



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

Funding Request Form

Type of Grant Request:

- ☐ Marketing
☒ Special Event (Please include additional form)
☐ Business Assistance

Applicant/Primary Contact Person: RICHARD DEL RIO

Name of Organization: Florida Best Promotions Inc.

Address: 3350 Cloverplace Dr

City: PALM HARBOR

State: FLORIDA

Zip: 34684

Cell phone:() 813-260-9207

Office Number: 813-260-9207

E-mail address: RICHD@FLORIDABPI.COM

Website/Social Media Links: FLORIDABPI.COM

Description of Project: SALSA AT THE DISTRICT SATURDAY OCTOBER 14

Total Project Cost: \$ 47900.00 Amount of Grant Funds Requested: \$ 33,500.00

Applicant's Financial Contribution: \$ 8,500.00 Third Party Contributions: \$ 5,900.00

When will the project take place? SATURDAY OCTOBER 14 6-11PM

Who will implement the project? FLORIDA BEST PROMOTIONS INC

Where will the project occur? IN THE CLEARWATER DOWNTOWN DISTRICT

How does this request help attract businesses, residents, and/or visitors to Live, Work, and Play in downtown? THIS WAS SUBMITTED THE THE DOCUMENTATION FOR
ADDITIONAL FUNDS REQUESTED

All information contained herein is true and correct to the best of my knowledge. I understand that the Downtown Development Board can decide to fund or not fund any grant request and their decision is final.

Applicant Signature: Richard Del Rio

Date: 07/22/2011



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

Special Event Funding Request

Additional Information

Title of Event: SALSA AT THE DISTRICT

Date of Event: SATURDAY OCTOBER 14 6-11PM

Description of Special Event: A BLOCK PARTY CELEBRATING SALSA MUSIC DANCE AND CULTURE

Who is the intended audience for this event? What is the anticipated attendance? 6000 SALSA DANCE ENTHUSIASTS, AND THE GENERAL LATINO

Total Event Cost: \$ 47900.00 Amount of Grant Funds Requested: \$ 33,500.00

Where will the event be held? ON CLEVELAND AT THE DISTRICT

Have you contacted the City of Clearwater's Special Events Department about this event?

YES AND WE HAVE A PERMIT ALREADY

Additional Sponsors or Media Outlets for Event: PARKS AND REC / 97.1 FM EL NUEVO ZOL

Has this event been funded by the DDB before? ☒ Yes ☐ No ☐ Unsure

All information contained herein is true and correct to the best of my knowledge. I understand that the Downtown Development Board can decide to fund or not fund any grant request and their decision is final.

Applicant Signature: Richard Del Rio

Date: 07/23/2023

Salsa at the District 10.14			
Total budget:			
		Estimate	Actual
Totals		\$47,900.00	\$0.00
MARKETING COST		\$15,000.00 [1]	
CITY FEES		\$5,000.00 [2]	
PRODUCTION COSTS		\$13,500.00 [3]	
PARKS AND REC		\$5,900.00	
STAFFING /INSURANCE / PERMITTING		\$8,500.00 [4]	

[1] radio 5000
social campaign creation and managment 2000
social media 3000 adds
SPECTRUM 3000
design work 2000

[2] THIS AMOUNT IS JUST IN CASE THE PARKS AND REC SPONSORSHIP DOES NOT COVER THE CITY FEES BUT WE DO NOT ANTICIPATE HAVING TO USE THESE FUNDS.

[3] MORENA DEL FUEGO 2000
SOUND AND LIGHTS 10,000
3 DJ'S 1500.00

[4] STAFFING 6245.00
INSURANCE 1000
PERMITTING 300
BTR 255
SANITATION 700.00



There are several reasons why the downtown development board of Clearwater should consider approving the grant request for additional production costs for Salsa at the District:

1. **Economic Impact:** Salsa at the District is expected to attract a large number of visitors and tourists to downtown Clearwater. By approving the grant request, the board can contribute to the overall economic development of the area. The event will likely generate increased foot traffic, benefiting local businesses such as restaurants, shops, and hotels.
2. **Cultural Enrichment:** Salsa at the District offers a unique cultural experience for both residents and visitors. By supporting the event, the board can help promote diversity and cultural enrichment within the community. This can enhance Clearwater's reputation as a vibrant and inclusive city.
3. **Community Engagement:** Salsa at the District provides an opportunity for residents to come together and participate in a festive event. The grant request likely includes provisions for community engagement activities, such as free dance lessons or workshops. By supporting these initiatives, the board can encourage community involvement and foster a sense of unity.
4. **Marketing and Promotion:** While the grant request does cover marketing costs directly, the additional production costs can contribute to the overall quality and attractiveness of the event. This, in turn, can help with marketing efforts by creating a more appealing event for potential attendees. By approving the grant request, the board indirectly supports the event's marketing and promotion.
5. **Positive Image Building:** Salsa at the District can serve as a positive representation of Clearwater's commitment to cultural events and entertainment. By supporting such events, the downtown development board can enhance the city's image and reputation. This can lead to increased interest from investors, businesses, and tourists, ultimately benefiting the overall growth and development of Clearwater.

It is important for the downtown development board to carefully evaluate the grant request, considering the potential benefits to the community and the long-term impact on the downtown area.

Best Regards
Florida Best Promotions Inc.

Richard Del Rio

A handwritten signature in black ink, appearing to read "R. Del Rio", is written over the printed name.