



Series Recap



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

October 2025 – April 2026

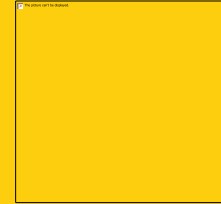
Overview

The **1st Friday Lunchtime Market** activated the 400 block of Cleveland Street with a unique mix of mobile vendors, live entertainment, and lunchtime specials from local businesses, drawing residents, employees, and visitors downtown while supporting local businesses and creating a vibrant midday atmosphere.



OBJECTIVE

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Increase weekday foot traffic



Support local economic activity



Expand community engagement

Impact

Over 7 months, the market series:

- ✓ Welcomed more than 1,200 Visitors
- ✓ Strengthened partnerships with local businesses
- ✓ Transformed the 400 block into a gathering space
- ✓ Increased Weekday Activity

The program advanced the Downtown Development Board's mission of creating an active, welcoming, and economically thriving downtown.



Foot Traffic Metrics

15 – 20% Increase

Increase in pedestrian activity on market Fridays.

191 Visitors

Peak attendance in October and April.

12 p.m. Peak Traffic

Consistent monthly attendance demonstrates reliable downtown activation.





Economic Impact & Merchant Success

- ✓ Repeat vendor participation demonstrated ongoing value.
- ✓ Clear Sky on Cleveland reported **15–25%** increased traffic during market days.
- ✓ Chiang Mai Thai and Sushi Bar reported **~20%** more traffic and new customers.
- ✓ The District Bistro highlighted **improved customer flow** with live music placement.
- ✓ Tequila's Mexican Grill and Cantina noted that any **activity bringing people downtown** is beneficial.

Investments & Return on Investment

Category	Amount
Total Program Budget	\$7,423.02
Number of Events	7



Vendor & Community Feedback

The program exceeded the goal of maintaining at least **10 vendors per event** while encouraging repeat participation throughout the series.

Vendors represented a diverse mix of local artisans, makers, and small businesses, contributing to a vibrant downtown experience.



Vendor & Community Feedback

Vendors praised organization, communication, and staff support.

Most activity occurred between **12:00 PM and 2:00 PM.**

Live music and raffles enhanced the atmosphere.

Recommendations:

Stronger marketing, more food vendors such as fresh fruits/vegetables, specialized items but nothing that will compete with current merchant and exploring evening formats.



KPI Summary



Increased Weekday Foot Traffic:

Welcomed 1,207 visitors across seven events, averaging 172 attendees per market with consistent lunchtime activation.

Supported Local Economic Activity:

Encouraged repeat vendor participation and strengthened downtown businesses through increased customer traffic and engagement.



Expanded Community Engagement:

Collected 69 survey responses, with 100% of respondents indicating they want the 1st Friday Lunchtime Market to continue.

Community Support

69 Survey
Response
s

100%
Market Support

The 1st Friday Lunchtime Market has become a valued community activation that brings together residents, employees, visitors, vendors, and local businesses while supporting a vibrant downtown experience.





Staff Recommendation

Staff recommends continuing the 1st Friday Lunchtime Market based on its success in increasing weekday activity and supporting local businesses.

Future efforts should focus on strengthening

- ✓ Expanding marketing to increase attendance.
- ✓ Recruiting more vendors such as fresh fruits/vegetables, specialized items but nothing that will compete with current merchants.
- ✓ Adding more entertainment and activities.

Thank You



Video Recap

