



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

Director's Report December 2025

Upcoming Events

The World's Largest Rubber Duck

The iconic oversized rubber duck arrives at Coachman Park, serving as the backdrop for a month-long lineup of family-friendly events and activities along the downtown waterfront.

January 10 - 26

Location: Coachman Park

Presented By: City of Clearwater

Sponsored By: Clearwater Downtown Development Board



Upcoming Events

Fresh Start Market

Celebrate community at Fresh Start Market. Each event runs from 6–9 p.m. bringing lively music, local artisans, themed vendors, and family-friendly activities to the heart of the city.

6 Nights: January 9 – February 7

Location: 400 Block of Cleveland Street

Presented By: St Petersburg College Workforce Community & Corporate Partnerships and Saturday Shoppes

Sponsored By: Clearwater Downtown Development Board

In partnership

DDB
CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

SPC St. Petersburg
College
WORKFORCE, COMMUNITY,
& CORPORATE PARTNERSHIPS



- Glow into the New Year – Jan. 9
- Latin Nights – Jan. 16
- Caribbean Nights – Jan. 23
- Pet's Night Out – Jan. 30
- Salsa on Cleveland St. – Feb. 6
- Pre-Superbowl Party – Feb. 7

Upcoming Events

Salsa & Bachata at The District

Close out the month with a lively evening of salsa and bachata music and dancing in Downtown Clearwater



Last Saturdays: January 31 – May 30

Location: 500 Block of Cleveland Street

Presented By: Florida Best Promotions Inc.

Sponsored By: Clearwater Downtown Development Board

Upcoming Events

Saturday Night Live Music – Downtown Pizza Clearwater

A four-week Saturday Night Live Music pilot will activate the 400 block from January 10–31, 2026, featuring local bands and coordinated marketing by four downtown restaurants.

Dates:

Jan. 10th, 17th, 24th, 31st

Location: Cleveland Street

Presented By: Downtown Pizza Bar and Grill

Sponsored By: Clearwater Downtown Development Board

DDB Marketing Update

Staff initiated and completed a competitive procurement process to evaluate marketing and public relations services and advance recommended firms for leadership review.

DDB Marketing & Procurement Summary

Action	Summary	Date(s)
Firm Outreach	Conducted outreach to 20 qualified marketing and PR firms	Dec. 8, 2025
Proposal Review	Received and reviewed 4 quotes following market research and peer benchmarking	-----
Staff Evaluation	Completed proposal review and comparative analysis of all submissions	Dec. 18–24, 2025
Leadership Recommendation	City staff recommends using two firms (primary and alternate) to execute marketing project	Dec. 30, 2025

DDB Grant Programs



- **DDB Outdoor Café Grant -**
up to \$8,000 reimbursement for approved outdoor furniture, including tables, chairs, and umbrellas.
- **DDB Special Events Grant -**
funding for Community Events and High Impact Events
- **DDB Micro-Pop-Up Grant -**
maximum of \$5,000 for eligible events on the 400-500 blocks of Cleveland Street.

APPLY NOW at
MyClearwater.com/DDB

Thank You

Recently Completed Events

Jingle Bell Family Fun Fest

Presented By: Saucy Queen

Saturday, Dec. 20



Downtown Development Board (DDB) Updates