland Street and on the Green in Coachman Park

Contacted Special Events Department?

Additional Sponsors or Media Outlets for Event: WDUV, WSTP, Cox Media

Funded by DDB Before? Yes

Applicant Signature Rober T Wilde

Applied for: Special Event Permit

Current BTR:

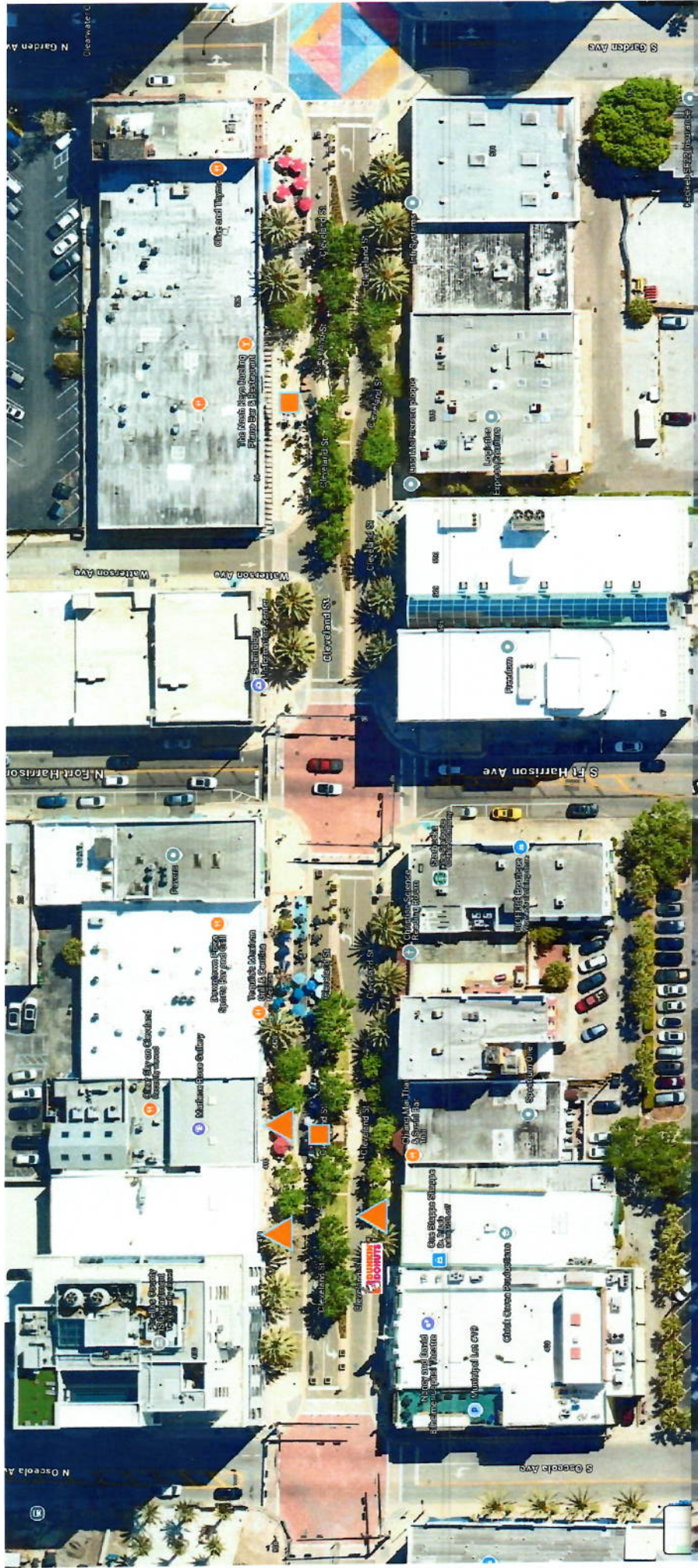
Is 501(c)(3)? Yes

Timeframe of Event: 12 noon to 6:00 PM

Free to Public? Yes

Agreement Checkbox ☒

Applied / Awarded Community Sponsorship Program? No







CITY OF CLEARWATER

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

5/05/25

To Whom It May Concern,

The Special Events Department has tentatively approved Special Event **#26-010, TBUS Ukulele Festival in Downtown Clearwater District**, scheduled for **March 15, 2026**, at Coachman Park 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"

Date of the TBUS Ukulele Festival in the Clearwater Downtown District was **Saturday, April 12, 2025**

On Jun 4, 2025, at 1:34 PM, Robert Wilde <rtwilde@icloud.com> wrote:

To : whom it may concern

Re: Post-Event Reporting Requirements - DDB

For: TBUS Ukulele Festival in The Downtown Clearwater District

Event Attendance:

Estimates from City personnel and police officers on duty were that based on other events that took place in calendar year 2025 between 2500-3000 attendees circulated in the two block area of the Clearwater Downtown District from 11:00 AM to 9:00 PM on the day of the Ukulele Festival. Attendance on the 500 Block was particularly strong with over 250-350 participants in a group jam and breakfast from 11:00 AM to 2:00 PM. Most remained on the 500 block until 6:00 PM before attending the day ending Concert at 528 Cleveland Street. This block rarely sees traffic during these daylight hours and the merchants did brisk business. We invested heavily in entertainment for this block to hold these attendees. One of our stated goals was to continue to revitalize this once dormant block and one of the great successes of the festival that we are most proud of was succeeding in accomplishing this goal.

2. Social Media Actions – Tampa Bay Ukulele Society is regarded as one of the most active Meet -Up sites nationally. The Ukulele Festival is promoted extensively through this site for over two months and on all Ukulele Facebook sites throughout Florida and on Ukulele Magazine's social media sites. Ukulele magazine is the industry standard as regards Ukulele news worldwide.

TBUS has just contracted with a Social Media company to expand, manage and report, from all of its related sites and social media platforms. Being a totally volunteer organization the social media presence has been significant but the reporting capabilities sparse at this point. The expanding size and reach of the Ukulele Festival in The Clearwater District has dictated that this aspect of our marketing be upgraded. The amount we do however has been effective as our attendance numbers prove.

3. Sponsor/Program Participant Feedback- Our participating sponsors (including the City of Clearwater) have given the Ukulele Festival positive feedback including comments by the Vice Mayor when addressing our Concert audience. Of most significance is the fact that our commercial sponsor want to continue to grow the event and expand its influence

on the industry. Our main attraction(Mandy Harvey) who appears worldwide touts the Festival in Clearwater as one of the ' best run and attended ' events in the world !

4. Challenges or Issues Encountered – There were no issues and all the challenges were minor and overcome immediately. The venues(Prelude and Nash Keys) who hosted the indoor events were well managed and brilliantly run. The City employees (Antawan and Sarah Straker) responsible for the event were attentive and anticipated every potential challenge. All the performers and attendees were pleased with the running of the Festival.

5. Additional Feedback: Keith Green- GM of Clear Sky- commented that the day was successful financially “ *thanks to our festival* “ He stated that our attendees came early and stayed late and spent liberally. He also mentioned that a good deal were new visitors to the District and restaurant and stated to the wait staff that they will return. Liz from Tequila's claimed it was ' fantastico',..... de Nuevo ! Several merchants asked why we can't do more festivals each year.

Robert T Wilde