



# Pinellas County

## Staff Report

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### **Subject:**

Tourism Promotion Agreements with Clearwater Jazz Holiday Foundation, Inc. and the Advantage Village Academy, Inc. for Fiscal Year 2023 Elite Events.

### **Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreements with Clearwater Jazz Holiday Foundation, Inc. (Clearwater Jazz) and the Advantage Village Academy, Inc. (AVA) for two Fiscal Year (FY) 2023 Elite Events.

- Agreement with Clearwater Jazz for \$75,000.00 supports the Clearwater Jazz Holiday, which is scheduled to be held October 14-16, 2022.
- Agreement with AVA for \$75,000.00 supports the M.L.K. Dream Big Parade, which is scheduled to be held January 15-16, 2023.
- Funding for Clearwater Jazz is paid on a post event basis and is allocated between marketing and advertising expenditures and sponsorship benefits.
- Funding for the M.L.K. Dream Big Parade will be paid in advance and is fully allocated toward sponsorship benefits.
- The Convention & Visitors Bureau's research firm will provide an analysis of these Category 2 events to validate the County's return on investment.

### **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:**

The Tourism Promotion Agreements are for the 2022 Clearwater Jazz Holiday, which will be held on October 14-16, 2022, at the Baycare Ballpark in Clearwater and for the 2023 M.L.K. Dream Big Parade, scheduled for January 15-16, 2023, in the City of St. Petersburg.

### **Background/Explanation:**

On August 16, 2022, the Board of County Commissioners (Board) approved the recommendations of the Tourist Development Council (TDC) to fund 30, FY23 Elite Events for a maximum (or "up to") total of \$1,385,000.00. In addition, the Board also approved \$75,000.00 in support of the M.L.K. Dream Big Parade. The M.L.K. Parade was not included in the TDC's recommendation since the event had not received the requisite score in order to be considered for funding, in accordance with the Elite Event Funding Program Guidelines. With the addition of the M.L.K. Parade, the FY23 total Elite Event funding was increased to \$1,460,000.00.

The County has supported the Clearwater Jazz Holiday through the Elite Event Funding Program since FY13 and the M.L.K. Parade since 2020, although the 2021 event was cancelled due to Covid-

19. According to Destination Analysts, Inc. (DA), the CVB's research firm, the economic impact from the FY22 Clearwater Jazz Holiday was \$5,099,095.00 and the M.L.K. Parade was \$8,400,696.00.

For FY23, the CVB will have DA provide an ROI analysis on Category 1, Category 2, and new Elite Events. For all other Elite Events, DA will provide a Visitor Profile Report, which will provide information for future event marketing. All DA reports are shared with the Event organizers.

Funding for Clearwater Jazz Holiday is allocated between marketing and advertising expenditures and sponsorship benefits which are detailed in Exhibits A and B of the agreement. Funding for this event will be paid on a post event basis upon receipt of a written report and other supporting documentation.

Funding for the M.L.K. Dream Big Parade is paid in advance and is fully allocated toward sponsorship benefits, which are detailed in Exhibit A. AVA is required to submit a post event report along with other supporting documentation.

**Fiscal Impact:**

\$75,000	Clearwater Jazz Holiday
\$75,000	M.L.K. Dream Big Parade
\$150,000	Total Expenditure

**Delegated Authority:**

Authority for the County Administrator to sign the Tourism Promotion Agreements for the total amount of \$150,000.00 is granted under Code Section 2-62 (a)(1).

**Staff Member Responsible:**

Steve Hayes, Director, Convention and Visitors Bureau

**Partners:**

Tourist Development Council

**Attachments:**

Tourism Promotion Agreements  
Clearwater Jazz Holiday  
M.L.K. Dream Big Parade