

Downtown Development Board Grant Application

Row 10

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| Applicant / Primary Contact: | Jessica Adanich |
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| Type of Grant Request | Special Event |
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| Name of Organization: | Sharkapalooza Inc |
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Street Address: 4711 S Himes Ave., Suite 1307

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| City: | Tampa |
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| State: | FL |
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| Zip: | 33611 |
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| Cell Phone: | +1 (440) 728-4002 |
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Office Phone:

Email Address: hello@Sharkapalooza.org

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| Website / Social Media Link(s): | https://www.sharkapalooza.org https://www.facebook.com/profile.php?id=61571633952272 https://www.instagram.com/sharkapaloozafl https://www.youtube.com/@SharkapaloozaFL |
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| Description of Project: | Sharkapalooza is a free, family-friendly, art-driven ocean conservation festival designed to engage the public through creativity, education, and community connection. The event will take place on Saturday, May 16, 2026, from 10:00 AM to 4:00 PM at Coachman Park in Clearwater, Florida. As a registered 501(c)(3) nonprofit, Sharkapalooza's mission is to raise awareness for ocean |
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and shark conservation by bringing together artists, educators, conservation organizations, and the local community in an accessible and engaging public setting. The event will feature: • Ocean- and shark-inspired fine artists and makers • Educational exhibits hosted by local aquariums, conservation, and environmental nonprofits • Interactive, hands-on activities for children and families • Live music and stage programming throughout the day • Food trucks and beverage vendors • Community partner and sponsor activations Sharkapalooza is designed to be inclusive and approachable, welcoming attendees of all ages and backgrounds while delivering meaningful education about marine ecosystems and conservation efforts in a fun, creative environment. By using art as a storytelling and engagement tool, the event helps translate complex environmental issues into experiences that resonate with the public. The festival also supports local and regional artists, small businesses, and nonprofits by providing visibility, outreach opportunities, and community engagement within a high-traffic public space. Estimated Attendance Estimated total attendance: 1,000+ attendees Attendance estimates are based on prior Sharkapalooza events, comparable community festivals, and the central, high-visibility location of Coachman Park.

Total Project Cost (\$): \$46,660.00

Amount of Grant Funds Requested (\$): \$15,000.00

Applicant's Financial Contribution (\$):

Third-Party Contributions (\$): \$24,900.00

When will the event take place? May 16, 2026

Who will implement the project?

Where will the project occur? Coachman Park, Clearwater, FL

Project Attraction Sharkapalooza activates downtown Clearwater by transforming a central public space into a vibrant, high-energy destination that encourages residents and visitors to spend time, explore, and engage with the downtown area. By offering a free, all-ages event, Sharkapalooza removes barriers to entry and invites broad participation from families, young professionals, tourists, and the surrounding community. The event draws attendees into downtown who may not otherwise visit, increasing foot traffic to nearby restaurants, shops, parking facilities, and local businesses before, during, and after the festival. Live music, food trucks, artist vendors, and interactive programming encourage attendees to linger in the area, supporting local commerce and reinforcing downtown as a place to gather, connect, and enjoy cultural experiences. Sharkapalooza also strengthens downtown's identity as a community-centered destination by showcasing creativity, education, and environmental stewardship in a positive, family-friendly environment. By positioning downtown as a hub for meaningful, well-produced events, Sharkapalooza supports the city's goal of making downtown Clearwater a place where people want to live, work, and play.

Applicant Signature:

Title of Event: Sharkapalooza

Date(s) of Event: May 16, 2026

Description of Special Event: Sharkapalooza is a one-day, outdoor, art-driven ocean conservation festival held on Saturday, May 16, 2026, from 10:00 AM to 4:00 PM at Coachman Park. The event combines visual art, live music, educational programming, and interactive experiences centered around ocean and shark conservation. The festival features ocean-inspired artists and makers, conservation and environmental nonprofit organizations, live music on a dedicated stage, hands-on children's activities, food and beverage vendors, and community partner activations. Programming is designed to be engaging and accessible, using creativity and storytelling to educate attendees about marine ecosystems while creating an enjoyable and welcoming festival atmosphere. Sharkapalooza is free to attend and open to the public, making it an inclusive community event that

appeals to a wide demographic and supports downtown activation through sustained visitor presence throughout the day.

Intended Audience / Anticipated Attendance

Intended Audience: • Local residents and families • Downtown workers and nearby business employees • Tourists and visitors to Clearwater and the surrounding Tampa Bay area • Art enthusiasts and creative communities • Environmental and conservation-minded individuals • Young professionals and community groups
Sharkapalooza is intentionally designed to appeal to a broad, multi-generational audience, with programming that engages children, teens, and adults alike. Anticipated Attendance: Estimated attendance: 1,000+ attendees over the course of the day Attendance estimates are based on prior Sharkapalooza events, comparable regional festivals, and the high-visibility, centrally located venue at Coachman Park.

Total Event Cost (\$):

Event Grant Funds Requested (\$)

Where will the event be held?

Coachman Park, Clearwater, FL

Contacted Special Events Department?

Additional Sponsors or Media Outlets for Event:

Sharkapalooza is actively pursuing partnerships with local, regional, and national sponsors aligned with the event's mission of community engagement, education, and conservation. Potential and ongoing outreach includes local businesses, hospitality partners, environmentally focused brands, and community-minded corporations. Media outreach efforts include local and regional radio, digital media, print publications, and community calendars to promote the event and drive attendance. Partnerships with media outlets help amplify visibility for downtown Clearwater while positioning the city as a host for engaging, family-friendly special events. Social media campaigns, email marketing, and partner cross-promotion will further extend the event's reach leading up to the festival.

Funded by DDB Before? No

Applicant Signature Jessica Adanich

Applied for: Special Event Permit

Current BTR: No

Is 501(c)(3)? Yes

Timeframe of Event: 10 am - 4 pm

Free to Public? Yes

Agreement Checkbox

Applied / Awarded Community Sponsorship Program? No
