

The Market Culture Presents

# The Market Marie

## *Downtown Development Board Report*

**A DAYTIME MARKET FOR  
SMALL BUSINESSES & ARTISANS**

**THE MARKET  
marie**  
COACHMAN PARK - CLEARWATER, FLORIDA - COACHMAN PARK

**EVERY 2ND SATURDAY  
IN CLEARWATER**

**@THEMARKETMARIE**

**D|D|B** CLEARWATER DOWNTOWN  
DEVELOPMENT BOARD

---

## Event Overview & Description

The Market Marie is a monthly, open-air market held on the second Saturday of each month in downtown Clearwater, FL. The event features 130+ carefully curated local makers and small businesses per market, making it one of the most diverse and high-quality artisan markets in the Tampa Bay area.

Through a detailed application and selection process, The Market Marie ensures all participating vendors are locally owned businesses, creating a unique shopping experience while directly supporting the regional small-business economy.

The event is family-friendly, pet-friendly, and free to attend, consistently attracting Clearwater residents as well as out-of-state visitors. The Market Marie has become a reliable downtown activation that increases foot traffic, supports small business growth, and enhances Clearwater's reputation as a vibrant community destination.

### Event Venue

300 Cleveland Street, Clearwater, FL 33755  
*Coachman Park, Clearwater*

### Small Business Initiative

The Market Marie hosts over 130 local small businesses per event, providing a consistent platform for entrepreneurs to grow their brands, reach new customers, and achieve sustainable success. Many participating businesses credit The Market Marie as a key contributor to their early growth and continued development.

---

## Advertisement Overview

- **Attendance Figures** Page 3
- **Social Media Efforts & Analytics** Page 3 and 4
- **DDB Logo Inclusion & Downtown Impact Summary** Page 4
- **Participant Feedback** Page 5
- **Graphic Examples** Page 6

### → Attendance Figures

- ◆ The Market Marie averages over 5,000 attendees per event, including Clearwater residents, Tampa Bay locals, and visiting tourists. Over the past 12 months, the market has brought an estimated 60,000+ visitors to the downtown Clearwater area.
- ◆ This consistent attendance has helped establish The Market Marie as a reliable and anticipated monthly event that encourages repeat visitation to downtown businesses, restaurants, and public spaces.

### → Social Media Efforts & Analytics

*The Market Marie executes a comprehensive marketing strategy for each event, including:*

#### ***Before the Event***

- *Paid Facebook, Instagram, and Google ad campaigns*
- *Targeted ads boosting throughout the Tampa Bay area*
- *Event promotion via email newsletters and website updates*
- *Strategic partnerships with high-reach local platforms such as:*
  - *ClearwaterBeachIsAwesome*
  - *TampaBayIsAwesome*

#### ***During the Event***

- *Real-time social media posts and stories*
- *Vendor tagging and audience engagement*

- *Attendee-generated content and organic sharing*

### **After the Event**

- *Recap posts highlighting vendors, attendance, and atmosphere*
- *Continued vendor and attendee engagement*
- *Promotion of upcoming market dates to encourage return visits*

*The Market Marie's social media promotion generates a monthly reach of approximately **350,000** people across Facebook and Instagram through both organic engagement and targeted paid campaigns. Combined with a following of more than **30,000** and average monthly attendance exceeding **5,000** visitors, the market serves as a consistent driver of foot traffic, community engagement, and small business visibility in downtown Clearwater.*

### **→ DDB Logo Inclusion & Downtown Impact Summary**

- ◆ DDB logo included on our **website** platform promoting our sponsorship by the DDB (Screenshot PAGE 6)
  - We average over 7,500 visitors to our website each month.
- ◆ DDB logo included on our **monthly newsletter** marketing our sponsorship by the DDB (Screenshot on PAGE 6)
- ◆ DDB logo included on boosted **social media graphics** promoting our sponsorship by the DDB (Graphic designs vary per Month: Example PAGE 6)
  - Downtown Impact Summary The Market Marie provides measurable and ongoing benefits to downtown Clearwater, including:
    - ◆ Increased foot traffic to the downtown corridor during event days
    - ◆ Increased exposure for nearby brick-and-mortar businesses and restaurants
    - ◆ Strengthened perception of downtown Clearwater as a vibrant, walkable destination
    - ◆ Economic support for over 130 local small businesses per event
    - ◆ Repeat visitation from both residents and tourists due to consistent monthly scheduling
    - ◆ **By transforming Coachman Park into a lively marketplace, The Market Marie helps activate public space and contributes to the overall vitality and economic sustainability of downtown Clearwater.**

---

## → Participant Feedback

*"Best outdoor market in Florida!!!" -Attendee, Facebook Comment*

*"I have been going every month this year and it's always a hit! Sincerely the perfect spot for an outdoor market. It feels good to be a part of the community, get some movement, try local snacks-all while being right by the water. The coolest Saturday activity." -Attendee, Google Review*

*"This was our first event as vendors at The Market Marie and we were extremely impressed! The event is so well organized and structured, even with the huge amount of vendors that were there. All of the staff on site were friendly and helpful, guiding everyone to ensure a smooth process. Everything from the detailed emails sent out before the event to getting vendors in and out of the park safely and efficiently is well thought out!" -Vendor, Google Review*

*"Excellent variety of vendors; all kinds of food and beverages, handmade items, professionally made items...as well as businesses and professionals from the area looking to expand in a grassroots manner. There's no MLM allowed which is very refreshing." -Attendee, Google Review*

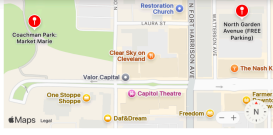
*"Beautiful venue for the market. Enjoyed the view and collection of food, arts, and craft vendors." -Attendee, Google Review*

*"Here from Kansas City visiting our daughter, who is a vendor at The Market Marie. I was very impressed with the market area, the variety and friendliness of all of the vendors, and the restrooms were very clean! I would definitely recommend checking it out!" -Attendee, Google Review*


*"The Market Marie crew does an amazing job coordinating and managing this event! Other event managers need to take lessons from you. Incredible marketing. Tons of people. Very organized. Thanks again. We will never miss participating in it. You and your crew deserve 10 stars!" -Vendor, Google Review*

THE MARKET CULTURE THE MARKET MARIE THE MARKET ELAINE UPCOMING EVENTS VENDOR APPLICATIONS ABOUT US PHOTOS CONTACT US JOIN OUR NEWSLETTER

130 vendors/Live music/Produce (10 am - 2 pm)  
 Parking: ALL City parking lots and garages are FREE except Lot 11.  
 Please visit the link below for more details on parking.  
<https://www.myclearwaterparks.com/Things-To-Do/Visit-Coachman-Park/Getting-Here>






The Market Marie is proudly sponsored by:




CLEARWATER DOWNTOWN DEVELOPMENT BOARD

Visit our website to APPLY for future market dates!

The Market Marie is proudly sponsored by the:



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

Copyright (C) 2023 The Market Culture. All rights reserved.

The Market Culture  
 PO Box 2034  
 Clearwater, FL 33757-2034

THE MARKET MARIE AT COACHMAN PARK

Shop Local  
 at the Market  
 marie

EVERY 2<sup>ND</sup> SATURDAY OF THE MONTH

130+ VENDORS FRESH PRODUCE FOOD TRUCKS  
 PET ADOPTIONS FLOWERS BOUNCE HOUSE & MORE!

EVERY 2<sup>ND</sup> SATURDAY OF THE MONTH 10 AM - 2 PM

300 CLEVELAND ST. CLEARWATER, FL  CLEARWATER DOWNTOWN DEVELOPMENT BOARD

