



Legislation Text

File #: ID#21-9655, **Version:** 1

SUBJECT/RECOMMENDATION:

Request approval of a special event funding request for Market Marie in the amount of \$12,300

SUMMARY:

The purpose of this item is to request the approval of Market Marie's (MM) funding request to manage and operate six outdoor market events on the second Saturday of each month starting from Oct. 2021 to April 2022. The outdoor market will be located at 710 Court St. with a special event permit approval and COVID safety protocols in place.

The purpose of this street market is to bring local businesses and guest/visitors to the city to see unique merchandise, specialty items, and support local businesses with purchases. MM has successfully completed four markets previously in downtown starting May of 2021 at the same location. For each market event, MM had more than 300 local vendors, which attracted approximately 500 plus visitors to each market and Downtown Clearwater each month. The markets will be open to the public at 8:00am and end at 5:00pm.

The request for funding will be used to support operational expenses to manage and produce six markets once a month for a six-month period. Operational costs associated with managing and operating a community market include but are not limited to city permitting, professional security, live music, sanitation, operational staff, and cleaning of the area.

Staff recommends fully funding of this special event series. This request aligns with the Downtown Development Board's 20/21 Work Plan to fund the production and marketing of various special events throughout the DDB District, which will increase the awareness of downtown as a tourist destination. Pending approval, MM will complete a grant agreement that outlines the details for each event and marketing benefits for the DDB as part of their grant agreement.

APPROPRIATION CODE AND AMOUNT:

Funds for this grant are available in the DDB's FY 20/21 marketing budget (1829411- 558600). Per the DDB's funding policy, this \$12,300 request is less than \$75,00.00, which is 30% of the DDB's \$250,000 Marketing budget.