



Pinellas County

Staff Report

File #: 20-1600A, Version: 1

Subject:

Fiscal Year 2021 Elite Event funding recommendations from the Tourist Development Council, including a waiver of the Elite Event Funding Program Guidelines scoring requirements.

Recommended Action:

Approval of the Tourist Development Council's (TDC) funding recommendations for Fiscal Year 2021 Elite Events, including a waiver of the Elite Event Funding Program Guidelines (Guidelines) scoring requirements as to the Localtopia event.

- This program provides funding for eligible major events that meet the criteria in the Guidelines, which requires Category 1-3 events to generate a large number of event attendees and substantial room nights in the County, and requires Cultural Heritage events (Category 4), to generate a large number of attendees.
- There are sixteen Elite Events recommended by the TDC to be funded for a cumulative total not exceeding \$1 million dollars. Staff will negotiate final funding amounts for each event agreement to ensure a return on investment.
- The TDC approved for the Board of County Commissioners (Board) to consider a waiver of the Guidelines as to the minimum scoring criteria for Localtopia.
- As funding agreements are negotiated, consistent with Board approval and Board Delegated Authority, the County Administrator will execute the agreements and they will appear as Non-Procurement Delegated items on the Board meeting agenda.

Strategic Plan:

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Summary:

With Board approval, the Convention and Visitors Bureau (CVB) staff will administer the Elite Event Funding Program which provides funding to qualified, high-profile events that meet the minimum criteria for room night generation and/or attendance, as well as media and/or marketing exposure for the County. The CVB will negotiate the terms and final funding amounts of each agreement for increased tourism promotional benefits in accordance with the Guidelines.

Background Information:

On March 10, 2020, the Board approved revisions to the Guidelines to allow events that apply for and receive sponsorship funding to use that funding toward event operating expenses, which was not previously allowed.

The Guidelines require Category 1 events to generate at least 50,000 unique attendees and at least 25,000 room nights, Category 2 events at least 20,000 attendees and 10,000 room nights, Category 3 events, at least 10,000 attendees and 5,000 room nights. However, Category 4 events have a

minimum of at least 20,000 attendees and no room night requirement.

On August 7, 2020, the TDC's Elite Event Committee met virtually to evaluate and score those applications, which had been reviewed by staff and determined eligible for consideration. Those scores and funding considerations, as set forth below, went to the full TDC for their consideration.

On August 19, 2020, during the full regular TDC meeting, the TDC members discussed and considered a request from the Localtopia applicant who did not receive the minimum scoring requirements to advance to consideration. After discussion and consideration, the TDC approved for the Board to consider a waiver of the Guidelines as to the minimum scoring criteria for Localtopia. The TDC further approved the additional recommendations of the Elite Event Committee including the following maximum (or "up to") funding amounts. Council member Williams abstained from voting due to a voting conflict, and Council member Henderson was not in attendance.

Total Category 1 Events: \$375,000 (\$125,000 per event)

Valspar PGA Championship

Pelican Women's Championship (Fall)

Pelican Women's Championship (Spring)

Total Category 2 Events: \$450,000 (\$75,000 per event)

Outback Bowl & Clearwater Beach Day

Hooters Clearwater Offshore Nationals

Clearwater Jazz Holiday

Pier 60 Sugar Sand Festival

Martin Luther King Jr. Parade Weekend

St. Pete Pride

Total Category 3 Events: \$125,000 (\$25,000 per event)

John's Pass Seafood Festival

King of the Beach (Fall)

King of the Beach (Spring)

Sanding Ovations Masters Cup

Gasparilla Bowl

Total Category 4 Events: \$50,000 (\$25,000 per event)

Localtopia

2nd Annual Pier Fest

Total Categories 1, 2, 3, and 4 Events: \$1,000,000

Fiscal Impact:

FY21 Elite Event maximum expenditure: \$1,000,000

Funding to support Elite Events is provided through the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax Fund.

Staff Member Responsible:

Steve Hayes, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

City of Treasure Island

Attachments:

Elite Event Funding Program Guidelines