

PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL
ELITE EVENT FUNDING SUBCOMMITTEE
MEETING MINUTES
June 14, 2017

The Pinellas County Tourist Development Council (TDC) Elite Event Subcommittee met in the Pinellas County Utilities Building Fourth Floor Conference Room, 14 South Fort Harrison Avenue, Clearwater, Florida, on this date at 9:00 A.M. with the following members present:

Janet C. Long, Board of County Commissioners (BCC) Chairman, Chair
Jen Carlisle, Clearwater Marine Aquarium
George Cretekos, City of Clearwater Mayor
Joanne “Cookie” Kennedy, City of Indian Rocks Beach Vice-Mayor
Anthony Satterfield, Alden Suites
Eric Waltz, Sandpearl Resort

Others Present

David Downing, Visit St. Petersburg/Clearwater (VSPC) President and CEO
Tim Ramsberger, VSPC Chief Operating Officer
Teri Tuxhorn, VSPC Administrative Director
Craig Campbell, VSPC Senior Manager, Event Productions
Liz McCann, VSPC Executive Administrative Assistant
Michael A. Zas, Managing Assistant County Attorney
Other Interested Individuals
Tony Fabrizio, Board Reporter, Deputy Clerk

AGENDA

- I. CALL TO ORDER/CHAIR COMMENTS** – TDC Chair Janet C. Long
- II. COUNTY ATTORNEY REVIEW** – Michael A. Zas
- III. DISCUSSION AND REVIEW OF ELITE EVENT APPLICATIONS**

CATEGORY ONE EVENTS

- 1. The St. Petersburg Bowl
- 2. Outback Bowl/Clearwater Beach Day
- 3. Valspar PGA Championship
- 4. Firestone Grand Prix of St. Petersburg

CATEGORY TWO EVENTS

1. Clearwater Jazz Holiday
2. John's Pass Seafood Festival
3. St. Pete Food and Wine Festival
4. Old Salt (Fall) King of the Beach
5. Ribfest 2017
6. Sanding Ovations, Masters Cup
7. MLK Dream Big Parade
8. East/West Shrine Game
9. Sea-Blues Festival
10. Pier 60 Sugar Sand Festival
11. Bay 2 Beach Music and Art Festival
12. Tall Ships at St. Petersburg 2018
13. Old Salt (Spring) King of the Beach
14. Old Salt Baddest BBQ on the Bone and Fishing Slam
15. St. Pete Pride
16. Spectrum Clearwater National Super Boat Championship

IV. ADJUSTMENT OF SCORES AND FUNDING RECOMMENDATIONS

V. MISCELLANEOUS DISCUSSION AND COMMENTS

VI. ADJOURNMENT

All documents provided to the Clerk have been made a part of the record.

CALL TO ORDER/CHAIR COMMENTS

Chair Long called the meeting to order at 9:00 A.M. and welcomed everyone; whereupon, she previewed today's Elite Event funding evaluation process, explaining that the Subcommittee will hear from the applicants, score their applications, and determine which events will be recommended for funding to the full TDC and, ultimately, the BCC.

Thereupon, Chair Long expressed concern about the growing number of applications and related that even with one application being withdrawn and two more being ruled ineligible this year, 20 applicants are seeking more than \$2.2 million in funding from a budget of \$1.525 million. Noting that the total requested exceeds the budget by more than \$540,000, she proposed that the Subcommittee open the proceedings by reducing the funding maximums to \$125,000 for Category One and \$50,000 for Category Two events; and Vice-Mayor Kennedy moved, seconded by Ms. Carlisle, that the changes be made.

Discussion ensued, and Mayor Cretekos indicated that he opposes reducing the maximums before the scoring, pointing out that it may not be necessary because some applications may not meet the threshold for eligibility; and that it would be unfair to the applicants since their expectations are based on the existing guidelines. Mr. Ramsberger recommended that the Subcommittee suspend a vote until after scoring, and Chair Long agreed to do so.

Speaking to the applicants, Chair Long related that there were irregularities on several applications that would have to be cured before any agreements are brought to the BCC for approval. Later in the meeting, Mayor Cretekos commented to Chair Long that the guidelines were unclear as to how members should score certain categories in the application, and Mr. Downing related that VPSC staff is in the process of revamping the application process.

COUNTY ATTORNEY REVIEW

Attorney Zas advised that while the Elite Event Funding guidelines provide for maximum awards per category, they are not fixed amounts; whereupon, he discussed Chair Long's recommendation that the TDC break from its established practice of recommending fixed amounts and, instead, authorize *up to* funding, which would give staff more leverage to negotiate marketing and tourism benefits.

Discussion ensued regarding the funding maximums, and the members expressed general agreement that the levels may have to be reduced next year in order to fund all of the worthwhile events.

DISCUSSION AND REVIEW OF ELITE EVENT APPLICATIONS (MINIMUM AVERAGE SCORE OF 700 REQUIRED FOR CONSIDERATION OF FUNDING)

CATEGORY ONE EVENTS

St. Petersburg Bowl (funding request: \$135,000) – Average score: 718.3

Brett Dulaney, Executive Director, St. Petersburg Bowl, responded to the members' concerns as to whether the application meets the eligibility requirements.

Attorney Zas discussed irregularities in the application, including the use of Xs instead of initials and incomplete answers to questions involving attendance and history; whereupon, Mr. Dulaney

June 14, 2017

indicated that he could not provide a finite number for attendance, but an estimate was given; and that certain financial information could not be provided because the event is owned by a private corporation, ESPN Events. Responding to query by Mr. Downing, Mr. Dulaney indicated that he would have to talk to his company's attorneys to determine whether the referenced financial information could be made available in future years if it were made a requirement of funding.

Mr. Satterfield commented that the application only has to meet the guidelines for attendance *or* room nights and appears to qualify under attendance; and noted that hotels in south county benefit from the event. Mayor Cretekos objected to the applicant seeking increased funding when the event is not a premier bowl game with high television ratings and cited a drop in room nights, and Mr. Dulaney responded that the event has suffered from an unfavorable pre-Christmas date and starting time in recent years, but is moving to a better date and time this year.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 700; Mayor Cretekos, 765; Vice-Mayor Kennedy, 720; Mr. Satterfield, 750; Mr. Waltz, 700; and Chair Long, 675.

Outback Bowl/Clearwater Beach Day (funding request: \$150,000) – Average score: 923.3

Mike Schulze, Director of Communications and Sponsorships, Outback Bowl, provided an overview of the event and discussed its status as a 501(c)(3) nonprofit organization and contributions to the community, relating that the parent association made \$200,000 in cash donations to 35 organizations in Pinellas and Hillsborough counties from this year's game.

Responding to query by Mayor Cretekos, Mr. Schulze related that room nights were down only slightly this year with the University of Florida participating in the game; and that tickets were sold in 48 states this year. Discussing Clearwater Beach Day, he cited the value of showcasing the location to visitors and media members and noted that with the prevalence of smart phones and social media, every visitor is a potential media person. Responding to query by Mr. Waltz, Mr. Schulz indicated that the Outback Bowl has not asked for increased funding because the organization is trying to be a good partner and understands that the TDC is trying to support many events.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 910; Mayor Cretekos, 870; Vice-Mayor Kennedy, 910; Mr. Satterfield, 850; Mr. Waltz, 1,000; and Chair Long, 1,000.

2018 Valspar Championship (funding request: \$250,000) – Average score: 850.0

Tracy West, Tournament Director, Valspar Championship, provided an overview of the event, relating that it is an official PGA Tour tournament; that it generates more than \$51 million in economic impact; that it is broadcast nationally on NBC and the Golf Channel; and that it has generated ticket sales in 48 states and nine Canadian provinces.

Attorney Zas advised that the Subcommittee should consider whether the applicant is eligible, as a marketing plan was not submitted per the guidelines; whereupon, Ms. West indicated that the marketing benefits are outlined in the sponsorship portion of the application, and Mr. Satterfield agreed that they were. Ms. West stated that the information could be pulled out and provided separately, and Chair Long requested that it be done.

Responding to queries and comments by the members, Ms. West related that the event is a 501(c)(3) nonprofit organization operated by Copperhead Charities, Inc., which includes more than 130 business leaders throughout the community; that all rooms for players and television production personnel are paid for; that out-of-town vendors and caterers book hundreds of rooms; and that multiple hotels in north county benefit from the event. Mr. Downing related that if funding is approved, VSPC staff will meet with the event team to discuss strategies for how to best market the destination, and Ms. West indicated that her team would welcome the expertise.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 800; Mayor Cretekos, 865; Vice-Mayor Kennedy, 775; Mr. Satterfield, 750; Mr. Waltz, 950; and Chair Long, 960.

Firestone Grand Prix of St. Petersburg (funding request: \$250,000) – Average score: 828.3

Kim Green, Chief Executive Officer, Green Savoree Racing Promotions, provided an overview of the event, relating that the St. Petersburg street race is in its 14th year; that it spotlights downtown St. Petersburg; that it has a three-hour broadcast window on national television; and that it employs local contractors and helps area hotels and restaurants.

Responding to queries by the members, Mr. Green discussed the formula used for calculating ticket sales, the survey sampling process used to measure room nights, and whether the for-profit company contributes substantially to local charities. Mr. Downing related that VSPC staff worked with the Grand Prix staff last year on strategies to enhance marketing deliverables and was pleased with the results.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 800; Mayor Cretekos, 810; Vice-Mayor Kennedy, 800; Mr. Satterfield, 700; Mr. Waltz, 900; and Chair Long, 960.

CATEGORY TWO EVENTS

St. Pete Crab and Music Festival – failed to qualify for committee review

Clearwater Jazz Holiday (funding request: \$100,000) – Average score: 874.2

Steve Weinberger, Chief Executive Officer, and Gary Hallas, Marketing and Operations Consultant, Clearwater Jazz Holiday Foundation, provided an overview of the event, highlighting its volunteerism, education outreach, and tourism benefits.

Responding to queries and comments by the members, Mr. Weinberger indicated that the Foundation received \$75,000 in state funding last year, but that no amount has been confirmed for this year; and that the education programs involve an exchange of learning experiences. Mr. Downing related that if funding is approved, VSPC staff will work with the organization on signage and other marketing strategies.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 900; Mayor Cretekos, 770; Vice-Mayor Kennedy, 925; Mr. Satterfield, 950; Mr. Waltz, 800; Chair Long, 900.

John's Pass Seafood Festival (funding request: \$100,000) – Average score: 787.5

Sonny Flynn and Troy Hayes, John's Pass Seafood Festival, provided an overview of the event, relating that it is in its 36th year; that it is the largest free seafood festival in the nation; that it is a prime driver of non-peak-season visitation; and that the proceeds are reinvested into promoting John's Pass Village for year-round visitation.

Responding to queries and comments by the members, Ms. Flynn and Mr. Hayes indicated that attendees were surveyed as to whether they were visiting the area specifically because of the festival; and that TDC funding is critical because it allows the organizers to market the festival outside of the county. Attorney Zas noted that the applicant did not indicate whether it is applying for marketing support or sponsorship, as is required, and Ms. Flynn stated that the request is for sponsorship. Mr. Downing related that if funding is approved, VSPC staff will work with the festival to economize and maximize marketing benefits; whereupon, responding to additional queries by the members, Ms. Flynn discussed the event length and other contributors.

June 14, 2017

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 750; Mayor Cretekos, 750; Vice-Mayor Kennedy, 750; Mr. Satterfield, 825; Mr. Waltz, 900; and Chair Long, 750.

St. Pete Wine and Food Festival (funding request: \$100,000) – Average score: 633.3; *failed to qualify*

Dawna Stone and Matt Dieter, Founders, St. Pete Wine and Food Festival, provided an overview of their event, relating that they started the festival because they saw a hole in the market; that it supports local restaurants; that visitors represented 22 states at last year's event; and that funding is needed to market the event nationally.

Responding to queries and comments by the members and Mr. Downing, Ms. Stone discussed the event's growth last year, its aspirations to become nationally known, and the favorable date in early November. Responding to query by Mr. Downing, she discussed how the media and marketing benefits to VSPC would justify the funding request.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 650; Mayor Cretekos, 625; Vice-Mayor Kennedy, 675; Mr. Satterfield, 550; Mr. Waltz, 650; and Chair Long, 650.

Old Salt (Fall) King of the Beach Fishing Tournament and Festival (funding request: \$60,000) – Average score: 753.3

Amy Verdensky and Jim Alexander, Old Salt Fishing Foundation, provided an overview of their event, relating that it is the largest kingfish tournament in the world; that it attracts teams from New Jersey through Texas; that it is held twice a year as part of a three-day festival; and that proceeds go to support youth and family programs.

In response to query by Mayor Cretekos, Attorney Zas clarified that the original application document was properly signed, but noted that there were calculation errors in one section. Responding to comments and queries by the members and Mr. Downing, Ms. Verdensky and Mr. Alexander related that attendance increased last year; that more competitors are bringing their families and staying longer; that marketing strategies include targeting the Orlando market and Kingfish tournaments around the country; and that the purse includes a guaranteed first-place prize of \$50,000. Chairman Long commented that the applicants, if approved, will have to justify their requested funding increase of \$10,000 in negotiations with VSPC staff.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 700; Mayor Cretekos, 680; Vice-Mayor Kennedy, 710; Mr. Satterfield, 700; Mr. Waltz, 850; and Chair Long, 880.

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The meeting was recessed at 10:46 A.M. and reconvened at 10:54 A.M.

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St. Petersburg Ribfest 2017 (funding request: \$100,000) – Average score: 630.0; failed to qualify

No one responded to Chair Long's call for the representatives of Ribfest; whereupon, Mr. Satterfield proposed that the Subcommittee score the application anyway, and Attorney Zas advised that, historically, scores have been taken in such a situation and the applicants' presence is not required.

Responding to query by Mayor Cretekos, Mr. Downing indicated that staff could work with the organizers regarding appropriate placement of the VSPC logo on the Ribfest banners if funding is approved.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 550; Mayor Cretekos, 705; Vice-Mayor Kennedy, 675; Mr. Satterfield, 550; Mr. Waltz, 800; and Chair Long, 500.

St. Pete Bike Fest – application withdrawn

City of Treasure Island Sanding Ovations, Masters Cup (funding request: \$25,000) – Average score: 664.2; failed to qualify

Justin Tramble, City of Treasure Island Assistant Recreation Director, and Meredith Corson, Sanding Ovations, provided an overview of the event, relating that it is about 10 years old and growing; that visitors can tour the exhibit for free; and that it is purposely held during the off-season to promote tourism.

Attorney Zas advised that the applicant is a municipality and is eligible to apply for either sponsorship or marketing support, but not both, and at Mr. Downing's request for a decision, Mr. Tramble indicated that the application will be for sponsorship. Responding to queries by the

June 14, 2017

members, Mr. Tremble and Ms. Corson discussed their methodology for determining room nights, the event's relationship with the Bilmar Beach Resort, and community support.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 650; Mayor Cretekos, 700; Vice-Mayor Kennedy, 785; Mr. Satterfield, 600; Mr. Waltz, 800; and Chair Long, 450.

Clearwater Beach Uncorked – failed to qualify for committee review

Mr. Downing and Attorney Zas related that the application was rejected because neither the stated number of room nights nor the attendance met the minimum requirements.

MLK Dream Big Parade (requested funding: \$125,000) – Average score: 570.0; failed to qualify

Toriano Parker, Founder, Advantage Village Academy, provided an overview of the event, relating that the 34th annual parade will be on January 15, 2018; that this is the organization's first year as the primary organizer; and that attendance is expected to grow next year because of the college bands participating.

Attorney Zas advised that the applicant's funding request of \$125,000 is at a Category One level, even though it does not meet the requirement of being nationally televised. Following brief discussion, Mr. Satterfield moved, seconded by Mayor Cretekos and carried unanimously, that the Subcommittee consider the application as a Category Two event, with maximum funding of \$100,000.

Responding to queries by Messrs. Satterfield and Downing, Mr. Parker indicated that most of the requested funds would pay the travel expenses of five college bands; that marketing efforts will attract additional students; and that organizers are trying to bring attendance back to the parade's heyday, when more than 100,000 attended. Mr. Downing addressed Mr. Parker and indicated that if funding is denied, VSPC may be able to offer marketing support.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 550; Mayor Cretekos, 705; Vice-Mayor Kennedy, 715; Mr. Satterfield, 500; Mr. Waltz, 450; and Chair Long, 500.

93rd East/West Shrine Game (funding request: \$100,000) – Average score: 718.3

Joe Bourdow, East/West Shrine Game, provided an overview of the event, relating that it the oldest college football all-star game in the country; that it was moved to St. Petersburg from Orlando in 2012; and that proceeds benefit the Shriner's Hospital for Children, which has treated close to 1.2 million children for free at hospitals across the United States and Canada.

Responding to queries by the members, Mr. Bourdow indicated that only room nights that could be verified were given in the application; that visitors include personnel from college athletics and every National Football League team; that none of the funding provided by the TDC last year was used to conduct a marketing survey; and that a funding increase is justified because VSPC will receive an advertising spot on the NFL Network and title sponsorship of an NFL luncheon; whereupon, Attorney Zas cited discrepancies in certain figures in the application, and Mr. Bourdow offered an explanation.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 750; Mayor Cretekos, 725; Vice-Mayor Kennedy, 735; Mr. Satterfield, 700; Mr. Waltz, 700; and Chair Long, 700.

City of Clearwater Seafood and Blues Festival (funding request: \$100,000) – Average score: 723.3

Kris Koch, City of Clearwater Special Events Manager, discussed the event, relating that it has been growing; and that the funding increase sought this year is for enhanced marketing efforts.

Responding to queries by the members, Mr. Koch indicated that the City of Clearwater and Downtown Development Board have provided limited funding; that attendees were surveyed as to whether they were visiting specifically for the event; and that marketing has targeted the Midwest, Memphis, and other Blues hotspots; whereupon, he discussed how attendance figures were calculated.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 700; Mayor Cretekos, 740; Vice-Mayor Kennedy, 725; Mr. Satterfield, 575; Mr. Waltz, 900; and Chair Long, 700.

Pier 60 Sugar Sand Festival (funding request: \$100,000) – Average score: 808.3

Lisa Chandler, President, Sunsets at Pier 60 Society, Inc., provided an overview of the event, relating that it is a 10-day festival staged by her nonprofit organization, which has been providing

June 14, 2017

family-oriented entertainment on Clearwater Beach for 24 years; and that it spotlights the beach's No. 1 asset, its sugar sand.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 900; Mayor Cretekos, 805; Vice-Mayor Kennedy, 795; Mr. Satterfield, 750; Mr. Waltz, 800; and Chair Long, 800.

Beach 2 Beach Music and Arts Festival (funding request: \$50,000) – Average score: 600.0; *failed to qualify*

Mr. Koch provided an overview of the event, relating that it is a rebranding of the 63-plus-year-old Fun and Sun Festival; that the name matches up with the City of Clearwater's new slogan, *Beautiful, Bay to Beach*; that the event fits into the middle of the traveling market for festival followers; and that concerts will take place over four days.

Responding to queries by the members, Mr. Koch indicated that the City of Clearwater is contributing over \$90,700 in in-kind services; that VSPC would be the primary sponsor and a media partner also would be involved; and that the concerts will feature three stages and national acts.

Chair Long expressed concern about the growing number of Elite Event funding applications that are coming in from municipalities, noting that the county includes 24 municipalities, and discussion ensued.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 700; Mayor Cretekos, 700; Vice-Mayor Kennedy, 750; Mr. Satterfield, 400; Mr. Waltz, 750; and Chair Long, 300.

Tall Ships St. Petersburg 2018 (funding request: \$100,000) – Average score: 585.0; *failed to qualify*

Patricia Lock, Director of Special Projects, Tall Ships America, and Mario Farias, local representative, provided an overview of the event. Ms. Lock related that the applicant is a nonprofit organization based in Newport, Rhode Island; that proceeds are used to educate children about maritime living; that the St. Petersburg stop is part of a tour called the Tall Ships Challenge; that cities can expect an economic impact of up to \$8 million; and that the fleet includes international navy vessels.

June 14, 2017

Attorney Zas stated that the applicant has not proven its corporate status, and Ms. Lock indicated that the organization has changed its name from the American Sail Training Association and has been a nonprofit for more than 46 years, and discussion ensued; whereupon, Mr. Farias indicated that local business leaders solicited Tall Ships America to bring the event to St. Petersburg, and discussion ensued.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 600; Mayor Cretekos, 715; Vice-Mayor Kennedy, 720; Mr. Satterfield, 575; Mr. Waltz, 600; and Chair Long, 300.

Old Salt Spring King of the Beach Fishing Tournament and Festival (funding request: \$40,000) –
Average score: 623.3; *failed to qualify*

Amy Verdensky and Jim Alexander, Old Salt Fishing Foundation, provided an overview of the event, relating that it is the spring version of the tournament scored earlier; that this will be its 25th anniversary; and that it kicks off the Kingfish fishing season.

Responding to queries by the members, Ms. Verdensky indicated that some families come to both tournaments; that marketing is year-round; and that the fall and spring tournaments carry the same name because that is how they started.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 600; Mayor Cretekos, 680; Vice-Mayor Kennedy, 710; Mr. Satterfield, 700; Mr. Waltz, 750; and Chair Long, 300.

Following the scoring and in response to query by Vice-Mayor Kennedy, Attorney Zas related that calculation errors in the application were to the applicant's detriment.

Baddest BBQ on the Bone and Fishing Slam (funding request: \$60,000) – Average score: 680.0;
failed to qualify

Amy Verdensky and Jim Alexander, Old Salt Fishing Foundation, provided an overview of the event, relating that it is held in mid-June; that it features barbeque and fishing competitions, as well as other festival activities; and that it promotes beach visitation. Responding to query by Mayor Cretekos, Ms. Verdensky indicated that the City of Madeira Beach makes an in-kind contribution via the waiver of a rental fee.

June 14, 2017

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 650; Mayor Cretekos, 680; Vice-Mayor Kennedy, 700; Mr. Satterfield, 750; Mr. Waltz, 750; and Chair Long, 550.

St. Pete Pride (funding request: \$52,900) – Average score: 811.7

Eric Skains, Executive Director, St. Pete Pride, provided an overview of the event, relating that it moved to St. Petersburg from Tampa in 2003; that it is the largest Lesbian Gay Bisexual and Transgender (LGBT) event in Florida; and that it has expanded to other parts of the city. He related that organizers have sought to grow the event by attending more than 20 LGBT events around the world and promoting the event as well as Pinellas County for visitation.

Responding to queries and comments by the members, Mr. Skains indicated that St. Pete Pride publishes the second largest Pride guide in the nation; that St. Petersburg's event is successful because of broad support; that expansion of the event to multiple days has added room nights; and that Board members are required to attend at least three LGBT events per year at their own expense to promote St. Pete Pride.

Mr. Downing related that VSPC currently funds St. Pete Pride at \$45,000 and has been encouraging the organization to apply for Elite Event funding, given that it is the largest single-day event in the County each year. Responding to query to Mr. Satterfield, he indicated that VSPC participates in the marketing of St. Pete Pride by having Mr. Skains attend the out-of-town events and with its own national campaign.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 800; Mayor Cretekos, 745; Vice-Mayor Kennedy, 850; Mr. Satterfield, 825; Mr. Waltz, 750; and Chair Long, 900.

Clearwater Super Boat Championship (funding request: \$100,000) – Average score: 868.3

Frank Chivas, Clearwater Super Boat Championship Festival, provided a brief overview of the event, indicating that it is held in late September and showcases the local beaches, resorts, and restaurants at the slowest time of the year for tourism; and that it has been highly successful over the last eight years.

Upon Chair Long's call for scoring, the members responded as follows: Ms. Carlisle, 800; Mayor Cretekos, 815; Vice-Mayor Kennedy, 795; Mr. Satterfield, 900; Mr. Waltz, 900; and Chair Long, 1,000.

ADJUSTMENT OF SCORES AND FUNDING RECOMMENDATIONS

Following the tabulation and averaging of scores by VSPC staff, Craig Campbell, Senior Manager, Event Productions, announced the application rankings as follows:

Category One Events

1. Outback Bowl/Clearwater Beach Day: 923.3; *eligible for funding*
2. Valspar PGA Championship: 850.0; *eligible for funding*
3. Firestone Grand Prix of St. Petersburg: 828.3; *eligible for funding*
4. St. Petersburg Bowl: 718.3; *eligible for funding*

Category Two Events

1. Clearwater Jazz Holiday: 874.2; *eligible for funding*
2. Clearwater Super Boat Championship: 868.3; *eligible for funding*
3. St. Pete Pride: 811.7; *eligible for funding*
4. Pier 60 Sugar Sand Festival: 808.3; *eligible for funding*
5. John's Pass Seafood Festival: 787.5; *eligible for funding*
6. Old Salt (Fall) King of the Beach: 753.3; *eligible for funding*
7. Clearwater Seafood and Blues Festival: 723.3; *eligible for funding*
8. East West Shrine Game: 718.3; *eligible for funding*
9. Old Salt Baddest BBQ and Fishing Slam: 680.0; *did not qualify*
10. Sanding Ovations: 664.2; *did not qualify*
11. St. Pete Food and Wine Festival: 633.3; *did not qualify*
12. Ribfest 2017: 630.0; *did not qualify; did not qualify*
13. Old Salt (Spring) King of the Beach: 623.3; *did not qualify*
14. Bay 2 Beach Music and Arts Festival: 600.0; *did not qualify*
15. Tall Ships St. Petersburg: 585.0; *did not qualify*
16. MLK Dream Big Parade: 570.0; *did not qualify*

MISCELLANEOUS DISCUSSION AND COMMENT

Ms. Carlisle noted that the Subcommittee could now take up Chair Long's proposal earlier in the meeting that the respective funding maximums for Category One and Two events be reduced; whereupon, Mr. Ramsberger related that if all the eligible requests are fully underwritten, the total funding would be \$1,497,000, which falls within the budget of \$1.525 million. Discussion ensued, and the members expressed general agreement that there is not a need to lower the thresholds for this round of applications, although Ms. Carlisle expressed support for doing so before next year.

June 14, 2017

Attorney Zas noted that there appeared to be a consensus early in meeting to recommend *up to* funding rather than fixed amounts for the applicants deemed eligible and recommended that the Subcommittee do so. Mr. Downing expressed VSPC's preference for working with *up to* funding recommendations, relating that the flexibility would provide a more functional basis for negotiating.

Mr. Ramsberger advised that if the Subcommittee chose the *up to* funding option, it could set ceilings for each of the applicants separately or make a single recommendation of *up to* funding based on the requested amounts, noting that the decision would be taken to the full TDC on June 21. Discussion ensued regarding the *up to* funding option and related topics, and responding to queries by Ms. Carlisle and Mayor Cretkos, Attorney Zas clarified that the highest and lowest application scores were not eliminated before the averaging; and Chair Long confirmed that none of the applicants will receive funding that exceeds their requested amount.

Thereupon, Mr. Satterfield moved, seconded by Vice-Mayor Kennedy, that the Subcommittee recommend Elite Event funding up to the requested amounts for all the eligible applicants, subject to negotiations with staff. Upon call for the vote, the motion carried unanimously.

Following the vote and in response to query by Mr. Waltz as to how a budget surplus would be used, Mr. Downing clarified that none of the applicants who scored below 700 points will be eligible for Elite Event funding, but VSPC may be able to help some of them, including the MLK Dream Big Parade, in other ways.

ADJOURNMENT

Chair Long thanked the applicants for their attendance and patience and adjourned the meeting at 12:39 P.M.