



Legislation Text

File #: ID#22-0772, **Version:** 1

SUBJECT/RECOMMENDATION:

Request funding approval of Food Truck Lunch Break Thursdays in Downtown Clearwater in an amount not to exceed \$8,750.

SUMMARY:

The purpose of this item is to request the approval of funding for Food Truck Thursdays grant request in the amount of \$8,750 to produce a series of five events in Downtown Clearwater.

The event will take place in Station Square Park and will be open to all from 11:30 am - 2:00 pm once a month on a Thursday, starting on August 25, 2022, through December 8, 2022. The event will feature one food truck, a DJ, and a mixture of games and activities to enjoy during lunch. Sponsorship for this event is supported by KnowBe4, the Community Redevelopment Agency, and the Parks and Recreations Special Events Department, which will provide special event permit approval that follows Covid safety protocols.

The goal for the partner event series is to:

- Create programming geared towards our daytime office tenants.
- Create community programming for local downtown residents.
- Change the perception of downtown through the addition of new and innovative events.
- Create energy and excitement along Cleveland Street.
- Activating Station Square Park, which is newly enhanced with outdoor furniture.
- Work with motivated community partners, such as KnowBe4

The grant request aligns with the Downtown Development Board's current Work Plan to fund the production and marketing of various special events throughout the DDB District and activate Station Square Park.

Pending DDB grant approval, the grant requester will complete a grant agreement that outlines the details for each event, the marketing requirements, and the reimbursement process of the DDB as part of their grant agreement.

APPROPRIATION CODE AND AMOUNT:

Funds for this grant are available in the Marketing Category line item 1829411-558600 for the DDB's 21/22 budget. Per the DDB's funding policy, the request of \$8,750 is below \$75,000, which is 30% of the DDB's \$250,000 Marketing Category.