



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

Director's Report March 2026

An aerial photograph of a city skyline, likely Clearwater, Florida, viewed from an elevated perspective. The image is overlaid with a semi-transparent teal color that fades from dark on the left to light on the right. The city features a mix of modern high-rise buildings and lower-rise commercial structures. In the foreground, there are green spaces with palm trees and a road with a crosswalk. The overall atmosphere is clean and professional.

Clearwater Downtown Development Board
Status Updates

DDB Marketing Update

The DDB has selected **RB Oppenheim Associates (RBOA)** to provide strategic marketing and public relations support. This initiative represents a strategic shift toward proactive branding, coordinated communications, and measurable activation designed to reinforce Downtown Clearwater as a destination.



First 30-Days

- RBOA met with key stakeholders to gather input and align strategic priorities, including:
 - Downtown Development Board
 - DDB/CRA staff
- RBOA delivered a comprehensive Brand Guide establishing foundational visual and messaging standards to ensure consistency across all downtown communications and promotional efforts.

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

Downtown Clearwater Ukulele Festival

The TBUS Ukulele Fest is a full-day music event in Downtown Clearwater featuring live performances, workshops, and a gala concert at Coachman Park.

Date: Sunday, March 15

Time: 11 a.m. to 6 p.m.

Location: Coachman Park & 400 Cleveland St.

Presented By:

Tampa Bay Ukulele Society and Achieva Credit Union

DDB Funding Amount: \$15,000



Upcoming DDB Sponsored Events

The Market Marie

Saturday, March 14 | 10 a.m. to 2 p.m.

Coachman Park



Hello Cleveland Street Live Music

Saturday, March 28 | 7 p.m. to 10 p.m.

400 Block of Cleveland Street

Featuring: Pavanti's Band





Clearwater Downtown Development Board

Event Recap



THE SCENE MEDIA

Past DDB Sponsored Events

Fresh Start Market

A collaborative live music night market series.

Dates: February 6 and 7

Host: St. Petersburg College Workforce, Community, & Corporate Partnerships and Saturday Shoppes

DDB Funding Amount: \$50,000 + City Fees



Tasty Tampa Bay

Food vendors, live entertainment, and fun food challenges in Coachman Park.

Dates: February 21

Host: Saucy Queen

DDB Funding Amount: \$12,900



Past DDB Sponsored Events

Tasty Tampa Bay at Coachman Park

FOX 13 News Weather Sports Good Day We Live Here Contests More

'Tasty Tampa Bay' returns to Clearwater with 100+ vendors, foodie contests and waterfront views

By Matthew McClellan | Published February 18, 2026 9:09am EST | Clearwater | FOX 13 News



Tasty Tampa Bay at Coachman Park

00:31 CLEARWATER 04:17

FOX 13 TASTY TAMPA BAY AT COACHMAN PARK

8:35AM 67° IRAN'S SUPREME LEADER THREATENS TO SINK US WARSHIPS AMID ONGOING NU GOODDAY

Ad removed. [Details](#)

Daily Newsletter

All the news you need to know, every day

54° News Channel 8

LIVE NOW News Channel 8 TV App

WEATHER ALERT 3 MORE ALERTS
Freeze Warning: Coastal Citrus County, Coastal Hernando County, Hardee County, Highlands County, Inland Citrus ...

"FREE" NEW PATIENT APPOINTMENTS!
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Get ready for Tasty Tampa Bay | Daytime



HELLO!

0:20 / 7:42

DAYTIME

The ultimate foodie festival, Tasty Tampa Bay

Past DDB Sponsored Events

Tasty Tampa Bay at Coachman Park

Congratulations to **Chiang Mai Thai & Sushi's Lao Deli**
on winning the **MasterChef Competition!**



Clearwater Downtown Development Board

Grant Programs

Other (explain)

Type

Agency Case Number

INFORMATION AND PURPOSE

DDB Grant Programs – Special Events Sponsorships

DDB Special Event Grant | Funding Summary FY-2024-25

Funding for Community Events and High Impact Events

Grant Status	Funding Amount (\$)
Total Grants Approved	10
Total Amount Approved	\$292,105
Total Amount Paid out	\$202,075

(Reason for difference: Some events came in under budget, two events cancelled.)



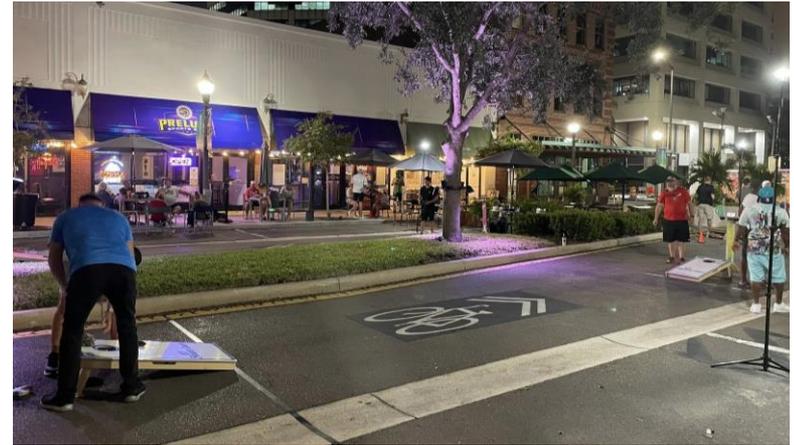
DDB Grant Programs – DDB Microgrant

DDB Micro-Pop-Up Grant | Funding Summary FY-2024-25

Maximum of \$5,000 for eligible events on the 400-500 blocks of Cleveland Street.

Grant Status	Funding Amount (\$)
Total Grants Approved	7
Total Amount Paid*	\$35,570.12

*This amount includes Police mitigation costs



DDB Grant Programs – Outdoor Café Grant

DDB Outdoor Café Grant | Funding Summary FY-2024-25

Up to \$8,000 reimbursement for approved outdoor furniture, including tables, chairs, and umbrellas.

Grant Status	Number of Grants	Funding Amount
Grants Applied	4	
Grants in Progress	1	
Grants Awarded	3	\$23,551.99
Total		\$23,551.99

