

Downtown Development Board Grant Application

Row 3

**Applicant /
Primary
Contact:** Steve Weinberger

**Type of Grant
Request** Special Event

**Name of
Organization:** Clearwater Jazz Holiday Foundation, Inc.

Street Address: 600 Cleveland St Suite 204

City: Clearwater

State: FL

Zip: 33755

Cell Phone: +1 (172) 743-2231

Office Phone: 727-461-5200

Email Address: steve@clearwaterjazz.com

**Website /
Social Media
Link(s):** www.clearwaterjazz.com FACEBOOK:
<https://www.facebook.com/ClearwaterJazz/?fref=ts> INSTAGRAM:
<https://www.instagram.com/clearwaterjazz/> YOUTUBE:
<https://www.youtube.com/user/TheClearwaterJazz>

**Description of
Project:** Please see uploaded attachment.

**Total Project
Cost (\$):** ██████████ \$1,305,620 0

**Amount of
Grant Funds
Requested (\$):** 133500

**Applicant's
Financial
Contribution
(\$):** ██████████ \$1,172,120 0

**Third-Party
Contributions
(\$):** 325000

When will the project take place? 10/16/25

Who will implement the project? Clearwater Jazz Holiday Foundation, Inc.

Where will the project occur? Coachman Park (Clearwater Jazz Holiday October 16-19, 2025) and CJH Presents Music Series Holiday Experience (Station Square Park December 6, 2025)

Project Attraction Please see uploaded attachment.

Applicant Signature:

Title of Event: Clearwater Jazz Holiday and CJH Presents Music Series Holiday Experience

Date of Event: 10/16/25

Description of Special Event: Please see uploaded attachment.

Intended Audience / Anticipated Attendance Please see uploaded attachment.

Total Event Cost (\$):

Event Grant Funds Requested (\$)

Where will the event be held? Coachman Park (Clearwater Jazz Holiday October 16-19, 2025) CJH Presents Music Series Holiday Experience (Station Square Park December 6, 2025)

Contacted Special Events Department?

Additional Sponsors or Media Outlets for Event: Please see uploaded attachment.

Funded by DDB Before? Yes

Applicant Signature: Steve Weinberger

Applied for: Business Tax Receipt (BTR) Special Event Permit

Current BTR:

Is 501(c)(3)? Yes

Timeframe of Event: Coachman Park (Clearwater Jazz Holiday October 16-19, 2025) and CJH Presents Music Series Holiday Experience (Station Square Park December 6, 2025)

Free to Public? Yes - *not completely.*

Agreement Checkbox



Operational Expenses

46th Clearwater Jazz Holiday-October 16-19	Budgeted Expenses	CJH Expenses	DDB Request
Artistic Fees	\$425,000	\$345,000	\$80,000
Artist & Sponsor Services	\$218,500	\$218,500	\$0
Site Services - Restrooms, Generators, Tents, Fencing & Other Equipment	\$92,750	\$92,750	\$0
Marketing - Print, Radio, TV, Digital, Social Media, & Other	\$95,000	\$70,000	\$25,000
City Fees & Services - In-Kind support from City High Impact Event Co-Sponsorship Application (Based on 2024)	\$73,470	\$73,470	\$0
Various Festival Expenses including ticketing/merchant fees, personnel expenses, Beverage Costs, Volunteer Services & Other	\$293,400	\$293,400	\$0
Operating Expenses- Insurance & Security	\$90,000	\$70,000	\$20,000
Estimated Expense for CJH Festival*	\$1,288,120	\$1,163,120	\$125,000

* In addition to the annual Clearwater Jazz Holiday music festival, the Clearwater Jazz Holiday Foundation delivers impactful, year-round community Education & Outreach programs and smaller events. The annual festival is integral to the organization's viability—it serves as the primary program generating the financial resources necessary to sustain the Foundation's mission-driven activities beyond the festival itself. Any profits from the festival are used to fund a portion of the operations of our year-round education and outreach programs, thereby reinvesting in the community.

The festival budget submitted with this funding request exclusively details the expenses and revenue sources specific to the Clearwater Jazz Holiday music festival. It does not include the revenue and expense items associated with the Foundation's other year-round programs—such as education initiatives and monthly concerts. Additionally, it does not cover organizational support, personnel costs, and occupancy expenses essential to the operations of the organization. This ensures that our request focuses solely on the festival's direct expenditures.

CJH Presents Holiday Experience - Dec 6	Budgeted Expenses	CJH Expenses	DDB Request
Artist Fees	\$6,000	\$3,000	\$3,000
Artist & Sponsor Services	\$1,500	\$1,000	\$500
Site Services - Restrooms, Generators, Tents, Fencing & Other Equipment	\$4,000	\$2,000	\$2,000
Marketing- Print Digital, Social Media and Radio	\$3,000	\$2,000	\$1,000
City Fees	\$1,000	\$0	\$1,000
Operating Expenses- Insurance & Security	\$2,000	\$1,000	\$1,000
Estimated Expense for CJH Presents	\$17,500	\$9,000	\$8,500

Revenue Estimates	CJH	CJH Presents Holiday Experience	Total Estimated Revenue
Admissions	\$558,000	\$3,000	\$561,000
Beverage / Food Sales & Vendor Fees	\$148,000	\$2,500	\$150,500
Sponsors & Grants*	\$400,000	\$2,000	\$402,000
City Fees & Services - In-Kind support from City High Impact Event Co-Sponsorship Application (Based on 2024)	\$73,470	\$0	\$73,470
Total Estimated Revenue	\$1,179,470	\$7,500	\$1,186,970

*Does not include DDB funds requested per this application

Total Operational Estimated Expenses	\$1,305,620
Total Estimated Revenue	\$1,186,970
DDB Funding Request	\$133,500



COACHMAN PARK MAP KEY

- | | |
|----------------------------|--|
| WELCOME ENTRANCE | STAGES |
| ENTRY & EXITS | TAMPA BAY TIMES |
| EVENT PERIMETER | VSFC PLAZA |
| GA / RESERVED SEATING AREA | PIER PARTY |
| VIP AREA | SUNSET BLUFF AREA BLANKETS & CHAIRS ONLY |
| FOOD | MERCH |
| BAR | TICKETS |
| VENDORS | VENDORS |
-
- | | |
|--------------------|---------------|
| 1 ADA RAMP | 4 LOWER PLAZA |
| 2 CIVIC GATEWAY | 5 SPLASH PAD |
| 3 GATEWAY OVERLOOK | 6 PLAYGROUND |
-
- | | |
|----------------------|----------------------|
| PARKING/ROADWAYS | STAIRS, STEPS, RAMPS |
| WATER FEATURES | GREEN SPACES |
| OFF LIMITS TO PUBLIC | PEDESTRIAN BRIDGE |
-
- | | | |
|-------------------------|-------------|--|
| SOLAR POWERED PAVILIONS | ADA PARKING | |
| RESTROOMS | TRASH | |
| SHADE STRUCTURE | EV PARKING | |

2025 CJH/DDB Funding Request

Request Summary

This request seeks Downtown Development Board funding to support:

- 1) 46th Clearwater Jazz Holiday music festival Celebration October 16-19, 2025 (\$125,000); and
- 2) the CJH Presents Holiday Experience December 6, 2025 in Station Square Park (\$8,500).

Program Description

46th Clearwater Jazz Holiday Music Festival October 16-19, 2025 (\$125,000)

Back to Our Roots!

For years, Clearwater Jazz Holiday Foundation has united the community with its signature music festival – an annual highlight celebrating the organization’s cultural and economic community impact year-round.

- The multi-genre festival has a jazzfest vibe featuring diverse and dynamic, family-friendly programming which attracts a broad audience. The annual celebration has evolved into a time-proven event which has demonstrated feasibility and substantial impact to the City.
- With the help from its partners, including the City of Clearwater, Clearwater Jazz Holiday Foundation again plans to showcase the City and downtown as an exciting destination for visitors.
- In 2025, Clearwater Jazz Holiday celebrates 46 years by returning to its roots in a beautifully renovated Coachman Park October 16th-19th. The 46th Clearwater Jazz Holiday will present four days of festival concerts on the large green adjacent to The Sound. The 2025 experience will also feature late afternoon, smaller concerts in the Lower Plaza and Promenade Pier, prior to the headlining artists taking the main stage in the evenings on the green.
- The 2025 format includes reserved seating and CJH’s one-of-a-kind VIP hospitality areas on the green and two general admission experiences: 1) a re-introduction of the vintage, CJH GA experience with dedicated sections for blankets and lawn

chairs situated on the green behind the reserved seating section; and 2) for attendees who are not purchasing GA tickets to sit on the green, there is a nominal entrance fee into Coachman Park allowing these attendees to roam between the smaller stages and also sit with blankets and lawn chairs on the bluff over-looking the green. Children under the age of 12 are free when accompanied by a paid GA adult attendee.

- This special 46th Clearwater Jazz Holiday festival celebration has the potential to welcome approximately 23k attendees over the four-day event.

Funding Request

Clearwater Jazz Holiday Foundation has typically requested \$75,000 through the City's Co-Sponsorship Special Event Application (general fund) along with the request for in-kind support and \$50,000 from the DDB for a total of \$125,000. The City has recently changed its special event application process by creating a High Impact Event Co-Sponsorship Special Event Application, which program is designed to assist larger events with offsetting city costs through an in-kind co-sponsorship program only. As cash funds from the general fund are no longer part of the High Impact Special Event Co-Sponsorship, it was recommended that Clearwater Jazz Holiday seek the total \$125,000 cash contribution from the DDB as part of this funding request.

- Accordingly, Clearwater Jazz Holiday Foundation is requesting \$125,000 to support and enhance the 2025 46th Clearwater Jazz Holiday music festival.
- These funds will support artist fees and services, stage, sound & lighting, site services, marketing, city fees, and operating expenses as per the proposed budget.
- As part of the funding request, consistent with last year, we also ask the DDB once again for consideration to allow us to apply any funds awarded across our needed categories of **artist fees, festival equipment and infrastructure, and marketing**, at our discretion, rather than limiting certain amounts to certain categories. Having that flexibility is very helpful to our planning.

Impact to Downtown

The longstanding festival tradition helps generate substantial economic impact, drives tourism, provides great exposure for downtown, and increases foot traffic to downtown businesses.

- **Marketing Value!** Clearwater Jazz Holiday comprehensive year-round, marketing campaigns will highlight the downtown district by showcasing the 46th Clearwater Jazz Holiday Celebration.

- **Visitors!** Clearwater Jazz Holiday has a proven record of attracting visitors to downtown Clearwater with its family friendly, dynamic lineups and diverse audiences. Programming the side stages earlier in the afternoon will also draw visitors to downtown earlier in the day. We also plan to position young musicians along Cleveland Street through our Give Them a Stage Program to extend the music into the downtown corridor.
- **Benefit to Downtown Merchants!** Increased visitors downtown and earlier in the day means increased traffic and more exposure for downtown merchants plus the opportunity to participate onsite (food sales) at the festival.
- **Diversity and Accessibility!** Clearwater Jazz Holiday's diverse festival programming has historically translated to a diverse, multicultural audience of all ages and backgrounds. Affordable pricing also keeps the festival accessible. Our Bill Horne Community Day Fund also provides special access to the festival including attendees from economically underserved populations and other communities we serve throughout the year.

Tentative Schedule

	Thursday	Friday	Saturday	Sunday
Gates Open	4:00PM	4:00PM	3:00PM	3:00PM
Plaza Stage	4:30PM-6:00PM	4:30PM-5:30PM 6:00PM-7:00PM	4:00PM-5:00PM 5:30PM-7:00PM	3:15PM-4:15PM 4:45PM-6:00PM
Pier Party Stage	4:30PM-6:00PM	4:30PM-5:30PM 6:00PM-7:00PM	3:15PM-4:15PM 4:30PM-5:30PM 6:00PM-7:00PM	3:30PM-4:30PM 5:00PM-6:00PM
GREEN	Thursday	Friday	Saturday	Sunday
Lead-in or Co-Headliner	6:30-8:00PM	7:30-9:00PM	7:30-9:00PM	6:30-8:00PM
Headliner	8:30-10:00PM	9:30-11:00PM	9:30-11:00PM	8:30-10:00PM
			POSSIBLE FIREWORKS TBD	

Third-Party Contributions

While Clearwater Jazz Holiday greatly values the City of Clearwater's and DDB's continued partnership, we are committed to financial sustainability through diversified funding. In addition to DDB support, we actively seek corporate sponsorships, grants, and individual donor contributions. DDB's investment plays a critical role in maintaining the festival's economic and cultural impact, which, in turn, helps attract more sponsors and funding partners. Furthermore, CJH's strategic cost management ensures that every dollar contributed maximizes value for the city and its residents.

Clearwater Jazz Holiday Foundation is in the process of developing its operational and sales and marketing strategies for the 2025 festival and will begin renewing corporate partnerships and High Note Society memberships and seeking new partners shortly. The organization also has a vigorous grant writing campaign each year integral to aligning those partners and funding sources necessary to sustain the festival and annual community Education & Outreach programs.

It truly takes a village to sustain the special tradition and impact. The organization devotes constant resources on assembling the mix of partners contributing to the event's success and growth. CJH is challenged by a saturated festival climate, competitive sponsor arena, escalating talent costs, and uncertain grant support, to deliver the one-of-a-kind experience, year-round programs, and effectively market the destination experience.

In addition to the City of Clearwater, each year the organization seeks support from Visit St. Pete Clearwater, and other corporate partners. While the 2025 family of partners has not yet been assembled, CJH is hoping for renewed participation from corporate partners such as Duke Energy, Pinellas Realtor Organization, Blue Water Wealth Management at Steward Partners, MarineMax, Raymond James, and Solace Insurance, to name a few. The organization is also eligible for funding from the State of Florida Division of Cultural Affairs based on our 2024 application scoring but we are unclear of the amount of support, if any, until later in 2025, which is dependent on the state legislature's and governor's commitment to the arts. If funded, the award is typically flexible for festival and/or CJH Education & Outreach program support. Accordingly, for the third-party contributions prompt in the application, we have noted \$325,000 as our aspirational budget goal for third-party sponsorship dollars to raise in 2025. However, as our 2025 fundraising campaigns are just starting, we are not certain whether we will achieve that goal.

As CJH is a signature event for the City, the organization expects and hopes important City co-sponsor event support will continue. Clearwater Jazz Holiday Foundation has typically requested \$75,000 through the City's Co-Sponsorship Special Event Application (general fund) along with the request for in-kind support and \$50,000 from the DDB for a total of \$125,000. The City has recently changed its special event application process by creating a High Impact Event Co-Sponsorship Special Event Application, which program

is designed to assist larger events with offsetting city costs through an in-kind co-sponsorship program only. As cash funds from the general fund are no longer part of the High Impact Special Event Co-Sponsorship, it was recommended that Clearwater Jazz Holiday seek the total \$125,000 cash contribution from the City's Downtown Development Board. Accordingly, Clearwater Jazz Holiday Foundation is requesting in-kind support via this High Impact Event Co-Sponsorship Special Event Application and requesting \$125,000 cash contribution via the City's DDB application process to support and enhance the 2025 46th Clearwater Jazz Holiday music festival.

The integral, in-kind support (primarily City services and other event related items) and cash contribution fill a critical gap to presenting and sustaining the annual festival and maximizing community benefits. DDB's investment not only supports this year's event but also strengthens our ability to attract additional funding sources, maintain the dynamic lineup and special experience, and keep the festival accessible to the broadest possible audience.

A Note About "Free and Open to the Public" and Grant Funding Amount

Free and Open to the Public

Clearwater Jazz Holiday has long been a ticketed event supporting Clearwater Jazz Holiday Foundation with a mission rooted in the transformative power of live music and music education to inspire and enrich lives. It is the organization's largest annual event from which it derives significant revenue to sustain the festival tradition and further its activities and mission.

In making this request we recognize that the DDB's new guidelines provide that any special event that will take place within the boundaries and is seeking DDB sponsorship must be free and open to the public. The 45th anniversary cancelled by the hurricanes last year (2024) did include a component open to the public at no charge allowing attendees, who did not pay to enjoy the festival from the green, to roam between the two free stages in the lower plaza and pier or sit up on the bluff overlooking the green. That free component was offered as an exception in 2024 as part of the 45th anniversary celebration and is not a sustainable model for the organization which already gives up significant ticket income potential by the new, limited footprint of Coachman Park.

Nevertheless, Clearwater Jazz Holiday has always strived to keep the festival as accessible as possible through the years, and the new 2025 festival model provides that for attendees who are not purchasing tickets to sit on the green, there is a very nominal entrance fee into Coachman Park (only \$10) allowing these attendees to roam between the smaller stages and also sit with blankets and lawn chairs on the bluff overlooking the green. Also, children under the age of 12 are free when accompanied by a paid GA adult attendee. The nominal fee was structured keeping the DDB's sentiment of accessibility

in mind as a balance of financial sustainability and public access. This format also provides an additional layer of security around the event.

Additionally, we plan to program young musicians through our Give Them a Stage Program along Cleveland Street at no charge as part of the overall celebration and are also open to scheduling some free programming in Station Square Park during the weekend.

Grant Funding Amount

The new DDB guidelines for grant funding amounts for events provide that "Special events will be considered in the following two categories: first-time and signature or reoccurring annual events. First-time events grants will be for an amount up to \$50,000. Any first-time event organization requesting an amount more than \$50,000, under the DDB special events program, has the burden of providing the DDB proof that their respective special event will add quantifiable value and a favorable community benefit 2 outcome to the downtown. The grant funding amount for signature events or reoccurring annual events with proven success records, as determined by the DDB, in implementing and promoting events in the downtown will be determined on a case-by-case basis."

Clearwater Jazz Holiday is one of the longest running cultural events in Clearwater, making it a staple attraction in the community. As Clearwater Jazz Holiday is a longstanding signature, reoccurring event with a proven track record and special history and impact to downtown, we appreciate the consideration of the funding amounts requested with this application.

**CJH Presents Holiday Experience
December 6, 2025
Station Square Park (\$8,500)**

Program Description/Funding Request

Clearwater Jazz Holiday Foundation is requesting \$8,500 to support and enhance the CJH Presents Holiday Experience December 6, 2025 in Station Square Park. These funds will support artist fees and services, sound & lighting, restrooms, equipment, tables, setup, marketing, city fees, insurance, and security and per the proposed budget.

- As part of this 2025 DDB Partnering Plan, Clearwater Jazz Holiday Foundation proposes to again produce the Holiday Experience concert in Station Square Park as part of our continuing CJH Presents Music Series.
- Similar to our past partnering plans, the concert is a ticketed event with tickets pre-sold by Clearwater Jazz Holiday and proceeds benefiting Clearwater Jazz Holiday Foundation.
- We keep ticket pricing very affordable for these events, and we also provide comp tickets to CJH Education & Outreach Partners such as the neighborhood family centers and other organizations we serve with our outreach programs.

Impact to Downtown

- **Marketing Value!** Clearwater Jazz Holiday advertises its CJH Presents events year-round, so this Station Square Park concert will be promoted all year highlighting downtown as part of the popular series.
- **Visitors!** Clearwater Jazz Holiday has a proven record of attracting visitors to downtown Clearwater with its Holiday Experience concert. The concert is anticipated to attract 300 attendees.
- **Benefit to Downtown Merchants!** History has shown that many CJH Presents concert attendees grab dinner with downtown merchants prior to the shows or alternatively eat at the concerts. CJH has had good success working with downtown restaurants, providing them with opportunities to sell food to concert attendees at no cost to the merchants.
- **Performance Opportunities and Community Cultural Development!** Supporting CJH Presents is to support performing artists and community cultural development by creating opportunities for visitors to experience diverse, quality,

live music. Now a regular part of CJH programming, these events have provided stages to approximately 120 bands over 70 events at 10 different venues and attract diverse audiences.

How does this request help attract businesses, residents, and/or visitors to Live, Work, and Play in downtown?

The 46th Clearwater Jazz Holiday music festival is Clearwater's signature event highlighting the downtown district, increasing visitors, benefitting downtown merchants, and keeping cultural activities accessible. In addition to bringing visitors, DDB and the downtown district will have substantial marketing exposure as part of Clearwater Jazz Holiday's comprehensive marketing campaign. This 2025 Partnering Plan furthers the DDB's workplan goal of increasing awareness of downtown as a fun destination for Clearwater residents, employees, and visitors.

Clearwater Jazz Holiday also brings a significant economic impact each year cultivated by tradition and concentrated marketing highlighting festival as an exciting destination. Tourism remains an integral focus, rooted in the origins of our annual festival as a chamber event designed to attract visitors. We strive to create a one-of-a-kind destination experience with the festival through a high-profile lineup, unique and diverse programming, and the unparalleled backdrop of Clearwater's waterfront. By showcasing the region's natural beauty and cultural appeal, we generate substantial economic impact, strengthening the local economy through visitor spending on lodging, attractions, and local businesses. Our strategic marketing highlights the area's prized features, promoting Clearwater as a premier tourist destination.

Additionally, the CJH Presents Music Series Holiday Experience in Station Square Park will also continue highlighting downtown Clearwater, attracting visitors, and providing opportunities for downtown food partners.

A Note About the Importance of Music and Community

Clearwater Jazz Holiday Foundation is a longstanding, Clearwater-based nonprofit organization with a mission is rooted in the transformative power of live music and music education to inspire and enrich lives. For 46 years, the organization has brought the community together with Clearwater's signature music festival – a multi-day jazzfest featuring diverse, world-class performances that bring a big cultural and economic impact. The impact also goes far beyond the stage. The organization celebrates and promotes

the art form of jazz year-round through innovative music appreciation and instructional programs, special funding for student scholarships, jazz programs and jazz camps, online education resources, exciting performance opportunities, and creative, event-based learning experiences. Among those who benefit are schools, neighborhood family centers and other organizations, music students and jazz programs.

These initiatives are outlined in more detail at www.clearwaterjazz.com in the Education/Outreach and Quick Look pages and include the History of Jazz, My Journey with Jazz, Give Them a Stage, and Young Lions programs, as well as the High Note Society and CJH Presents Music Series. These initiatives inspire the next generation of music lovers and players, empower young musicians, and create exciting performance opportunities.

The following organization core values further illustrate the cultural community impact:

Music

We value music as a transformative force that fosters unity, inspires creativity, enriches lives, and serves as a catalyst for education and cultural connection within the communities we serve.

Education & Outreach

We believe that music appreciation, instruction, and performance opportunities ignite creativity, cultivate musicianship, inspire lifelong careers in music, and foster meaningful connections while enriching skills and building new audiences.

Community

Community is at the heart of everything we do. Through live concerts and outreach initiatives, we connect, inspire, and serve diverse audiences. Our work is made possible by the collective efforts of volunteers, sponsors, supporters, and partners, whose collaboration allows us to deliver inclusive and impactful programming that reflects and uplifts the community with which we engage.

Thank you for your consideration of this request and for continuing support for the longstanding CJH tradition of Music, Education & Outreach!