



CLEARWATER DOWNTOWN  
DEVELOPMENT BOARD

# Director's Report March 2026

An aerial photograph of a city skyline, likely Clearwater, Florida, featuring various commercial and residential buildings. A semi-transparent teal overlay covers the entire image, with a white diagonal shape on the right side. The text is centered in the middle of the image.

Clearwater Downtown Development Board  
**Status Updates**

# DDB Marketing Update

Following the selection of **RB Oppenheim Associates (RBOA)**, the Downtown Development Board continues advancing a unified branding and marketing strategy to strengthen Downtown Clearwater's identity. Will present at an upcoming meeting.



## Progress Updates:

Focus Area	Key Updates
Stakeholder Engagement	<ul style="list-style-type: none"><li>• <b>21</b> stakeholder interviews conducted</li><li>• Ongoing coordination with DDB members and CRA staff</li><li>• Strategy alignment through staff and team meetings</li></ul>
Brand Development	<ul style="list-style-type: none"><li>• Initial branding concepts in development</li><li>• Logo and visual identity underway</li></ul> <p><b>Key assets:</b> Causeway Bridge, BayCare Sound, waterfront</p>
Marketing Strategy	<ul style="list-style-type: none"><li>• Brand framework and messaging structure in progress</li></ul>



Clearwater Downtown Development Board

# Event Recap



THE SCENE MEDIA

# Event Recap - 1<sup>st</sup> Friday Lunchtime Market



The **February** and **March** Lunchtime Markets continue to activate downtown Clearwater with local vendors, live music, and interactive experiences.



# Event Recap - 1<sup>st</sup> Friday Lunchtime Market



**1<sup>st</sup> FRIDAY**  
Lunchtime Market

**February 2026  
Performance**

## Digital Performance (Facebook/Instagram)

**3 static posts generated:**  
3,078 views, | 30 engagements

**2 video posts generated:**  
15,607 views | 114 engagements

## Paid Advertising

**Facebook Ad:**  
\$55.83 | 3,621 impressions

**TV Placement-  
On Top of the World:**  
\$150 | 5,000+ Residents

## Expanded Outreach

Event promoted across multiple  
community calendars:

Visit St. Pete–Clearwater,  
Creative Loafing, Evvnt.com,  
UpcomingEvents.com

**Vendors in Attendance: 15**

**Peak Attendance: 176**

# Event Recap - 1<sup>st</sup> Friday Lunchtime Market



**1<sup>st</sup> FRIDAY**  
**Lunchtime Market**

**March 2026**  
**Performance**

## Digital Performance (Facebook/Instagram)

**5 static posts generated:**

2,454 views | 13 engagements

**2 video posts generated:**

13,954 views | 135 engagements

## Paid Advertising

**TV Placement-**

**On Top of the World:**

\$150 | 5,000+ Residents

## Expanded Outreach

Event promoted across multiple community calendars:

Visit St. Pete–Clearwater, Creative Loafing, I Love the Burg, Evvnt.com, UpcomingEvents.com, Florida Courier Events

**Vendors in Attendance: 18**

**Peak Attendance: 164**



Clearwater Downtown Development Board  
**Upcoming Events**

# Upcoming DDB Sponsored Events

## Symphony by the Sea

A family-friendly live music event at The BayCare Sound, led by conductor Chelsea Gallo, featuring movie, Broadway, and classical favorites.

**Date:** June 6, 2026

**Location:** The BayCare Sound, Clearwater

**Presented By:**

The Florida Orchestra

**DDB Funding Amount:** \$50,000



# Upcoming DDB Sponsored Events

## Market Marie

Shop local at The Market Marie with over 85 small business owners every second Saturday in Coachman Park. Enjoy live music, delicious food, handmade candles, soap, pet treats, home goods and more.

**Date:** Saturday, May 9

**Time:** 10 a.m. to 2 p.m.

**Presented By:**

The Market Culture

**DDB Funding Amount: \$30,000**



# Upcoming DDB Sponsored Events

## Sharkapalooza

Sharkapalooza is a free, family-friendly festival celebrating sharks and ocean conservation with art, music, food, and interactive exhibits at Coachman Park.

**Date:** Saturday, May 16

**Time:** 10 a.m. to 4 p.m.

**Location:** Coachman Park, Clearwater, FL

**Presented By:** Fuzzy Sharks

**DDB Funding Amount:** 15,000



**MAY 16, 2026**  
**10 AM - 4 PM**  
COACHMAN PARK,  
CLEARWATER, FL

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**SHARK + OCEAN ART &  
CONSERVATION FESTIVAL**

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Where creativity, conservation, education, & community  
come together – all for the love of sharks!