

Downtown Development Board Grant Application

Row 5

Applicant / Primary Contact:	Brit Maxwell, Exquisite Marketing & Events
Type of Grant Request	Special Event
Name of Organization:	Rotary Club of Clearwater Charities, Inc
Street Address:	PO Box 822
City:	Clearwater
State:	Florida
Zip:	33757
Cell Phone:	+1 (727) 600-6570
Office Phone:	
Email Address:	exquisitemessage@gmail.com
Website / Social Media Link(s):	https://www.clearwaterrotary.org https://www.facebook.com/ClearwaterRotary https://www.instagram.com/rotary_club_of_clearwater/ https://www.linkedin.com/company/the-rotary-club-of-clearwater
Description of Project:	The first annual Taste of Clearwater is a Rotary-sponsored event celebrating community engagement, family fun, and local flavors. Attendees can enjoy delicious food from various local restaurants and vendors, along with live music and activities for children, including bounce houses and games. Booths will showcase local shops, artisans, and nonprofits, with the Rotary Club highlighting its 100-year impact in Clearwater. Proceeds will support initiatives like scholarships, reading programs, and community grants. The event is expected to attract 5,000-7,000 attendees. #TasteOfClearwater #ClearwaterRotary
Total Project Cost (\$):	\$55,920.00
Amount of Grant Funds Requested (\$):	\$45,000.00
Applicant's Financial	

**Contribution
(\$):**

**Third-Party
Contributions
(\$):** \$20,500.00

**When will the
event take
place?** Saturday, May 31, 2025

**Who will
implement the
project?** Rotary of Clearwater

**Where will the
project occur?** Coachman Park - 300 Cleveland St, Clearwater, FL 33757

**Project
Attraction** The Taste of Clearwater invites everyone in the Clearwater community, from residents and local businesses to visitors. This event is anticipated to draw between 5,000 and 7,000 attendees, creating a lively atmosphere throughout the day. Local businesses have the opportunity to participate at an exceptionally affordable vendor rate, enabling them to showcase their offerings to a broad audience. Entry to the event is free for residents and visitors alike, providing a wonderful opportunity to explore the charms of downtown Clearwater while indulging in food, beer, and wine from local restaurants and shopping at a variety of unique vendors. The festival will be filled with live music, while activities specially designed for children ensure that families can enjoy a day of fun and entertainment together. With its welcoming vibe and community spirit, the inaugural Taste of Clearwater promises an unforgettable experience for everyone involved.

**Applicant
Signature:**

Title of Event: The Taste of Clearwater

**Date(s) of
Event:** Saturday, May 31, 2025

**Description of
Special Event:** The first annual Taste of Clearwater is a Rotary-sponsored event that combines community engagement, family fun, music, fundraising, and support for local businesses, all centered around delicious food and drinks. This event will showcase the best offerings from the greater Clearwater area. Local bands and musicians will create a lively atmosphere, while designated spaces allow attendees to relax, eat, and enjoy the festivities. Several children's activities will be available, including bounce houses and games. Various local restaurants and food vendors will provide small bites and tastings of their signature dishes. Additionally, shops, artisans, and service providers will set up booths to promote their products and services. Several nonprofits and community organizations will also be present to share information about their local initiatives and programs. The Rotary Club will have a booth highlighting our mission and the impact we have made in Clearwater over the past 100 years. Proceeds from this signature event will support various Rotary Club of Clearwater initiatives, such as college scholarships, reading programs, the Student of the Month program, international clean water initiatives, Clearwater Police and Fire Department support, and community

grants for local nonprofits. This event is anticipated to have 5,000-7,000 attendees over the course of the day. #TasteOfClearwater #ClearwaterRotary

**Intended
Audience /
Anticipated
Attendance**

The Taste of Clearwater is open to the entire Clearwater community, including residents, businesses, and visitors. This event is expected to attract 5,000 to 7,000 attendees throughout the day. Businesses can participate at a vendor rate that is lower than average, allowing them to reach a wider audience. The event is free for residents and visitors, giving them the chance to enjoy downtown Clearwater and shop from local restaurants and vendors. The event offers a family-friendly atmosphere with live music and activities for children.

**Total Event
Cost (\$):**

**Event Grant
Funds
Requested (\$)**

**Where will the
event be held?**

Coachman Park - 300 Cleveland St, Clearwater, FL 33757

**Contacted
Special Events
Department?**

**Additional
Sponsors or
Media Outlets
for Event:**

Macfarlane Ferguson & McMullen, National Aviation Academy, TanTalk Radio, and others TBD.

**Funded by DDB
Before?**

No.

**Applicant
Signature**

Stephanie Zaragoza, Secretary, Rotary Club of Clearwater

Applied for:

Special Event Permit

Current BTR:

Is 501(c)(3)?

Yes

**Timeframe of
Event:**

1 pm – 5 pm

Free to Public?

Yes

**Agreement
Checkbox**





Stephanie Zaragoza <stephaniez6950@gmail.com>

Taste of Clearwater

Stephanie Zaragoza <stephaniez6950@gmail.com>
To: Stephanie Zaragoza <stephaniez6950@gmail.com>

Fri, Mar 14, 2025 at 12:07 PM



25-100 Taste of Clearwater Tentative Letter of Approval

To Whom It May Concern,

The City of Clearwater Special Events Department has tentatively approved Special Event 25-100 Taste of Clearwater scheduled for 05/31/25 at Coachman Park .

Final approval is dependent on the satisfactory completion of the items on the PRE-EVENT CHECKLIST. Once the completed checklist has been received by the required due date, a Special Event Permit will be issued.

If applicable, please provide a copy of this email to the following entities to continue planning your event:

- Tent Permits - Clearwater Planning & Development Dept.

Required for tents larger than 100 sq. ft.

727.562.4539

- State Alcohol Permit - Department of Business & Professional Regulations (DBPR)

Required if selling or serving alcohol on City of Clearwater Property

850.487.1395

- Downtown Clearwater Event Funding - Downtown Development Board (DDB)

Organizers may apply for funding if event falls within the Downtown Development Board (DDB) boundaries

727.562.4044

- City of Clearwater Business Tax Receipt - Clearwater Planning & Development Dept.

Required if event is charging admission or hosting vendors

727.562.4539

· Department of Environmental Protection (DEP) Permit - Office of Resilience and Coastal Protection
Required for events covering an area of 1000 square feet or larger and located seaward of the coastal construction control line on the coastal sands of Clearwater Beach
850.245.7676

Before submitting this letter for any purpose other than those listed above, please contact the Special Events Department for approval

We wish you the best with your activity and we remain available should you have questions or concerns.

Sincerely,
Clearwater Special Events & Permitting
(727) 562-4700

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Stephanie R. Zaragoza
Rotary Club of Clearwater
District 6950 Assistant Governor Area 3 2024-2027
(C) 813.477.2303
(E) stephaniez6950@gmail.com



The Rotary Club of Clearwater's Taste of Clearwater 2025

INCOME	Budget	DBB Funds
Estimated Merchandise Sales	\$500	
Estimated Vendor Fees	\$10,000	
Sponsorships	\$10,000	
DBB Grant	\$45,000	\$45,000
TOTAL INCOME	\$65,500	\$45,000
EXPENSES	Budget	
Restroom Trailer	\$3,000	
City Fees (Dumpster (20 yd), Police, City Permit)	\$10,000	-\$10,000
Entertainment (Musical Act, Stage, Sound System, Generator, Bounce Houses)	\$15,000	-\$15,000
Refreshments for Event Staff and ice for drink sales table	\$500	
Décor and Design (Tents, tables, chairs, linens, beverage table, stage)	\$6,000	-\$5,000
Printing	\$500	-\$500
Event Insurance (included in policy)	\$500	-\$500
Marketing, Promotion, and Event Management	\$18,000	-\$13,000
Merch for sale	\$395	
Volunteer shirts	\$600	
Square Reader	\$400	
Liquor license	\$25	
Advertising (Satellite Radio - 40k spots over 2 weeks)	\$1,000	-\$1,000
TOTAL EXPENSES	\$55,920	-\$45,000
Net Proceeds to the Rotary Club of Clearwater	\$9,580	

Taste of Clearwater

Saturday, May 31st, 2025

-  Vendor
-  EMS
-  Parking
-  Food Tickets
-  Wet Zone
-  Food & Beverage
-  Restrooms
-  Rotary Booth



Source: Visit St. Pete Clearwater

Rot
Club of Clear

Hello, Downtown Development Board of Clearwater,

My name is Brit Maxwell. I will be Acting on behalf of the Rotary Club of Clearwater. They have hired me to plan their inaugural event Taste of Clearwater. My experience of planning wide scale events includes the St. Petersburg Foundation's Lealman Farmers Market, and the Lealman Engagement Committee's series of events for the past 3 years.

- Lealman Honey & Arts Festival (as many as 5,500 attendees)
- Lealman Independence Day Celebration (as many as 6,000 attendees)
- Lealman Christmas Tree Lighting (as many as 1,000 attendees)
- The monthly Lealman Farmers Market (as many as 750 attendees)

These events have brought attendees from both local and neighboring communities. Along with being a great time, they have also brought a positive perspective to visitors and residents about the Lealman area. Direct feedback has been received consistently about the change residents have experienced when thinking about where their homes are located. Additionally, the committee members' organizations have been recognized as truly caring for the betterment of the Lealman community by way of these events.

Included in the planning experience above, I have managed events for the KIA Center (formally Amway Center) and Camping World Stadium in Orlando. Invents include professional sports, headlining concerts, and corporate buyouts. These arenas hosted an average of 30,000 attendees several times per week. Locally, I have been on the area management side of Jazz Force, with Clearwater Jazz Holiday, for 5 years.

I am looking forward to the opportunity to work with you all on the development of the beautiful city of Clearwater. Please reach out to me with any questions or concerns.

With gratitude,

Brit Maxwell

Exquisite Events

exquisitemessage@gmail.com

(727) 600-6570



Rotary
Club of Clearwater
**Taste of
Clearwater**
at Coachman Park
5•31•2025

Taste of Clearwater

Presented by
Macfarlane Ferguson & McMullen

1:00PM - 5:00PM SATURDAY, MAY 31ST
COACHMAN PARK, CLEARWATER, FL

FRESH, LOCAL, AND FUN!

Celebrate Rotary Club of Clearwater's centennial anniversary. Savor the best flavors from Clearwater and nearby towns, enjoy live music, and relish the beautiful waterfront setting of Coachman Park. Be part of this unforgettable community event honoring 100 years of service.