

FRESH START MARKET

Start your weekend the right way!
It's Fresh Start Friday in Downtown
Clearwater, right across from Coachman Park!
Don't miss out — food, music, vendors, and
vibes all in one place!

- MUSIC + ENTERTAINMENT
- SHOP LOCAL VENDORS
- FUN FOR ALL AGES
- EATS FROM LOCAL FAVORITES

The Fresh Friday Market brought together community, culture, and commerce in partnership with St. Petersburg College, the City of Clearwater DDB, and Saturday Shoppes. The event created a vibrant space supporting local businesses while engaging our students and community.

Fresh Friday Market

Final Report Presentation

St. Petersburg College,
City of Clearwater DDB,
Saturday Shoppes.

Date: 1/9/26 - 2/7/2026

FRESH START MARKET

SUMMARY



THE TEAM

The Fresh Friday Market brought together community, culture, and commerce through a partnership between St. Petersburg College, the City of Clearwater DDB, and Saturday Shoppes. The series created a vibrant atmosphere that supported local vendors while activating downtown for residents and visitors.

Attendance: Tracking exact attendance was challenging due to multiple entry points and no pre-registration process. The highest turnout occurred during Pets Night Out, Caribbean Night, and especially Salsa Night, where the majority of attendees gathered near the stage. Three evenings were impacted by extreme cold weather, which reduced overall turnout.

Social Media & Marketing Efforts: Promotion included distributing 11x17 flyers to open businesses along the 400 and 500 blocks many of which displayed them prominently in their front windows. Digital efforts included **Facebook posts, Facebook Ads, Influencers, Instagram, and LinkedIn posts SPC page and Alumni Network, a press release, workforce newsletter inclusion, and internal SPC promotion through Titan News and Titan Hub.**

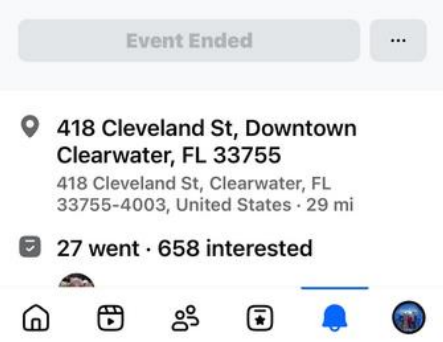
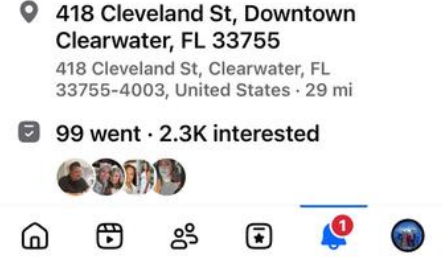
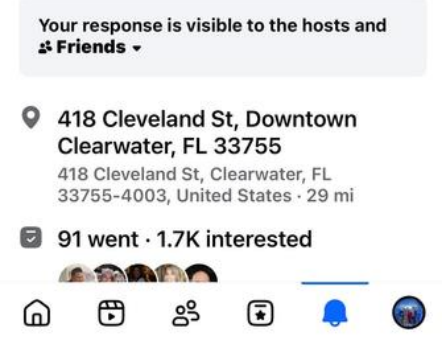
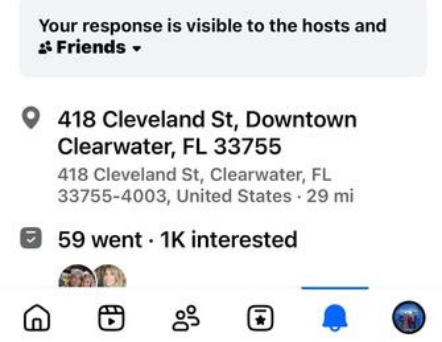
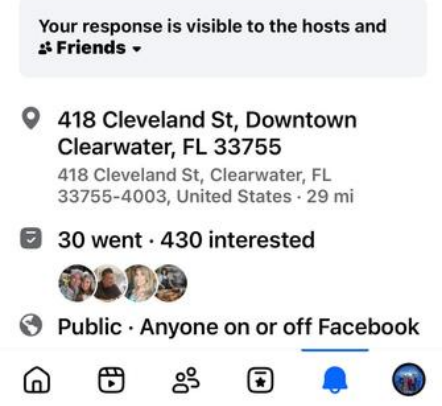
This presentation includes photos from each week of the event series to visually highlight engagement, attendance patterns, and overall atmosphere. The final slides summarize key takeaways, outlining what worked well and areas for improvement.



SOCIAL MEDIA Marketing Strategy

The Fresh Start Market series (January–February 2026) in Downtown Clearwater featured multiple themed events including Global Night, Latin Nights, Caribbean Night, Night Out, Salsa Night, and Pre-Superbowl Night. **Engagement was strong overall, with Caribbean Night generating the highest interest at 2.3K interested followed by Latin Nights at 1.7K, and Salsa Night at 1.3K interested.** Even the lowest-performing event (Pre-Superbowl Night) drew 658 interested responses.

Overall, the **themed cultural nights** (Latin, Caribbean, Salsa) drove the **highest online engagement**, indicating that **culturally focused programming resonates strongly with the audience.** The consistent interest across events demonstrates growing visibility and community traction for the Fresh Start Market brand.



CITY OF CLEARWATER DOWNTOWN DEVELOPMENT BOARD AND ST. PETERSBURG COLLEGE
IN PARTNERSHIP WITH SATURDAY SHOPPES

FRESH START MARKET

🍷 Food 🎵 Music 🎨 Vendors 👨‍👩‍👧‍👦 Family Vibes 🎁 Win Fun Giveaways 🐾 Pet Friendly

Join us in this celebration of community New Year. New Finds, New Friends, New

**FRIDAY
1/9
6-9 PM**

Shine & Shop

GLOW INTO THE NEW YEAR 2026

- VENDORS
- MUSIC
- FAMILY FUN
- LOCAL RESTAURANTS

Featuring local band: **PredShreds**

DJ by **LC3 Entertainment**

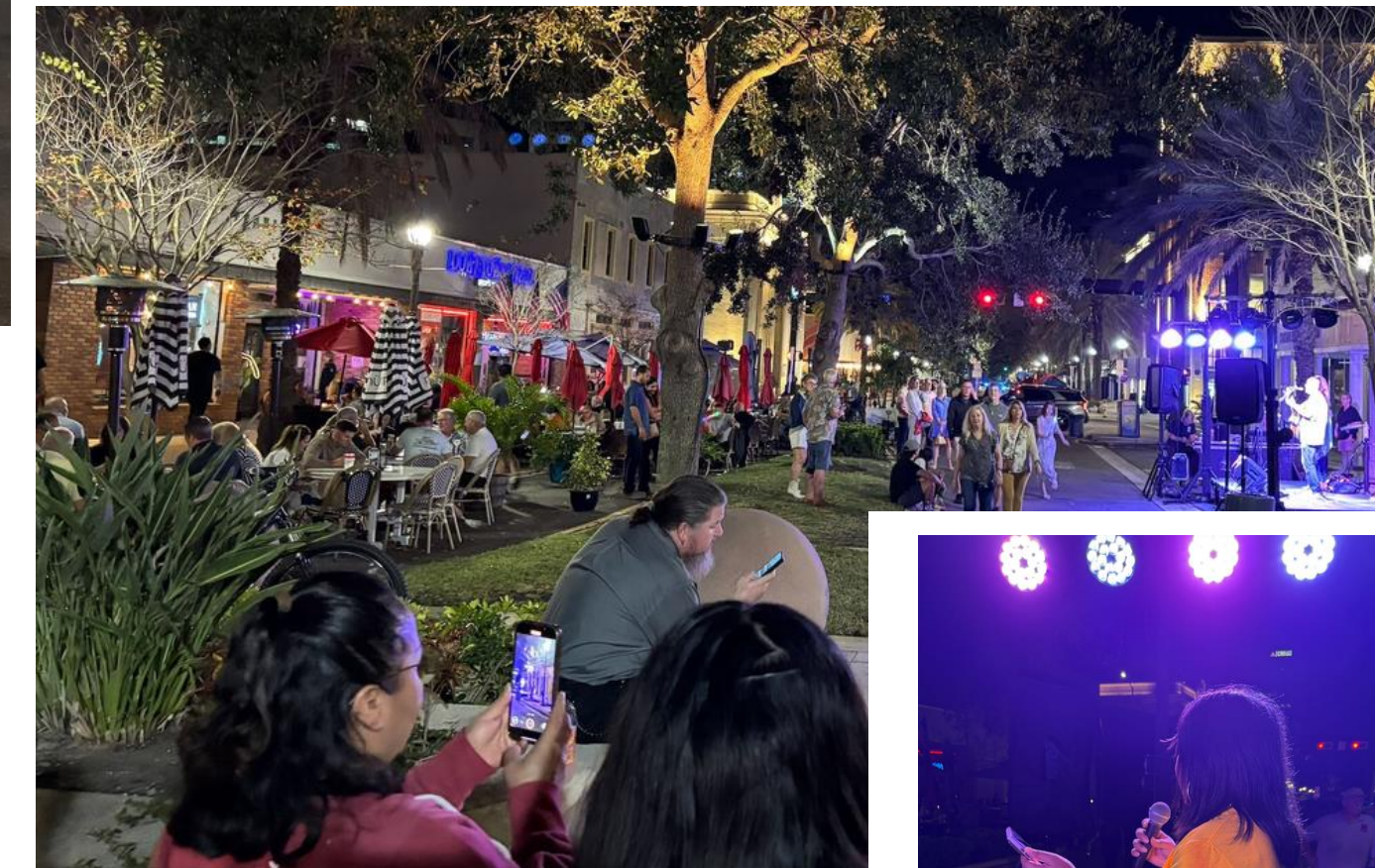
VENDORS SCAN TO APPLY

FAMILY EVENT • FREE EVENT • LOTS OF FUN • PET FRIENDLY • & MORE
418 CLEVELAND ST, CLEARWATER, FL 33755
(ACROSS THE STREET FROM COACHMAN PARK)

For info contact: Maginda Montero | montero.maginda@spcollege.edu | 727-341-3089

CLEARWATER DOWNTOWN DEVELOPMENT BOARD **SPC St. Petersburg College** **SATURDAY Shoppes**

- Sound RCS - SPC Alum
- Live Band: The shreds & Manuela (SPC Alum)
- DJ on 500 block
- Raffles, SPC Swags and Basket full of SPC items
- Announced on partnership 2x per night



Announced to attendees that this event was brought to them in Partnership with the City of Clearwater DDB, Saturday Shoppes and SPC

FRIDAY, 1/9

CITY OF CLEARWATER DOWNTOWN DEVELOPMENT BOARD AND ST. PETERSBURG COLLEGE
IN PARTNERSHIP WITH SATURDAY SHOPPES

FRESH START MARKET

🍷 Food 🎵 Music 🎪 Vendors 👨‍👩‍👧‍👦 Family Vibes 🎁 Win Fun Giveaways 🐾 Pet Friendly

FRIDAY
1/16
6-9 PM

DJ by LC3 Entertainment

VENDORS
SCAN TO
APPLY

LATIN NIGHTS

DOWNTOWN CLEARWATER

- VENDORS
- MUSIC
- FAMILY FUN
- LOCAL RESTAURANTS

Featuring local band
Grupo Weedpa

FAMILY EVENT • FREE EVENT • LOTS OF FUN • PET FRIENDLY • & MORE
418 CLEVELAND ST, CLEARWATER, FL 33755
(ACROSS THE STREET FROM COACHMAN PARK)

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DDDB CLEARWATER DOWNTOWN DEVELOPMENT BOARD

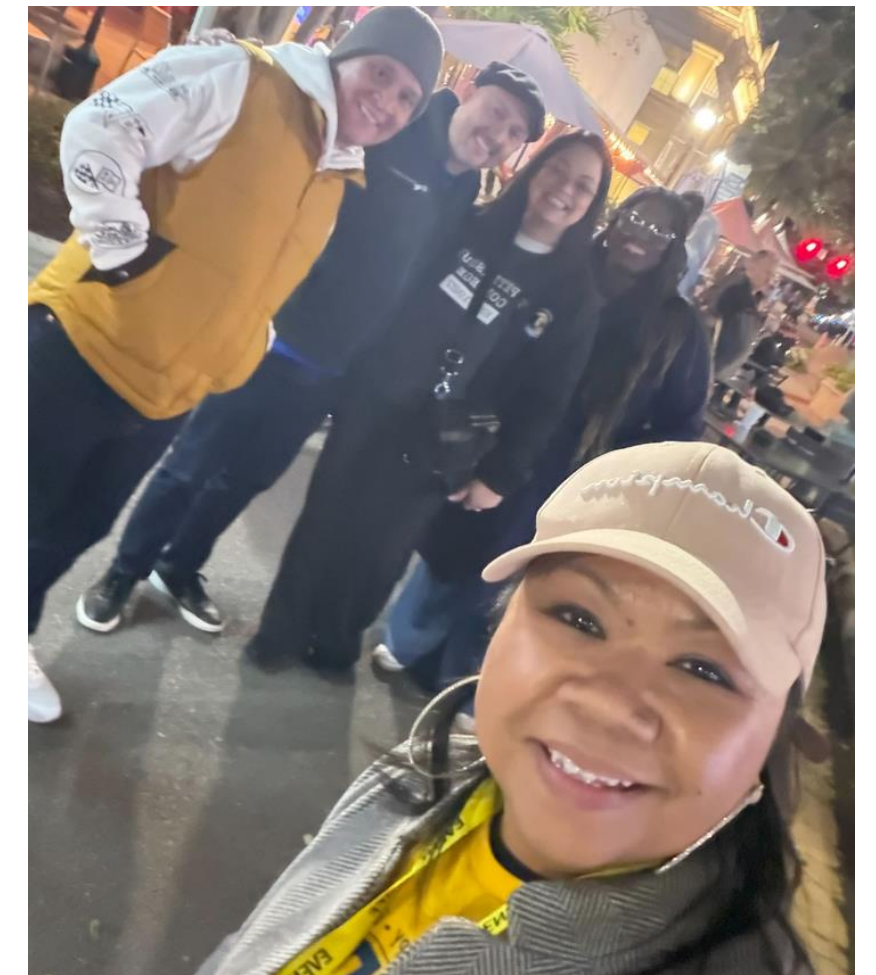
SPC St. Petersburg College
WORKFORCE, COMMUNITY,
& CORPORATE PARTNERSHIPS

SATURDAY SHOPPES

- Sound RCS - SPC Alum
- DJ on 400 block
- Live Latin Band: Grupo Weedpa on 500 Block
- Raffles, SPC Swags and Basket full of SPC items
- Announced on partnership 2x per night



FRIDAY, 1/16



CITY OF CLEARWATER DOWNTOWN DEVELOPMENT BOARD AND ST. PETERSBURG COLLEGE
IN PARTNERSHIP WITH SATURDAY SHOPPES

FRESH START MARKET

🍷 Food 🎵 Music 🎪 Vendors 👨‍👩‍👧 Family Vibes 🎁 Win Fun Giveaways 🐾 Pet Friendly

FRIDAY
1/23
6-9 PM

CARIBBEAN NIGHT

DJ by LC3 Entertainment

- VENDORS
- MUSIC
- FAMILY FUN
- LOCAL RESTAURANTS

VENDORS SCAN TO APPLY

FAMILY EVENT • FREE EVENT • LOTS OF FUN • PET FRIENDLY • & MORE
418 CLEVELAND ST, CLEARWATER, FL 33755
(ACROSS THE STREET FROM COACHMAN PARK)

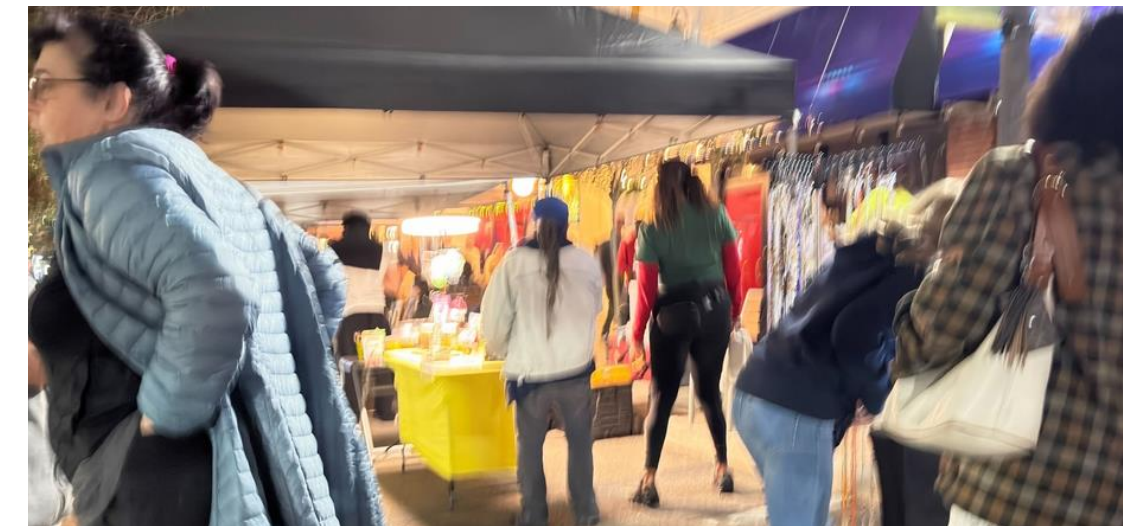
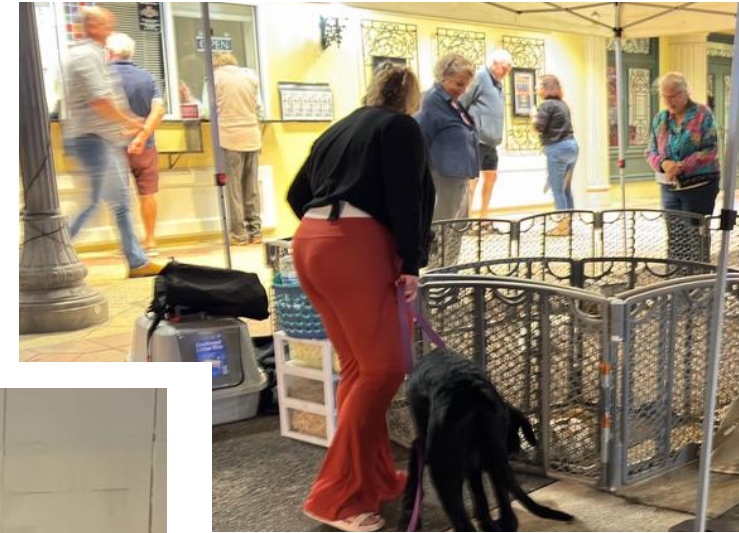
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DDDB CLEARWATER DOWNTOWN DEVELOPMENT BOARD

SPC St. Petersburg College
WORKFORCE, COMMUNITY, & CORPORATE PARTNERSHIPS

SATURDAY SHOPPES

- DJ on 400/500 blocks
- SPC Student - Live Steel Drum
- Raffles, SPC Swags and Basket (SPC items)
- Announced on partnership 2x per night



FRIDAY, 1/23

CITY OF CLEARWATER DOWNTOWN DEVELOPMENT BOARD AND ST. PETERSBURG COLLEGE
IN PARTNERSHIP WITH SATURDAY SHOPPES

FRESH START MARKET

🍷 Food 🎵 Music 🎨 Vendors 👨‍👩‍👧 Family Vibes 🎁 Win Fun Giveaways 🐾 Pet Friendly
DJ by LC3 Entertainment

FRIDAY 1/30 6-9PM

PETS Night Out

• VENDORS
• MUSIC
• FAMILY FUN
• LOCAL RESTAURANTS

CONTEST ALERT

FAMILY EVENT • FREE EVENT • LOTS OF FUN • PET FRIENDLY • & MORE
418 CLEVELAND ST, CLEARWATER, FL 33755
(ACROSS THE STREET FROM COACHMAN PARK)

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DDb CLEARWATER DOWNTOWN DEVELOPMENT BOARD

SPC St. Petersburg College
WORKFORCE, COMMUNITY, & CORPORATE PARTNERSHIPS

SATURDAY Shoppes

- DJ on both 400/500 blocks
- Raffles, SPC Swags and Basket (SPC items)
- Announced on partnership 2x per night



Winner Cutest Costume



FRIDAY, 1/30



CITY OF CLEARWATER DOWNTOWN DEVELOPMENT BOARD AND ST. PETERSBURG COLLEGE
IN PARTNERSHIP WITH SATURDAY SHOPPES

FRESH START MARKET

Food 🎵 Music 🍷 Vendors 🧺 Family Vibes 🎁 Win Fun Giveaways 🐾 Pet Friendly

FRIDAY 2/6 6-9 PM

Featuring Local Artist

IVAN MONTERO
& His Latin Orquestra

SALSA NIGHT
DJ by LCS Entertainment

FAMILY EVENT • FREE EVENT • LOTS OF FUN • PET FRIENDLY • & MORE
418 CLEVELAND ST, CLEARWATER, FL 33755
(ACROSS THE STREET FROM COACHMAN PARK)

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DDb CLEARWATER DOWNTOWN DEVELOPMENT BOARD

SPC St. Petersburg College
WORKFORCE, COMMUNITY, & CORPORATE PARTNERSHIPS

SATURDAY Shoppes
Clearwater

VENDORS SCAN TO APPLY

- Sound RCS - SPC Alum
- Live Salsa Band: Ivan and his Latin Orquestra
- DJ on 400 block
- Raffles, SPC Swags and Basket full of SPC items
- Announced on partnership 2x per night



FRIDAY, 2/6



Salsa Night drew the highest attendance. When the band started on the 500 block stage, crowds flocked to the music, creating a vibrant, high-energy atmosphere.

CITY OF CLEARWATER DOWNTOWN DEVELOPMENT BOARD AND ST. PETERSBURG COLLEGE
IN PARTNERSHIP WITH SATURDAY SHOPPES

FRESH START MARKET

Food Music Vendors Family Vibes Win Fun Giveaways Pet Friendly

DJ by LC3 Entertainment

SATURDAY 2/7 6-9 PM

PRE-SUPER BOWL

Fun Football Activities for the Family

Best Dressed Fan Contest: Wear your favorite team gear!

Photo Booth: Take pics with your favorite fan gear or jersey.

VENDORS SCAN TO APPLY

VENDORS • MUSIC • FAMILY FUN • LOCAL RESTAURANTS

FAMILY EVENT • FREE EVENT • LOTS OF FUN • PET FRIENDLY • & MORE
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SATURDAY Shoppes



SATURDAY, 2/7



- DJ on 400 and 500 blocks
- SPC Basket full of SPC items

Due to freezing temperatures and high winds, attendance was very low, and vendors began packing up after two hours. The weather kept people indoors, with no outdoor restaurant seating occupied because of the cold and wind.

FRESH START MARKET

WHAT *DID NOT* WORK



Seasonal Timing Challenges (January Cold Fronts)

January, historically one of the coldest months, brought multiple cold fronts that created chilly evenings not ideal for outdoor programming.



Weather Impact on Attendance



Three of the six nights experienced freezing temperatures and high winds, significantly reducing turnout and overall event energy.

Event Timing & Duration Constraints

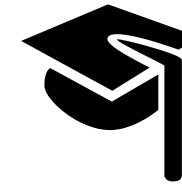


The event window was relatively short, and the start time was too close to the end of the traditional workday. Many vendors with full-time jobs expressed difficulty arriving, setting up, and maximizing sales within the limited timeframe.



Lack of Food Truck Variety

Attendees repeatedly asked about food vendors. When directed to existing restaurants, many shared they had already eaten there multiple times, indicating a desire for more diverse and rotating food options.



January Timing Reduced Student Engagement

Moving the event to January lessened student participation. Classes did not begin until the third week of January, limiting early-semester engagement. In contrast, during the fall marketing period, we saw stronger student interest; however, many students were hesitant to participate at the start of the semester while adjusting to new schedules and coursework.



Limited Activation Across Event Blocks

With activity spread across two blocks, the 500 block had only two restaurants open (including the pizza shop during Week 3), which limited vibrancy and consistent foot traffic.



Event Layout & Visibility Barriers

Vendors and attendees noted that the police vehicle used as a street barrier blocked visibility between the 400 and 500 blocks, making it difficult for guests to see vendors further down the street.

FRESH START MARKET



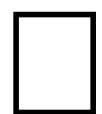
Live Entertainment Drew Crowds

When the band started (especially on Salsa Night), people flocked to the stage, creating strong energy and gathering momentum.



Stronger Activation on the 400 Block

When the stage and live bands were positioned on the 400 block—where the majority of restaurants are open—foot traffic and engagement were noticeably stronger.



Boost in Restaurant Traffic During Event Hours

Events brought people downtown and dined at local restaurants; it was noticeable that many attendees left shortly after the event concluded, limiting extended evening activity after 9PM.



Themed Cultural Nights Performed Best

Latin, Caribbean, and Salsa themes generated the highest engagement and strongest in-person turnout.

WHAT DID WORK



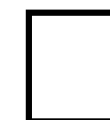
Strong Online Interest

Several nights showed high “interested” engagement online, indicating strong brand awareness and curiosity.



Positive Community & Visitor Experience

Locals and tourists appreciated the community feel the events added to downtown.



Downtown Activation Potential

When weather cooperated, the event demonstrated clear potential to drive foot traffic and activate the 400 and 500 blocks.

1. Establish Consistent Monthly Programming

Local attendees expressed that one-off events create confusion, as many are unsure when or where activities are happening downtown. It is recommended to implement a recurring monthly event that runs consistently for several months. This approach will help build awareness, establish routine attendance, and create stronger community engagement.

2. Incorporate Food Trucks & Vendors

- Events should include food trucks and food vendors as a core component.
- Vendors indicated that events need to run 4–6 hours to make participation financially worthwhile.
- Attendees seek other food options at the events

3. Focus Events on a Single Block

Concentrating activities within one block may increase energy, foot traffic density, and overall event success rather than spreading programming across both blocks

4. Optimize Timing & Seasonality

- January is not an ideal month for outdoor events.
- The 6:00 PM event start time conflicted with vendor work commitments, contributing to limited repeat participation.
- Friday night events were positively received by tourists and seen as a valuable addition to their vacation experience.



**THANK YOU FOR
THE
PARTNERSHIP**



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

