



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

Funding Request Form

Type of Grant Request:

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

Applicant/Primary Contact Person: Scott Sousa

Name of Organization: Downtown Clearwater Merchants Association

Address: 421 Cleveland St.

City: Clearwater State: FL

Zip: 33755

Cell phone: () 813.482-4165

Office Number: 727-754-7244

E-mail address: scott@clearskyrestaurants.com

Website/Social Media Links: The District in Downtown Clearwater

Description of Project: See attached FB/IG

Total Project Cost: \$ 146,900 Amount of Grant Funds Requested: \$ 39,000

Applicant's Financial Contribution: \$ 107,900 Third Party Contributions: \$ —

When will the project take place? Oct. 1, 2021 thru Sept 9, 2022

Who will implement the project? Sheila Neisler - Catalyst Clearwater

Where will the project occur? DDB Footprint

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: A. Sousa

Date: 8/31/2021

Description of Project:

- 1. Maintain current marketing initiatives and expand digital footprint**
- 2. Create and execute a funding campaign to enable The District to become more sustainable**
- 3. Expand special events to attract more businesses, residents and visitors**
- 4. Leverage our existing culture to foster even greater diversity & exclusivity in the DDB footprint**

How Does This Request . . .

The outcomes of the recent DCMA grant from the DDB have shown "proof of concept" with regard to our diversified marketing approach. Using the same blueprint, the grant will help provide the resources to expand our efforts to include more of the DDB footprint, and achieve the goals the DDB has set.

| DCMA - Preliminary Budget 10/01/21 - 9/30/22 | | | | | |
|--|---|-----|--------------|----------------|------------------|
| Revenue | | | | | District Dollars |
| | Dues - DCMA Membership | 20 | \$ 250.00 | \$ 5,000.00 | |
| | Dues - DCMA Affiliate Membership | 20 | \$ 150.00 | \$ 3,000.00 | |
| | Sip & Stroll - Revenue - Participants | 12 | \$ 1,200.00 | \$ 14,400.00 | |
| | Friends of The District - Partner | 6 | \$ 5,000.00 | \$ 30,000.00 | \$ 3,000.00 |
| | Friends of The District - Leader | 6 | \$ 2,500.00 | \$ 15,000.00 | \$ 1,500.00 |
| | Friends of The District - Associate | 4 | \$ 1,000.00 | \$ 4,000.00 | \$ 400.00 |
| | Friends of The District - Ambassador | 4 | \$ 500.00 | \$ 2,000.00 | \$ 200.00 |
| | Friends of The District - Advocate | 20 | \$ 250.00 | \$ 5,000.00 | \$ 500.00 |
| | Friends of The District - Ally | 50 | \$ 100.00 | \$ 5,000.00 | \$ 500.00 |
| | Special Event - Blues Walk | 1 | \$ 10,000.00 | \$ 10,000.00 | |
| | Special Event - Chef's On Cleveland (\$30 * 25 * 8 Events) | 8 | \$ 750.00 | \$ 6,000.00 | |
| | Special Event - Ultimate Progressive Dinner (\$75 * 75 * 2 Events) | 2 | \$ 3,750.00 | \$ 7,500.00 | |
| | Miscellaneous Income | 1 | \$ 1,000.00 | \$ 1,000.00 | |
| | Total Revenue | | | \$ 107,900.00 | \$ 6,100.00 |
| Expenses | | | | | |
| | Sheila Neisler (1/2) | 1 | \$ 78,000.00 | \$ 78,000.00 | |
| | Advertising - Clearwater Visitors Guide | 1 | \$ 3,800.00 | \$ 3,800.00 | |
| | Advertising - Creative Loafing | 1 | \$ 1,200.00 | \$ 1,200.00 | |
| | Advertising - Jolley Trolley | 12 | \$ 300.00 | \$ 3,600.00 | |
| | Advertising - Shephards Visitors Guide | 12 | \$ 150.00 | \$ 1,800.00 | |
| | Advertising - Social Media | 12 | \$ 250.00 | \$ 3,000.00 | |
| | Advertising Specialties - Friends Glasses | 90 | \$ 8.00 | \$ 720.00 | |
| | Advertising Specialties - Friends Polo Shirts | 22 | \$ 50.00 | \$ 1,100.00 | |
| | Advertising Specialties - Friends Tech Shirts | 22 | \$ 10.00 | \$ 220.00 | |
| | Advertising Specialties - Sip & Stroll Classic (\$3 * 150 - 6 events) | 6 | \$ 450.00 | \$ 2,700.00 | |
| | Advertising Specialties - Sip & Stroll Premium (\$8 * 150 - 6 events) | 6 | \$ 1,200.00 | \$ 7,200.00 | |
| | Direct Mail - Print (Mailer 4 times per year) | 4 | \$ 5,000.00 | \$ 20,000.00 | |
| | Printing - Event Posters (\$1.00 per poster) | 12 | \$ 80.00 | \$ 960.00 | |
| | Printing - Special Event Posters | 6 | \$ 33.00 | \$ 198.00 | |
| | Reimbursement to Restaurants - 6 Restaurants * \$500 Progressive Dinners (2) - 33% cost | 2 | \$ 1,125.00 | \$ 2,250.00 | |
| | Reimbursement to Restaurants (\$6,100 * 70) | 0.7 | \$ 6,100.00 | \$ 4,270.00 | |
| | Special Events - Photography | 5 | \$ 475.00 | \$ 2,375.00 | |
| | Special Events - Video Trucks | 5 | \$ 1,500.00 | \$ 7,500.00 | |
| | Website Updates | 12 | \$ 500.00 | \$ 6,000.00 | |
| | | | | | |
| | Total | | | \$ 146,893.00 | |
| | | | | | |
| Net | | | | \$ (38,993.00) | |
| | | | | | |
| DDB Marketing Grant | | 1 | | \$ 39,000.00 | |
| New Net | | | | \$ 7.00 | |
| | | | | | |
| Total Budget | | | | \$ 146,900.00 | |
| % of Budget - DDB Investment | | | | 26.55% | |



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

Funding Request Form

Type of Grant Request:

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

Applicant/Primary Contact Person: Scott Sausa

Name of Organization: Downtown Clearwater Merchants Association

Address: 421 Cleveland Street

City: Clearwater State: FL Zip: 33755

Cell phone: () 813-482-4165 Office Number: 727-754-7244

E-mail address: scott@clearskyrestaurants.com Website/Social Media Links: thefirstofclearwater.com

Description of Project: With the indefinite street closure of the 400 + 500 Blocks of Cleveland St., we would like to continue the live entertainment on weekends.

Total Project Cost: \$ 20,000 Amount of Grant Funds Requested: \$ 13,000

Applicant's Financial Contribution: \$ 7,000 Third Party Contributions: \$ _____

When will the project take place? Oct. 1, 2021 thru Dec. 31, 2021

Who will implement the project? DCMA

Where will the project occur? 400 + 500 Blocks of Cleveland St.

2 shows/block each weekend

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

downtown? Downtown Clearwater has become known for outdoor dining and entertainment. People come down specifically for this reason

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: [Signature]

Date: 8/24/21



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

Special Event Funding Request

Additional Information

Title of Event: n/A

Date of Event: _____

Description of Special Event: This is not a special event
that would require a permit.

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

Total Event Cost: \$ _____ Amount of Grant Funds Requested: \$ _____

Where will the event be held? _____

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

yes, KRS Koch says no event permit
required.

Additional Sponsors or Media Outlets for Event: _____

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: A. Dorell

Date: 8/24/21

August 26, 2021

DDB Members:

To clarify our request for Outdoor music, we are requesting \$13,000 which will pay for 4 musical acts on the 400 and 500 Blocks of Cleveland Street, per week, for the 4th quarter of 2021. This allows \$250 per show for the period. The bars and restaurants are also budgeted to spend at least this amount of money as well.

Thank you so much for your support.

Scott Sousa

Co-President Downtown Clearwater Merchants Association