



Legislation Text

File #: ID#21-9649, **Version:** 1

SUBJECT/RECOMMENDATION:

Request approval of a special event funding request for Clearwater Jazz Holiday (CJH) in the amount of \$24,000

SUMMARY:

The purpose of this item is to request approval of Clearwater Jazz Holiday's (CJH) funding request to produce four live music performances in Downtown Clearwater's Station Square Park for the Wanderlust series titles, "Backstage Bistro Experience."

This event will be the third event series produced by CJH in Station Square Park. The first two Wanderlust series were well attended, activated Station Square Park, and followed all COVID safety protocols. Each show will include approximately 40 socially distanced tables, catered tableside service from local downtown restaurants as food partners, and live musical acts with two acts per night.

The concert series will start on Saturday, November 27, and continue Saturday nights until December 18, 2021. The showtimes are from 5:00pm until 10:00pm. All event tickets are pre-sold by CJH, with the proceeds benefiting the non-profit Clearwater Jazz Holiday Foundation.

Clearwater Jazz Holiday will use the funding towards event production. CJH requests a \$24,000 grant from the Downtown Development Board. The total event cost to CJH is \$75,000 and will generate 1000 guests downtown, with 200 guests attending each event.

Staff recommends funding this special event series. This request aligns with the Downtown Development Board 20/21 Work Plan to fund the production and marketing of various special events throughout the DDB area, which will increase the awareness of downtown as a tourist destination. It also supports the activation of Station Square Park.

Pending approval, CJH will complete a grant agreement that outlines the details for each show and the marketing benefits for the DDB as part of their sponsorship.

APPROPRIATION CODE AND AMOUNT:

Funds for this grant are available in the DDB's 20/21 marketing budget (1829411- 558600). Per the DDB's funding policy, the \$24,000 request is below \$75,000 which is 30% of the DDB's \$250,000 Marketing Budget Category.