

## Cinco De Mayo Taco Fest 2026:

Now entering its third year, this event has grown into a beloved tradition that celebrates our Hispanic community by bringing the community together. Through targeted marketing, local vendor participation, and a full day of programming including live bands, DJs, dance performances, and a taco contest, we will activate the park and encourage families to spend the entire day enjoying the newly revitalized waterfront district.

This event will generate significant economic impact by driving foot traffic to downtown businesses, supporting local food and retail vendors, and attracting overnight visitors who will book hotels and dine at local restaurants. Culturally, it reinforces Clearwater's commitment to inclusivity by providing a platform for local Hispanic artists and performers to share their heritage, fostering cross-cultural understanding and ensuring that all community members feel seen and celebrated in the city's public spaces.