



# Pinellas County

## Staff Report

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File #: 22-1401D, Version: 1

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### **Subject:**

Tourism Promotion Agreement with the Tampa Bay Bowl Association, Inc. for a Fiscal Year 2023 Elite event.

### **Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreement with the Tampa Bay Bowl Association, Inc. (Tampa Bay Bowl) for a Fiscal Year 2023 Elite event.

- Agreement with Tampa Bay Bowl for \$75,000.00 supports the Clearwater Beach Day and ReliaQuest Bowl, which are scheduled to be held December 30, 2022, and January 2, 2023, respectively.
- Funding 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 2 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 Clearwater Beach Day and ReliaQuest Bowl, which will be held on December 30, 2022, and January 2, 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.

With the exception of 2011, the County has supported the beach day and bowl game through the Elite Event Program since 2007. According to Destination Analysts, Inc. (DA), the CVB's research firm, the direct economic impact to the County from the FY22 beach day event was \$4,622,155.00.

For FY23, DA will provide a Return of Investment analysis on Category 1 and Category 2 events. For Category 3-5 events, DA will provide a Visitor Profile Report, which will convey information for future event marketing. All DA reports are shared with Event organizers.

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

**Fiscal Impact:**

Total Expenditure: \$75,000.00

Funding to support Elite Events is provided through 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 this 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