

Special Event Report Out

(April 2025 through December 2025)

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Executive Summary

CRA and Parks & Recreation staff worked collaboratively to combine their individual event reports into a single special event report-out covering the period from **April 2025 through December 2025**. This consolidated report provides a streamlined overview of events sponsored by the Downtown Development Board (DDB) during this timeframe.

The DDB sponsored a series of special events intended to activate Downtown, increase visitation, and support local businesses. During the reporting period, the DDB approved sponsorship funding for **eight (8) special events** totaling **\$269,475**. Actual expenditures totaled **\$251,815.90**, primarily due to event producers' actual costs coming in lower than originally estimated. **Four (4) of the eight events were completed under their approved sponsorship amounts**, resulting in overall cost efficiencies while still meeting program objectives. DDB sponsorship supported approximately 38,900 attendees visiting downtown Clearwater and enjoying the eight events during this reporting period

The combined report highlights the positive impact of these events on Downtown vitality and demonstrates how interdepartmental coordination supports successful event delivery, enhances public engagement, and maximizes the return on public investment. These efforts reinforce the DDB's use of special events as a strategic tool to promote economic activity and community placemaking in Downtown.

Event: Ukulele Festival

Did not submit a post event survey to Special Events

- **Date(s):** 4/12/2025
- **Organizer:** Tampa Bay Ukulele Society (TBUS)
- **Attendance:** approx. 3,000
- **Location:** 400-500 Block of Cleveland Street
- **Event Description:** ukulele festival included performances, classes, vendors,
- **DDB Approved Sponsorship: \$20,375**
- **Total paid DDB Sponsorship: \$20,375**
- **Marketing information:**
 - Facebook – TBUS Group
 - Group size: approximately 4,100 members
 - Event promotion was posted once per week for four consecutive weeks leading up to the event
 - Posts followed best-practice engagement guidelines for event promotion
 - 2. TBUS Meet-Up Promotion
 - Event promoted through the TBUS organization's Meet-Up distribution list
 - Outreach reached 4,000+ subscribers
 - 3. Uke Fest in the District – Email Marketing
 - Distributed to an email list of 900+ subscribers
 - Email blasts sent weekly from January 2025 through the event date
 - Each email generated an estimated 250–450 opens per mailing
 - 4. Eventbrite Promotion
 - Event listing and promotion resulted in 2,400+ views
 - 5. Ticket Promotion
 - Ticket promotion conducted through online platforms
- Final ticket engagement metrics: TBD
- 6. Performer & Partner Social Media Amplification
- Multiple performers and talent promoted the event through their individual social media channels
- Estimated combined reach of 10,000+ views

Applicant Feedback: Estimated attendance was 2500-3000 attendees circulated in the two-block area of the Clearwater Downtown District from 11:00 AM to 9:00 PM. Attendance on the 500 Block was particularly strong with over 250-350 participants in a group jam and breakfast from 11:00 AM to 2:00 PM. Most remained on the 500 block until 6:00 PM before attending the day ending Concert at 528 Cleveland Street.

Staff Comment: Event was held on the same weekend as Market Marie and the Purina Dog Show.

Event: Cinco de Mayo Taco Fest

Yes, Post event survey submitted to Special Event

Dates: 5/4/2025

Organizer: UniMex

Attendance: approx. 2,000

Event Location: Coachman Park

Event Description: 2nd Annual Cinco de Mayo Taco Fest - taco food trucks and tent vendors competing for the best taco, best tortilla and best salsa, family-friendly event with live music, DJs, dance contests, bounce houses, car show, and raffles

DDB Approved Sponsorship: \$6,200

DDB Paid Sponsorship: \$4,629

Marketing Information:

- Facebook – 7,311 Views, 5,456 Reach, 1.1K Event page people responded

Marketing Feedback:

Posts on social media were mostly on Facebook and were posted as early as February (the initial flyer). Most social media posts about the event occurred in the month of April with many posted the 2 weeks prior to the event to build excitement. We also launched commercials on social media that were shared in the last week of April and had more than 50 shares.

Applicant Feedback: We are very thankful for the opportunity given to embrace and share a taste of our culture, music, food and traditions and hope we can continue to give locals and visitors a reason to visit downtown

Event: Cinco de Mayo at Cleveland Street Market

Did not submit a post event survey to Special Events

Dates: 5/5/2025

Organization: Dania Rosario – NM Residential LLC

Attendance: approx. 600–800

Event Location: Cleveland Street between S MLK Ave. and Booth Ave.

Event Description: Block party outside of Cleveland Street Market featuring family fun activities including face painting, giveaways, and a kids' zone. Plus live DJ

Tracking Method: Staff headcounts at multiple entrance points and vendor feedback & sales.

Demographics: Families, local professionals, and young adults from the Clearwater area

DDB Approved Sponsorship: \$24,000

DDB Paid Sponsorship: \$18,703

Marketing Information:

Pre-Event:

- Platforms: Facebook, Instagram, TikTok (vendor)
- Meta Ad Campaign: Reached 155,901 with 292,555 impressions (Facebook & Instagram)
- CSM Page Activity: 3 Instagram posts, 3 Facebook posts
12 Instagram Stories (2x weekly for 6 weeks), 7 daily stories (week leading to May 5)
Reach: 1,264 (Facebook), 958 (Instagram)
- Vendor DJ Moyo: 6 Instagram & 6 Facebook posts; TikTok Livestream (6K followers)
- Website: Event banner drove 1,828 additional page views

During Event:

- Platforms: Facebook, Instagram, TikTok (vendor)
- Content: Live stories and videos
- Metrics: Instagram – 600 live views; Facebook – 1,000 impressions

Post-Event:

- Platforms: Facebook, Instagram
- Content: 2 recap posts with photos
- Metrics: Facebook – 600 impressions; Instagram – 400 views

Applicant Feedback: While parking limitations affected some attendees' ability to stay, the Cinco de Mayo event at Cleveland Street Market still achieved high community engagement, robust digital visibility, and meaningful outcomes. As a direct result of the event, we received four tenant inquiries, with two currently in the final stages of signing leases.

This demonstrates the event's effectiveness not only in promoting the district, but also in generating tangible leasing interest and long-term impact for Cleveland Street Market. Despite a slightly lower in-person turnout than projected, the event met its promotional goals and reinforced the DDB District as a vibrant destination.

Event: Rotary Club of Clearwater – Taste of Clearwater

Did not submit a post event survey to Special Events

Dates: 5/31/2025

Organization: Rotary Club of Clearwater Charities, Inc.

Attendance: approx. 2,500

Event Location: Coachman Park

Event Description: Celebrate Rotary Club of Clearwater's centennial anniversary, 100 years of "Service Above Self"! Enjoy beverages from 3daughters Brewing! Free putt-putt with Dialed-In Golf Solutions. Register ahead of time and play in the St. Pete Cornhole Tournament! Shop and dine with over 60 businesses from the Clearwater area selling delicious food and drinks, eco-friendly goods, and Clearwater themed gifts. Live music by Gent Treadly and Boxcar Hollow

DDB Approved Sponsorship: \$30,000

DDB Paid Sponsorship: \$30,000

Marketing Information:

- Social Media Actions – Include all posts and engagement (likes, shares, comments, clicks, etc.) before, during, and after the event. Please provide numeric totals or percentage changes where applicable.
- Likes – 380 (Facebook) 72 (Instagram)
- Comments – 75 (Facebook) 4 (Instagram)
- c. Shares – 104 (Facebook) 8 (Instagram))
- d. Interested/Going – 12,091 (11,006 on original date, 1,085 on rescheduled date)

Applicant Feedback:

- Rain overnight and in the morning created puddles on the green. High powered leaf blowers would've been helpful for clearing the area.
- Electricity on site was not dependable.
- Rain caused the attendance to be lower than expected and vendors to cancel last minute or not show-up. **Total of 7 no-show**

Event: Salsa at the District – Halloween Edition

Yes, Post event survey was submitted to Special Events

Dates: 11/1/2025

Organization: Florida Best Promotions

Attendance: approx. 2,000

Event Location: Station Square Park, 500 and 600 Block

Event Description: Join us for a spooktacular night of music, dance, and vibrant culture at Salsa at the District: Día De Los Muertos Costume party, in partnership with the city of Clearwater! We're transforming The District into an unforgettable Latin Block Party filled with rhythm, color, and community.

Live Salsa and Bachata By Rumberos de Tampa and Kenny Barcenás Y Destiny Bachata Orchestras and high-energy Latin DJs Mike Sensations and Speedy Jr

Salsa lessons for all levels by top local Dance Studio Tato Salsa's very own Jeremy Perez Spectacular dance performances honoring Latin heritage by Samba Conmigo, Iroko Dance Academy, DMSA Dancing Motion School of the Arts, and SalsaXtreme.

A lively costume party—dress to impress in your best Halloween or Día de los Muertos costumes!

DDB Approved Sponsorship: \$15,000

DDB Paid Sponsorship: \$12,503.90

Marketing Information:

The 2025 Día de los Muertos campaign delivered strong results across every channel. Traffic, engagement, and visibility surged in the final two weeks before the event. This multi-channel approach created steady awareness and helped drive a successful turnout.

Key Highlights

- 606 website signups
- 6.2K Facebook visits
- 469 new Facebook followers

- 19K Facebook link clicks
- 611K Facebook views
- 3.4K Instagram interactions
- 351 new Instagram follows
- 2.3K Instagram link clicks
- 121K Instagram views
- 83.5K YouTube views
- 982 Google ad clicks
- 17,702 Facebook ad results

Total marketing reach across platforms exceeded 1 million impressions

The campaign reached new audiences, grew the brand, and boosted event awareness at an impressive scale.

Email Campaign Performance

Six total emails sent- Delivery stayed between 96% and 98%. Open rates rose as the event got closer.

- Highest Open Rate: 44.20%
- Top Emails: Oct 23 and Oct 28
- Average CTR: about 1.8%
- Audience Size: about 5,000 subscribers per send
- Event Day Delivery: 4,952

Text Campaign Performance

- Five text campaigns- Delivery stayed between 94% and 96%.
- Reply Rate: 0.28 to 0.56%
- Unsubscribes: normal for event season
- Day-of Replies: 7
- Highest Delivery: 2,159

Texts helped drive urgency and final reminders.

Google Ads Performance

- Two campaigns ran: one video-based and one website-based.
- Total Spend: \$1,173.95
- Total Clicks: 982
- Best CTR: 2.02%
- Top Performer: Website traffic campaign

Google Ads supported search visibility and consistent traffic.

Facebook Ads Performance

Five ad sets ran from Sept 1 to Nov 1. Total results and cost per result were among the strongest of the entire campaign.

- Spend and Results
- Total Spend: \$4,529.22
- Total Results: 17,702
- Average Cost per Result: about \$0.22
- Total Reach: over 248,000

Applicant Feedback: N/A

Event: 46th Clearwater Jazz Holiday

Yes Special Event Survey Provided & CJH Presents Holiday Experience - No Special Event Survey Provided

(two events only submitted one report to Special Events)

Dates: 10/16/25-10/19/25 & 12/6/25

Organization: Clearwater Jazz Holiday Foundation Inc.

Event Location: Coachman Park and Station Square Park

Event Description: 46th Clearwater Jazz

Holiday October 16-19, 2025 & CJH Presents Music Series Holiday Experience December 6, 2025. The proposed event will have food trucks, music, performers, and vendors

Attendance: approx. 16,600 (across all 5 dates)

46th Clearwater Jazz Holiday

- Thursday, 10/16 = 4200
- Friday, October 17 = 3600
- Saturday, October 18 = 4800
- Sunday, October 19 = 3800 *weather impacted attendance

CJH Presents Holiday Experience

Saturday, December 6 = 200 *weather impacted attendance

DDB Approved Sponsorship: \$125,000 & \$6,000

DDB Paid Sponsorship: \$131,000

Marketing Information:

Clearwater Jazz Holiday implements a comprehensive, multi-channel marketing strategy designed to maximize visibility for our partners and attendees. Our estimates show over 3 million impressions throughout the year utilizing our social media platforms:

- Clearwater Jazz Holiday website
- Clearwater Jazz Holiday eblasts (30k database)
- Clearwater Jazz Holiday social media (Facebook, Instagram, etc.)
- Tampa Bay Times Digital Marketing partnership
- Additional digital engagements through partnerships and marketing (JamBase, Bands in Town, VSPC, etc.)

Applicant Feedback: 46th Clearwater Jazz Holiday - The new format was very well received.

We don't expect major changes at this time, but we are still evaluating this year's festival. We plan to make targeted refinements to strengthen the overall experience. Our focus is on continuous improvement while building on the strong foundation established this year. There were no major issues from our side, but as this was our first year presenting the new Back to Our Roots format in Coachman Park, we are continuing to learn from the experience. It was incredibly rewarding to bring the festival home and see guests enjoying the familiar spirit of Clearwater Jazz Holiday again. The new layout was very well received and created great energy.

Operationally, we now have valuable data and more clarity that will help us refine and strengthen the model for future years. Overall, it was a positive and encouraging step forward, and we are already focused on applying what we learn to ensure continued success.

Event: Jingle Bell Festival

Yes, Post event survey was submitted to Special Event

Dates: 12/20/2025

Organization: Rotary Club of Clearwater Charities, Inc.

Attendance: Approx. 4,000

Event Location: Intensity Academy, LLC

Event Description: Local Vendors, Food Trucks, Contests, Characters & more.

DDB Approved Sponsorship: \$12,900

DDB Paid Sponsorship: \$12,900

Marketing Information: Event promotions were shared multiple times across more than 200 local community groups. The Facebook event page reached 11.4K interested individuals and generated over 100 discussion posts. This included two video messages from our Mayor promoting the event. In addition, four local TV stations conducted interviews and shared coverage on their social media platforms.

Applicant Feedback: Feedback from sponsors, vendors, and attendees was overwhelmingly positive, with many complementing the festive atmosphere, family-friendly activities, and overall event experience. Event breakdown was smoother than at Fall Y'All, and we identified additional improvements that will be implemented for future events. Our continued goal is to ensure the park remains welcoming and accessible to the public both before and after each event. We are truly grateful for the collaboration and support from the City of Clearwater teams, including the CRA, DDB, Parks & Recreation, Fire Marshal, Clearwater Police Department, EMS, and all staff involved. Everyone has been incredibly helpful, professional, and a pleasure to work with

Event: Fall Y'All

Yes, Post event survey submitted to Special Event

Dates: 10/5/2025-10/6/2025

Organization: Intensity Academy, LLC

Attendance: approx. 8,000 across two days

Event Location: Coachman Park

Event Description: Local Vendors, Food Trucks, Contests, Characters & more.

DDB Approved Sponsorship: \$30,000

DDB Paid Sponsorship: \$21,705

Marketing Information: We promoted the event extensively across social channels, including:

- Event Page: Fall Y'All Festival on Facebook – 13.7K people responded

- Saucy Queen Facebook: facebook.com/RealSaucyQueen
- Go Live Tampa Bay: facebook.com/GoLiveTampaBay
- Instagram: [@saucyqueen](https://instagram.com/saucyqueen)

Additionally, we shared posts in numerous community groups and vendor networks such as Tasty Tampa Bay, Tampa Bay Vendors, and local Clearwater community pages.

Applicant Feedback: We truly appreciate your continued help and guidance throughout this process. Thank you and all DDB for making it possible. The Fall Y'All Festival welcomed approximately 5,000 attendees on Saturday, October 4, and 3,000 attendees on Sunday, October 5 — a tremendous turnout for a first-year event!

The response exceeded expectations and helped build excitement among both vendors and attendees for future festivals