

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):	www.intensityacademy.com www.saucyqueen.com www.facebook.com/realsaucyqueen 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
Media Outlets
for Event:**

Fox 13, WFLA, Bloom TV and local news stations.

**Funded by DDB
Before?** Yes

**Applicant
Signature** Michele Northrup

Applied for: Special Event Permit

Current BTR:

Is 501(c)(3)? No

**Timeframe of
Event:** 10AM - 5PM

Free to Public? Yes

**Agreement
Checkbox** ☒

**Applied /
Awarded
Community
Sponsorship
Program?** No
