



Staff Report

File #: 16-1285A, **Version:** 1

Agenda Date: 8/23/2016

Subject:

Fiscal Year 2017 Elite Event Funding Recommendations from the Tourist Development Council.

Recommended Action:

Approve the Tourist Development Council's (TDC) funding recommendations for Fiscal Year 2017 (FY17) Elite Events.

This program provides funding for eligible major events that either generate a large number of attendees or substantial room nights in the County.

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 Elite Event Program (Program) provides funding to qualified, high-profile events that meet the minimum criteria for room night generation, or attendance, as well as media and/or marketing exposure for the County. In exchange for this monetary support, the Convention and Visitors Bureau (CVB) will receive tourism promotional benefits, which are outlined in each contract.

Background Information:

The Program is one of the marketing programs operated by the CVB. On February 7, 2012, the Board of County Commissioners approved the Elite Event Funding Guidelines (Guidelines), expanding the Program into two categories to accommodate funding requests from producers of smaller events.

The Guidelines require Category 1 events to have at least 25,000 attendees and/or generate at least 10,000 room nights. Category 2 events must have at least 15,000 attendees and/or generate at least 5,000 room nights.

The CVB received a total of 19 Elite Event Applications for FY17; four requesting Category 1 funding and 15 requesting Category 2 funding. Two applications did not meet the eligibility requirements as set forth in the Guidelines.

On June 15, 2016, the Tourist Development Council's (TDC) Elite Event Committee met to announce scores, rank each event and vote on recommended funding. The Committee could not consider funding for St. Pete Wine and Food Festival, 1st Night St. Petersburg, St. Pete Crab & Music Festival, or Old Salt Spring King of the Beach Tournament and Festival because these events did not meet the minimum scoring criteria for funding eligibility.

On July 20, 2016, TDC unanimously approved the following recommendations of the Elite Event

Committee:

Total Category 1 Events: \$785,000

\$250,000 Firestone Grand Prix of St. Petersburg
\$250,000 2017 Valspar PGA Championship
\$150,000 Outback Bowl & Clearwater Beach Day
\$135,000 St. Petersburg Bowl

Total Category 2 Events: \$740,000

\$100,000 Clearwater Jazz Holiday
\$100,000 Bright House Networks Clearwater National Super Boat
Championship Festival
\$100,000 Pier 60 Sugar Sand Festival
\$100,000 Ribfest
\$ 85,000 92nd Annual East-West Shrine Game
\$ 75,000 2017 Clearwater Seafood & Blues Festival
\$ 75,000 John's Pass Seafood Festival
\$ 55,000 Baddest BBQ on the Bone and Fishing Slam
\$ 50,000 Old Salt Fall King of the Beach Tournament and Festival

Total Category 1 and 2 Events: \$1,525,000

Fiscal Impact:

Total FY17 Expenditure: \$1,525,000

Funding to support Elite Events is provided through the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax.

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Elite Event Funding Guidelines