



Pinellas County

Staff Report

File #: 22-1211D, Version: 1

Subject:

Tourism Promotion Agreements with Pier Events, LLC, Event Tree LLC, Old Salt Fishing Foundation, Inc., EndorFun Sports, LLC, City of Treasure Island, and the Florida Botanical Gardens Foundation, Inc. for six Fiscal Year 2023 Elite Events.

Recommended Action:

Approval and execution by the Director of Administrative Services of the Tourism Promotion Agreements with Pier Events, LLC, (Pier Events), Event Tree LLC, Old Salt Fishing Foundation, Inc. (Old Salt), EndorFun Sports, LLC (EndorFun), City of Treasure Island (City), and the Florida Botanical Gardens Foundation, Inc. (Botanical Gardens) for six Fiscal Year 2023 (FY23) Elite Events.

- Agreement with Pier Events for \$20,000 supports the St. Pete Pier Fall Festival (Fall Festival).
- Agreement with Event Tree LLC for \$15,000 supports Tacos & Tequila on the Pier.
- Agreement with Old Salt for \$25,000 supports the 29th Annual Fall King of the Beach (Fall KOTB).
- Agreement with Endorfun for \$25,000 supports St. Pete Run Fest (Run Fest).
- Agreement with the City for \$25,000 supports the 14th Annual Sanding Ovations (Sanding Ovations).
- Agreement with the Botanical Gardens for \$15,000 supports Holiday Lights in the Gardens (Holiday Lights).
- The Convention and Visitors Bureau's (CVB's) research firm will provide either an ROI analysis or a Visitor Profile Report for each event, as determined by the CVB.

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 Fall Festival, Tacos & Tequila on the Pier event, Fall KOTB fishing tournament, Run Fest half marathon, Sanding Ovations sand sculpting competition and the Holiday Lights display. The Fall Festival was held on October 8-9, 2022. The Tacos & Tequila on the Pier, Fall KOTB, Run Fest, Sanding Ovations, and Holiday Lights will be held on October 29, November 3-5, November 11-13, November 17-20, 2022, and November 18, 2022 - January 1, 2023, respectively.

Background/Explanation:

On August 16, 2022, the Board of County Commissioners (Board) approved 31 events for the FY23 Elite Event Funding Program for a maximum (or "up to") total funding amount of \$1,460,000. The Fall Beach Bash was included in the Board's action and was awarded up to \$15,000 in Elite funding. On October 6, 2022, the CVB was notified the Fall Beach Bash had been re-branded as Tacos & Tequila

on the Pier. After review, the CVB Director approved this revision, and the agreement is included in the Tourism Promotion Agreements being presented for approval.

The County has supported Fall KOTB through the Elite Event Funding Program (Elite Program) since FY17. According to Destination Analysts, Inc. (DA), the CVB's research firm, the direct economic impact to the County from the FY22 Fall tournament was \$3,652,375. Additionally, the County has supported Sanding Ovations through the Elite Program since FY19. At last year's event, DA reported this event had resulted in a direct economic impact of \$6,291,484 to the County. This will be the first year the Fall Festival, Tacos & Tequila on the Pier, Run Fest, and Holiday Lights are receiving Elite Program funding.

For FY23 Elite Events, DA will provide either an ROI analysis, or a Visitor Profile Report, which will provide information for future event marketing. All DA reports are shared with Event organizers.

Funding for each event is allocated between marketing and advertising expenditures and sponsorship benefits, which are detailed in Exhibits A and B of the agreements. Funding is paid on a post event basis upon receipt of a written report and other supporting documentation.

Although the event was held October 8-9, 2022, the Tourism Promotion Agreement for the St. Pete Pier Fall Festival was not received until October 20, 2022, which is why it is being presented late.

Fiscal Impact:

\$ 20,000 St. Pete Pier Fall Festival
\$ 15,000 Tacos & Tequila on the Pier
\$ 25,000 29th Annual Fall King of the Beach
\$ 25,000 St. Pete Run Fest
\$ 25,000 14th Annual Sanding Ovations
\$ 15,000 Holiday Lights in the Gardens
\$125,000 Total Elite Program Expenditure

Funding to support the Tourism Promotion Agreements in the total amount of \$125,000 is included in the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax Fund.

Delegated Authority:

Authority for the Director of Administrative Services to sign the Tourism Promotion Agreements is delegated by the County Administrator per the memo dated December 2, 2019.

Staff Member Responsible:

Steve Hayes, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council
City of Treasure Island

Attachments:

Tourism Promotion Agreements:
St. Pete Pier Fall Festival

Tacos & Tequila on the Pier
29th Annual Fall King of the Beach
St. Pete Run Fest
14th Annual Sanding Ovations
Holiday Lights in the Gardens