

Downtown Development Board Grant Application

Row 6

Applicant / Primary Contact:	Austin Summers
Type of Grant Request	Special Event
Name of Organization:	Clearwater Closet
Street Address:	624 Chestnut Street
City:	CLEARWATER
State:	FL
Zip:	33756
Cell Phone:	+1 (727) 313-4080
Office Phone:	
Email Address:	clearwatercloset@gmail.com
Website / Social Media Link(s):	ClearwaterClosetFL - Instagram www.ClearwaterCloset.com - Website
Description of Project:	This 6-month pilot program is designed to activate Downtown Clearwater by creating a vibrant and inclusive space for the community. Through a series of engaging events, attendees will enjoy live music, connect with others, and participate in activities that promote physical, mental, and emotional well-being. My goal is to attract new visitors to Downtown Clearwater and to support local vendors and downtown merchants by increasing general awareness of their presence and offerings.
Total Project Cost (\$):	\$22,500.00
Amount of Grant Funds Requested (\$):	\$17,700.00
Applicant's Financial Contribution (\$):	

Third-Party Contributions (\$): \$7,800.00

When will the event take place? June 28th - the first event of 6

Who will implement the project? Austin Summer

Where will the project occur? 624 Chestnut - Clearwater Closet

Project Attraction We are seeking collaborative partnerships with small businesses located in Downtown Clearwater and the surrounding areas. As part of this initiative, we will be working closely with Restoration Cafe to bring this vision to life. This pilot program consists of a series of events designed to draw in locals who are looking for something fresh and fun to do, as well as tourists from Clearwater Beach in search of memorable, off-the-beaten-path experiences during their stay. Our ultimate goal is to grow attendance to a level where we can expand into a larger space within Downtown Clearwater. By doing so, we aim to continue revitalizing the area and supporting existing merchants through increased visibility and foot traffic.

Applicant Signature:

Title of Event: Pilot Program - Pop-up Events

Date(s) of Event: Once a month

Description of Special Event: These events will create a vibrant, inclusive space where attendees can enjoy music, connect with others, and participate in activities that inspire physical, mental, and emotional well-being. Our goal is to draw new visitors to Downtown Clearwater while boosting local vendors and merchants through heightened awareness of their offerings. 1. Social Media Campaign Event Pages & Paid Ads: Set up Facebook, Instagram, and Eventbrite listings. Content Strategy: Share teaser videos, artist lineups, and wellness tips. Cross-promote via participating vendors, artists, and partners. 2. On-site Promotions Beach Outreach: Distribute flyers at Clearwater Beach Local Visibility: Place flyers in coffee shops, gyms, and wellness studios throughout the surrounding areas. 3. Community & Engagement Online Groups: Post event announcements in relevant discussion boards and Facebook groups (e.g., local wellness, music, and arts communities). Fitness & Lifestyle Partners: Collaborate with local gyms Partnership Focus: We will prioritize collaborations with local businesses—especially those aligned with health, wellness, and the arts. Restoration Café is already on board, and we're actively seeking additional small-business partners in Downtown Clearwater and neighboring areas to expand our reach and shared promotion efforts.

Intended Audience / This audience is intended to attract members of the EDM, wellness/health & art lover communities. We conservatively

Anticipated Attendance anticipate 2,000 if not more in attendance over the 6 month pilot program.

Total Event Cost (\$):

Event Grant Funds Requested (\$)

Where will the event be held? 624 Chestnut Street Clearwater, FL 33756

Contacted Special Events Department? No

Additional Sponsors or Media Outlets for Event: None at the moment, we would seek guidance from news outlets to bring awareness to the event via public briefing.

Funded by DDB Before? No

Applicant Signature Austin Summers

Applied for:

Current BTR: Yes

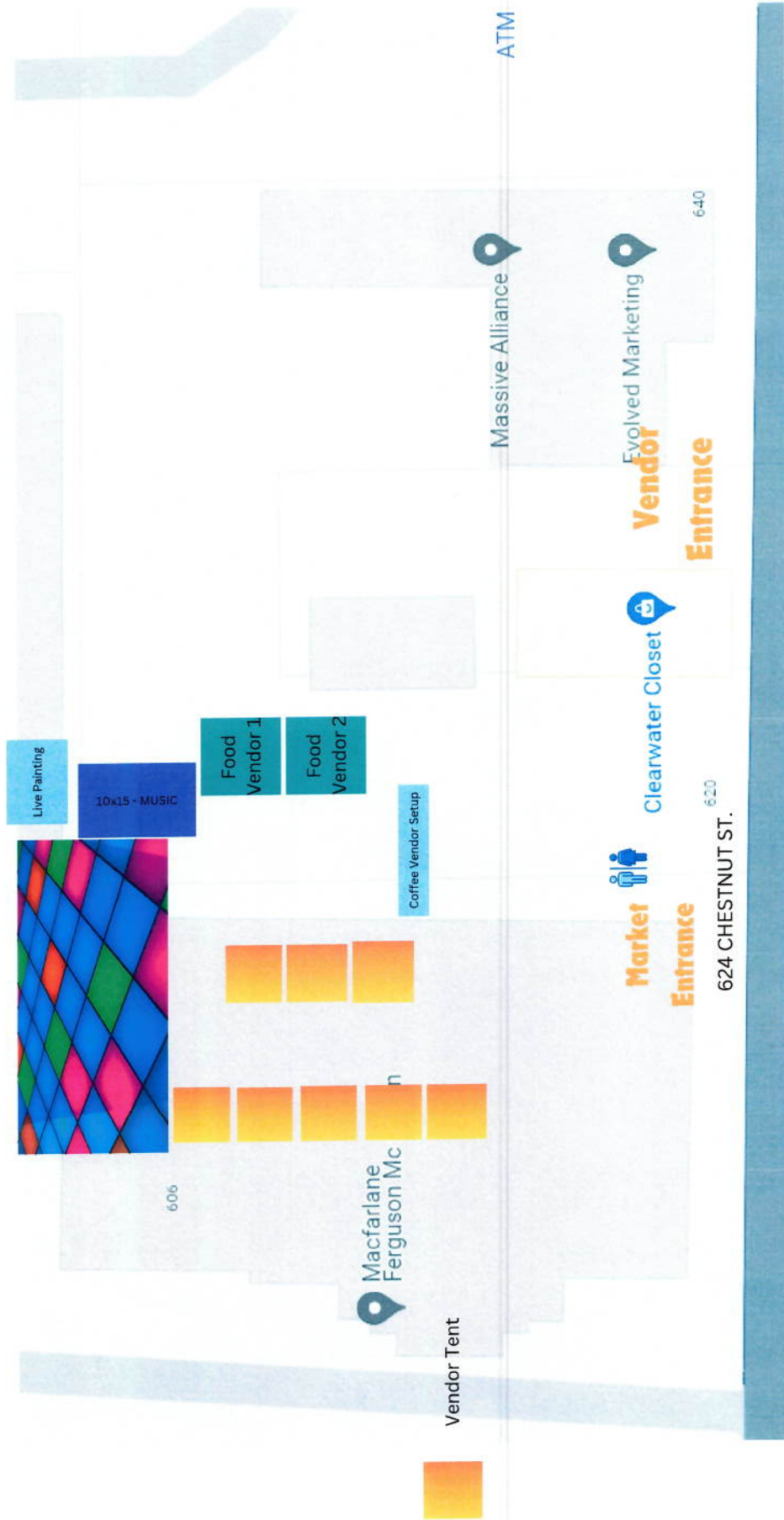
Is 501(c)(3)? No

Timeframe of Event: Will vary depending on event

Free to Public? Yes

Agreement Checkbox ☒

Applied / Awarded Community Sponsorship Program? No



ATM

Massive Alliance

Evolved Marketing

Vendor Entrance

Clearwater Closet



Market Entrance

620 CHESTNUT ST.

620

640

Vendor Tent

Macfarlane Ferguson Mc

606

10x15 - MUSIC

Per Event (6 Months)							
Income				Budget			
Vendor Fees				\$300.00			
Sponsorship				\$1,000.00			
DBB Grant				\$2,950.00			
Total Income				4250x6= \$25,500			
Expenses							
Artist/DJ Fees + Sound System / Setup				\$1,500.00	-\$1,500.00	DBB Grant	
Marketing & Promotion				\$500.00	-\$500.00	DBB Grant	
Decor & Design				\$750.00	-\$750.00	DBB Grant	
Porta Potty Rental				\$300.00			
Inflatable Couches *WORKING ON COLLAB WITH COOCHI COUCH*				\$200.00	-\$200.00	DBB Grant	
Staff & Event Production				\$500.00			
Total Expenses				3750x6=\$22,500			
Net Proceeds To Clearwater Closet				\$3,000.00	will donate a % to a charitable organization		

Hello DDB of Clearwater,

I'm Austin Summers, a merchant in Downtown Clearwater writing on behalf of Clearwater Closet. I fell in love with Clearwater in 2021 on a 10-month road trip across the span of the United States. I can say with full confidence that I've never felt more at home than being here & campaigning for people to visit our city at any opportunity.

My experience in planning events are as follows:

- Breakfast Catering Coordinator for MD State House (Around 200-300 guests)
- Clearwater Kickback Events (Promoting local bands, artists & makers) (~175-200 between the two events hosted)
- Afters At The Closet, a silent disco featuring local EDM DJ's, vendors & businesses (245 ticketed sales)
- Cars & Cameras / Car & Fashion show promoting local models, designers & photographers (75 guests)

Through the introduction of these events I have taken feedback of all kinds on what people are seeking. We are lucky to have options every day on events, markets, concerts & popups. Due to this I am a firm believer that the creation of one-of-a-kind events is the best way to attract not just our neighbors in Clearwater but visitors from the surrounding areas.

My background in both catering on small & large scale as well as real estate sales provides a unique perspective on hosting events and making people feel at home.

The development of downtown Clearwater is something I hold close to my heart. I chose to open my store based on a vision of creating something special in our city. I look forward to my part in bringing positive attention to our city & accelerating growth and redevelopment.

Best,

Austin Summers

ClearwaterCloset@gmail.com

727-313-4080

