

Downtown Development Board Grant Application

Row 8

Applicant / Primary Contact:	Brit Maxwell, Exquisite Marketing & Events
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Type of Grant Request	Special Event
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Name of Organization:	Rotary Club of Clearwater Charities, Inc
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Street Address:	PO Box 822
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City:	Clearwater
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State:	FL
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Zip:	33757
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Cell Phone:	+1 (727) 600-6570
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Office Phone:	
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Email Address:	exquisitemessage@gmail.com
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Website / Social Media Link(s):	https://www.clearwaterrotary.org https://www.facebook.com/ClearwaterRotary https://www.instagram.com/rotary_club_of_clearwater/ https://www.linkedin.com/company/the-rotary-club-of-clearwater
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Description of Project:	The second annual Taste of Clearwater is a one-day Rotary-sponsored event celebrating community engagement, family fun, and local flavors. Attendees can enjoy delicious food from various local restaurants and vendors, along with live music. Booths will showcase local shops, artisans, and nonprofits, with the Rotary Club highlighting its over 100-year impact in Clearwater. Proceeds will support initiatives like scholarships, reading programs, and community grants. The event is expected to attract 3,000-5,000 attendees. #TasteOfClearwater #ClearwaterRotary
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Total Project Cost (\$):	\$41,625.00
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Amount of Grant Funds Requested (\$):	\$30,000.00
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Applicant's Financial	
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Contribution (\$):

Third-Party Contributions (\$): \$21,000.00

When will the event take place? Saturday, April 18, 2026

Who will implement the project?

Where will the project occur? Along the closed off block of 600 Cleveland St, Clearwater, FL 33757 between North Garden Street and North East Avenue, including use of Station Square Park.

Project Attraction The Taste of Clearwater welcomes the entire Clearwater community —residents, local businesses, and visitors alike. The event is expected to attract between 3,000 and 5,000 attendees, creating a vibrant, festival-style atmosphere throughout the day. Local businesses are invited to participate at an affordable vendor rate, providing an excellent opportunity to showcase their products and services to a wide and engaged audience. Vendors located within the Downtown Redevelopment District may participate at no cost and have the option to host a booth or simply open their doors to welcome event attendees. Admission to the event is free, offering residents and visitors a chance to experience the best of downtown Clearwater while enjoying food, beer, and wine from local restaurants, shopping with unique vendors, and listening to live music. This family-friendly block party will feature entertainment throughout the day, fostering a lively and inclusive environment for all ages. The event will take place prior to a large event at the BayCare Sound and our event will capture many of the early concert goers. With its welcoming atmosphere and strong community focus, the 2nd Annual Taste of Clearwater promises to be a memorable celebration for participants, businesses, and guests alike.

Applicant Signature:

Title of Event: The Taste of Clearwater

Date(s) of Event: Saturday, April 18, 2026

Description of Special Event: The second annual Taste of Clearwater is a Rotary-sponsored event that combines community engagement, music, fundraising, and support for local businesses, all centered around delicious food and drinks. This event will showcase the best offerings from the greater Clearwater area. Local bands and musicians will create a lively atmosphere, while designated spaces allow attendees to relax, eat, and enjoy the festivities. Various local restaurants and food vendors will provide small bites and tastings of their signature dishes. Additionally, shops, artisans, and service providers will set up booths to promote their products and services. Several nonprofits and community organizations will also be present to share information about their local initiatives and programs. The Rotary Club will have a booth highlighting our mission and the impact we have made in

Clearwater over the past 100 years. Proceeds from this signature event will support various Rotary Club of Clearwater initiatives, such as college scholarships, reading programs, the Student of the Month program, international clean water initiatives, Clearwater Police and Fire Department support, and community grants for local nonprofits. This event is anticipated to have 3,000-5,000 attendees over the course of the day, capitalizing on the Foreigner and Night Ranger concert happening later that evening at the BayCare Sound.
#TasteOfClearwater #ClearwaterRotary

Intended Audience / Anticipated Attendance

The Taste of Clearwater is open to the entire Clearwater community, including residents, businesses, and visitors. This event is expected to attract 3,000 to 5,000 attendees throughout the day. Businesses can participate at a vendor rate that is lower than average, allowing them to reach a wider audience. The event is free for residents and visitors, giving them the chance to enjoy downtown Clearwater and shop from local restaurants and vendors. The event offers a family-friendly atmosphere with live music and will attract a larger audience due to the fact that the event is just prior to the Foreigner and Night Ranger concert happening later that evening at the BayCare Sound.

Total Event Cost (\$):

Event Grant Funds Requested (\$)

Where will the event be held?

Along the closed off block of 600 Cleveland St, Clearwater, FL 33757 between North Garden Street and North East Avenue, including use of Station Square Park.

Contacted Special Events Department?

Additional Sponsors or Media Outlets for Event:

Sponsorships are committed from and in discussion with: Duke Energy, Macfarlane Ferguson & McMullen, National Aviation Academy, Belleair Asset Management, Coastal Properties Group International, Habitat for Humanity, Pinellas Technical College, and Abe's Bar and Grill.

Funded by DDB Before?

Yes

Applicant Signature

Stephanie Zaragoza, Secretary, Rotary Club of Clearwater

Applied for:

Special Event Permit

Current BTR:

Yes

Is 501(c)(3)?

Yes

Timeframe of Event:

11 am – 5 pm

Free to Public?

Yes

**Agreement
Checkbox**



**Applied /
Awarded
Community
Sponsorship
Program?**

No
