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Madness Transforming Downtown Clearwater, Friday March 27th

Turning dreams into reality, the Clearwater Downtown Partnership institutes their "Party on the Street" 4th Friday Events – the kickoff being March 27th with an appearance by Todd Rundgren and a performance by Greg Billings!

Clearwater, FL, March 6, 2009 – In the not-too distant past, the [Clearwater Downtown Partnership](#) (known as the CDP) gathered 'round a whiteboard mapping out their vision for Downtown Clearwater. Today, 4 years later, they are proud to announce their first in a series of monthly events called [4th Friday](#). And true to the CDP way of doing things, they have created no small feat for their "opening night" on March 27th – entertainers such as [Todd Rundgren](#) will be in concert at the Capitol Theatre and [Greg Billings](#) will be performing on the Cleveland Street Stage right at the heart of downtown. The party is free and will go from 5:30-8:30pm at the 400 - 600 blocks of Cleveland Street.

The theme for the upcoming 4th Friday event is March Madness so as to lure sports fans downtown to see the games where they'll be playing on multiple screen TVs positioned like a themed sports bar in the brand new Station Square Park. Word has it that the [Clearwater Threshers'](#) mascot, Phinley, will be there as well. Beer and wine will be sold and attendees are asked to BYOC (bring your own chair) to sit and watch the games and entertainment. There will also be art, wares and food for sale by multiple street vendors.

So what is 4th Friday you ask? It is a themed event held every 4th Friday of the month in Downtown Clearwater – and there will be a new theme every month. The CDP's test case for 4th Friday was last Christmas called *Miracle on Cleveland Street* which brought over 2000 people to downtown Clearwater. The CDP knew then that their vision was becoming a reality.

The CDP has a host of partners and sponsors that have come together in support of Downtown Clearwater's economic revival – sponsors that the CDP says they cannot do without: the City of Clearwater, Opus South, the Threshers, Ruth Eckerd Hall, Tampa Bay Newspapers, the Clearwater Regional Chamber of Commerce, the DDB, the Tampa Bay Informer and Jazz Holiday. The Clearwater Marine Aquarium is the benefiting sponsor. The CDP will be supporting multiple not-for-profits throughout the year at these events.

The CDP plans on showcasing local artists as well as nationally renowned artists in its future 4th Friday events.



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“We just want people to come and have fun, eat the food, stay a while and want to come back” said Lisa Mansell, Executive Board Member of the CDP.

The CDP’s prevailing motto is “feet on the street” and their parties plan on delivering just that.

About the CDP:

The **Clearwater Downtown Partnership (CDP)** is comprised of downtown property owners, developers, concerned citizens and civic groups and is a non-profit organization whose goal is to promote and foster the economic redevelopment of Downtown Clearwater. The Partnership's aim is to name, fund and implement projects that will assist the public and private sectors in averting blight and creating a downtown district that becomes a regional destination. The **CDP** brings stakeholders together to develop, advocate and implement policies that build an exciting, vibrant and diverse downtown and plays an essential role in keeping the business community educated, informed and involved in the continued success of downtown. Find more information at www.clwdp.org

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