

Downtown Development Board Grant Application

Row 2

Applicant / Primary Contact:	Amber Brice
Type of Grant Request	Special Event
Name of Organization:	City of Clearwater - Arts and Culture
Street Address:	PO Box 4748
City:	Clearwater
State:	Florida
Zip:	33758
Cell Phone:	+1 (727) 580-0430
Office Phone:	(727)444-7569
Email Address:	amber.brice@myclearwater.com
Website / Social Media Link(s):	
Description of Project:	The Chalk the Bay Art & Music Festival is a free, family-friendly community event that transforms Coachman Park's waterfront into a vibrant outdoor art gallery featuring professional chalk artists from across the U.S., large-scale murals, live music, interactive art activities, food trucks, arts & craft vendors and entertainment throughout the weekend of January 15-17, 2027.
Total Project Cost (\$):	\$82,130.00
Amount of Grant Funds Requested (\$):	\$30,000.00
Applicant's Financial Contribution (\$):	
Third-Party Contributions	\$5,000.00

(\$):

When will the event take place?	1/15/2027-1/17/2027
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Who will implement the project?	
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Where will the project occur?	Coachman Park & Cleveland St.
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Project Attraction	The Chalk the Bay Art & Music Festival will bring thousands of visitors to downtown Clearwater. Based on the success of Safety Harbor's chalk festival, which attracted approximately 10,000 visitors, we are confident our event can draw at least 6,000 attendees (if not match Safety Harbor's numbers) through artist networks, marketing, and community partnerships. The festival will activate both Coachman Park and Cleveland Street with live chalk art, music, arts and crafts vendors, and a student chalking area. Saturday evening, the Clearwater Arts Alliance will host an artist dinner & award ceremony on Cleveland Street. This will be a block party style event with live music. Artists will also receive meal vouchers redeemable at downtown restaurants, driving additional business to local establishments. The event will increase foot traffic, support local businesses, and establish downtown Clearwater as a destination for arts and culture.
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Applicant Signature:	
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Title of Event:	Chalk the Bay Art & Music Festival
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Date(s) of Event:	January 15-17, 2027
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Description of Special Event:	The Chalk the Bay Art & Music Festival is a free, family-friendly community event that transforms Coachman Park's waterfront into a vibrant outdoor art gallery featuring professional chalk artists from across the U.S., large-scale murals, live music, interactive art activities, food trucks, arts & craft vendors and entertainment throughout the weekend of January 15-17, 2027.
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Intended Audience / Anticipated Attendance	This event is for all age groups and will attract people who like art or arts and craft shows as well as families with children and people who like live music and an outdoor setting to spend a weekend.
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Total Event Cost (\$):	
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Event Grant Funds Requested (\$)	
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Where will the event be held?	Coachman Park with the student/emerging artist area up Cleveland St. and the artist dinner and award ceremony on the 400 block of Cleveland St.
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**Contacted
Special Events
Department?**

**Additional
Sponsors or
Media Outlets
for Event:**

Hampton Inn & Suites Clearwater Beach, Chick-Fil-A Countryside

**Funded by DDB
Before?**

Yes

**Applicant
Signature**

Amber Brice

Applied for:

Special Event Permit

Current BTR:

Yes

Is 501(c)(3)?

No

**Timeframe of
Event:**

12:00-7:00 Friday and 10:00-4:00 Sat & Sun

Free to Public?

Yes

**Agreement
Checkbox**



**Applied /
Awarded
Community
Sponsorship
Program?**

No
