

Background

The City is actively looking to increase the event offerings in Downtown Clearwater, specifically in Station Square Park, Coachman Park and East Gateway area. There are currently several new events planned in 2017/18 and discussions for pursuing more. The strategy for events in Coachman Park is to improve the park through the Imagine Clearwater project a varied strategy of events both traditional (band shell) and active activities.

The new space will promote the project opening as a "Grand Opening" to kickoff many new dates for people to place on their calendars as recurring events. The idea is that each day of the week there will be planned activities as well as the opportunity for passive recreation. Then on the weekends, staff proposes to have multiple events taking place within neighboring footprints.

The City will schedule weekly and daily events, and then event partners will help fill out the calendar. Below is a listing of our current activities in the Downtown and Coachman Park areas as well as some discussions in anticipation of a completed Imagine Clearwater project.

The CRA and Parks & Recreation (Special Events) are restructuring a position that will assist in creating, facilitating, and managing special events from the East Gateway downtown to Coachman Park, specifically with an emphasis on Station Square Park.

New Events / Activities currently being planned for 17/18 with current resources:

- Clearwater Sea-Blues Festival growing to host multiple stages and performance areas including a stage in Downtown as well as a stage at the Station Square Park.
- Bay2Beach Festival is taking over the space currently filled by Fun 'n Sun. This new festival will showcase our Downtown with multiple stages (SSP, Downtown Blast Friday setup, and Coachman Park). The festival will include live music, art exhibits, crafters and vendors, and much more.
- Working with event partners to produce concert events such as Kenny G, John Legend, Third Eye Blind and more, soon to be announced in the future at Coachman Park. The concert size is 3,000 – 6,000 people with a shorter duration. This significantly shifts from the "festival" plan of 13,000

and an entire day of performances. These will still be held, but introduced in a different way to program.

- Expansion of the Pierce Street Market concept to include a “Morning Yoga” component to that event that happens every other week at Coachman Park as well as partnering or collaborating with other events that are in the area .

Additional events in discussion:

- Movie Nights under the Stars (weekly - \$500 cost to produce) \$26,000
- Expanding the “Arts in the Park” program that will rotate between downtown locations (SSP and CP - \$250 cost to produce) \$13,000
- Monthly Event featuring local music and food and beverage themed events: (\$750 cost to produce)
 - Featuring local food trucks, breweries, musicians, etc....\$39,000
- Cultural event for the fall- Florida Orchestra --- \$31,000
- Weekly Exercise Led Class (Zumba, yoga, tai chi, etc....) \$10,000

Resources Needed in Order to begin additional events prior to Imagine Clearwater Project:

- 1 FTE for event administrator at Coachman Park. Event administrator would collect insurances, contact vendors, place marketing materials, hire contractors, etc.....\$60,000
- Prior to the renovation we would need to do the following for each of these events:
 - Bring in portalets daily (\$20,000)
 - Add in dumpsters and trash service (\$1,000)
 - Electrician Services to set up events (\$8,000)
 - Cost of all Events Listed Above (\$119,000)
 - Fire Dept / PD Services provided (TBD / week)
 - Event Staff and Equipment Provided to ensure safety (TBD – week)
 - Close down the Drew to Cleveland Loop to vehicular traffic

Estimated Cost including staff and all listed activities above (with exception of Fire & PD services and event staff per week): \$208,000