



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

## Funding Request Form

Type of Grant Request:

- ☐ Marketing  
☒ Special Event (Please include additional form)  
☐ Business Assistance

Applicant/Primary Contact Person: Gary Hallas

Name of Organization: Clearwater Jazz Holiday Foundation, Inc.

Address: PO Box 7278

City: Clearwater

State: FL

Zip: 33755

Cell phone: ( ) 727-895-6264

Office Number: 727-461-5200

E-mail address: gary@clearwaterjazz.com

Website/Social Media Links: ClearwaterJazz.com

Description of Project: See attached documentation

Total Project Cost: \$ 60,000

Amount of Grant Funds Requested: \$ 24,000

Applicant's Financial Contribution: \$ 36,000

Third Party Contributions: \$ 0

When will the project take place? November 27, December 4, 11 & 18, 2021

Who will implement the project? Clearwater Jazz Holiday

Where will the project occur? Station Square Park, Downtown, Clearwater

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

All information contained herein is true and correct to the best of my knowledge. I understand that the Downtown Development Board can decide to fund or not fund any grant request and their decision is final.

Applicant Signature: 

Date: 8/20/2021



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

## Special Event Funding Request

### Additional Information

Title of Event: Clearwater Jazz Holiday Wanderlust

Date of Event: November 27, December 4, 11 & 18, 2021

Description of Special Event: See attached

Who is the intended audience for this event? What is the anticipated attendance? See attached

Total Event Cost: \$ 60,000 Amount of Grant Funds Requested: \$ 24,000

Where will the event be held? Station Square Park, Downtown, Clearwater


Have you contacted the City of Clearwater's Special Events Department about this event?

Yes, CJH was permitted for a Wanderlust Series in Station Square Park in February & March 2021. CJH is applying using the same guidelines for these 4 events.

Additional Sponsors or Media Outlets for Event: Tampa Bay Times, Blue Water Wealth Management at Steward Partners, MarineMax, Solace Insurance, Cole Electrical Contractors

Has this event been funded by the DDB before? ☒ Yes ☐ No ☐ Unsure

All information contained herein is true and correct to the best of my knowledge. I understand that the Downtown Development Board can decide to fund or not fund any grant request and their decision is final.

Applicant Signature: 

Date: 8/20/21

## **DDB Funding Request Form Addendum**

### **Description of Project:**

Clearwater Jazz Holiday will produce four Backstage Bistro Experience events in Station Square Park from November 27 through December 18, 2021, as part of its continuing CJH Presents Wanderlust music series. CJH expects these four 2021 CJH Backstage Bistro events to promote and highlight the downtown district by attracting 800 (approximately 200 per event). Events also support downtown merchants who sell food at the event or who otherwise benefit from visiting attendees.

CJH is requesting \$24,000 for these 2021 four events, allocated towards operational expenses. All tickets are pre-sold by CJH, with proceeds benefiting the Clearwater Jazz Holiday Foundation, Inc. Most Wanderlust events sold out and had the effect of uniting the CJH community of support around meaningful live music experiences, supporting musicians, giving CJH a platform to raise funds for the Foundation in these very challenging times with a new stream of ticket revenue, sponsorships, and donations - but also a platform to celebrate the CJH community impact.

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

In 2020 and 2021, the pandemic created challenges for traditional delivery of the Clearwater Jazz Holiday music festival, monthly events and fundraisers, and the Foundation's year-round Education & Outreach programming in the schools, neighborhood family centers, and with other special groups.

Despite significant challenges, the Foundation continued to inspire and change lives through music – not only of the constituents we serve, but also of the musicians we engage to deliver our programs – all of which were struck hard by the pandemic. These efforts carried on the mission of celebrating the art form of jazz with meaningful music appreciation and instructional experiences during the year for people of all ages and backgrounds.

With creativity and innovation, we adapted and reimagined our year-round programs and the way we deliver live music experiences. From these efforts, the CJH Presents Wanderlust music series was born and had the effect of uniting and inspiring the CJH community of support in downtown Clearwater and other venues in the City. The series also provided a platform for over 50 bands and ensembles for perform, celebrate CJH Education & Outreach, raise critical funds for the Foundation, and for downtown food partners to participate.

Incorporating the CJH Presents Wanderlust series into the CJH annual tradition and activities served to further highlight downtown Clearwater as an exciting destination.

**Clearwater DDB Special Event  
Funding Request Form  
Attachment**


**Description of Special Event:**

Clearwater Jazz Holiday will once again produce four Backstage Bistro Experience events in Station Square Park, starting November 27 through December 18, 2021, as part of its continuing CJH Presents Wanderlust music series. CJH expects these four 2021 CJH Backstage Bistro events to promote and highlight the downtown district by attracting 800 (approximately 200 per event). Events also support downtown merchants who sell food at the event or who otherwise benefit from visiting attendees.

CJH is requesting \$24,000 for these 2021 four events, allocated towards operational expenses. All tickets are pre-sold by CJH, with proceeds benefiting the Clearwater Jazz Holiday Foundation, Inc. Most Wanderlust events sold out and had the effect of uniting the CJH community of support around meaningful live music experiences, supporting musicians, giving CJH a platform to raise funds for the Foundation in these very challenging times with a new stream of ticket revenue, sponsorships, and donations - but also a platform to celebrate the CJH community impact.

**Who is the intended audience for this event? What is the anticipated attendance?**

The CJH Presents Wanderlust Music Series is open for all music fans to enjoy. The nine 2020 & 2021 Station Square events brought approximately 1800 attendees and provided downtown merchants an opportunity to sell food at the events. CJH expects the additional four 2021 Backstage Bistro events to promote and highlight the downtown district and support local merchants by attracting 800 attendees, approximately 200 per event, individuals to downtown.

  
\_\_\_\_\_  
Applicant Signature

8/20/21  
\_\_\_\_\_  
Date