Greetings!

I certainly don't have to tell you how much our beach is changing. Our topography is nothing like it was even three years ago, new hotels and resorts, new restaurants, and new parking garages. Even many of our existing hotels, resorts and restaurants have all upgraded and renovated. We have a beautiful beach and an awesome destination for people from all over the world to come visit for work or pleasure.

Now we are on the eve of Spring Break. As if the foot traffic and vehicle traffic is already busy, we will face an increase of beachgoers looking for that spot in the sand. Several things have been created to help with the busy season. PSTA will offer a program during Spring Break called "Park & Ride". This program will provide FREE transportation to the beach from downtown Clearwater via the Jolley Trolley and the PSTA Suncoast Beach Trolley. People can park in downtown and ride the for free but will need to pay for their ride back. The Clearwater Ferry Service is certainly more widely known now and this is going to be a popular option for people to get to and from the beach as well. More importantly, the Beach Chamber has created a new tab on the website for parking and options.

Please review this new feature on our website www.BeachChamber.com. It is called "Interactive Maps". It outlines all the Parking lots and Garages on the Beach and in downtown. It also outlines the Jolley Trolley routes and the Clearwater Ferry routes. Our website is a responsive designed website so it can be viewed from any devise. This new feature can assist with the traffic congestion and provide information to our visitors and locals that they didn't even know existed.

Please tell your friends and family, spread the word. We are all creatures of habit and sometimes need that change in our daily routines. Take the Ferry for fun one day and see the difference it can make. We all need to become better stewards of leaving our car behind to come to work.

Sincerely,
Darlene Kole
President/CEO
Clearwater Beach Chamber of Commerce

Thank you to our Elite Sponsors!

As an Elite Partner, Clearwater Gas System, Morton Plant Hospital & Shephard's Beach Resort sponsor ALL of the Chamber events.
Today's the last day to REGISTER!

Calendar

FEBRUARY 23 | 5:30PM - 7PM & BEYOND
@SHEPHARDS BEACH RESORT

The Most GROOVY Mingle of the Year!

Grab your bell bottoms and “Boogie Down” to the Wave @ Shephard’s. Join Shephard’s in celebrating their 40th Anniversary!

- Mingle with the “Coolest Cats” on the beach and join the 70’s costume contest.
- Groovy prizes for the most “Outta Sight” male and female.
- Enjoy a complimentary Tequila Sunrise while the sun sets on the Gulf.
- Complimentary finger foods with a 70’s flare.
- Bring your weekly allowance for the 50/50 cash drawing.
- After the “Dynomite” sunset, the lights go down and the disco ball starts spinning!

Help us Welcome our Newest Beach Chamber Members!

Spotted Donkey Cantina
400B Mandalay Ave

SAVE THESE DATES!
February 18th-April 2nd:
Renaissance Festival

February 23rd:
Mingle @ Sherpard's Beach Resort

Click the icon below to join our mailing list!
O'Keef's Tavern
1219 S Ft. Harrison
Clearwater, FL 33756
727-442-9034

President's Plate!
Sunday Brunch
Wildflower Cafe
For more President's Plate pictures
Click here

Mark your calendars!
The Bay Area Renaissance Festival is coming back to MOSI this weekend, from February 18th to April 2nd!
Only open on the weekends, the festival hosts 7 unique themed weekends that is sure to be fun for the whole family!

To Purchase Tickets
Click Here

Clearwater Beach Taste Fest

Save The Date
Friday, May 12th
6:00-9:00pm Beach Walk
Food, Music, Fun!!

Proudly Presented By
Morton Plant Hospital
BayCare Health System

Co-Presenting Sponsor
Spectrum

Silver Spoon Sponsors

Tickets On Sale Now!
Win Tickets To The Clearwater Beach Taste Fest!
Keep a look out on our social media pages for contests to win tickets to this year's Clearwater Beach Taste Fest.

Announcing our entertainment for the 2017 Clearwater Beach Taste Fest....

Chello Hollyday & The Black Honkeys

Thank you to our Sponsors!
To Learn More About our Sponsors Click Here!
Clearwater City Council Votes Unanimously to Accept the "Imagine Clearwater" Master Plan

The master plan proposes a design for an expanded and improved waterfront park, recommends a set of catalyst projects to activate Downtown Clearwater and defines steps the city and community can take to implement the plan.

Some changes include:

- Increase in on-site parking spaces, plus description of additional parking associated with bluff redevelopment and throughout Downtown Clearwater
- New water-based facilities and programming along the Clearwater Harbor, including a splash pad in Coachman Garden and a rain catcher and splash pad in the Civic Gateway.
- Increase in restroom facilities
- Additional accommodations and detail regarding potential logistics for large-scale events
- Relocation of splash pad further away from Cleveland Street and addition of two water features

For more information

Click Here!
SHOWCASE YOUR BUSINESS & SUPPORT THE YEAR ROUND EFFORTS OF THE SUNSETS AT PIER 60 DAILY FESTIVAL!

PIER 60
SUGAR SAND FESTIVAL
APRIL 14th-23rd, 2017

Community Partner Rack Card Sponsor
• Vendors supply the rack card (Suggested 4x9 Glossy)
• Visitor information display located within the Sugar Sand Walk Exhibit (21,000 square foot tent)
• $500 for 10 Days
• 36,000 guests visited the Exhibit in 2016
• Limited space available
  - $250 non-refundable deposit reserves your space
  - Balance & rack card pick up by April 10th, 2017

For application & to reserve your space, please e-mail us at:
INFO@SUGARSANDFESTIVAL.COM
727-871-8060

Payment may be sent to:
Sunsets at Pier 60 Society Inc.
615 Pinellas Street, Unit #1
Clearwater, FL 33756

CLICK BELOW TO DOWNLOAD YOUR APPLICATION
Explore our interactive parking map to explore all the options available!

**Arts & Entertainment**

- Capitol Theater
- Ruth Eckerd Hall
- Straz Center
- Sunset Cinema
- Dunedin Fine Arts Center
- First Florida Frontier
- The Dali Museum
- The Museum of Fine Arts

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**LIVE AMPLIFIED**

St.Pete/Clearwater

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For more Information

Click Here
2017 Executive Officers

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Hilton Clearwater Beach Resort & Spa
Chairman of the Board

Juli Norberg
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Vice Chairman
Special Events Chair

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Treasurer

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Chalk Art Festival Chair

Frank Dame
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Past Chairman

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East Shore Resort
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Manager
Kathy Murray

Volunteers
Nancy Gardinier
Ed Patch
Connie Maynard
Marilyn Mundo
Toni Batania
Debi McCreary
Diane Palus
Betty Camiscoli
Mary Tilly McPartland

Get On Board!
The in-flight magazine Sunseeker is Allegiant's Guide to the "Best Places Under the Sun" offered to a captive leisure audience focused and excited about the start of their vacation. Sunseeker has proven to be a very successful component of the Clearwater Beach Chamber's advertising program with measurable results issue after issue. To be included in the next issue during the months of April & May contact:
Windsurfing Midwinter National Regatta at Clearwater Community Sailing Center!

Join the Clearwater Community Sailing Center on March 10-12th for their Mid Winters National Regatta! Athletes from across the nation will join in to compete amongst the dozens of competitors all fighting for their shot to be deemed the Champion!

For More Information

[click here]
BEACH VODKA
LAUNCH PARTY!
MUSIC | MODELS | COCKTAILS

SATURDAY FEB 25 | 9-11 pm
FOOD | SAMPLES | GOOD VIBES
BEACH FIRE BEACH BAR & GRILLE
608 MANDALAY AVE, N CLEARWATER BEACH

CONTACT - MKTG@BEACHFIRECLEARWATER.COM