



Legislation Details (With Text)

File #: ID#25-0308 **Version:** 1 **Name:**
Type: Action Item **Status:** Agenda Ready
File created: 4/2/2025 **In control:** Downtown Development Board
On agenda: 4/14/2025 **Final action:**
Title: Approve funding for a partnership with St. Petersburg College (SPC) to plan and execute a series of six themed Friday Night Markets on the 400-500 block of Cleveland Street, as an initiative under the Cleveland Street Activation Plan, for a not to exceed amount of \$50,000 and approve the Downtown Development Board (DDB) to cover all costs directly associated with city fees.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Proposal to Partner with City of Clearwater on SPC Friday Night Market_rvsd4-9.pdf

Date	Ver.	Action By	Action	Result
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SUBJECT/RECOMMENDATION:

Approve funding for a partnership with St. Petersburg College (SPC) to plan and execute a series of six themed Friday Night Markets on the 400-500 block of Cleveland Street, as an initiative under the Cleveland Street Activation Plan, for a not to exceed amount of \$50,000 and approve the Downtown Development Board (DDB) to cover all costs directly associated with city fees.

SUMMARY:

This item seeks approval to designate \$50,000 in funding to support the SPC Friday Night Market Series (Market), a key initiative under the Cleveland Street Activation Plan (Mobile Vendors) and approve the DDB to cover all costs directly associated with city fees, with authorization for the CRA Executive Director or designee to disburse funds without requiring additional board approval.

Market Proposal Details:

- **Location:** 400-500 Block of Cleveland Street
- **Dates:** June 27 - August 8 (six weeks)
 - Friday Nights
 - June 6th - Pilot event to be hosted at SP College Clearwater Campus
 - No market on July 4
- **Time:** 6:00 PM - 9:00 PM
- **Format:** Up to 30 local vendors, including SPC student entrepreneurs and artists
- **Entertainment:** Live music, comedy, raffles, and other activities

SPC Funding Request & Responsibilities: SPC is requesting a \$50,000 budget to support essential event costs and has demonstrated its commitment through in-kind support outlined in its budget. SPC's deliverables include:

- Event Planning & Execution
- Market Manager Oversight
- Marketing & Promotion
- Vendor Recruitment & Coordination - SPC will coordinate with staff to ensure that all local merchants are able to participate and that no vendors will compete with active businesses

City Fees Allocation: An allocation is requested to cover city fees for the six-week market. These fees include costs for police/mitigation, traffic and engineering, parking, parks and recreation, and solid waste services. That would be paid directly by the DDB

The market provides a valuable opportunity to enhance community engagement, support local businesses and student entrepreneurs, and foster a vibrant downtown atmosphere. With this partnership, SPC and the City of Clearwater aim to establish a successful and sustainable event that benefits residents, vendors, local merchants, and the local economy while activating the 400-500 block of Cleveland Street.

Alignment with Strategic Goals: The market aligns with:

- Downtown Development Board's (DDB) mission to create a thriving downtown
- City of Clearwater's Strategic Plan, Economic Opportunity Strategic Objectives
 - 2.1 Strengthen public-private initiatives that attract, develop, and retain diversified business sectors.
 - 2.2 Cultivate a business climate that welcomes entrepreneurship, inspires local investment, supports Eco-friendly enterprises, and encourages high-quality job growth.
 - 2.3 Promote Clearwater as a premier destination for entertainment, cultural experiences, tourism, and national sporting events.
- Cleveland Street Activation Plan

Staff Recommendation: Approval of funding not to exceed \$50,000 designated for SPC and approve the DDB to cover all costs directly associated with city fees.

APPROPRIATION CODE AND AMOUNT:

1829411-558900 for Future Downtown Initiative

STRATEGIC PRIORITY:

2.1 Strengthen public-private initiatives that attract, develop, and retain diversified business sectors.

2.2 Cultivate a business climate that welcomes entrepreneurship, inspires local investment, supports Eco-friendly enterprises, and encourages high-quality job growth.

2.3 Promote Clearwater as a premier destination for entertainment, cultural experiences, tourism, and national sporting events.

