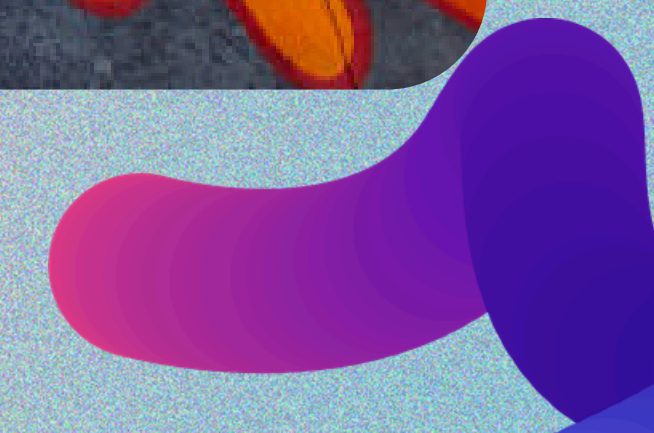
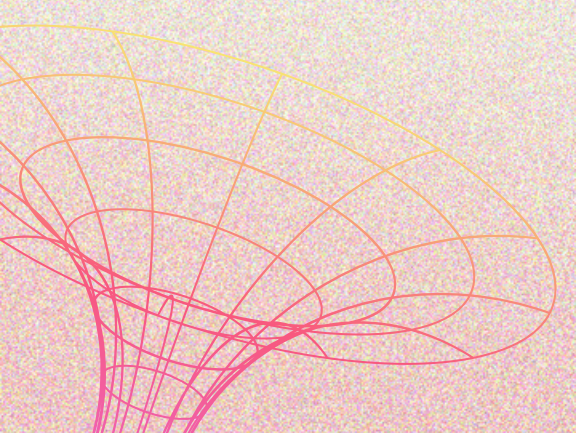




Chalk the Bay Art and Music Festival





About the Festival

DATES: JANUARY 15-17, 2027

The Chalk the Bay Art & Music Festival is a free, family-friendly community event that transforms Coachman Park's waterfront into a vibrant outdoor art gallery featuring professional chalk artists from across the U.S., large-scale murals, live music, interactive art activities, food trucks, arts & craft vendors and entertainment.

Expected attendance: 6,000+

Artists & Logistics

- Our goal is to be able to host up to *100 artists* for this festival.
- We've already received *53 applications* from artists all over the country.
- Staff has retained artist/consultant Laura Thomas, a professional chalk artist and muralist, to assist with festival planning and execution. Laura will serve as the primary liaison for participating artists, handling artist communications, support, and artist check-in. She will also oversee on-site artist logistics, including artwork placement and coordination, and will help address any day-of operational issues with artists that may arise during the event.
- Artist stipends:
 - 2D - \$500, 3D - \$800, Wall Mural \$1,000
 - Room stipends for artists traveling 2+ hours away - \$400



Artists & Logistics

ARTIST APPLICATIONS OPEN NOW

WWW.MYCLEARWATER.COM/CHALK



Schedule and Events



January 15 Scenes on the Green

Artist will begin painting. In the evening we will have a family friendly movie night on the green and also race packet pick-up.

January 16 Festival Day 1

The festival is in full swing, with artists creating live artwork throughout the day alongside live music, arts and crafts vendors, food vendors, a family chalking area, and a dedicated kids zone.

January 16 Evening – Artist Dinner/ Awards

The Clearwater Arts Alliance will partner with the city to host the artist dinner where awards will be given. CAA will also sell tickets as a fundraiser for the People's Choice Award. Other award Categories TBD.

January 17 Color Run – (5K/Fun Run – TBD)

Whether this will be a timed 5K race or a more casual fun run is still to be determined. Event format, route, registration details will be announced as planning progresses.

January 17 Festival Day 2

Final Festival Day – All festival activities from Day One continue. Artist award winners will be announced, and award-winning artworks will be prominently displayed throughout the festival.



Cleveland Street Activation

Emerging Artist & Student Area:

A dedicated chalk art spaces along Cleveland Street for art students and emerging artists to gain festival experience, showcase their work, and connect with the professional chalk art community.



Cleveland Street Activation

**Artist Block Party Dinner and Awards
Celebration:**

**Following the festival on Saturday
evening, and in partnership with the
Clearwater Arts Alliance.**

**Rather than hosting the event at a single
restaurant, we'd love to spread the
economic impact throughout downtown
by partnering with multiple businesses.**



Community Engagement

Interactive experiences for all ages, including a dedicated Kids Zone featuring chalking areas, arts and crafts, and family-friendly activities, along with opportunities for attendees to meet artists, watch live artwork creation, and participate in festival programming.

Budget

ARTIST STIPENDS/ SUPPLIES & HOTELS
\$62,700
(BASED ON 80 ARTISTS PARTICPATION)

BANDS, SOUND EQUIPMENT, STAGE
\$3,480

CHILDREN'S AREA
\$1,500

POLICE & SECURITY
\$3,400

MARKETING & SIGNS & CLEAN-UP
\$4,200

FUN RUN/5K SUPPLIES
\$1,550

ARTIST DINNER
\$5300

TOTAL: \$82,130



Marketing

PRESS RELEASE

FACEBOOK ADS

SIGNS & FLYERS

OTHER SOCIAL MEDIA PLATFORMS

SUNSHINE LINES

ARTIST'S WEBSITES / SOCIAL MEDIA



Sponsorships



2D ART - \$500

- Business name displayed at one chalk art piece
- Recognition for the entire event weekend
- Opportunity to support a participating artist



3D ART - \$800

- Business name displayed at one 3D chalk art piece
- Recognition throughout the festival weekend
- Association with one of the event's most photographed attractions

Sponsorships



MURAL WALL - \$1000

- Business name displayed on one or beneath a mural wall
- High-visibility placement throughout the festival
- Recognition as a main supporter of public art and free community events
- Association with one of the event's most photographed attractions



PICK YOUR ARTIST - \$150 (ADD ON)

- For an additional \$150, you may select the specific artist you would like to sponsor. Sponsors who do not choose this option will be randomly assigned an artist based on availability.
- **Sponsorship Opportunities can be found at myclearwater.com/chalk**

WORLD'S LARGEST RUBBER DUCK UPDATE

- Staff is still very excited about welcoming Mama Duck back to Clearwater, but after a wrap-up meeting, there was a consensus among staff across multiple departments to take a year off from the duck and focus on other exciting events and initiatives happening throughout the city.
- Additionally, with many major downtown construction projects expected to be completed by early 2028, staff believes that timing Mama Duck's return to coincide with the completion of these improvements would create an even more impactful community celebration.
- Mama Duck will return to Clearwater - January 2028!



**Thank
You!**

