

Downtown Development Board Grant Application

Row 15

**Applicant /
Primary
Contact:** Blair Valentine

**Type of Grant
Request** Special Event

**Name of
Organization:** The Market Culture

Street Address: PO Box 2034

City: Clearwater

State: FL

Zip: 33757

Cell Phone: +1 (727) 667-3060

Office Phone:

Email Address: Blair@TheMarketMarie.com

**Website /
Social Media
Link(s):** www.TheMarketMarie.com Instagram & Facebook:
@TheMarketMarie

**Description of
Project:** An open air month artisan market featuring over 130 small
businesses. Attendance avg. 5,000

**Total Project
Cost (\$):** \$139,720.00

**Amount of
Grant Funds
Requested (\$):** \$30,000.00

**Applicant's
Financial
Contribution
(\$):** \$107,680.00

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

**When will the
event take** Every 2nd Saturday (June 2025-May 2026)

place?

Who will
implement the
project?

Where will the
project occur? Coachman Park

Project
Attraction We have been attracting locals and tourists to downtown every 2nd
Saturday for 4 years now! We expanded immensely within
Coachman Park and have over 130 diverse vendors every 2nd
Saturday from 10-2pm!

Applicant
Signature:

Title of Event: The Market Marie

Date(s) of
Event: June 14, July 12, Aug 9, Sept 13, Oct 11, Nov 8, Dec 13, Jan 10, Feb,
14, Mar 14, Apr 11, May 9

Description of
Special Event: The Market Marie: Clearwater's Monthly Small Business Market Held
every 2nd Saturday from 10 AM to 2 PM at Coachman Park, The
Market Marie is an outdoor artisan market, featuring over 130 small
business vendors each month. The event draws thousands of locals
and visitors to Downtown Clearwater, offering a curated mix of
handmade goods, gourmet foods, fresh produce, florals, art, pet
adoptions, family-friendly activities, DJ, and a bounce house!
Designed to celebrate and support entrepreneurship, The Market
Marie brings meaningful foot traffic and vibrant energy to the
downtown area. The event is free to attend and open to all ages,
aligning with the City's goals to enhance community engagement,
promote economic vitality, and highlight Clearwater as a thriving hub
for small business. With an emphasis on quality, diversity, and a
welcoming atmosphere, The Market Marie has quickly become a
staple event for residents and visitors alike, helping transform
Coachman Park into a destination every month,

Intended
Audience /
Anticipated
Attendance All ages; 5,000+ attendees

Total Event
Cost (\$):

Event Grant
Funds
Requested (\$)

Where will the
event be held? Coachman Park, 300 Cleveland St.

Contacted
Special Events
Department?

Additional
Sponsors or

**Media Outlets
for Event:**

**Funded by DDB
Before?** Yes

**Applicant
Signature** Blair Valentine

Applied for: Special Event Permit

Current BTR:

Is 501(c)(3)? No

**Timeframe of
Event:** 10 am - 2 pm

Free to Public? Yes

**Agreement
Checkbox** ☒

**Applied /
Awarded
Community
Sponsorship
Program?** No

The Market Marie: Every 2nd Saturday

Address: Coachman Park, 300 Cleveland St. 33755

PREPARED FOR

DDB: Funding Request

START DATE

June 2025

END DATE

May 2026

DDB Funding Request

Entire 12-Event Budget Listed Below

DDB GRANT FUNDS REQUESTED in Yellow

–Any itemized row that is not highlighted is covered by the applicant
Social Media: @TheMarketMarie on both Instagram and Facebook

Our mission:

The Market Marie is a local, woman-owned, small business event company that coordinates open air markets for small businesses and artisans in the heart of Clearwater, FL. We host a monthly market on the 2nd Saturday showcasing 130+ vendors. We are one of the most diverse markets in the area from products to makers. We have a detailed application process and carefully select makers to join our events. We ensure our businesses are locally owned small businesses. This allows our markets to truly stand out in quality, while supporting a vast number of small businesses in the community. All of our events are pet friendly, family friendly, and everyone is welcome! We are applying for funding in hopes to alleviate some of our recurring expenses. *The Market Marie does not discriminate on account of race, age, color, sex, national origin, physical or mental disability, or religion or otherwise as may be prohibited by federal and state law.*



Market Marie General FEES (Per Event) (Financially Covered by Coordinator)	Market Marie FEES (Per 12 Events)	
Special Event Insurance	\$300	\$3,600
Day of Event Management	\$600	\$7,200
Social Media Management	\$600	\$7,200
Application Team	\$2,500	\$30,000
Map Development/Labeling the Ground	\$400	\$4800
Management & Logistics Team	\$2,500	\$30,000
Market Marie Monthly Fees Total: (\$6,900)		General Fees TOTAL \$82,800

Marketing Fees (Per Event)	MARKETING FEES for 12 events	
Marketing: News Articles (Online & Paper)	\$400	\$4,800
Paid Promotions: Social Media (Boosted Ads/Boosted FB Event Page, etc.)	\$750	\$9,000
Marketing: Videography	\$400 (once every 3 months)	\$1,600
Marketing: Photography	\$200	\$2,400
Flyers/Signage	\$300	\$300
Website Maintenance/Online Event Promotions	\$350	\$4,200
Graphic Design	\$350	\$4,200
Marketing Fees (Per Event) Total: \$2,550		Marketing Fees TOTAL \$26,500

City Fees (Per Event)		CITY FEES for 12 events
EMS Standby (Required by City)	\$820	\$9,840
Portion of Vendor Fees (Paid to City)	\$750+	\$9,000+
Parking (Road Block Signage)	\$50	\$600
Trash Cans On-site	\$15 (3)	\$180
City Fees (Per Event) Total: 1,635		City Fees TOTAL \$19,620

ADDITIONAL FEES (Per Event)		ADDITIONAL FEES for 12 events
Live Music/or DJ	\$600.	\$7,200
Misc. (Santa Claus, Bounce House, Easter Bunny, Photo Booths, etc.)	\$300+	\$3,600
Additional Fees Total (Per Event) \$900		Additional Fees Total: \$10,800

TOTAL FEES per 12 EVENTS		\$139,720
<u>TOTAL Funding Request</u>		
\$30,000		
(12 events)		

Revenue Based Income: Current vendor fees are \$70 (After Square transaction fees it is \$67.67 per vendor) per event, with a discounted rate of \$40 for all downtown merchants and service based vendors. Approved nonprofits, such as our monthly pet adoption partners, participate at no cost.

Assuming all vendors (up to 135) are paying the full vendor fee for each of the 12 events, while accounting for Square's transaction fees, the projected annual revenue is approximately **\$109,625.40**.

This funding is essential to sustaining and growing our operations—supporting local small businesses, maintaining event quality, and continuing to serve the Clearwater community year-round.

Applicants Contribution: \$107,680





CITY OF CLEARWATER

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

5/13/2025

To Whom It May Concern,

The Special Events Department has tentatively approved Special Event **#25-013 The Market Marie (June)** scheduled for **June 14, 2025**, at Coachman Park 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,

Michelle Leach

Michelle Leach
Special Event Supervisor & Committee Chair
Clearwater Special Events
(727) 444-8324



"EQUAL EMPLOYMENT AND AFFIRMATIVE ACTION EMPLOYER"