



# Cleveland Street Activation & Mobile Vending Initiatives



**This initiative reinvigorates the Cleveland Street District by advancing economic growth, cultural vibrancy, and community engagement through coordinated strategies and collaboration with city departments, stakeholders, and strategic partners.**



# Activation Through Partnership

The DDB, CRA, and the City of Clearwater work in partnership to align on goals to activate the Cleveland Street District.



## Clearwater DDB

**\$300,000 DDB**

Drives activity and engagement through dynamic events and business support:

- Engaging events, markets, and programs that energize and attract visitors to the district.
- Increased vendor participation and pop-up activations.
- Policy and grant amendments.



## Clearwater CRA

**\$200,000 CRA**

Supports improvements that enhance the physical environment through:

- Upgraded streetscaping, lighting, and infrastructure.
- Strengthened district identity through signage and wayfinding elements.
- Activated public spaces through public art and placemaking.



## City of Clearwater

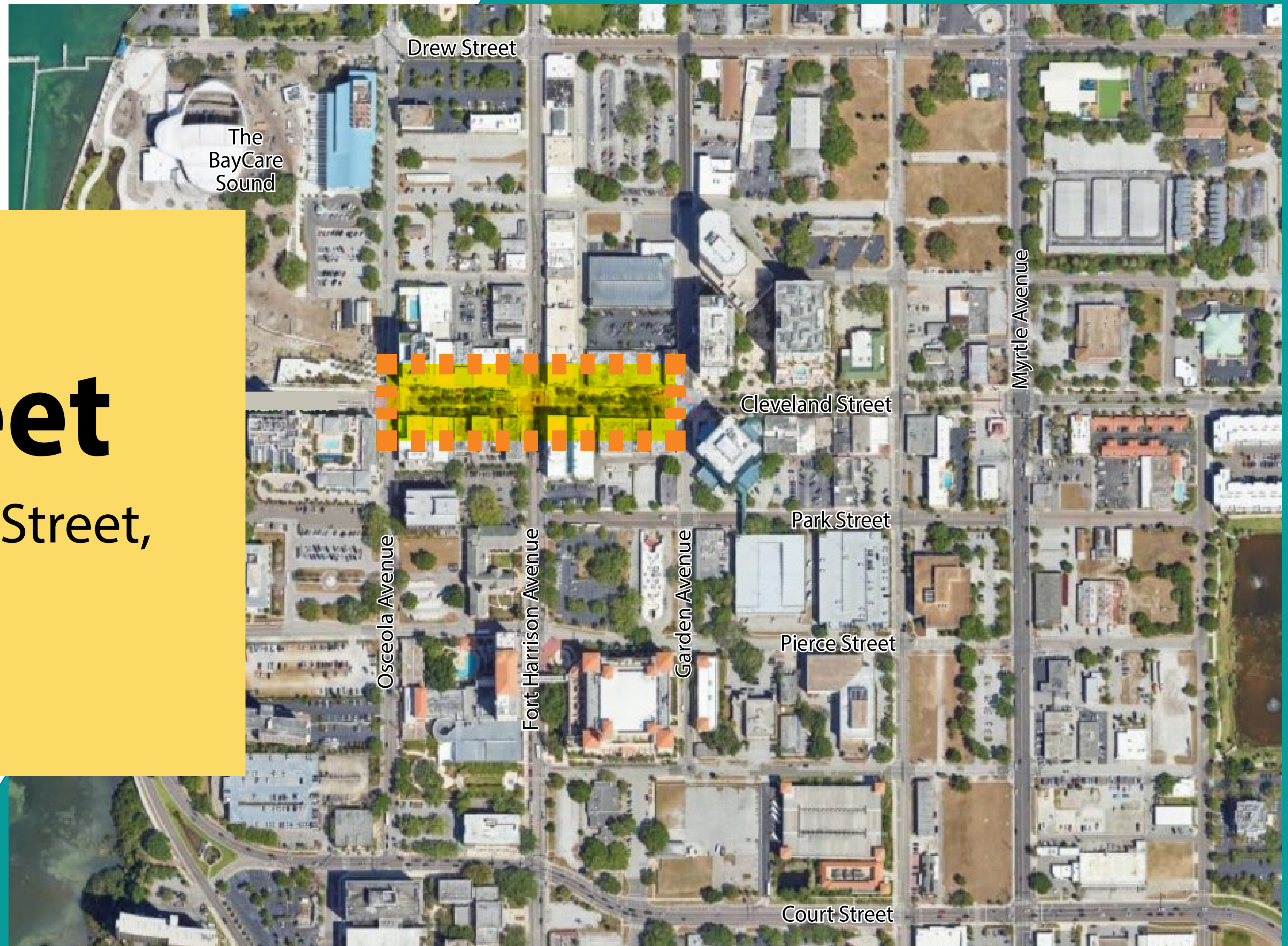
Implements coordinated, cross-departmental initiatives, including:

- Ordinance updates and regulatory improvements.
- Policy development and strategic amendments.
- Program creation and expansion.
- Enhancements to permitting processes.

# Where it's Focused

## 400-500 Blocks of **Cleveland Street**

The initiative targets Cleveland Street, between Osceola Avenue and Garden Avenue.



# Focus Areas





## Focus Area 1

# Mobile Vendors

Creating opportunities for local vendors during markets, events, and peak activity periods.

Except for the sale of ice cream from ice cream trucks in residential areas, mobile vending is prohibited (Sec. 28.04).

# Participating Mobile Vendors



**Churned Small Batch Ice Cream  
& Gourmet Popsicles**



**Read Between the Lines**



**Goodness Gracious Great  
Balls of Love**



**HEP Mobile Market**



**Petals on Pedals Flower Co.**



**Glorious Pies**

# Fresh Start Market

St. Petersburg College (SPC) hosted the Friday Night Market series, activating the 400–500 blocks of Cleveland Street with a vibrant mix of local vendors and live music.



## Program Impact

**6** Themed Market Series

**\$50,000**

DDB Sponsorship

**\$4,828**

City Fees

# Fresh Start Market

## Themed Market Line-up

- January 9 – Glow into the New Year
- January 16 – Latin Nights
- January 23 – Caribbean Night
- January 30 – Pets Night Out
- February 6 – Salsa Night
- February 7 – Pre-Super Bowl Party





Focus Area 2

# Special Events

Introduce programming that builds consistency and momentum to create entrepreneurship and proof of concept for mobile vending success.

# Downtown Activation Zone Special Events Permit

Applies to the 400–500 blocks of Cleveland Street and includes tailored modifications designed to support activation.



Maintains flexibility



Allows recurring events over a six-month period



Provides easier and continuous activation.



# DDB Micro Pop-Up Grants (Pilot)

Provides direct support for event organizers by reducing financial barriers and encouraging participation.

- Up to \$5,000 per event
- Monthly application cycle
- Covers eligible event costs, including approved road mitigation expense

## Program Impact

**\$100,000**  
Allocated

**\$49,985**  
Spent

**11** Grants issued  
since March 2025

Additional applications currently  
under review.



# DDB Micro Pop-Up Grants

400 Block of Cleveland Street



<b>November 6</b>	The Gimmick Art Walk
<b>November 7</b>	2025 Clearwater Sister Cities International Bazaar
<b>January 10</b>	Hello Cleveland Street with Electric Soul Therapy
<b>January 17</b>	Hello Cleveland Street with She's That Dude
<b>January 24</b>	Hello Cleveland Street with Spazmatics
<b>January 31</b>	Hello Cleveland Street (postponed due to weather)
<b>February 20</b>	Hello Cleveland Street with The Highway 41 Band
<b>February 28</b>	Hello Cleveland Street with No Filter
<b>March 13</b>	The Gimmick Art Show
<b>March 17</b>	Hello Cleveland Street – St Patrick's Day Street Party with The Fulcos and special guests Comin' In Hot
<b>March 28</b>	Hello Cleveland Street with Pavanti's Band

# DDB Micro Pop-Up Grants

## 500 Block of Cleveland Street



<b>August 19</b>	Guelagetza presented by Florida Federation of Hidalguenses Corp
<b>September 25</b>	September 25 – November 15 – St. Pete Cornhole League
<b>January 31</b>	Salsa and Bachata (postponed due to weather)
<b>February 28</b>	Salsa and Bachata – Love Edition
<b>March 28</b>	Salsa and Bachata – Spring Break

# 1st Friday Lunchtime Market

Activate the 400 block of Cleveland Street, as a recurring monthly event featuring local vendors, dining specials, and live entertainment.

## Program Snapshot

**7** Total Markets

**\$15,000**  
Program Budget

**\$7,458**  
Spent to Date



# 1st Friday Lunchtime Market

## Reach & Engagement

The market was promoted through regional media, digital platforms, and targeted outreach to maximize visibility and participation.



## Media & Digital Platforms

Tampa Bay Times, Visit St. Pete–Clearwater, I Love the Burg, Evvnt, Unation, On Top of the World, Tampa Bay Newspapers and more.



Tampa Bay Times



evvnt

unation



# DDB Community & High Impact Funded Events

## Ukulele Fest in the District



April 12, 2025

Presented by:

Tampa Bay Ukulele Society

Location:

400-500 blocks of Cleveland Street

DDB Sponsorship:

**\$20,375**

Actual:

**\$20,375**

## Cinco de Mayo Taco Fest



May 4, 2025

Presented by:

Unimex

Location:

Coachman Park

DDB Sponsorship:

**\$6,200**

Actual:

**\$4,630**

## Taste of Clearwater



May 31, 2025

Presented by:

Rotary Club of Clearwater

Location:

Coachman Park

DDB Sponsorship:

**\$30,000**

Actual:

**\$30,000**

## Fall Y'All Festival



October 4-5, 2025

Presented by:

Saucy Queen

Location:

Coachman Park

DDB Sponsorship:

**\$30,000**

Actual:

**\$21,705**

# DDB Community & High Impact Funded Events

## Salsa at the District: Dia de los Muertos



**November 1, 2025**

**Presented by:**

Florida Best Promotion Inc.

**Location:**

500-600 blocks of Cleveland Street & Station Square Park

**DDB Sponsorship:**

**\$15,000**

**Actual:**

**\$12,504**

## Clearwater Jazz Holiday / Holiday Experience



**October 16-19 | December 6, 2025**

**Presented by:**

Clearwater Jazz Holiday

**Location:**

Coachman Park & Station Square Park

**DDB Sponsorship:**

**\$131,000**

**Actual:**

**\$131,000**

## Jingle Bell Family Fun Fest



**December 20, 2025**

**Presented by:**

Saucy Queen

**Location:**

Coachman Park

**DDB Sponsorship:**

**\$12,900**

**Actual:**

**\$12,900**

## World's Largest Rubber Duck



**January 10-26, 2026**

**Presented by:**

City of Clearwater Cultural Affairs Division

**Location:**

Coachman Park

**DDB Sponsorship:**

**\$21,005**

**Actual:**

**\$20,924**

# DDB Community & High Impact Funded Events

## Tasty Tampa Bay



**February 21, 2026**

**Presented by:**  
Saucy Queen

**Location:**  
Coachman Park

**DDB Sponsorship:**  
**\$13,000**

**Actual:**  
**\$13,000**

## Ukulele Fest in the District



**March 15, 2026**

**Presented by:**  
Tampa Bay Ukulele Society

**Location:**  
Cleveland Street &  
Coachman Park

**DDB Sponsorship:**  
**\$15,000**

**Actual:**  
**TBD**

## Taste of Clearwater



**April 18, 2026**

**Presented by:**  
Rotary Club of Clearwater

**Location:**  
Station Square Park &  
600 block of Cleveland Street

**DDB Sponsorship:**  
**\$23,125**

**Actual:**  
**TBD**

## The Market Marie



**Second Saturday of the Month**

**Presented by:**  
The Market Culture

**Location:**  
Coachman Park

**DDB Sponsorship**  
**(June 2025 – May 2026):**  
**\$30,000**

**Actual:**  
**TBD**

# Upcoming DDB Community & High Impact Funded Events

**Symphony by the Sea**



Free Event

BayCare SOUND

**May 8, 2026**

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**Presented by:**  
The Florida Orchestra

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**Location:**  
The BayCare Sound

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**DDB Sponsorship:**  
**\$50,000**

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**Actual:**  
**TBD**

**Sharkapolooza**



**SHARKAPALOOZA**  
PRESENTED BY FUZZY SHARKS

**May 16, 2026**

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**Presented by:**  
Fuzzy Sharks

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**Location:**  
Coachman Park

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**DDB Sponsorship:**  
**\$15,000**

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**Actual:**  
**TBD**



Focus Area 3

# Public Art & Pop-Ups

Using temporary and semi-permanent art to create visual interest and strengthen identity.

# Art Activation Grad Chalk Walk 2025

Celebrated graduates from 12 Pinellas County high schools through temporary chalk art on the 400-500 blocks of Cleveland Street.

## Program Snapshot

**\$15,000**  
DDB Funding

**\$12,279**  
DDB Funding Spent



# Art Activation

## The Gimmick Art Walk and Show

400 Block of Cleveland Street

Clearwater DDB Micro Pop-up  
Grant Recipient

### Event Dates

**November 6, 2025**

**March 13, 2026**



# Art Activation

## Clearwater Arts Alliance Sculpture Series

The Clearwater Arts Alliance Sculpture Series introduced large-scale sculptures along the 400-600 blocks of Cleveland Street, transforming the corridor into an interactive public art experience.



**Nurture**

By Clayton Swartz



**Stainless Steed**

By Donald Gialanella



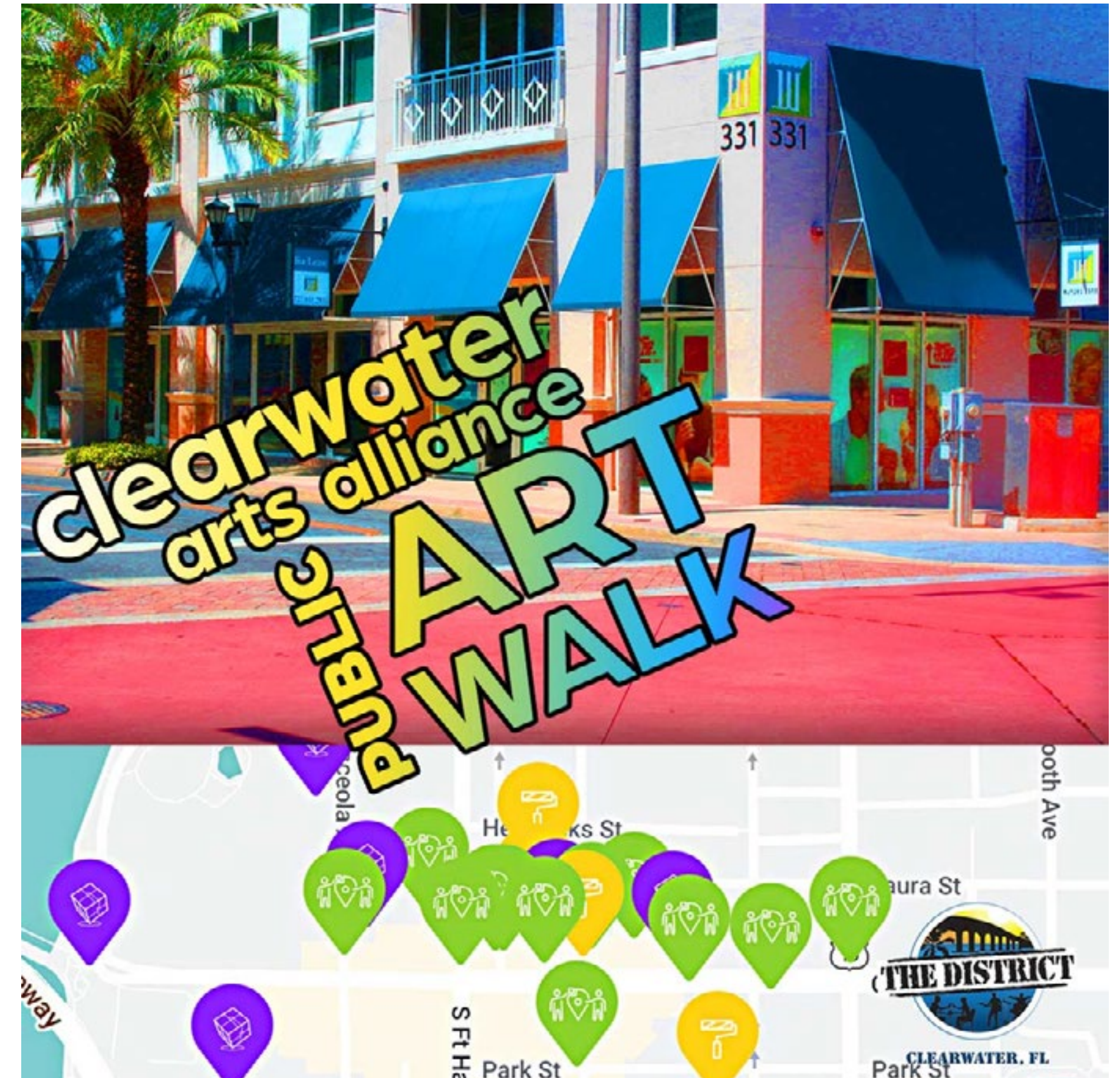
**SeaDance**

By Robin Morgan

# Art Activation

## Clearwater Arts Alliance Public Art Walk

Docent-led art walks on select Saturdays showcase more than 20 public art installations throughout downtown, including murals, sculptures, and art-wrapped signal boxes. The walks also highlight the area's historic architecture and cultural character.



**Register at:**  
**[clearwaterartsalliance.org](http://clearwaterartsalliance.org)**



Focus Area 4

# Streetscape & Placemaking

Enhance the urban environment and experience through beautification.

# Downtown Clearwater Banners

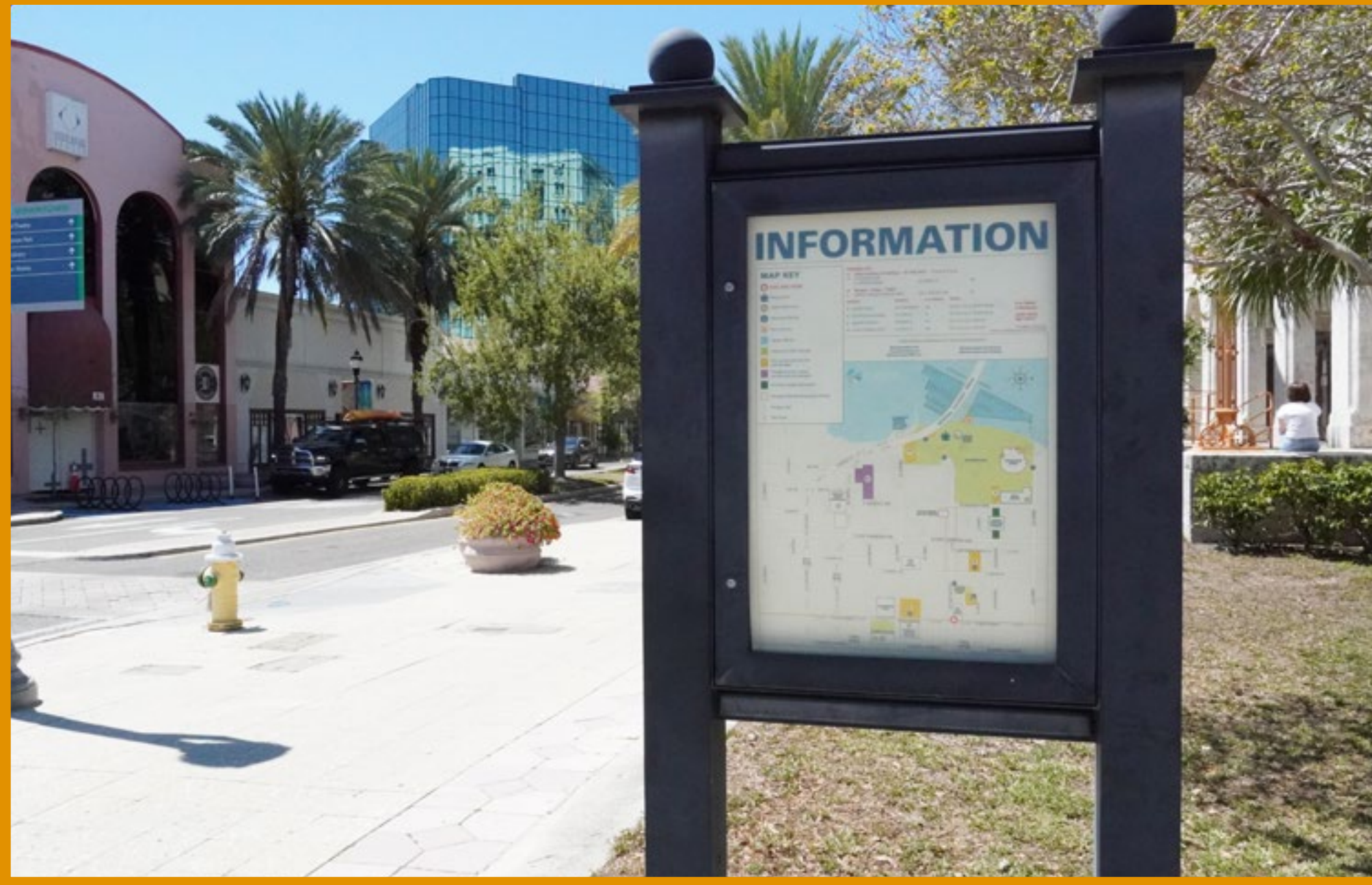
Launched in spring 2025, the banner program enhances the district through a mix of branded, artistic, and promotional banners displayed along the 400-700 blocks of Cleveland Street.

**\$20,000**  
DDB Funding



# Strengthening Identity & Wayfinding

## Downtown Kiosks



Updated kiosk maps with improved visitor information.

## Gateway Signage



3 new gateway signage defines the Cleveland Street District.  
Installed January 2026

# Streetscape Enhancements

## Bike Infrastructure



New blue and green bike racks will be installed across four blocks from the 400-700 blocks of Cleveland Street.

## Tree Lighting



Improved lighting enhances visibility and evening ambiance.  
Installed October 2025

# Outdoor Cafe Grant Program

Supports businesses in enhancing their outdoor dining spaces by funding furniture, umbrellas, and other improvements that elevate both the appearance and functionality of the Cleveland Street District.

## Program Impact

**\$8,000**

Maximum Per Business

**\$65,000**

Funding Allocated

**\$23,552**

Invested to Date





# Downtown Ambassador Program

A collaborative, multi-department initiative that enhances the visitor experience by providing visible, on-site staff to assist with navigation, improve crowd flow, share downtown information, and support overall event operations.





# **Planning for the Future**

# 400-500 Block Mobile Vending

An amendment to Sec. 28.04 is proposed that will support an active, vibrant, and pedestrian-friendly downtown by allowing mobile vendors to operate on a daily basis on the 400-500 block of Cleveland Street.

The program will allow mobile vendors to the public right-of-way while ensuring safety, accessibility, and alignment with downtown goals.



**Call for Mobile Vendors**  
will be launched online  
to create a database of  
interested future vendors.



# Parklet Initiative

Hired a local design firm, Placemaker Design Studio, to develop two pilot parklets in the 400–500 block of Cleveland Street.

These dynamic, short term interventions will transform underutilized parking spaces into visually striking and engaging public destinations.

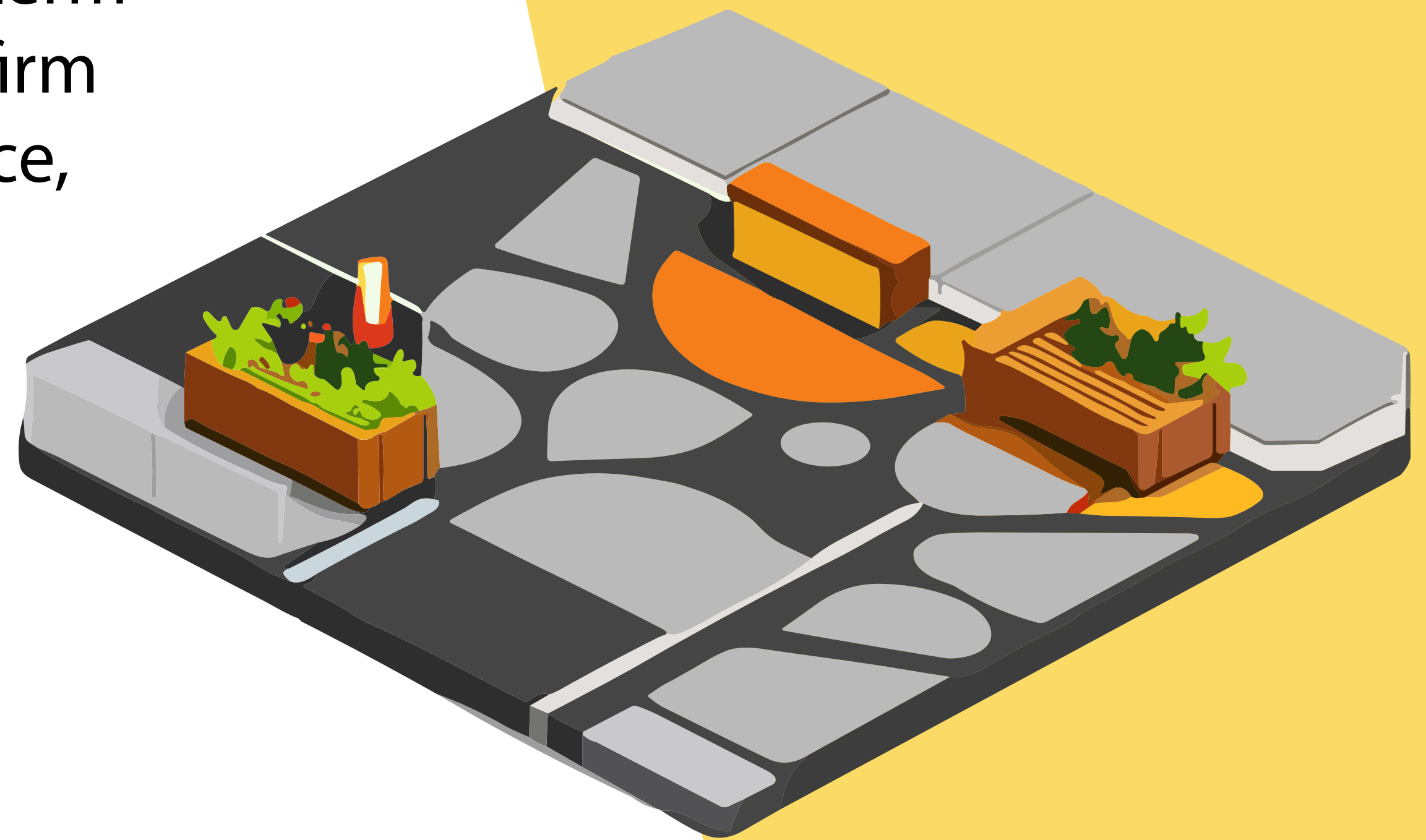


# Landscape Architecture & Urban Design Strategy

The CRA is leading the development of a long-term vision for Cleveland Street, engaging a design firm to guide improvements in pedestrian experience, streetscape, public art, and district identity.

## Next Steps

A top-ranked firm has been selected and is in negotiations to develop concepts.





**Thank You!**

**Learn more about the  
Cleveland Street Activation &  
Mobile Vending Initiatives at:  
[MyClearwaterCRA.com](https://MyClearwaterCRA.com)**