

Downtown Development Board Grant Application

Row 4

**Applicant /
Primary
Contact:** Dania Rosario

**Type of Grant
Request** Special Event

**Name of
Organization:** Cleveland Street Market

Street Address: 1011 Cleveland Street

City: Clearwater

State: FL

Zip: 33755

Cell Phone: +1 (321) 305-9350

Office Phone: 3213502551

Email Address: drosario@nmresidential.com

**Website /
Social Media
Link(s):** <https://www.clevelandstreetmarket.com/>
<https://www.instagram.com/clevelandstreetmarket/>
<https://www.facebook.com/clevelandstreetmarket>

**Description of
Project:** The Cleveland Street Market Cinco de Mayo event is a community-driven celebration aimed at activating Downtown Clearwater, bringing residents and visitors together to experience local culture, food, and entertainment. This event will serve as a platform for local business owners and vendors to showcase their offerings, fostering economic activity and strengthening the local business community. The event will feature live entertainment, including a mariachi band, a DJ, and performers such as balloon artists, caricature artists, and face painters. Additionally, a variety of food vendors and local businesses will have the opportunity to engage with attendees, creating a lively and engaging atmosphere. Extensive marketing efforts, including billboard ads, social media outreach, influencer collaborations, and radio promotions, will help attract visitors and increase exposure for participating businesses. Estimated Attendance: We anticipate approximately 800–1,200 attendees throughout the event day, with a peak attendance of 500–700 people at any given time.

**Total Project
Cost (\$):** ~~32000~~ 30,000

Amount of Grant Funds Requested (\$): ~~24600~~ 24,000

Applicant's Financial Contribution (\$): ~~7400~~ 6,000

Third-Party Contributions (\$): 0

When will the project take place? 05/05/25

Who will implement the project? Cleveland Street Market

Where will the project occur? 1011 Cleveland Street, Clearwater FL

Project Attraction

The Cleveland Street Market Cinco de Mayo event is designed to activate Downtown Clearwater by creating a vibrant, engaging experience that encourages businesses, residents, and visitors to explore and invest in the area. **Attracting Businesses:** The event provides local business owners and vendors a platform to showcase their products and services to a broader audience. Increased foot traffic and exposure can generate new customers, brand awareness, and potential long-term economic impact for participating businesses. By demonstrating successful community engagement, the event highlights Downtown Clearwater as a prime location for future businesses looking to establish themselves in a thriving environment. **Attracting Residents:** The event promotes a sense of community and cultural enrichment, making Downtown Clearwater a more desirable place to live. Residents will experience downtown in a new way, engaging with local businesses and entertainment in a dynamic and welcoming atmosphere. By fostering connections between local businesses and attendees, the event encourages repeat visits and strengthens the downtown residential community. **Attracting Visitors:** A well-promoted event with live music, entertainment, and food draws visitors who may not regularly frequent Downtown Clearwater. Through billboard ads, digital campaigns, and influencer promotions, the event will reach a broader audience and attract new visitors who will explore shops, restaurants, and attractions in the area. The success of this event will position Downtown Clearwater as an active and exciting destination, encouraging future tourism and repeat visits. This initiative aligns with DDB's mission by increasing visibility for businesses, creating new engagement opportunities for residents, and attracting visitors to experience all that Downtown Clearwater has to offer.

Applicant Signature:

Title of Event: Cinco De Mayo

Date of Event: 05/05/25

Description of Special Event: The Cleveland Street Market Cinco de Mayo event is a community-driven celebration aimed at activating Downtown Clearwater, bringing residents and visitors together to experience local culture, food, and entertainment. This event will serve as a platform for local business owners and vendors to showcase their offerings, fostering economic activity and strengthening the local business community. The event will feature live entertainment, including a mariachi band, a DJ, and performers such as balloon artists, caricature artists, and face painters. Additionally, a variety of food vendors and local businesses will have the opportunity to engage with attendees, creating a lively and engaging atmosphere. Extensive marketing efforts, including billboard ads, social media outreach, influencer collaborations, and radio promotions, will help attract visitors and increase exposure for participating businesses. Estimated Attendance: We anticipate approximately 800–1,200 attendees throughout the event day, with a peak attendance of 500–700 people at any given time.

Intended Audience / Anticipated Attendance: Intended Audience: The Cleveland Street Market Cinco de Mayo event is designed to attract a diverse mix of attendees, including:
Local Residents – Engaging Downtown Clearwater residents in a lively cultural celebration that fosters community connections.
Business Owners & Entrepreneurs – Providing a platform for local vendors, restaurants, and small businesses to showcase their products and services.
Families & Young Professionals – Offering a family-friendly atmosphere with entertainment, music, and food that appeals to all age groups.
Visitors & Tourists – Drawing in attendees from surrounding areas through targeted marketing efforts, influencer collaborations, and radio promotions to showcase Downtown Clearwater as a vibrant destination.
Anticipated Attendance: Based on previous events and marketing projections, we anticipate approximately 800–1,200 attendees throughout the event day, with a peak attendance of 500–700 people at any given time.

Total Event Cost (\$):

Event Grant Funds Requested (\$)

Where will the event be held? Cleveland Street Market

Contacted Special Events Department?

Additional Sponsors or Media Outlets for Event:

Funded by DDB Before? No

Applicant Signature Dania Rosario

Applied for:

Current BTR:

Is 501(c)(3)? No

Timeframe of Event: 2:00pm-7:00pm

Free to Public? Yes

**Agreement
Checkbox**



CITY OF CLEARWATER

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

2/12/2025

To Whom It May Concern,

The Special Events Department has *tentatively* approved Special Event **#25-090 Cleveland Street Market- Cinco de Mayo** scheduled for **May 5, 2025**, on Cleveland Street 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,

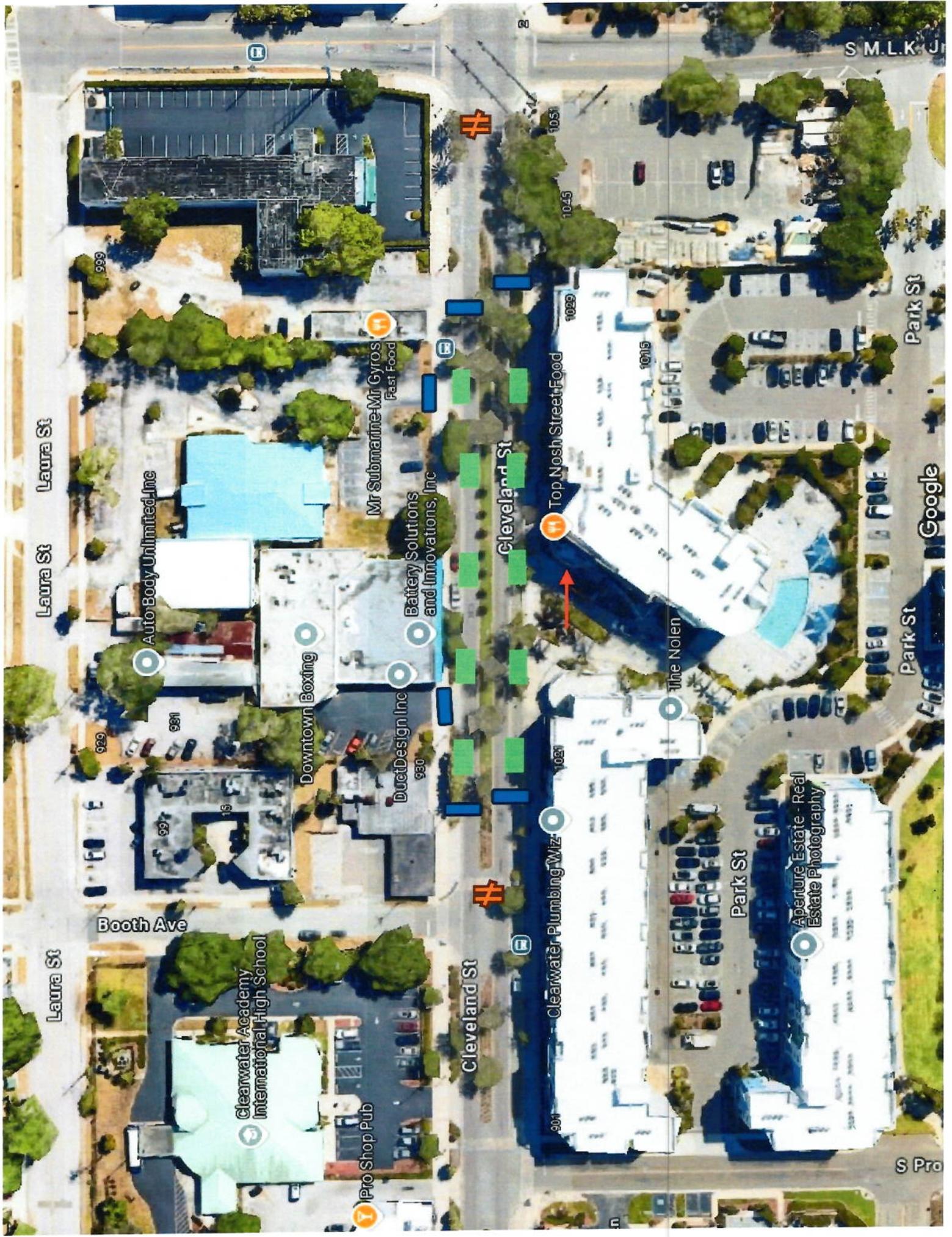
Sarah Straker

Sarah Straker
Special Event Permitting Specialist & Committee Co-Chair
Clearwater Special Events
(727) 444-8152



"EQUAL EMPLOYMENT AND AFFIRMATIVE ACTION EMPLOYER"

EVENT BUDGET				CINCO DE MAYO - CLEVELAND STREET MARKET			
Category	Description	Amount (\$)	Funding Source				
Marketing & Advertising	Advertisement/Marketing (Digital Ads, Flyers)	\$4,500.00	Grant-Funded				
Marketing & Advertising	Influencer Collaborations	\$1,000.00	Grant-Funded				
Marketing & Advertising	Radio Promotions	\$1,500.00	Grant-Funded				
Marketing & Advertising	Event Photography & Videography	\$3,000.00	Grant-Funded				
Marketing & Advertising	Signage & Banners	\$2,500.00	Grant-Funded				
Entertainment & Performances	Mariachi Band	\$1,500.00	Grant-Funded				
Entertainment & Performances	Live Band	\$2,500.00	Grant-Funded				
Entertainment & Performances	DJ Entertainment	\$1,500.00	Grant-Funded				
Entertainment & Performances	Performers (Balloon Artists, Caricature Artists, Face Painters)	\$2,000.00	Grant-Funded				
Logistics & Infrastructure	Insurance, City fees	\$2,000.00	Grant-Funded				
Staffing & Volunteer Support	Police Presence	\$2,000.00	Grant-Funded				
Logistics & Infrastructure	Illumination	\$1,200.00	User Contribution				
Logistics & Infrastructure	8-Yard Dumpster & Cleanup Services	\$200.00	User Contribution				
Staffing & Volunteer Support	Paid Staff	\$3,000.00	User Contribution				
Staffing & Volunteer Support	Food for Volunteers	\$600.00	User Contribution				
User Contribution Allocation	Generator & Electrical Setup	\$1,000.00	User Contribution				
BUDGET	TOTAL	\$30,000.00					
USER CONTRIBUTION	TOTAL	\$6,000.00					
Grant Request	TOTAL	\$24,000.00					



Laura St

Laura St

Booth Ave

Auto Body Unlimited Inc

Downtown Boxing

DuctDesign Inc

Mr Submarine-Mr Gyros
Fast Food

Battery Solutions
and Innovations, Inc

Cleveland St

Cleveland St

Clearwater Plumbing Wiz

Top Nosh Street Food

The Nolen

Park St

Aperture Estate - Real
Estate Photography

S Pro

Park St

Park St

Park St

S.M.L.K. Jr

