



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

## Clearwater Downtown Development Board Micro-Pop-up Grant

The DDB seeks to ensure an economically vibrant downtown by fostering opportunities for organizations and special event organizers to collaborate with the DDB in maintaining consistent downtown activation. To achieve this goal, the DDB partners with organizations and downtown stakeholders to produce events (new events will be a priority) that market and promote the unique attributes of Downtown Clearwater.

### Eligibility

#### Applicants must meet the following criteria:

1. Property owners, residents, and businesses located within the DDB district are eligible.
2. Grant funds must be used to support events and projects designed to:
  1. Attract residents, tourists, businesses, and employees to the area.
  2. Enhance positive awareness and contribute to the revitalization of the DDB district.
3. All grant requests must comply with applicable state and local laws, ordinances, regulations, as well as the DDB's ordinance, bylaws, policies, and current work plan.

#### Program Guidelines:

1. Maximum grant funding is \$5,000 to cover eligible DDB expenses as stated in the Policy and Procedures
2. Events must be located
  - o 400, 500 or 600 Block of Cleveland Street
  - o Station Square Park
3. Applicants may apply only once per month and only 3 asks for the same event or applicant within a 12-month time frame
4. A final report is required within 30 days of completion.
5. CRA Executive Director or designee is authorized to issue grant funds without board approval.
6. This grant cannot be combined with other City or CRA sponsorship programs.

#### Funding Request Procedure:

Applicants must submit a completed grant funding request form at least **60 days prior** to their event for review by the CRA and Special Events staff. The application must include:

1. A completed DDB on-line application.
2. The applicant must provide an invoice for payment and W-9 form.

3. A budget outlining the total project cost.
4. A map layout of the event.
5. Confirmation of the event date from the Special Events Department.
6. Merchants have been informed and given the opportunity to participate in the event.
7. If approved, the applicant will receive an award letter detailing the approved request, proposed activities, timeline, budget, and reporting requirements.

**Final Report Requirements:**

1. Attendance figures.
2. Social media actions taken before, during, and after the event.
3. Sponsor and program participant feedback.
4. Challenges or issues encountered.
5. Additional feedback and recommendations.

**Failure to submit this report may impact future funding eligibility.**

**Event Cancellation:**

In the event of cancellation due to unforeseen circumstances, such as inclement weather, the Promoter must reschedule the event within 6 months of the original event date. If a reschedule date is not available, all monies provided by the DDB must be reimbursed by the Promoter to the DDB within 10 business days of the cancellation.

**Compliance:**

Grant recipients must adhere to all agreement requirements, including reporting obligations and communication with the DDB. Failure to comply may result in denial of funding for future applications.