Downtown Development Board Grant Application

Row 25

Applicant / Primary Contact:

Michele Northrup

Type of Grant Request

Special Event

Name of Organization:

Intensity Academy LLC

Street Address: 4522 W Village Dr

City: Tampa

State: Florida

Zip: 33624

Cell Phone: +1 (813) 299-3600

Office Phone: 8132993600

Email Address: saucyqueentampa@gmail.com

Website / Social Media Link(s): <u>www.intensityacademy.com</u> <u>www.saucyqueen.com</u> <u>www.facebook.com/realsaucyqueen</u>

www.instagram.com/saucyqueen

Description of Project:

Get ready to jingle into the holiday spirit at Jingle Bell in downtown Clearwater — a festive winter wonderland full of cheer! Indulge in gourmet bites from local food trucks, discover one-of-a-kind treasures from community vendors, and join in on merry contests with family fun around every corner — think crafts, Holiday music, Santa appearances, and photo ops — this is your destination for joyful memories at Coachman Park. Bring your loved ones, your holiday spirit, and an appetite for fun — Jingle Bell is the place to

celebrate the season!

Total Project Cost (\$):

\$25,5000

Amount of Grant Funds Requested (\$):

\$12,900.00

Applicant's Financial Contribution

(\$):

Third-Party Contributions (\$):	\$9,500.00
When will the event take place?	December 20th 2025
Who will implement the project?	
Where will the project occur?	Coachman Park
Project Attraction	This Festival will filled with Holiday cheer - attracting families and Tampa Bay residents to create memories in Downtown Clearwater at Coachman Park. The high foot traffic boosts local visibility and sales. The inclusive atmosphere fosters community pride and draws visitors who will see Downtown as a place worth exploring, supporting and returning to.
Applicant Signature:	
Title of Event:	Jingle Bell Family Fun Fest
Date(s) of Event:	December 20th 2025
Description of Special Event:	Get ready to jingle into the holiday spirit at Jingle Bell in downtown Clearwater — a festive winter wonderland full of cheer! Indulge in gourmet bites from local food trucks, discover one-of-a-kind treasures from community vendors, and join in on merry contests - including our kids Lil' Miss and Sir Candy Cane. There will be family fun around every corner — think crafts, Holiday music, Santa appearances, and character photo ops — this is your destination for joyful memories. Bring your loved ones, your holiday spirit, and an appetite for fun — Jingle Bell is the place to celebrate the season!
Intended Audience / Anticipated Attendance	Families looking for local Holiday gifts and kid-friendly activities, local residents, small business supporters and visitors interested in Seasonal Events. Expect turn out is 3,000 attendees.
Total Event Cost (\$):	
Event Grant Funds Requested (\$)	
Where will the event be held?	Coachman Park (The Green, Lower & Upper Plaza, Cleveland St Ext and BayWalk Promenade).
Contacted Special Events Department?	

Additional **Sponsors or** Fox 13, WFLA, Bloom TV and local news stations. **Media Outlets** for Event: Funded by DDB Yes Before? **Applicant** Michele Northrup Signature Applied for: Special Event Permit **Current BTR:** Is 501(c)(3)? No Timeframe of 10AM - 5PM Event: Free to Public? Yes Agreement **~** Checkbox Applied / Awarded Community No

Sponsorship Program?