



Cinco De Mayo - Taco Fest

2026 Post-Event Reporting Clearwater Downtown Development Board

Event Attendance

The Cinco De Mayo Taco Fest 2026 brought together a massive crowd of over 3,000+ live attendees. The festival saw massive local love, with attendees hailing from Mexico, the United States, and other Latin American countries.

- **Exceptional Attendance:** Enthusiasm stayed high throughout the entire event, resulting in a remarkably strong turnout.
- **Immersive Engagement:** Attendees fully dived into the experience, with many exploring every feature the festival platform had to offer.
- **Community Growth:** The festival successfully expanded its reach, welcoming a wave of first-time participants to the Cinco De Mayo Taco Fest.

Feedback from this year's crowd was overwhelmingly positive. The community is already looking ahead for a future Taco Fest, and would enthusiastically recommend the experience to a friend or colleague.

Marketing

Online Reach + Traffic

This year, we designed a targeted social media strategy to engage our foodie community, Hispanic media influencers and traditional media to expand our reach, and drive new awareness for the festival.

Driving Impressions & Brand Advocacy

The content framework focused on generating consumer excitement and driving organic reach through highly shareable, promotional assets. Key activations included:

- **Informational Content Series:** Curated logistical campaigns, such as "What to Prepare For" and "Explore Parking," were designed to improve the attendee experience by highlighting event accessibility and ease of transit.
- **Community Spotlight Features:** Strategic posts highlighted local vendors, showcased recaps of the previous year's successful festival, and celebrated the regional culinary community to foster deep brand loyalty.
- **Event Promotion & Partner Visibility:** Dedicated coverage provided high-value visibility for individual vendors, entertainment acts, and corporate sponsors, while actively encouraging user-generated content (UGC) throughout the day.
- **Real-Time Live Streaming:** High-energy live broadcasts were executed throughout the venue to promote participating businesses, showcase the festival atmosphere, and capture the interest of both current followers and new digital audiences.

Marketing & Promotion Indicators

Strengths

- The event was listed on multiple regional event calendars and tourism platforms, including Clearwater CRA and Visit St. Pete-Clearwater, providing strong local SEO visibility.
- The event received municipal support and promotional backing through Clearwater's Downtown Development Board and city event partnerships, indicating institutional credibility.
- Messaging consistently emphasizes community, family participation, Hispanic culture, food competition, and live entertainment, creating broad appeal.

Observed Reach

- The event appears across tourism sites, community calendars, event aggregators, and city-supported channels, suggesting visibility beyond UNIMEX's owned social media.
- Historically prior indicators brought high expectancy of a meaningful local audience base which led to the success of this year's event again.

Social Media Buzz Assessment

Based on currently indexed content:

- Most visible engagement appears localized to Clearwater, Hispanic community networks, local vendors, performers, and community organizations.
- The strongest online footprint comes from event listings, city promotion, tourism websites, and UNIMEX's own channels and Hispanic/Spanish third-party media coverage.

Social Media Highlights & Results

Facebook

March 1-17, 2026

- Account Growth
 - 2,171 Total Followers
 - 4,527 Total Views
- Engagement:
 - 139 Engagement
 - 14 Reactions
 - 0 Comments
 - 1 Share

March 18-May 6, 2026

- Account Growth
 - 2,171 Total Followers
 - 116,601 Total Views
- Engagement:
 - 5,701 Engagement
 - 1,109 Reactions

- 75 Comments
- 209 Shares

Facebook Campaign Flight Timeline

- March 18, 2026 - FB Event Post
 - <https://www.facebook.com/share/p/1EXRC2ySYB/>
- March 18, 2026
 - <https://www.facebook.com/share/p/193aP1fD97/>
- April 7, 2026 - UNIMEX 2nd Poster
 - <https://www.facebook.com/share/p/18rbise7RX/>
- April 22, 2026 - UNIMEX Photo
 - <https://www.facebook.com/share/1Hm3b7MJhR/>
- April 24, 2026 - UNIMEX Event Trailer
 - <https://www.facebook.com/share/v/18epxXgZ7n/>
- April 26, 2026 - El Wey de las Fotos Repost
 - <https://www.facebook.com/share/v/1CxagKkVwF/>
- April 30, 2026 - Telemundo 49 Repost
 - <https://www.facebook.com/share/v/1HdnoMLdHE/>
- May 3, 2026 - Attendance Checklist
 - <https://www.facebook.com/share/p/1Bn3KNsq17/>
- May 3, 2026 - Sonora Florida Entertainment Clip
 - <https://www.facebook.com/share/r/197sewnqWN/>
- May 4, 2026 - Public Parking Tour
 - <https://www.facebook.com/share/v/1Bh2p6LQF7/>
- May 6, 2026 - Thank You for Attending
 - <https://www.facebook.com/share/p/18iJwYY15c/>

Instagram

Instagram Campaign Flight Timeline

- April 24, 2026
 - <https://www.instagram.com/reel/DXf2IHmjQG/?igsh=cDdkbzUwMHNqOGcx>
- April 30, 2026
 - <https://www.instagram.com/reel/DXus-g1D0Qw/?igsh=NTYwZXhsbXpubzq3>
- May 3, 2026
 - <https://www.instagram.com/p/DX3u4K-jpPL/?igsh=MThobGdpYTh3a3d3Yq==>
- May 6, 2026
 - <https://www.instagram.com/p/DX-cwnwjTSC/?igsh=cDN1aWp0emgzOGF3>

Media & Analyst Coverage Synopsis

In comparison to the 2025 event, this year we brought an excited group of media and radio promotions. The event press included a robust registration list including:

- Telemundo 49 (Tampa) - Television Network
- Super Q 106.7 FM
- La Invasora 96.1 FM

Furthermore, our vendors and entertainers actively cross-promoted the event on their own social media channels. Examples include:

- **Mr. Pancho Food Truck**
 - <https://www.facebook.com/share/r/18n9wHaVYG/>
- **Compa Baldi Photography**
 - <https://www.facebook.com/share/1Dorz6tQfQ/>
- **B&B Studio**
 - <https://www.facebook.com/share/r/1JLocDn8xL/>
- **DJ Ruben Flores**
 - <https://www.facebook.com/share/r/18huatrXZo/>

Media Highlights

Here are a few media highlights from this year's event:

- **Telemundo 49**
 - Website & Live TV
 - <https://www.telemundo49.com/video/videos/videos-noticias/este-domingo-se-celebra-el-taco-fest-en-la-ciudad-de-clearwater/2391013/>
 - Facebook
 - [Account](#): 78K Followers
 - <https://www.facebook.com/Telemundo49/videos/gracias-a-todos-nuestros-televidentes-que-nos-acompa%C3%B1aron-en-el-taco-fest-en-cle/1478626993898876/>
 - Instagram
 - [Account](#): 106.9K Followers
 - <https://www.instagram.com/reel/DX7ZOF-P8TJ/>
 - Threads
 - [Account](#): 34.4K Followers
 - <https://www.threads.com/@telemundo49/post/DX7Zp7gmF5v?xmt=AQG0u3nob2dbBfJCOxv1H3BDGWflyily8-nDjCVqjnFyLg>
- **José Alberto Suárez**
 - President & General Manager Telemundo Orlando, Tampa & Fort Myers
 - https://www.instagram.com/p/DX5w1RzDp3Q/?img_index=4

Sponsor/Program Participant Feedback

Participant Experience

We were very encouraged by the response of the City Council after presenting our event for Co-Sponsorship on how successful the event was last year in 2025, that they expect to draw huge crowds.

Our main sponsors also want to be included in partnership for future UNIMEX events which can bring great relationships for the City of Clearwater and Hispanic media coverage, gaining trust and alignment with the City's DEI plan and vision.

Challenges or Issues

Clearwater PD

- **Community Engagement:** While there wasn't a noticeable police presence compared to last year, we specifically requested Hispanic officers to foster better connection and communication with the community, which remains a vital priority for this event.
- **Staffing Expectations:** Given the event's consistent year-over-year growth, our team expected a dedicated presence of on-duty officers to manage the large crowds.
- **Visibility & Communication:** There is a need https://www.instagram.com/reel/DXf2IHmjQG_/?igsh=cDdkbzUwMHNqOGcxf or clearer communication from Clearwater PD regarding volunteer patrols. Many of the officers remained stationary on the perimeter rather than actively walking through the park to engage with attendees.

Downtown Restaurants

Prior to the event, our team visited local downtown businesses in pairs of two across two different weekends to connect with restaurant owners and vendors. While we attempted to engage with everyone, only a select few took the time to learn about our organization and warmly welcome the Hispanic community to Downtown Clearwater.

We would like to extend our special thanks to the following welcoming businesses:

- Downtown Pizza Sports Bar and Grill
- Starbucks Coffee Company
- Chiang Mai Thai & Sushi Bar
- Gulfside Pizza & Subs
- The Nash Keys Dueling Piano Bar & Restaurant
- Marlene Rose Gallery

Radio Sponsorship Marketing Metrics

Although we secured support from Hispanic radio stations, obtaining live listener ratings data was challenging. This limited our ability to fully measure the reach and impact of our massive promotional activities.

Trash Plan & Clean-Up

The event faced several operational challenges, including limited lighting infrastructure in certain areas, staffing constraints, and the need for a more comprehensive waste management and post-event clean-up plan.

Additional Feedback

We are very thankful for the opportunity given to embrace and share a taste of our culture, music, food and traditions and hope we can continue to give locals and visitors a reason to visit downtown.