

Downtown Development Board Grant Application

Row 16

**Applicant /
Primary
Contact:** Michele Northrup

**Type of Grant
Request** Special Event

**Name of
Organization:** Intensity Academy

Street Address: 4522 W Village Dr, Suite 448

City: Tampa

State: Florida

Zip: 33624

Cell Phone: +1 (813) 299-3600

Office Phone: 8132993600

Email Address: saucyqueentampa@gmail.com

**Website /
Social Media
Link(s):** www.intensityacademy.com www.saucyqueen.com
www.facebook.com/realsaucyqueen
www.instagram.com/saucyqueen

**Description of
Project:** a vibrant two-day fall event in the heart of downtown and fostering community spirit. With an expected turnout of 1,500 attendees per day, the event will feature a lively mix of activities including charming Little Miss and Little Sir Costume Contests complete with prizes, live music performances, interactive pumpkin decorating stations, and appearances by festive costumed characters. Families can enjoy a dedicated Kids Zone packed with games and entertainment, all set against a backdrop of fall-themed décor that brings warmth and energy to the downtown streets. This family celebration is designed to bring residents together, attract visitors, and breathe new life into the city center as the season changes.

**Total Project
Cost (\$):** 36500

**Amount of
Grant Funds
Requested (\$):** \$30,000.00

**Applicant's
Financial**

**Contribution
(\$):**

**Third-Party
Contributions
(\$):** \$14,000.00

**When will the
event take
place?** October 4th-5th 2025

**Who will
implement the
project?**

**Where will the
project occur?** Coachman Park

**Project
Attraction** This fall event can attract them showcasing downtown Clearwater as a vibrant, family-friendly destination. The high foot traffic boosts local business visibility and sales, while the fun, inclusive atmosphere fosters community pride and draws visitors who see downtown as a place worth exploring, supporting, and returning to.

**Applicant
Signature:**

Title of Event: Fall Y'All at Coachman Park.

**Date(s) of
Event:** October 4th-5th 2025

**Description of
Special Event:** A weekend of Fall fun at Coachman Park, downtown Clearwater. Festive activities for the whole family, including: -Lil Miss & Sir Pumpkin Contest -Food Trucks featuring delicious fall treats -Local Vendors showcasing unique crafts and goodies -Fall Foods to satisfy your cravings -Kids Zone, Contests & More!

**Intended
Audience /
Anticipated
Attendance** Families looking for kid-friendly activities, local residents, small business supporters and visitors interested in seasonal events. Expected turnout of 1,500 attendees per day.

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

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

**Where will the
event be held?** Coachman Park (The Green, Lower and Upper Plaza, Cleveland St Ext & Baywalk Promenade)

**Contacted
Special Events
Department?** Yes

**Additional
Sponsors or** TBD

**Media Outlets
for Event:**

**Funded by DDB
Before?** No

**Applicant
Signature** Michele Northrup

Applied for: Special Event Permit

Current BTR:

Is 501(c)(3)? No

**Timeframe of
Event:** 10am - 4pm each day

Free to Public? Yes

**Agreement
Checkbox** ☒

**Applied /
Awarded
Community
Sponsorship
Program?** No



Fall Y'all

FESTIVAL

FAMILY FALL FUN-FOOD TRUCKS-CONTESTS

**VENDORS: EARLY
PUMPKIN PRICING!**



OCTOBER 4-5TH

10AM-4PM



COACHMAN PARK, CLEARWATER

Q'S, TEXT 813-299-3600



10x10 booth

Food Truck

Stage



If you have any questions, please let me know!

Best regards,

Sarah Straker
Recreation Permits Specialist
Office: 727-444-8152
Cell: 727-224-7102



CITY OF CLEARWATER

Post Office Box 4748, Clearwater, Florida 33758-4748
Municipal Services Building, 100 South Myrtle Avenue, Clearwater, Florida 33756

4/08/25

To Whom It May Concern,

The Special Events Department has *tentatively* approved Special Event #25-122, Fall Y'All, scheduled for **October 4-5, 2025**, 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

Subject: Exciting Fall Event for Clearwater!

Dear Downtown Development Board of Clearwater,

We are Michele Northrup & Atlas Cortecero, wife & husband team at SaucyQueen events.

We are thrilled to bring a fun filled two-day fall themed event aimed at sparking energy, and community spirit in downtown Clearwater!

We're focusing on family-friendly activities, including a Little Miss and Little Sir Pumpkin outfit Contest with awesome prizes, live music, pumpkins galore, character appearances, and an engaging Kids Zone. We're expecting over 1,500 attendees each day! We are known for spirited well attended events throughout the Tampa Bay Area in Pinellas, Hillsborough, Pasco & Hernando counties for over 18 years. We have a loyal fan base of attendees and spark media attention for the shows.

Some of our most popular shows are our Watermelon Festival with over 20,000 attendees, Pinellas TacoFest with 12,000 attendees and Brooksville Fall Festival which brought in over 30,000 over the course of four weekends.

These events were about more than just having fun; they energized our community by attracting attendees from nearby cities and supporting local vendors, along with cherished mom-and-pop shops and restaurants.

This fall celebration is all about revitalizing downtown, building a sense of community for Clearwater, and giving local businesses a chance to reach new customers. We want to include nearby businesses as much as possible. This grant would allow us to produce a free event to attendees and lower the vendor fees for vendors as well as provide a memorable event for attendees.

We're really excited about contributing to the growth of the city and would love to partner with the Downtown Development Board to make this vision come to life!

Feel free to reach out if you have any questions or ideas.

Michele & Atlas
Intensity Academy
saucyqueentampa@gmail.com
(813) 299-3600