



Legislation Text

File #: ID#24-0332, **Version:** 1

SUBJECT/RECOMMENDATION:

Request approval of a special event funding request for Clearwater Jazz Holiday in an amount not to exceed \$21,000 for Part A and \$8,500 for Part B.

SUMMARY:

This item is to request approval of the Clearwater Jazz Holiday's, CJH, funding request to produce two events, Part A and Part B, in Downtown Clearwater for Jazz Holiday's 45th Anniversary Celebration, Part A, and CJH Presents Holiday Experience, Part B.

For Part A, Clearwater Jazz Holiday 45th Downtown Activation will take place on October 17, 18, 19, and 20, 2024, in the green space area of Coachman Park. CJH will present four days of concerts in the area adjacent to The Sound. The 2024 experience will also feature several free areas for the community including late-afternoon concerts. Staff recommends funding this event in an amount not to exceed \$21,000. Up to \$5,000 for artist fees and services; up to \$15,000 for marketing; and up to \$1,000 for city fees.

For Part B, CJH proposes to produce their Holiday Experience concert event in Station Square Park, which will take place on December 7th. This event is a ticketed cost series, with tickets pre-sold by Clearwater Jazz Holiday, with the proceeds benefiting Clearwater Jazz Holiday Foundation. Staff recommends funding this event in an amount not to exceed \$8,500 to cover up to \$5,000 for artist fees and services; up to \$2,500 for marketing; and up to \$1,000 in city fees.

The applicant's request is \$56,000 to fund their operations costs and insurance based on their grant request and budget. Staff recommends funding both events, Part A & B, not to exceed \$29,500, which will cover entertainment, marketing, and city fees based on the CJH budget and the DDB's Funding Policy.

The request from CJH aligns with the Downtown Development Board's Work Plan to fund the production and marketing of various special events throughout the DDB area, increase awareness of downtown as a tourist destination, and support the activation of Station Square Park.

CJH has submitted a special event application through Clearwater Parks and Recreation and has also applied for co-sponsorship through Clearwater Parks and Recreation.

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

APPROPRIATION CODE AND AMOUNT:

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