

Downtown Development Board Grant Application

Row 26

Applicant / Primary Contact:	Amber Brice
Type of Grant Request	Special Event
Name of Organization:	City of Clearwater - Arts and Culture
Street Address:	600 Cleveland St. Suite 600
City:	Clearwater
State:	Florida
Zip:	33755
Cell Phone:	+1 (727) 580-0430
Office Phone:	(727)444-7569
Email Address:	amber.brice@myclearwater.com
Website / Social Media Link(s):	https://thebigduck.us/
Description of Project:	The World's Largest Rubber Duck, a 61-foot-tall inflatable installation that has traveled across the U.S., will be making a splash in downtown Clearwater, January 10th-26th The duck will serve as a major attraction in Coachman Park, offering photo opportunities, community engagement, and a fun backdrop for a series of themed events and activities throughout the month. Planned "Duck Days" Events: Exclusive Photo Opportunity - January 9th : Before the official events begin, we'll offer limited five-minute time slots for Jeep owners (and other guests) to park in front of the duck for an exclusive photo session. Participants can take their own photos using personal cameras or phones. This paid timeslot initiative will help offset event costs while generating organic promotion, as participants share their photos and tag Coachman Park on social media. - 100-200 guests Market Marie – January 10th : The well established Saturday market will be the first major weekend event for the duck. Market Marie organizers have said they can try to incorporate vendors with duck themes for this month. - 4000 guests Duck Dash 5K – January 11th : A lively morning fun run organized by the Special Events team, complete with vendors and a cheerful, family-friendly atmosphere. 175+ guests Rubber Ducky's Birthday Bash – January 17th : A celebration of National Rubber Duck Day featuring live performances by Jack Hartmann and Mr. Brad, bounce houses, face painters, balloon artists, kids' craft vendors, and plenty

of family fun. - 1000+ guests Scenes on the Green – January 23rd – Bringing back a well-established event hosted by Special Events. This edition will feature a fun duck-themed movie, with possible selections including The Mighty Ducks or DuckTales: The Movie. - 100-200 guests Duck ‘n’ Drive Jeep Invasion – January 24th: A full-day Jeep fest celebrating Jeep culture, tying in the popular “ducking” tradition among Jeep owners. The event will include Jeep displays, live music, axe throwing, a “Touch-a-Jeep” area for kids, and local vendors. - 5000+ guests Rubber Duck Races: We are hoping to work with a local Girl or Boy Scout Troop or school to have them build a racing “track” for rubber ducks. Organization can keep all funds made from these duck races. Throughout the World's Largest Rubber Duck exhibit, visitors can enjoy photo ops, branded installations, and family activities designed to draw people downtown, boost local business engagement, and create a memorable Clearwater experience.

Total Project Cost (\$):	\$59,155.00
Amount of Grant Funds Requested (\$):	\$30,000.00
Applicant's Financial Contribution (\$):	\$19,150 (Public Art Fund)
Third-Party Contributions (\$):	\$17,000.00
When will the event take place?	Over a two week period January 10-24, 2026
Who will implement the project?	
Where will the project occur?	Coachman Park
Project Attraction	The World’s Largest Rubber Duck serves as a high-impact, family-friendly attraction that will draw large crowds, generate social media attention, and create a sense of fun and excitement in downtown Clearwater. The exhibit will attract tons of visitors to our events, but many people will come simply to see the duck in person and take pictures with their families. We will also capitalize on the large Jeep community in Pinellas and Hillsborough counties. This unique exhibit along with the many events planned will driving foot traffic to local shops, restaurants, and businesses. This will also enhance the visibility and branding for Clearwater, showing our city can be creative and playful, and that we invest in public art and memorable experiences. Overall, the exhibit and related events will help strengthen downtown Clearwater’s identity as a place to live, work, and play by increasing economic activity, civic engagement, and community pride.

**Applicant
Signature:**

Title of Event: World's Largest Rubber Duck Exhibit

**Date(s) of
Event:** January 8-24, 2026

**Description of
Special Event:** The World's Largest Rubber Duck, a 61-foot-tall inflatable installation that has traveled across the U.S., will be making a splash in downtown Clearwater, January 8th-26th The duck will serve as a major attraction in Coachman Park, offering photo opportunities, community engagement, and a fun backdrop for a series of "Duck Days" themed events and activities throughout the month.

**Intended
Audience /
Anticipated
Attendance** Duck Dash 5K – January 11th - Targeted towards runners. Estimated 175+ runners based off attendance from last 5K. Rubber Ducky's Birthday Bash/ Jack Hartmann Concert – January 17th - Targeted towards families with young children. Estimated 1000-2000 guests. The library gets hundreds of families that sign-up for Jack Hartmann concerts alone. Scenes on the Green – January 23rd – Targeted towards families - Estimated 100-200 guests based off past events. Duck 'n' Drive Jeep Invasion – January 24th - Targeting Jeep lovers, families and really any and all age groups. - Estimated over 5000+ guests. Many of the Jeep Clubs and Krewes that want to be involved said they can commit to at least 200-500 of their members attending. Most groups have over 2000 followers on social media.

**Total Event
Cost (\$):**

**Event Grant
Funds
Requested (\$)**

**Where will the
event be held?** All events will be in Coachman Park with the Jeep Invasion extending up the 400 and hopefully 500 block of Cleveland St.

**Contacted
Special Events
Department?**

**Additional
Sponsors or
Media Outlets
for Event:** Clearwater Gas, Hampton Inn & Suites Clearwater Beach

**Funded by DDB
Before?** No

**Applicant
Signature** Amber Brice

Applied for: Special Event Permit

Current BTR:

Is 501(c)(3)? No

Timeframe of Event:	Most events will be between 5-6 hours
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Free to Public?	Yes
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Agreement Checkbox	☒
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Applied / Awarded Community Sponsorship Program?	No
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