



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

Director's Report May 2026

An aerial photograph of a city skyline, likely Clearwater, Florida, featuring various buildings and a prominent high-rise on the right. The image is overlaid with a semi-transparent teal filter and a white diagonal graphic element on the left side.

Clearwater Downtown Development Board
Status Updates

DDB Marketing Update

Following the selection of **RB Oppenheim Associates (RBOA)**, the Downtown Development Board continues advancing a unified branding and marketing strategy to strengthen Downtown Clearwater's identity.



Concept Evaluation & Direction

- 3 branding concepts were reviewed on April 16
- Evaluated visual identity and messaging approaches

Next Steps

- **Special DDB Meeting – May 18, 2026, | 1:00 p.m.**
- Finalize brand identity and messaging framework
- Transition into marketing campaign development
- Begin implementation planning for rollout

A large crowd of people is gathered at night in front of a multi-story building. The scene is illuminated by streetlights, and the crowd appears to be engaged in a social event. The image is overlaid with a semi-transparent teal filter.

Clearwater Downtown Development Board

Event Recap

Recently Completed DDB Sponsored Events

Taste of Cleawater

The Taste of Clearwater offered a mix of live music and variety of local food creating an active and tasty atmosphere in downtown.

Date: April 18, 2026

Location: Station Square Park and the 600 block of Cleveland Street

Presented By:
Rotary Club of Clearwater

DDB Funding Amount: \$23,125



Recently Completed DDB Sponsored Events

Cinco de Mayo Taco Fest

The 3rd annual Cinco de Mayo Taco Fest returned with a full day of food, music, and family-friendly fun, featuring live entertainment, bounce houses, aguas frescas, and a variety of vendors.

Date: May 3, 2026

Location: Coachman Park

Presented By:

Unimex

DDB Funding Amount: \$23,760



A vibrant outdoor cafe scene with people sitting at tables under striped umbrellas, surrounded by lush greenery and colorful parrots. The image is overlaid with a semi-transparent blue and white geometric design.

Clearwater Downtown Development Board
Upcoming Events

Upcoming DDB Sponsored Events

Sharkapalooza

Sharkapalooza is a free, family-friendly festival celebrating sharks and ocean conservation with art, music, food, and interactive exhibits at Coachman Park.

Date: Saturday, May 16

Time: 10 a.m. to 4 p.m.

Location: Coachman Park, Clearwater, FL

Presented By: Fuzzy Sharks

DDB Funding Amount: \$15,000



MAY 16, 2026
10 AM - 4 PM
COACHMAN PARK,
CLEARWATER, FL

**SHARK + OCEAN ART &
CONSERVATION FESTIVAL**

Where creativity, conservation, education, & community
come together – all for the love of sharks!

Upcoming DDB Sponsored Events

Symphony by the Sea

A family-friendly live music event at The BayCare Sound, led by conductor Chelsea Gallo, featuring movie, Broadway, and classical favorites.

Date: June 6, 2026

Location: The BayCare Sound

Presented By:

The Florida Orchestra

DDB Funding Amount: \$50,000



Upcoming DDB Sponsored Events

Market Marie

Shop local at The Market Marie with over 130+ small business owners every second Saturday in Coachman Park. Enjoy live music, delicious food, handmade candles, soap, pet treats, home goods and more.

Date: Saturday, May 9

Time: 10 a.m. to 2 p.m.

Location: 500(?)Block ClevelandStreet

Presented By:

The Market Culture

DDB Funding Amount: \$30,000

