



# Pinellas County

## Staff Report

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File #: 23-0802D, Version: 1

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### **Subject:**

Tourism Promotion Agreement with Tampa Bay Charities, Inc. for a Fiscal Year 2023 Elite Event.

### **Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreement with Tampa Bay Charities, Inc. (TBC) for a Fiscal Year 2023 (FY23) Elite Event.

- Agreement with TBC for \$75,000.00 supports the Baystar Clearwater Offshore Nationals.
  - \$50,000.00 for sponsorship benefits.
  - Up to the sum of \$25,000.00 for marketing and advertising expenditures.
  - Total sum of \$75,000.00 will be paid on a post event basis.
- Funding was recommended by the Tourist Development Council on June 21, 2022, and approved by the Board of County Commissioners (Board) on August 16, 2022.
- The Convention and Visitors Bureau's (CVB) research firm will provide either a return-on-investment (ROI) analysis or a visitor profile report for each Elite Event, as determined.

### **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 Baystar Clearwater Offshore Nationals, which took place on September 22-24, 2023, on Clearwater Beach. Funding is paid on a post event basis upon receipt of a report and other supporting documentation.

### **Background/Explanation:**

On August 16, 2022, the Board approved 31 events for the FY23 Elite Event Funding Program for a maximum total funding amount of \$1,460,000.00.

This will be the 11th year the County has supported this event through the Elite Program. According to the CVB's research firm, Destination Analysts, Inc. (DA), the direct economic impact from the FY22 event was \$5,257,011.00. As determined by the CVB, DA will provide either an ROI analysis or a visitor profile report for Elite Events. All DA reports are shared with event organizers.

Funding for this event 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.

This agreement was not received until September 20, 2023, two days before the event start date. For this reason, the CVB is requesting the agreement to be back dated to September 1, 2023.

**Fiscal Impact:**

\$75,000.00 Baystar Clearwater Offshore Nationals

Funding to support the Tourism Promotion Agreement in the amount of \$75,000.00 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 this Tourism Promotion Agreement is granted under Code Section 2-62 (a)(1).

**Staff Member Responsible:**

Brian Lowack, Interim Director, Convention and Visitors Bureau

**Partners:**

Tourist Development Council

**Attachments:**

Tourism Promotion Agreement