

# The Market Marie

Address for September: 600 Cleveland Street (500 & 600 Blocks/Garden Ave.)

**NEW Address for October through December 2023:**

Coachman Park, **300 Cleveland St.**

## PREPARED FOR

Downtown Development Board

## START DATE

September  
2023

## END DATE

December  
2023

## DDB Funding/Sponsorship Request

Entire Budget listed below for 4 events

Itemized list **highlighted** below

*September 2023 - December 2023*

Social Media: @TheMarketMarie on both Instagram and Facebook

Our mission:

The Market Marie is a local, woman-owned, small business event company that coordinates open air markets for small businesses and artisans in the heart of Clearwater, FL. We host a monthly market on the 2nd Saturday showcasing 90–100 vendors. We are one of the most diverse markets in the area from products to makers. We have a detailed application process and carefully select makers to join our events. We ensure our businesses are locally owned makers. This allows our markets to truly stand out in quality, while supporting a vast number of small businesses in the community. All of our events are pet friendly, family friendly, and everyone is welcome! *The Market Marie does not discriminate on account of race, age, color, sex, national origin, physical or mental disability, or religion or otherwise as may be prohibited by federal and state law.*



<b>Market Marie General FEES (Per Event)</b> (Financially Covered by Coordinator)		<b>Market Marie FEES (Per 4 Events)</b>
Special Event Insurance	\$300	\$1,200
Set Up/Tear Down Crew	\$600	\$2,400
Event Management	\$600	\$2,400
Permit	\$50 (1 time fee)	\$50
Social Media Management	\$600	\$2,400
Application Team/Logistics Team	\$2,500	\$10,000
Portable Facility	265 (Tentative)	\$265 (Only for Cleveland Street)
<b>Market Marie Monthly Fees Total: (\$4,915)</b>		<b>General Fees TOTAL \$18,715</b>
<b>Marketing Fees (Per Event)</b>		<b>MARKETING FEES for 4 events</b>
Marketing: News	\$1,500	\$6,000
Paid Promotions: Social Media (Boosted Ads/Boosted FB Event Page, etc.)	\$1,000	\$4,000
Marketing: Videography	\$300	\$1,200
Marketing: Photography	\$400	\$1,600
Flyers/Signage	\$400	\$1,600
Website Maintenance/Online Event Promotions/Graphic Design	\$350	\$1,400
<b>Marketing Fees (Per Event) Total: \$3,950</b>		<b>Marketing Fees TOTAL \$10,000</b>

City Fees (Per Event)		CITY FEES for 4 events
Security/Cruisers for Vehicle Mitigation (2 officers/2 cruisers/2 trolleys)	\$520	\$2,080
Block Rental/8 yd. dumpster	\$240.75	\$963
City Parking Lots (Lot 11)	\$1,000 (Potentially FREE depending on chosen lot for vendors)	\$4,000 (Potentially FREE depending on chosen lot for vendors)
City Fees (Per Event) Total: 1760.75		<b>City Fees TOTAL \$8,043</b>
ADDITIONAL FEES (Per Event)		ADDITIONAL FEES for 4 events
Additional Marketing Fees	Reason for Need: Our marketing budget above is \$5,800 more than the allotted \$10,000 marketing budget for the DDB. Each individual event is less than \$10,000 in marketing, and based on previous experience, our team deems our total marketing budget is needed for successful events.	\$5,800
Live Music/or DJ	Reason for Need: We would love to continue to have a DJ and or musician at each event. Typical hourly rates are between \$50-\$100 per musician.	\$575 \$2,300
Jolley Trolley (Transport)	Reason for Need: This is an additional fee that is necessary for our market to operate at its full potential. Because of the limited nearby parking for vendors and patrons, we would like to utilize the Garden Avenue Parking Garage with transportation from the Jolley Trolley throughout the course of the event.	(\$180 Sept.) (\$520-650 Per Date October through December) \$2,080-\$2,600 (October through Dec.)
Misc. (Santa Claus, Bounce House, Easter Bunny, Photo Booths, etc.)	Reason for Need: This is an additional fee that is not accounted for on a month to month basis, but is still essential during Holiday events, and to bring more visitors to the event!	\$600 \$2,400
Additional Fees Total (Per Event) \$1,825		<b>Additional Fees Total: \$13,100</b>
		<b>TOTAL FEES per 4 EVENTS</b>
		<b>\$49,858</b>

**TOTAL Sponsorship Funding Request**

**\$18,043**

**(4 events: Marketing/City Fees)**

**ADDITIONAL FUNDING REQUESTED:**

**13,100**





















**POPNIC**  
**BASKETS**  
MERCUTERIE FOR DOGS

Painting With  
A Lick  
\$10

Happy Dog  
Home















