



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

January 3, 2018 – 5:30 PM - City Hall – 3<sup>rd</sup> Floor Council Chambers

## AGENDA

1. Call to Order
2. Oath of Office – Ray Cassano and Venkat “Vincent” Devineni
3. Election of Officers
  - a. Chairman
  - b. Vice-Chairman
  - c. Treasurer
4. Citizen Comments – Items Not on the Agenda
5. Approve the Minutes from the December 6, 2017 DDB Meeting
6. Adopt November 2017 Financial Statement for Filing
7. Status of Downtown Plan Update – Ella Crandall, Senior Planner & Gina Clayton, Assistant Director – Planning & Development Services Department
8. DDB Orientation – Board Attorney Elise Winters
9. Post Event Report for First Six Months & Request for Additional Funding – Open Air Paint Party and Art Bazaar, Jennie Pearl
10. Chairman’s Comments
11. Final Comments
12. Adjournment

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING**  
**December 6, 2017 – 5:30 PM – City Hall – Council Chambers**

Members Present:	Paris Morfopoulos Stu Sjouwerman Caitlein Jammo Lina Teixeira	Chairman Member Member Member
Also Present:	Bill Jonson Micah Maxwell Denise Sanderson Anne Fogarty France	Ex-Officio/Councilmember (arrived at 5:32 p.m.) Asst. City Manager/Interim CRA Director Economic Development Director Board Administrator
Absent:	Dennis Bosi Thomas Wright Doreen Caudell	Vice-Chairman Member Ex-Officio/Councilmember

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. asking the board and Ex-officio members to introduce themselves.
2. Citizens Comments--Items not on the agenda—No comments.
3. Approve the Minutes from the November 1, 2017, Meeting

**Member Sjouwerman moved to approve the minutes from the November 1, 2017, meeting.  
The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Member Morfopoulos, Member Sjouwerman, Member Jammo, and Member Teixeira.**

**Nays: None.**

**Motion carried.**

4. Adopt October 2017 Financial Statement for Filing

**Member Sjouwerman moved to adopt the October 2017 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Member Morfopoulos, Member Sjouwerman, Member Jammo, and Member Teixeira.**

**Nays: None.**

**Motion carried.**

5. Post Event Report—Clearwater Jazz Downtown Party—Steve Weinberger, CEO of the Clearwater Jazz Foundation advised the Board that the Jazz Holiday, which celebrated its 38<sup>th</sup> year, was a huge success. There were about 40,000 people who attended the four-day event. He thanked the Board for its continued financial support. He and Gary Hallas presented the Board with a framed official poster of this year's festival.

Mr. Hallas addressed the Downtown Party that was held on the Wednesday night before the event. He asked the Board for input on how to improve the event. It was suggested the party be held on a different night, e.g. the Friday or Saturday before the festival and to include the Downtown Party on the poster and marketing materials. Mr. Hallas stated that they don't include the party on the poster because they are not 100% sure if they will receive funding at the time the Jazz Festival advertising starts.

Anne Fogarty France, Downtown Manager, suggested that the Jazz Holiday organizers come before the Board earlier in the year to request funding for the downtown party so it could be including in all the advertising. Members agreed that this could be discussed earlier in the year.

6. Post Event Report—Achieva Box Car Rally—Chelsey Wilson of Achieva addressed the Board concerning the Achieva Box Car Rally. She said they had 61 cars registered with 135 race classes entered. There were 270 heats and 136 racers. There were 194 volunteers and throughout the day over 3,000 people attended. She thanked the Board for its continued support and stated that almost \$50,000 was raised to provide classroom grants to local schools.
7. DDB Election Results—Chairman Paris Morfopoulos advised the Board that on November 21, 2017, the runoff election ballots were counted. Ray Cassano and Venkat “Vincent” Devineni were elected to three-year terms and Lina Teixeira was elected to a one-year term.
8. Approve the 2018 DDB Meeting Schedule—Ms. Fogarty France presented the meeting schedule for 2018. The July 4<sup>th</sup> meeting was moved to the next week due to the holiday. There was some discussion as to whether or not the Board wanted to move the January 3<sup>rd</sup> meeting and it was determined that the meeting would be held on that date. Board Attorney Elise Winters, will be attending the January 3<sup>rd</sup> meeting to provide an orientation and the Board will also receive an update of the Downtown Redevelopment Plan.

**Member Jammo moved to adopt the 2018 meeting schedule. The motion was duly seconded and upon roll call, the vote was:**

**Ayes:** Member Morfopoulos, Member Sjouwerman, Member Jammo, and Member Teixeira.

**Nays:** None.

**Motion carried.**

## **9. Chairman's Report**

Chairman Morfopoulos stated that the Imagine Clearwater referendum initiative passed and the selection process for the new CRA Director was underway. He also advised the Board of upcoming events that are listed on the website.

## **10. Final Comments**

Member Teixeira stated she is excited about the Imagine Clearwater referendum passing and all the activities being held in downtown. The Downtown Clearwater Merchants Association (DCMA) recently held a barbecue cook-off and it was a great first event. She thought Miracle on Cleveland Street was wonderful and congratulated Capitol Theatre and Ruth Eckerd Hall staff for their efforts. She ended by stating that we need to keep up the momentum.

Member Sjouwerman asked about the Community Survey Report that was distributed to the Board. Ex-officio Councilmember Jonson said he requested at the last meeting the Board be given this report because there were comments about downtown. He said Downtown Clearwater was rated low compared to other downtowns. There was difference in ratings regarding downtown vs. the beach vs. countryside vs. the rest of the city.

Member Jammo said she attended Miracle on Cleveland Street and thought it was fantastic. She looks forward to the upcoming events.

Ex-Officio Councilmember Jonson stated that he used to be able to attend all downtown events but can no longer do so because there are so many. He acknowledged all the hard work of the CRA, Economic Development and the DDB. He said he enjoyed the Second Century Studios and enjoyed the live active storefronts as they make a big difference. Mr. Jonson stated that the DDB will be presented with the Redevelopment Plan Update. This is being presented to the Community Development Board on December 19<sup>th</sup>. He looked at the ULI report and identified the good things and the parts of the plan that needed to be fleshed out. There will be some code changes regarding signs and building colors and changes that will not require a development review if a building is changing hands but is being used for the same purpose. The entrance monuments that the board has talked about for a while will also be discussed in the future.

Micah Maxwell, Assistant City Manager and Interim CRA Director, advised the Board that interviews for the CRA Director will be held next week. They hoped to bring a recommendation to the Council at the December 21<sup>st</sup> meeting and there will be an opportunity for the DDB to meet the candidates. The Imagine Clearwater referendum did pass and the City is in negotiations with Stantec, the consultant hired by the City. They have submitted a draft proposal that is currently being reviewed. This proposal will also be brought to the Council on December 21<sup>st</sup>.

Chairman Morfopoulos noted that it was the final meeting of the year and thanked all the volunteers and those who come together to make these events successful. He noted that there would be new board in January and hoped the new members would bring new ideas. He wished everyone season's greetings and a happy and prosperous new year,

## **11. The meeting was adjourned at 6:04 p.m.**



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**Downtown Development Board**  
Statement of Revenues & Expenditures  
For the Period October 1 thru November 30, 2017

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# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

## 2017 FUNDING REQUEST FORM

The Clearwater Downtown Development Board (DDB)'s primary purpose is to promote, facilitate and support activities that sustain, promote and advance downtown revitalization and to attract businesses and residents to relocate and stay in the downtown area. Events that meet this purpose will be considered for sponsorship.

Please submit the completed form to: Anne Fogarty France, Downtown Development Board (DDB) Administrator, email: [anne.fogarty-france@myclearwater.com](mailto:anne.fogarty-france@myclearwater.com), (727) 562-4044 / Fax (727) 562-4075. (Completed forms are due to DDB Administrator by May 15 of each calendar year. Requests submitted after the due date will not receive the same consideration as those that are submitted on time.)

Check one:  Budgeted Request (submitted by May 15)  Non-budgeted Request

Date submitted: December 17, 2017

Name: Jennie Pearl

Title of event: Bazaar Art Open Air Market & Throwdown

Event contact: Jennie Pearl

Organization: Bazaar Art LLC

Address: PO Box 3156

City: Holiday State: Florida Zip: 34691

Cell phone: (727) 944-2974

E-mail address: BazaarArtLLC@Gmail.com

Website address: [www.bazaarart.org](http://www.bazaarart.org)

501(c)(3) not for profit organization?  Yes (if yes, provide proof of your not for profit status

No

1. Date and time of event/program: Every 1st Saturday from 5-9pm

2. Location and address of event/program: Station Square Park

3. Projected attendance: 150-500

4. Briefly describe the event/program and its purpose:

The event is an Open Air Art Market featuring local live musicians, art vendors, entertainers, food vendors, kids activities, rock painting, a Bazaar Art Throwdown between 3 local artists, a paint party (if attendance permits), wine and beer sales, a bounce house and more...

5. How many times has the DDB funded this event?

5 times

6. Is this event/program a fundraiser?  Yes  No If yes, for whom?

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7. Will your organization prepare a banner or sign including the Downtown Clearwater logo and DDB's approved logo?  Yes  No

If yes, what size? Standard

8. Will you include the Downtown Clearwater logo and DDB logos and web url on all marketing materials for your event?

Yes  No

9. Please list other participating media sponsors and corporate sponsors:

Belloise Realty of Clearwater Beach, Long Term Care Solutions, Cleveland Street Cafe, House of Beer Dunedin

10. Attach detailed budget that includes expenses and income. If a recurring event, attach last year's budget.

11. What is the number of attendees expected at your event? 150-500

12. Will you allow the merchants/businesses of Downtown Clearwater display flyers or have tables at no charge at your event? Yes

13. Does this event generate revenue for your business?  Yes  No

14. If this is a recurring event, what was the number of attendees at your event last year?

250 per event

15. Specifically, what are you asking the DDB to provide as a sponsor? \$1500 per event without set-off, counterclaim, withholding or other deduction.

Funding to apply towards overall expenses incurred during the planning and execution of each event including but not limited to marketing, advertising, entertainment, free activities, wine and beer service, attractions to make the event more appealing to families and children and to keep vendor fees affordable or free due to the lack of foot traffic.

All organizations requesting funds will be required to do a brief presentation about the event at a DDB meeting. Funds that are approved by the DDB will have both a First and Second Reading of the request.

Funds will be provided not more than 30 days prior to the event date or as determined by Downtown Manager.

16. APPLICANT CERTIFICATION:

I hereby certify that I have read this application and that all information contained herein is true and correct to the best of my knowledge, information and belief. **PLEASE READ AND INITIAL:** If DDB funds are granted, I understand that when promoting my event I must:

- a. Use the description "Downtown Clearwater" AND the url [www.DowntownClearwater.com](http://www.DowntownClearwater.com) in all collateral material and social media. Copies of promotional material must be provided with Invoice for reimbursement.
- b. Each organization is responsible for placing Event Parking Signs directing event attendees to parking garage before the event and for returning these signs to the Garden Avenue Parking Garage after the event. (Parking Sign location map attached.) Photos that show use of these parking signs are required to be part of your post event report to the DDB at the end of your event/event season. To schedule your pick-up of the signs contact Robert "Mike" Skinner via email at [Robert.Skinner@myclearwater.com](mailto:Robert.Skinner@myclearwater.com) within 24 hours of your event, Monday through Thursday. Signs must be removed and returned to the garage after the event.
- c. Purchase two banners, minimum size 2' x 6', announcing event that is taking place to be installed on barricades on each end of the event. Photos that show the location of the banners are required to be part of your post event report to the DDB at end of your event/event season.
- d. I also understand that I must give a final report to the board within three months after the event. Failure to adhere to this condition may jeopardize future sponsorship funding.

**JP** Please initial that you agree to comply with these requirements.

Applicant Signature: Jennifer Pearl Date: December 17, 2017

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 2<sup>nd</sup> Floor, Clearwater, FL 33756/[anne.fogarty-france@myclearwater.com](mailto:anne.fogarty-france@myclearwater.com).

## Station Square Park DDB Invoice October

Bazaar Art LLC 3748 Moog Road Holiday, Florida 34691 (727) 944-2974 <a href="http://BazaarArt.org">BazaarArt.org</a>	Invoice Date: 10/6/2017-10/08/17	Bill To: DDB - Downtown Development Board  Contact: Anne Fogarty-France Clearwater City Hall (727) 562-4024 <a href="mailto:Anne.Fogarty-France@mylearwater.com">Anne.Fogarty-France@mylearwater.com</a>	E-mail: <a href="mailto:BazaarArtLLC@gmail.com">BazaarArtLLC@gmail.com</a>	
<hr/>				
Description	Units	Cost Per Unit	Amount	
Bazaar Art - October 6, 2017 DDB Funding	1	1,500.00	1,500.00	
Station Square Park - Coachman Park - Octoberfest				Invoice Total
			1,500.00	

Make all checks payable to Bazaar Art LLC  
**Thank you for your support!**

## Expenses

Marketing	
Social Media Pushes	
Facebook	75.00
Twitter	30.00
Signage	
New Banners	35.00
Fliers	29.00
<b>Total Marketing</b>	<b>169.00</b>

## Art Throwdown

2 Throwdowns	
Paint	75.00
Canvases	250.00
Prize Money	600.00
<b>Total Throwdown</b>	<b>925.00</b>

## Refreshments

Wine	
Beer	
Napkins	
Cups	
Ice	
Tickets	
Server	
Opening Fees	
<b>Total Refreshments</b>	<b>0.00</b>

Musician	
<b>Rob Peniak</b>	<b>\$100 non-refundable deposit</b>

Entertainment	
Fortune Teller	
Balloon Shaper	100.00

	Magician	60.00
	Face Painter	
	Fire Artist/Spinner	
	Hoopers	60.00
	Bounce House	
	<b>Total Entertainment</b>	<b>220.00</b>

	Assistant	20.00
	Rocks	25.00
	Paint	30.00
	Plates	10.00
	Cups	10.00
	Napkins	10.00
	<b>Total RP</b>	<b>105.00</b>

	Gas	50.00
	Insurance	60.00
	Misc Supplies	20.00
?	Wear and tear on vehicle	
5 Hours	<b>Administrative Time</b>	<b>100.00</b>
	On-Site Hours (Set-up/Break down)	
30 Hours		600.00
	Two Broken Tents	250.00
	<b>Total Misc Expenses</b>	<b>1,080.00</b>
	<b>2,599.00</b>	
	<b>1,500.00</b>	
	<b>450.00</b>	
	<b>649.00</b>	

### Rock Painting Table

### Miscellaneous Expenses

**Total Expense**  
**DDB Funding**  
**Income**  
**Profit/Loss**



## Station Square Park DDB Invoice November

Bazaar Art LLC	Invoice Date:	11/04/17
3748 Moog Road	Bill To:	DDB - Downtown Development Board
Holiday, Florida 34691	Contact:	Anne Fogarty-France
(727) 944-2974	Address:	Clearwater City Hall
BazaarArt.org	Phone:	(727) 562-4024
<a href="mailto:BazaarArtLLC@gmail.com">BazaarArtLLC@gmail.com</a>	E-mail:	<a href="mailto:Anne.Fogarty-France@mclearwater.com">Anne.Fogarty-France@mclearwater.com</a>

Description	Units	Cost Per Unit	Amount
Bazaar Art - November 4, 2017	1	1,500.00	1,500.00
Station Square Park			
Invoice Total			1,500.00

Make all checks payable to Bazaar Art LLC

## Expenses

### Marketing

Social Media Pushes	
Facebook	30.00
Twitter	20.00
Signage	
New Banners	0.00
Fliers	0.00
<b>Total Marketing</b>	
	<b>50.00</b>

### Art Throwdown

Total Throwdown	
Paint	75.00
Canvases	125.00
Prize Money	300.00
<b>Total Throwdown</b>	
	<b>500.00</b>

### Refreshments

Total Refreshments	
Wine	80.00
Beer	80.00
Napkins	10.00
Cups	10.00
Ice	30.00
Tickets	50.00
Server	50.00
Opening Fees	50.00
<b>Total Refreshments</b>	
	<b>310.00</b>

Daniel Von Zangenburg	\$100 non-refundable deposit
	200.00

Fortune Teller	

### Musician

### Entertainment

	Balloon Shaper	60.00
	Magician	60.00
	Face Painter	
	Fire Artist/Spinner	60.00
	Hoopers	60.00
	Bounce House	
	<b>Total Entertainment</b>	<b>180.00</b>

	Assistant	20.00
	Rocks	25.00
	Paint	40.00
	Plates	10.00
	Cups	10.00
	Napkins	10.00
	<b>Total RP</b>	<b>115.00</b>

	Gas	50.00
	Insurance	60.00
	Misc Supplies	25.00
	?	
5 Hours	Wear and tear on vehicle	?
10 Hours	\$20 Administrative Time	<b>100.00</b>
	\$20 On-Site Hours (Set-up/Break down)	200.00
	<b>Total Misc Expenses</b>	<b>435.00</b>

**Total Expenses** **1,790.00**  
**DDB Funding** **1,500.00**  
**Total Income** **221.00**  
**Profit/Loss** **69.00**

Thank You for Your Support!

## Station Square Park DDB Invoice December

Bazaar Art LLC

3748 Moog Road  
Holiday, Florida 34691

(727) 944-2974

BazaarArt.org

[BazaarArtLLC@gmail.com](mailto:BazaarArtLLC@gmail.com)

Invoice Date:

December 2, 2017

Bill To:

Contact:

Address:

Phone:

E-mail:

Anne Fogarty-France  
Clearwater City Hall  
(727) 562-4024  
[Anne.Fogarty-France@mclearwater.com](mailto:Anne.Fogarty-France@mclearwater.com)

Description	Units	Cost Per Unit	Amount
<b>Bazaar Art - December 2, 2017</b>	<b>1</b>	<b>1,500.00</b>	<b>\$1,500.00</b>
Station Square Park - Miracle on Cleveland Street			
Invoice Total			\$1,500.00

Make all checks payable  
to Bazaar Art LLC

Expenses

Marketing	
Social Media Pushes	
Facebook	75.00
Twitter	30.00
Signage	
New Banners	0.00
Fliers/Signage	25.00
<b>Total Marketing</b>	<b>130.00</b>
Art Throwdown	
2 Throwdowns	
Paint	75.00
Canvases	250.00
Prize Money	150.00
<b>Total Throwdown</b>	<b>475.00</b>
Refreshments	
Wine	
Beer	
Napkins	
Cups	
Ice	
Tickets	
Server	
Opening Fees	
<b>Total Refreshments</b>	<b>0.00</b>
<b>Meg Shannon</b>	<b>\$100 non-refundable deposit</b>
Musician	100.00
Entertainment	
Fortune Teller	
Balloon Shaper	

Magician	
Face Painter	20.00
Fire Artist/Spinner	40.00
Hoopers	40.00
Bounce House	10.00
<b>Total Entertainment</b>	<b>0.00</b>
Assistant	20.00
Rocks	40.00
Paint	40.00
Plates	10.00
Cups	10.00
Napkins	20.00
<b>Total RP</b>	<b>140.00</b>
Gas	50.00
Insurance	60.00
Misc Supplies	0.00
?	?
Wear and tear on vehicle	
3 Hours	<b>60.00</b>
10 Hours	200.00
<b>Total Misc Expenses</b>	<b>370.00</b>
Loss of Vendor Fees	<b>300.00</b>
<b>Vendor Fees</b>	
<b>Total Expenses</b>	<b>1,515.00</b>
<b>DDB Funding</b>	<b>1,500.00</b>
<b>Total Income</b>	<b>0.00</b>
<b>Profit/Loss</b>	<b>15.00</b>

### Rock Painting Table

### Miscellaneous Expenses

Thank You for Your Support

## Station Square Park DDB Invoice

Bazaar Art LLC	Invoice Date:	January 6, 2018
3748 Moog Road Holiday, Florida 34691  (727) 944-2974 BazaarArt.org <a href="mailto:BazaarArtLLC@gmail.com">BazaarArtLLC@gmail.com</a>	Bill To:	DDB - Downtown Development Board  Contact: Anne Fogarty-France Clearwater City Hall (727) 562-4024 <a href="mailto:Anne.Fogarty-France@myclearwater.com">Anne.Fogarty-France@myclearwater.com</a>
Description	Units	Cost Per Unit
Bazaar Art - January 6,2018	1	1,500.00
Station Square Park - Latin Heritage Celebration		
	Invoice Total	\$1,500.00

Make all checks payable to Bazaar Art LLC  
**Thank you for your support!**

<b>Marketing</b>	
Social Media Pushes	
Facebook	\$0.00
Twitter	\$0.00
Signage	
New Banners	\$0.00
Fliers	\$0.00
<b>Total Marketing</b>	<b>\$0.00</b>

<b>Art Throwdown</b>	
Paint	\$75.00
Canvases	\$125.00
Prize Money	\$300.00
<b>Total Throwdown</b>	<b>\$500.00</b>

<b>Refreshments</b>	
Wine	\$0.00
Beer	\$0.00
Napkins	\$0.00
Cups	\$0.00
Ice	\$0.00
Tickets	\$0.00
Server	\$0.00
Opening Fees	\$0.00
<b>Total Refreshments</b>	<b>\$0.00</b>

<b>Musician</b>	
<b>Bud Green</b>	<b>\$100 non-refundable deposit</b>
	<b>\$100.00</b>
<b>Entertainment</b>	

<b>Entertainment</b>	
Fortune Teller	\$60
Balloon Shaper	\$100

Magician	\$60
Face Painter	\$60
Fire Artist/Spinner	\$60
Hoopers	\$60
Bounce House	
<b>Total Entertainment</b>	<b>\$280</b>

#### Rock Painting Table

Assistant	\$20
Rocks	\$25
Paint	\$40
Plates	\$10
Cups	\$10
Napkins	\$10
<b>Total RP</b>	<b>\$115</b>

#### Miscellaneous Expenses

Gas	\$50
Insurance	\$60
Misc Supplies	\$50
?	?
5 Hours	\$20 Administrative Time
10 Hours	\$20 On-Site Hours (Set-up/Break down)
Loss of Vendor Fees	Latin American Festival taking the Park
	<b>\$1,605.00</b>
<b>Total Expense</b>	<b>\$1,500</b>
<b>DDB Funding</b>	<b>\$105.00</b>
<b>Projected</b>	



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

2017  
Request

## 2017 FUNDING REQUEST FORM

The Clearwater Downtown Development Board (DDB)'s primary purpose is to promote, facilitate and support activities that sustain, promote and advance downtown revitalization and to attract businesses and residents to relocate and stay in the downtown area. Events that meet this purpose will be considered for sponsorship.

Please submit the completed form to: Anne Fogarty France, Downtown Development Board (DDB) Administrator, email: [anne.fogarty-france@myclearwater.com](mailto:anne.fogarty-france@myclearwater.com), (727) 562-4044 / Fax (727) 562-4075. (Completed forms are due to DDB Administrator by May 15 of each calendar year. Requests submitted after the due date will not receive the same consideration as those that are submitted on time.)

Check one:      Budgeted Request (submitted by May 15)      Non-budgeted Request

Date submitted: May 15, 2017

Name: Jennie Pearl

Title of event: Open Air Paint Party and Art Bazaar

Event contact: Jennie Pearl

Organization: Bazaar Art LLC

Address: PO Box 3156

City: Holiday      State: Florida      Zip: 34692

Cell phone: (    ) 727 944 2974

E-mail address: BazaarartLLC@Gmail.com

Website address: www.facebook.com/bazaarartzone

501(c)(3) not for profit organization?  Yes (if yes, provide proof of your not for profit status)  No

1. Date and time of event/program: Every 1st Saturday from 5 -9 pm

2. Location and address of event/program: Station Square Park

3. Projected attendance: 200 -500

4. Briefly describe the event/program and its purpose:

The event is an Open Air Art Market featuring live music, art vendors, entertainers, Food vendors, kids activities, Rock painting, a paint party, wine and beer and more

5. How many times has the DDB funded this event?

2 future events

6. Is this event/program a fund-raiser?  Yes  No If yes, for whom?

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7. Will your organization prepare a banner or sign including the Downtown Clearwater logo and DDB's approved logo?  Yes  No

If yes, what size? Standard

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8. Will you include the Downtown Clearwater logo and DDB logos and web url on all marketing materials for your event?

Yes  No

9. Please list other participating media sponsors and corporate sponsors:

City of Clearwater Parks and Recreation, City of Clearwater Community Redevelopment

Agency, Belloise Realty of Clearwater Beach, Belloise Tropical Realty

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10. Attach detailed budget that includes expenses and income. If a recurring event, attach last year's budget.

11. What is the number of attendees expected at your event?

200 - 500

12. Will you allow the merchants/businesses of Downtown Clearwater display flyers or have tables at no charge at your event?

13. Does this event generate revenue for your business?  Yes  No

14. If this is a recurring event, what was the number of attendees at your event last year?

15. Specifically, what are you asking the DDB to provide as a sponsor?

and Funds are requested to apply towards additional marketing and advertising

entertainment, attractions used to make the event a more kid friendly environment,

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\$1500.00 per event each first Saturday

#18,000.00 TOTAL

All organizations requesting funds will be required to do a brief presentation about the event at a DDB meeting. Funds that are approved by the DDB will have both a First and Second Reading of the request.

Funds will be provided not more than 30 days prior to the event date or as determined by Downtown Manager.

#### 16. APPLICANT CERTIFICATION:

I hereby certify that I have read this application and that all information contained herein is true and correct to the best of my knowledge, information and belief. **PLEASE READ AND INITIAL:** If DDB funds are granted, I understand that when promoting my event I must:

- a. Use the description "Downtown Clearwater" AND the url [www.DowntownClearwater.com](http://www.DowntownClearwater.com) in all collateral material and social media. Copies of promotional material must be provided with Invoice for reimbursement.
- b. Each organization is responsible for placing Event Parking Signs directing event attendees to parking garage before the event and for returning these signs to the Garden Avenue Parking Garage after the event. (Parking Sign location map attached.) Photos that show use of these parking signs are required to be part of your post event report to the DDB at the end of your event/event season. To schedule your pick-up of the signs contact Robert "Mike" Skinner via email at [Robert.Skinner@myclearwater.com](mailto:Robert.Skinner@myclearwater.com) within 24 hours of your event, Monday through Thursday. Signs must be removed and returned to the garage after the event.
- c. Purchase two banners, minimum size 2' x 6', announcing event that is taking place to be installed on barricades on each end of the event. Photos that show the location of the banners are required to be part of your post event report to the DDB at end of your event/event season.
- d. I also understand that I must give a final report to the board within three months after the event. Failure to adhere to this condition may jeopardize future sponsorship funding.

JP Please initial that you agree to comply with these requirements.

Applicant Signature: Jennifer Pearl Date: May 15, 2017  
(Applicant must be 18 years of age or older)

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 2<sup>nd</sup> Floor, Clearwater, FL 33756/[anne.fogarty-france@myclearwater.com](mailto:anne.fogarty-france@myclearwater.com).

# Open Air Art Bazaar Budget

Startup	PO Box	\$78
	Corporate Filings	\$267
	Insurance	\$386
	Marketing	\$360 Banners \$110 Business Cards
	Wine and Beer	\$299 Wine \$130 Beer \$69 Cups/napkins/tickets
	Office Supplies	\$225 Cash Box, Ink, paper, etc.
	Equipment	\$600 Trailer \$500 Tables/chairs \$90 Easels \$160 Paint Party Supplies
	Total Start-up	\$3274.00

## Recurring Expenses

 Marketing	\$150 per event/Social media \$175 Signs, Fliers, Marketing Materials
 Wine and Beer	\$200 per event
 Opening fee	per Wine-\$5 Beer-\$1.50
 Paint Party	\$225 per event
 Musician	\$250 individual artist
	\$600 band
 Server	\$50
 Live Entertainment	\$200 Balloon Shaper \$150 Face Painter \$150 Fire Artist  \$200 Feature Live Artist/supplies
Total Recurring	<u>\$2350.00</u>

### Income Per Event

Vendors	\$30 per Vendor (was 10%)
Paint Party	\$35 per attendee (offering \$10 discount to promote registration)
Wine and Beer	\$6.00 per glass gross
(New)	
Throwdown Ticket Sales	
Auction Sales	
Art Sales	
Sponsors	

It is difficult to determine these numbers due to the lack of foot traffic that we have experienced. The projected income is very promising.

### Income per line item

April 1 <sup>st</sup>	Vendors 10%	\$89
	Paint Party	\$210
	Wine and Beer (net)	-\$280
April 15 <sup>th</sup>	Vendors 10%	\$120
	Paint Party	\$0 windy day
	Wine and Beer	-\$60
May 6 <sup>th</sup>	Vendors 10%	\$205
	Paint Party \$25ea	\$175
	Wine and Beer	\$30
June 3 <sup>rd</sup>	Vendors (\$30)	\$240
	Paint Party	\$0 rainy day
	Wine and Beer	\$100