

SECOND ANNUAL

TBUS

Ukulele Fest

IN

THE DISTRICT

IN SUPPORT OF THE CLEARWATER FREE CLINIC & HEP



District-centric Promotion



District-centric Promotion

Ukulele Fest In The District
DOWNTOWN CLEARWATER

All Day Saturday
April 15, 2023

CLTAMPA.COM

**Ukulele Fest
IN
THE DISTRICT**

REOPLAY GUITAR EXCHANGE

KALA BRAND MUSIC CO.

You're Invited... DOWNTOWN CLEARWATER

DISCOVER THE DISTRICT
2ND ANNUAL - UKE FEST IN THE DISTRICT!

**Ukulele Fest
IN
THE DISTRICT**

FAMILY FUN!
Discover The District with your family... Great restaurants, great activities, great music!
FREE UKE LESSONS!
Free Beginner Lessons (we've got the Ukuleles! BONUS! FREE 3-CHORD SONG BOOK!)
JAMS & STROLLS
MUSIC FROM NOON TIL 9PM
Vendors, Face Painting, Food & Drink Restaurant Specials.

UKE FEST EVENING CONCERT
APRIL 15, 2023 AT 7:00 PM
Peace Memorial Presbyterian Church
110 S Ft Harrison Ave. • Clearwater, FL 33756
(Directly Behind The District)

FREE T-SHIRT OFFER WITH PURCHASE OF ADVANCED TICKET - PRICE IS NOW ONLY \$10.00EA. REGULAR PRICE \$20EA.

www.UkuleleFestInTheDistrict.com

PLENTY OF FREE PARKING!

**Saturday, April 15
ALL DAY!
11:00 AM-9:00 PM
400, 500 & 600 Block Downtown**

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11:00 AM-9:00 PM
400, 500 & 600 Block Downtown**



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LOCAL & STATE
ST. PETERS TIMES • TAMPA TRIBUNE • CLEARWATER TIMES • PALM BEACH TIMES • HERRING TIMES
Friday, March 24, 2023 1 38

Tackling housing affordability
Lawmakers last week passed Florida's most meaningful housing legislation in decades.

UKE FEST
EVENING CONCERT
APRIL 15, 2023 AT 7:00 PM
Jim Beloff with the
The Barn Kickers
& AppleButter Express
DOWNTOWN CLEARWATER
Peace Memorial Presbyterian Church
110 S Ft Harrison Ave. • Clearwater, FL 33756
(Directly Behind The District)

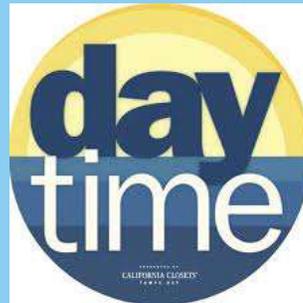
**FREE T-SHIRT OFFER WITH PURCHASE OF
ADVANCED TICKET • PRICE IS NOW
ONLY \$10.00 EA.
REGULAR PRICE \$20 EA.**

MY tb*tickets.com

Sponsored By: **DDB** CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

0000278978-01

Utilized Major Media Outlets



Fabulous Groups: 400, 500, and 600 blocks, 12-9



Variety of Activities



Satisfied Merchants



“as good a day as we’ve had this year. Lots of new satisfied guests.”
-Justin Kaune, GM, Clear Sky



“Sensacional! Busy all day and night.”
-Liz Soria, Owner, Tequilas



“Another great day for the Clearwater hospitality industry. Glad to be involved!”
-Ed Droste, Owner, Pete & Shorty's



“It was a joy to work this detail. Nice, polite, well-behaved crowd, and great music.”
-Anonymous Police Office

“I’ve never seen more people downtown.”
-Gary Ginn, Retired restaurant owner, Clearwater

Happy Veterans



“Great daddy/daughter outing. My daughter plays the ukulele so she really appreciated seeing such a wide variety of styles from accomplished musicians. Special thanks to the Tampa Bay Ukulele Society for hosting the veterans.”

**-Fred, U.S. Marine Corps
(Veteran) 1987 - 2009**

Happy Veterans



“The sound of Ukele is very nostalgic and meaningful to me. To be able to share this event with my girlfriend was a special evening. Thank you Vet Tix and TB Ukele Society for the donation. We loved every moment from beginning to end.”

-MICHAEL, U.S. Air Force (Currently Serving)

Happy Veterans



“What an incredible night and great storytelling! My daughter is super excited to pick up the uke and very blessed to have this cultural opportunity from vettix. Thank you guys!”

**-Daniel, U.S. Navy
(Currently Serving)**

Online Statistics

UKULELE FEST CONTACT

DDDB CLEARWATER DOWNTOWN DEVELOPMENT BOARD

REOPLAY GUITAR EXCHANGE

THE EAGLE 107.3 CLASSIC HITS

105.5 wduv lite favorites

KALA BRAND MUSIC CO.

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Jim Beloff

Tom Hood
And The Tropical Sons

Applebutter Express & Cigarbox Band

Pineapple Scruffs

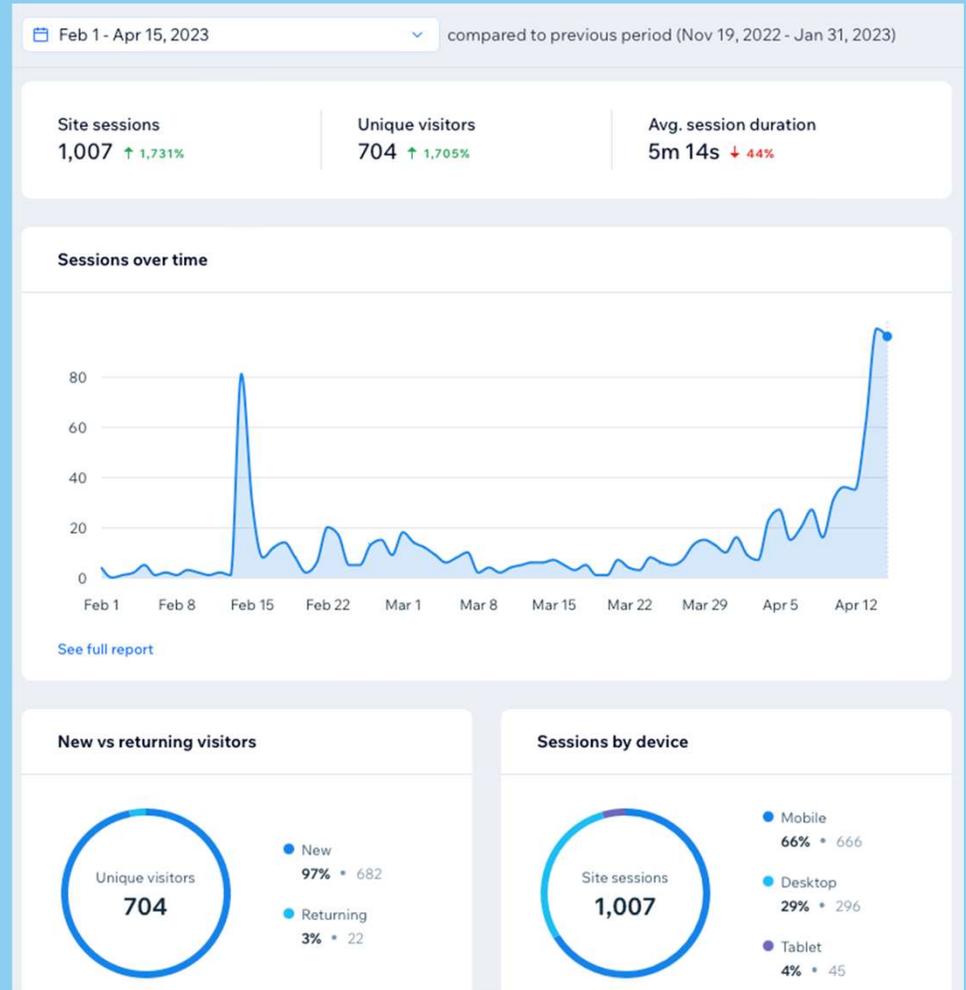
April 15, 2023-Saturday
400, 500, 600 Blocks
Cleveland St.
Downtown Clearwater

Bob's Your Uncle

Barn Kickers

Kirk Jones

Moon Dog



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Marketing Overview

Track, analyze and optimize the performance of all your marketing activities.

Feb 1 - Apr 15, 2023 compared to previous period (Nov 19, 2022 - Jan 31, 2023)

Sessions by traffic category

+ Add category

<input checked="" type="checkbox"/> Organic search	<input checked="" type="checkbox"/> Organic social	<input type="checkbox"/> Email marketing	Paid social UTM	Paid search UTM
8	161 ↑ 3,925%	3	0	0
1% of all sessions	2 platforms	0% of all sessions	Advertise on social media	Advertise on Google



[See full report](#)

Email statistics | Email recipients | Social statistics

Delivery statistics

This email was sent to **869 contacts**. Check how they interact with it. [How to read this data](#)

860

Delivered
Delivery rate: 99%

374

Opened
Open rate: 43%

10

Clicked
Click rate: 1%

BOUNCED: 9

SPAM COMPLAINTS: 2

Budget

- \$10,700 from DDB
- \$10,000 from sponsors
- Total Budget \$35,000
- \$15,000 pro bono contributions

For 2024

- Present to DDB November 2023
- Requirements: \$10,000 district-centric promotion and advertising
- \$10,000 for entertainment and sound

We thank the **DD|B** CLEARWATER DOWNTOWN
DEVELOPMENT BOARD
for their continued support



Thank
you!

