



Legislation Text

File #: ID#24-0290, **Version:** 1

SUBJECT/RECOMMENDATION:

Request approval of a special event grant funding request for Florida Best Promotions, Inc. for Salsa at the District: Oktoberfest in an amount not to exceed \$25,000.

SUMMARY:

The purpose of this item is to request approval of funding for Florida Best Promotions, Inc. For Salsa in the District: Oktoberfest in an amount not to exceed \$25,000.

This event will take place at 600-500 blocks of Cleveland Street and in Station Square Park on Saturday, October 12, 2024, from 6:00 pm to 11:00 pm with an expected attendance of approximately 5,000. Salsa at the District: Oktoberfest will include an immersive experience of the rich local dance community and culture that appeals to the Latino community.

Based on the Downtown Development Board Funding Policy staff recommends funding this event in an amount not to exceed \$25,000, which will cover up to \$15,000 in marketing, up to \$5,000 in entertainment fees, and up to \$5,000 in city fees. The maximum amount that staff is recommending for city fees does not include coverage for their mitigation which is a separate line item on their budget as this has not been approved by the Clearwater Police Department as per the DDB policy.

The total cost of the Salsa at the District: Oktoberfest is \$205,000 and they are requesting a total of \$195,000. Florida Best Promotions, Inc. has submitted a special event grant application and has also applied for the High Impact Event Co-Sponsorship through the City of Clearwater.

APPROPRIATION CODE AND AMOUNT:

Funds for this grant will be made available in the Marketing Category Line item 1829411-558600 in DDB's FY 24/25 Budget