

The Market Marie: Every 2nd Saturday

Address: Coachman Park, 300 Cleveland St. 33755

PREPARED FOR

DDB: Funding Request

START DATE

June 2026

END DATE

May 2027

DDB Funding Request

Entire 12-Event Budget Listed Below

DDB GRANT FUNDS REQUESTED in Yellow

–Any itemized row that is not highlighted is covered by the applicant
Social Media: @TheMarketMarie on both Instagram and Facebook

Our mission:

The Market Marie is a local, woman-owned, small business event company that coordinates open air markets for small businesses and artisans in the heart of Clearwater, FL. We host a monthly market on the 2nd Saturday showcasing 130+ vendors. We are one of the most diverse markets in the area from products to makers. We have a detailed application process and carefully select makers to join our events. We ensure our businesses are locally owned small businesses. This allows our markets to truly stand out in quality, while supporting a vast number of small businesses in the community. All of our events are pet friendly, family friendly, and everyone is welcome! We are applying for funding in hopes to alleviate some of our recurring expenses. *The Market Marie does not discriminate on account of race, age, color, sex, national origin, physical or mental disability, or religion or otherwise as may be prohibited by federal and state law.*



Market Marie General FEES (Per Event) (Financially Covered by Coordinator)		Market Marie FEES (Per 12 Events)	
Special Event Insurance	\$300		\$3,600
Day of Event Management	\$600		\$7,200
Social Media Management	\$1,200		\$14,400
Applications Team	\$2,500		\$30,000
Map Development/Labeling the Ground	\$400		\$4,800
Admin Management & Logistics Team	\$3,000		\$36,000
Market Marie Monthly Fees Total: (\$8,000)		General Fees TOTAL \$96,000	
Marketing Fees (Per Event)		MARKETING FEES for 12 events	
Marketing: News Articles (Online & Paper)	\$500		\$6,000
Paid Promotions: Social Media (Boosted Ads/Boosted FB Event Page, etc.)	\$950		\$11,400
Marketing: Videography (Drone)	\$400		\$4,800
Marketing: Photography	\$200		\$2,400
Flyers/Signage	\$300		\$300
Website Maintenance/Website Event Promotions	\$350		\$4,200
Graphic Design	\$350		\$4,200
Marketing Fees (Per Event) Total: \$3,050		Marketing Fees TOTAL \$33,300	

City Fees (Per Event)		CITY FEES for 12 events
EMS Standby (Required by City)	\$820	\$9,840
Percentage of Vendor Fees (Paid to City)	\$750+	\$9,000+
Parking (Road Block Signage)	\$50	\$600
Trash Cans On-site	\$15 (3)	\$180
City Fees (Per Event) Total: 1,635		City Fees TOTAL \$19,620
ADDITIONAL FEES (Per Event)		ADDITIONAL FEES for 12 events
Live Music/or DJ	\$600	\$7,200
Misc. (Bounce House, Additional Entertainment, etc.)	\$300+	\$3,600
Santa Claus, Easter Bunny, etc.	\$1,000	\$1,000
Additional Bounce Houses/Entertainment when space allows	\$300	\$3,600
Additional Fees Total (Per Event) \$1900		Additional Fees Total: \$15,400
TOTAL FEES per 12 EVENTS		
\$164,320		

TOTAL Funding Request

\$39,040

(12 events)

Revenue Based Income: Current vendor fees are \$70 (After Square transaction fees it is \$67.67 per vendor) per event, with a discounted rate for all downtown merchants and service based vendors (\$40). Approved nonprofits, such as our monthly pet adoption partners, participate at no cost.

Assuming all vendors (up to 150) are paying the *full vendor fee* for each of the 12 events, while accounting for Square's transaction fees, the projected annual revenue is approximately **\$121,806**.

This funding is essential to sustaining and growing our operations—supporting local small businesses, maintaining event quality, and continuing to serve the Clearwater community year-round.

Applicants Contribution: \$125,280