

MEMORANDUM

Downtown Development Board

From: Richard Del Rio

Date: 6/26/2026

Grant Request for High Impact Event in Downtown Clearwater

I am writing to formally respond to the grant request for \$55,900 to support our upcoming high impact event in downtown Clearwater. This memo outlines the quantifiable benefits and favorable community outcomes associated with this event, demonstrating why it warrants consideration for funding exceeding \$30,000.

Proven Track Record of Success

Since 2023, we have successfully organized multiple events in downtown Clearwater that have significantly enhanced the community and local economy. Our events have consistently attracted large crowds, promoted local businesses, and fostered community engagement. Key outcomes from previous events include:

- Increased Foot Traffic: Past events have seen a rise in visitors, benefiting local retailers and restaurants.
- Economic Impact: Each event has generated a positive impact in economic activity, providing a substantial boost to the downtown area.
- Community Engagement: Our events have fostered a sense of community, bringing together diverse groups and encouraging local involvement and visitor involvement.

Event Description and Goals

The proposed high impact event aims to:

- Attract Visitors: We anticipate drawing an estimated 5,000 attendees from outside of the Clearwater area
- Promote Local Businesses: Collaborations with local vendors will be prioritized, ensuring that a portion of the funding circulates back into the community.
- Support Local Culture: The event will feature local artists and performers, highlighting cultural richness.

Quantifiable Benefits

1. Economic Growth: The funding will facilitate marketing, logistics, and vendor support, resulting in direct economic benefits through increased sales for local businesses.

2. Job Creation: The event will create temporary jobs related to planning, setup, and execution, further contributing to the local economy.

3. Enhanced Public Spaces:

We will utilize public spaces in downtown Clearwater, enhancing their visibility and community use, leading to long-term benefits for the area.

Conclusion

In conclusion, the requested funding of \$55,900 is not merely an expense but an investment in the future of downtown Clearwater. Our successful track record, combined with the anticipated economic and community benefits of the proposed event, justifies the funding request. We believe that the Downtown Development Board will recognize the value this event brings to our community.

Thank you for considering our request. I look forward to your support in bringing this event to fruition and further enhancing the vibrancy of downtown Clearwater.

Sincerely,

Florida Best Promotions Inc.

President

Richard Del Rio

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