



## CALL FOR IDEAS

### Call summary:

CLEARWATER, Fla.— The city of Clearwater’s Community Redevelopment Agency (CRA), in partnership with AMPLIFY Clearwater and the Downtown Development Board, is seeking individuals and groups to develop and produce various events throughout Downtown Clearwater. Applications will be accepted on a rolling basis until January 15, 2021. Events must take place by September 30, 2021.

**To apply:** Applications are accepted on a rolling basis through January 15, 2021 via online application: <https://clearwatercra.typeform.com/to/JQb4dgYm> Further details can be found at <https://www.downtownclearwater.com> or <https://amplifyclearwater.com/>

### Project description:

Through a variety of events, we seek to create a vibrant, lively and engaging downtown community. We’re seeking your ideas for up to ten events throughout Downtown Clearwater that range in size and scope. We’re seeking people with ingenuity, drive, and passion to develop and execute their ideas.

### Event goals:

- Event ideas should find creative ways to use Downtown Clearwater’s public spaces.
- Event ideas should aim to engage a range of audiences—both Clearwater residents and visitors.
- Event ideas should consider how to take into account new requirements or policies that may exist in the wake of COVID-19.

### Event locations:

Events must occur within the Community Redevelopment Agency’s district area throughout Downtown Clearwater (see full map below).

### Budget:

Event producers are expected to cover the costs for their event, including permits, insurance, and event operations.

- The city of Clearwater has a limited budget to cover specific city-related costs for some events (including road closures, police/fire departments and EMS, traffic and engineering, etc.).
- The Clearwater Downtown Development Board will provide \$1,000 to go towards marketing for events that are selected that will go directly to the event producer.

**Eligibility and Application Requirements:**

This call is open to individuals, artists, groups, event teams, businesses, or others.

Please submit the following items through the online application:

- Event idea description and timeline
- Estimated budget
- Contact information

**Deadline and submission Address:**

Applications are accepted on a rolling basis through January 15, 2021 via online application:

<https://clearwatercra.typeform.com/to/JQb4dgYm>

**Selection Process:**

Each application will be reviewed by a panel of CRA and city of Clearwater Special Events staff, and AMPLIFY Clearwater staff. Event finalists will be notified on a rolling basis.

**Project Timeline:**

The call will close on January 15, 2021 at noon. The panel will conduct its review on a rolling basis and event finalists will be notified through the application period. Events must take place by September 30, 2021.

**Questions:**

Sydney Marks, AMPLIFY Clearwater, [sydney@amplifyclearwater.com](mailto:sydney@amplifyclearwater.com), 727-447-7600

Rosemary D'Amour, CRA Public Relations and Programs Manager, at [rosemary.damour@myclearwater.com](mailto:rosemary.damour@myclearwater.com) or 727-562-4024.

## FAQ's:

- What kinds of event ideas are you looking for?
  - Anything and everything! Do you have an idea for an event to activate Downtown Clearwater and engage our community in new ways? We have up to ten public event slots open throughout downtown, ranging in size and scope, from December 2020 through September 2021. Whether you want to put on an art show, a cycling meetup, drive-in movie night, a flower market, food truck rally, or car show, we want to hear from you.
- Where can events be held?
  - Events can occur throughout the CRA district (see map below).
- Who can apply?
  - Applications are open to all—individuals, groups, existing businesses, event production teams, artists, etc. Accepted ideas will have to go through the Special Events permitting process and follow city ordinances if events are held on city property, and require a 60-day approval process.
- Do I need to be an experienced event planner or producer in order to submit my idea?
  - Not at all! We're seeking people with ingenuity, drive, and passion to develop and execute their ideas.
- How are you taking into consideration public health and safety in the wake of COVID-19?
  - We take public health and safety seriously. Events will be permitted following national, state, and/or local policies and orders. We're also asking that event producers consider innovative ways to respond to new needs as a result of COVID-19—be it how to safely socially distance, increased hand sanitizing stations or requiring the use of masks, or even hosting virtual events.
- How are the city and AMPLIFY helping with my event?
  - AMPLIFY Clearwater will assist with taking your event from idea to reality—navigating the city's paperwork and permit process, and providing insight on how to reach your audience and baseline marketing.
  - The Community Redevelopment Agency will help promote your event.
  - The city of Clearwater has a limited budget to cover certain city costs in the event of road closures, police/fire, etc.
  - The Clearwater Downtown Development Board will provide \$1,000 to go towards marketing for events that are selected—the creation and placement of digital collateral or ads, designing or printing posters or signage, etc.—and that will go directly to the event producer.

# BOUNDARY MAP

MAP KEY:  
- - - Downtown CRA Boundary  
— Pinellas Trail

