



Pinellas County

Staff Report

File #: 22-1203D, Version: 1

Subject:

Tourism Promotion Agreement with Eiger Marketing Group, LLC for a Fiscal Year 2023 Elite Event.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreement with Eiger Marketing Group, LLC (Eiger) a Fiscal Year (FY) 2023 Elite Event.

- Agreement with Eiger for \$150,000.00 supports the Pelican Women's LPGA Championship, which is scheduled to be held November 7-13, 2022.
- Funding for this event is paid on a post event basis and is allocated between marketing and advertising expenditures and sponsorship benefits.
- The Convention and Visitors Bureau's research firm will provide an analysis of this Category 1 event 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 Agreement is for the 2022 Pelican Women's LPGA Championship, which will be held on November 7-13, 2022, at the Pelican Golf Club in Belleair.

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 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 Pelican Women's Championship through the Elite Event Funding Program since FY21. According to Destination Analysts, Inc. (DA), the CVB's research firm, the economic impact from the FY22 Pelican Women's Championship was \$19,139,771.00.

For FY23, the CVB will have DA provide an Return of Investment 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 Event organizers.

Funding for the Pelican Women's Championship 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.

Fiscal Impact:

\$150,000.00 Total Expenditure

Funding to support this Agreement in the amount of \$150,000.00 is included in the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax Fund.

Delegated Authority:

Authority for the County Administrator to sign the Tourism Promotion Agreement 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 Agreement