



Taste of Clearwater Event Report

Prepared for the Downtown Development Board

Event Details

The *Taste of Clearwater* event was held on **Saturday, April 18th**, from **11:00 AM to 5:00 PM**, spanning the **600 block of Cleveland Street in downtown Clearwater** and extending into **Station Square Park**. The event was proudly hosted by the **Rotary Club of Clearwater**.

Event Overview

Taste of Clearwater brought together community members, local businesses, and visitors for a full day of live entertainment, engagement activities, and local business promotion in the heart of downtown. The event successfully created a vibrant, welcoming atmosphere that encouraged attendees to spend extended time enjoying the space.

While originally envisioned as a vendor-style event, Taste of Clearwater continues to evolve into a **music-centered experience that also supports and highlights Clearwater businesses**, reflecting attendee preferences and engagement trends.

Marketing & Promotion Summary

Digital Marketing Performance (Facebook Campaigns)

- **Before Event:**
 - Impressions: 20,623
 - Engagements: 365
- **During Event:**
 - Impressions: 873
 - Engagements: 106
- **After Event:**
 - Impressions: 1,555
 - Engagements: 16
- **Total Reach:**
 - **Total Impressions:** 23,051
 - **Total Engagements:** 487

Event content was also **cross-posted across Pinellas County, Clearwater, and Tampa Bay community groups**, significantly expanding reach within the regional audience.

Additional Promotional Efforts

- Featured on **over 50 online event calendars** throughout Tampa Bay.
 - **Live music acts (Brigade and St. Pete Sons)** actively promoted the event to their followers in the weeks leading up to the event.
 - Hosted **two radio appearances on TanTalk Radio** (three weeks prior and the week of the event).
 - Engaged **Amplify Clearwater** and conducted outreach to **Downtown Clearwater Merchants** to encourage participation.
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Business Engagement

A key initiative of this event was to **support downtown Clearwater businesses**. To reduce barriers to participation:

- Downtown businesses were offered **turnkey booth opportunities at no cost**.
 - This approach enabled increased involvement and exposure for local merchants.
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Event Highlights & Guest Experience

Guest feedback was overwhelmingly positive, with particular appreciation noted for:

- **Live music performances**, which were a primary attraction
- **Shaded seating and gathering areas**, enhancing comfort
- **High-quality restroom trailer accommodations**
- **Cleanliness and upkeep** of the event space, maintained by dedicated volunteers
- **Interactive and family-friendly elements**, including:
 - Clearwater Threshers mascot appearance
 - Games and activity areas
 - Bunny interaction area
- A unique **walk-through display highlighting the history of the Rotary Club of Clearwater**

Many attendees **remained at the event for several hours**, indicating strong engagement and satisfaction with the overall experience.

Challenges & Opportunities

- **Alcohol sales logistics** presented operational challenges.
- The event's structure as a **vendor-focused format** continues to evolve, as attendee interest trends more strongly toward **music and experience-based programming**.

These insights will inform planning and refinement for future events.

Gratitude & Acknowledgment

The Rotary Club of Clearwater extends its sincere gratitude to the **Downtown Development Board** for its continued support in making this event possible.

Special appreciation is also extended to the **City of Clearwater**, whose accommodations and support were **outstanding and instrumental to the event's success**. The level of collaboration and responsiveness greatly contributed to a seamless and enjoyable experience for both organizers and attendees.

Conclusion

Taste of Clearwater successfully activated downtown Clearwater by drawing visitors into the area, supporting local businesses, and creating a lively, welcoming atmosphere. As the event continues to grow and evolve, it is well-positioned to become a signature community experience centered on **live music, local culture, and economic vitality**.

The ongoing support of the Downtown Development Board remains vital to this success, and we deeply appreciate your partnership.