

Proposal to Partner with City of Clearwater on SPC Friday Night Market (Name TBD)

Overview

St. Petersburg College (SPC) is proposing to organize and host a **series of six themed Friday Night Markets** in partnership with the **City of Clearwater**. The market will take place on six consecutive Fridays, from **July 11 to August 15, 2025, between 6:00 PM and 9:00 PM**, strategically timed during the summer season to maximize community involvement and visibility.

The Friday Night Markets aim to elevate the Pinellas community by showcasing local talent, small business, and entrepreneurship. These events will provide a vibrant platform for emerging SPC student entrepreneurs, small businesses, artisans, and community vendors to display their products, connect with new audiences, and expand their reach. By creating a fun, family-friendly environment, this initiative will not only **strengthen the local economy** but also **build community connections** and engage with the dynamic local market scene, highlighting the unique **spirit and creativity of Downtown Clearwater**.

Deliverables & Responsibilities

SPC Responsibilities: SPC will be responsible for planning, executing, and managing the Friday Night Market, including vendor coordination, marketing, and event logistics.

- **Event Planning & Execution:** SPC will oversee the planning and execution of the Friday Night Market, ensuring smooth operations and a successful community experience.
- **Market Manager:** SPC has identified a potential Market Manager who will handle the back-end responsibilities, such as coordinating with the City of Clearwater and overseeing all vendors. This role will be funded through the project budget.
- **Marketing & Promotion:** SPC will lead the marketing efforts by developing promotional materials such as flyers, digital ads, and social media content to be shared by both SPC and the City of Clearwater. Promotion will be amplified through SPC's extensive networks, including our alumni list of over 170,000, LinkedIn network of 74,000+ connections and 89,000 followers, a currently enrolled student base of 24,000 (Fall), social media platforms, internal staff communications, and a press release highlighting the partnership and event.
- **Vendor Recruitment & Coordination:** SPC will recruit and coordinate vendors, prioritizing student entrepreneurs and local businesses to create a diverse and engaging marketplace.
- **Pilot Market Event:** SPC will host a preview market event at its Clearwater campus on June 6, 2025, providing an early opportunity for community engagement ahead of the official market launch on June 27, 2025.

Request for City Partnership & Support: We are seeking the City of Clearwater's partnership and support in bringing the Friday Night Market to life—a vibrant community event featuring up to 30 local and SPC student vendors, two stages of entertainment, and a lively marketplace in Downtown, City of Clearwater to ensure its success, we are requesting the City's assistance in the following key areas:

- **Permits & Approvals** – Expedited processing for street closures, vendor permits, noise ordinances, and health and safety approvals.
- **Public Safety Support** – Coordination of traffic management, police presence for security, and EMS availability to ensure a safe and enjoyable event.
- **Venue & Infrastructure Support** – Access to public utilities (electricity, water, and lighting), waste management services, and public restroom facilities.
- **Marketing & Community Outreach Support** – Promotion of the event through the City's website, social media platforms, and community newsletters to maximize attendance.

- **Financial Support** – Funding or sponsorship to help cover operational costs, including stage setup, entertainment, and event logistics.

This partnership will allow us to create an impactful and well-organized event that supports SPC students, local businesses, fosters community engagement, and enhances the City of Clearwater's cultural and economic vitality.

Budget & Funding

SPC is requesting a \$50,000 budget for the Friday Night Market, covering essential event costs, and has provided in-kind support to demonstrate our commitment to this valuable partnership that benefits SPC students, the community, and the City of Clearwater.

PROPOSED BUDGET FOR CITY OF CLEARWATER & SPC FRIDAY NIGHT MARKET		
Funding Category	Expense	Budget Narrative
Staff (Manager, Event Staff / Technical Support/Production)	\$14,000.00	Non-SPC Market Manager & 5 part-time staff to manage event operations
Equipment (Audio/Visual & Stage Equipment)	\$8,000.00	Pods for/or storage, Microphones, Cords, Batteries, Walkie Talkies
Entertainment (DJ and/or SPC Student/group)	\$14,000.00	Live music, comedy, etc. on two stages
Materials and Supplies	\$4,000.00	Supplies and materials / storage rentals etc.. data collection – raffle tickets for vendors
Event Social Media Manager (non-SPC)	\$3,000.00	Event & Social Media Promoter specifically focused on promoting this event to maximize its impact and reach
Marketing	\$7,000.00	Newspaper, flyers, radio ads, pop-ups, advertisements, social media/online ads/promotions
Total Cost to Run City of Clearwater:	\$50,000.00	
In-kind Contribution SPC		
Administrative Time and Effort Workforce Team and College of Business	\$ 13,000.00	
Workforce Staff and Student Volunteers	\$ 2,700.00	
Soft launch at SPC Clearwater Campus	\$ 10,000.00	
	\$ 25,700.00	
GRAND TOTAL	\$75,700.00	
*Does not include cost City of Clearwater support		

The SPC Friday Night Market represents a unique opportunity to enhance community engagement, support local businesses and student entrepreneurs, and create a vibrant downtown experience. Through this partnership, SPC and the City of Clearwater can work together to establish a successful and sustainable event that benefits residents, vendors, and the local economy.

We appreciate the City's consideration of this proposal and look forward to collaborating on this exciting initiative.

For Further Information, Please Contact:

Maginda Montero, Director
 St. Petersburg College
 Workforce, Community & Corporate Partnerships
 Tel: (727) 341-4346
 Email: montero.maginda@spcollege.edu