

Downtown Development Board Grant Application

Row 1

**Applicant /
Primary
Contact:** Curt Foreman

**Type of Grant
Request** Special Event

**Name of
Organization:** Maxx Marketing Inc.

Street Address: PO Box 85177

City: Racine

State: WI

Zip: 53408

Cell Phone: +1 (262) 909-1096

Office Phone:

Email Address: curt@brewfestpartners.com

**Website /
Social Media
Link(s):** www.BrewFestPartners.com
<https://www.facebook.com/PopUpBiergarten/events>

**Description of
Project:** Marchtoberfest is an Oktoberfest-style event with a twist. Held in March, it represents the halfway point until the traditional Oktoberfest. The fest will feature live entertainment, children's activities, food vendors

**Total Project
Cost (\$):** 117145

**Amount of
Grant Funds
Requested (\$):** 85450

**Applicant's
Financial
Contribution
(\$):** 10500

**Third-Party
Contributions
(\$):** 0

When will the project take place?	03/28/25
Who will implement the project?	Maxx Marketing Inc.
Where will the project occur?	Coachman Park
Project Attraction	This new event will have mass appeal due to its uniqueness thus drawing hundreds of residents to the newly refurbished Coachman Park
Applicant Signature:	
Title of Event:	Marchtoberfest... 1/2 way until Oktoberfest
Date of Event:	03/28/25
Description of Special Event:	Marchtoberfest is an Oktoberfest-style event with a twist. Held in March, it represents the halfway point until the traditional Oktoberfest. The fest will feature live entertainment, children's activities, food and craft vendors
Intended Audience / Anticipated Attendance	Target audience =adults ages 28-65, including families. anticipated attendance is 2500 per day.
Total Event Cost (\$):	
Event Grant Funds Requested (\$)	
Where will the event be held?	Coachman Park.
Contacted Special Events Department?	Yes
Additional Sponsors or Media Outlets for Event:	City of Clearwater Parks
Funded by DDB Before?	No
Applicant Signature	Curt D. Foreman

Applied for: Special Event Permit

Current BTR:

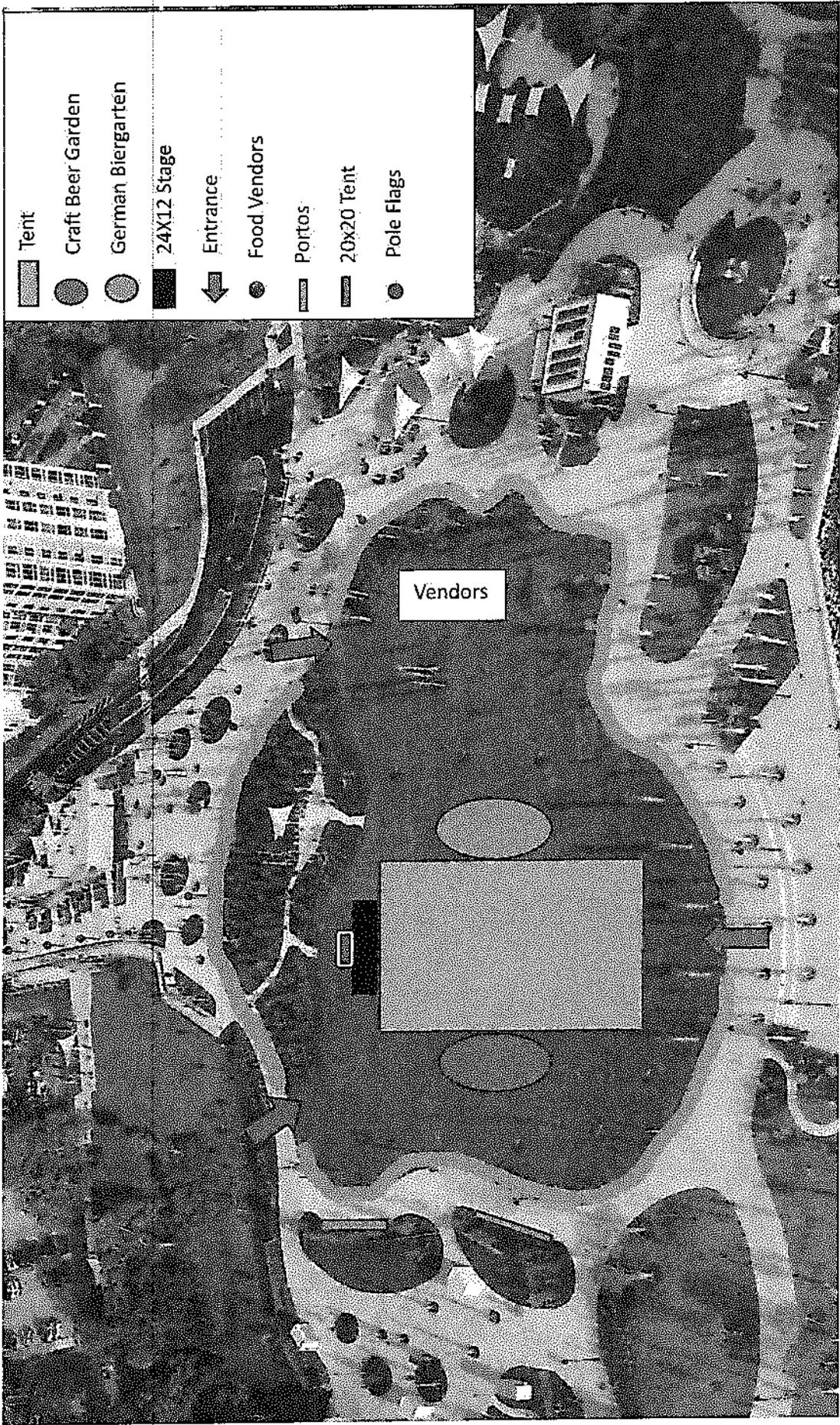
Is 501(c)(3)? No

Timeframe of Event: 3- 10 PM daily

Free to Public? Yes

**Agreement
Checkbox**

INCOME	
ITEM	ACTUAL
DDB Grant	\$85,450.00
Merch Vendors/Exhibitors	\$4,500.00
Food Vendor Fees	\$3,500.00
Beverage Sales	\$45,000.00
GROSS INCOME	\$138,450.00
EXPENSES	
ITEM	ACTUAL
COGS/Beer & Food	\$18,000.00
Sales Tax	\$3,195.00
TOTAL	\$21,195.00
Advertising	
Ads Radio	\$5,000.00
Ads Social	\$4,000.00
Creative (Logo/Branding)	\$1,500.00
Social Media Contractor	\$800.00
Printing	\$500.00
TOTAL	\$11,800.00
Entertainment/Production	
Bands	\$20,000.00
Other Entertainment (non Bands)	\$2,000.00
Sound	\$1,500.00
Stage	\$1,750.00
TOTAL	\$25,250.00
Facilities	
Tent	\$7,500.00
Tables/Rentals	\$3,500.00
Toilet Rental	\$5,500.00
Supplies/Signage	\$1,200.00
Equipment Rental Generator Electrical	\$2,500.00
Fence Rental-Biergarten	\$2,200.00
Fence Parameter	\$5,000.00
Dumpster	\$1,000.00
TOTAL	\$28,400.00
Insurance	
Liability Insurance	\$3,500.00
TOTAL	\$3,500.00
Security	
Clearwater Police	\$15,000.00
EMS	\$1,500.00
TOTAL	\$16,500.00
Labor	
General Labor	\$7,500.00
TOTAL	\$7,500.00
Travel	
Travel (Air/Hotel/ Car)	\$3,000.00
	\$3,000.00
TOTAL EXPENSES	\$117,145.00
Net Income	\$21,305.00



- Tent
- Craft Beer Garden
- German Biergarten
- 24X12 Stage
- Entrance
- Food Vendors
- Portos
- 20x20 Tent
- Pole Flags

Vendors