

## TOURISM PROMOTION AGREEMENT

St. Pete PrideFest

**THIS AGREEMENT** is made and entered into as of the 17 day of May, 2021 (“Effective Date”), by and between Pinellas County, a political subdivision of the State of Florida (“County”), for and on behalf of Visit St. Petersburg/Clearwater (“VSPC”), and St. Pete Pride, Inc. a Florida not for profit corporation (“Event Organizer”) (collectively, the “Parties,” or individually, a “Party”).

### WITNESSETH:

**WHEREAS**, in accordance with Section 118-32, Pinellas County Code, and Section 125.0104(5)(a)2., Florida Statutes, VSPC is responsible for promoting tourism in Pinellas County, including funding activities, services, and events that have as one of its main purposes the attraction of tourists; and

**WHEREAS**, the County, on behalf of VSPC, agrees to provide Tourist Development Tax funding for the St. Pete PrideFest to be held throughout the month of June 2021 (“Event”), organized and operated by the Event Organizer to promote Pinellas County tourism as described in the promotion program as defined herein.

**NOW, THEREFORE**, in consideration of the foregoing and mutual covenants herein contained, the Parties agree as follows:

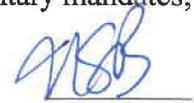
1. The term of this Agreement shall commence on the Effective Date and shall remain in full force and effect through December 30, 2021, unless otherwise terminated as provided herein.

2. The County agrees to pay to the Event Organizer the sum of Twenty Thousand Dollars (\$20,000.00) for Sponsorship benefits and up to the sum of Fifty-Five Thousand Dollars (\$55,000.00) for Marketing and Advertising expenditures for a total sum of Seventy-Five Thousand Dollars (\$75,000.00) as an Event sponsor, to sponsor, promote and market Pinellas County tourism in connection with the Event as defined in the promotion program described in Exhibit A attached hereto and made a part hereof (“Promotion Program”). The County shall pay the funding herein in accordance with the following:

A. The funding herein shall be due and payable within forty-five (45) calendar days of Event completion, upon Event Organizer submitting an invoice with all documentation required in Section 2.G. at the address set out in Section 4.

B. Payment shall be made by the County to the Event Organizer in accordance with §218.70 et seq., Florida Statutes, “The Local Government Prompt Payment Act.”

C. In the event the Event Organizer: (i) cancels the Event or does not conduct the Event for any reason including, but not limited to, voluntary action or non-voluntary mandates;

  
Initials

or (ii) is not in compliance with the terms and conditions of the Agreement; or (iii) is dissolved, or ceases or suspends its operations for any reason, then any sums not paid or disbursed to the Event Organizer are hereby deobligated, and shall not be paid unless this Agreement is amended in writing by mutual agreement of the Parties expressly authorizing payment of the funding herein on the revised terms as provided in said amendment. The parties further agree that if an Event Organizer cancels an event per (i) above post a fully executed funding agreement but pre-event, the Event Organizer shall either: 1) remit any sponsorship funding monies advanced pre-event which were used for operating expenses; or 2) seek reimbursement for allowable marketing deliverables per the agreement, but only as to those actual, verifiable marketing deliverable costs incurred by the Event Organizer up until the time of cancelling the event.

D. The Event Organizer shall repay the County for all illegal or unlawful expenditures of the funding herein, or for expenditures made by The Event Organizer in breach of any covenant, term or condition of this Agreement, including illegal, unlawful, and/or unauthorized expenditures discovered after the expiration of the term.

E. The Event Organizer shall provide immediate written notice to VSPC if the Event is cancelled, rescheduled, or the scope of the Event is substantially changed from the Event as described in Event Organizer's funding request.

F. The Event Organizer may amend or revise the Promotion Program only with the prior written consent from the Director of VSPC, or his designee.

G. The Event Organizer shall provide a written final report to VSPC within forty-five (45) calendar days of Event completion, which at a minimum shall include documentation establishing that the Event Organizer provided the promotional benefits described in the Promotion Program, including any documentation required in Exhibit A, and shall specify attendance at the Event and room nights generated by the Event in Pinellas County, the methodology used for computing the room nights which methodology must be documentable, supportable, and calculated in compliance with tourism market and research analysis industry standards, and such other information as required by VSPC. Failure to submit the report as required shall disqualify the Event Organizer from being eligible for funding in future years.

3. A. The Event Organizer shall organize, manage, operate and/or conduct the programs, activities, and events, and be solely responsible for all costs and expenses related to the Event.

B. The Event Organizer represents and warrants that it has substantial experience and skill in the business of organizing and promoting the Event and agrees to use its best efforts to organize, manage, operate and conduct the Event in a professional manner, calculated to create a quality, pleasant, enjoyable experience for all participants.

4. Each Party hereby designates the person set forth below as its respective contact person. The person designated herein shall be each Party's prime contact person for coordinating Promotion Program related activities. Notices or reports shall be sent to the attention of each

Party's contact person by U.S. mail, postage prepaid, or email to the Parties' addresses as set forth below:

For the County:

Craig Campbell, Director  
Community & Brand Engagement  
Visit St. Petersburg/Clearwater  
8200 Bryan Dairy Rd., Suite 200  
Largo, FL 33777  
Craig@VisitSPC.com

For the Event Organizer:

Nathan Bruemmer, President  
St. Pete Pride, Inc.  
3251 3<sup>rd</sup> Ave. N.  
St. Petersburg, FL 33713  
Nathan@stpetepride.com

Any changes to the above representatives or addresses must be provided to the other Party in writing.

5. A. The County reserves the right to terminate this Agreement, without cause, by giving fifteen (15) days advance written notice to the Event Organizer of its election to terminate pursuant to this provision. Should this Agreement be terminated, or the event postponed as provided herein, Event Organizer shall only be entitled to reimbursement of actual costs for goods and/or services received by County from Event Organizer up until the date of postponement or termination of this Agreement, as agreed upon by County staff. Reimbursement shall be based upon submittal and receipt of all supporting, appropriate documentation for such costs.

B. The failure of either Party to comply with any material provisions of this Agreement shall be considered in breach thereof, and shall be cause for immediate termination of the Agreement upon written notice to the defaulting Party.

C. The funds to be used for this Agreement are subject to periodic appropriation of funds by the County. Further, obligations under this Agreement are contingent upon the availability of funds. If funds are not appropriated by the County for any or all of this Agreement, the County shall not be obligated to pay for any promotion benefits provided pursuant to this Agreement beyond the portion for which funds are appropriated. The County agrees to promptly notify the Event Organizer in writing of such failure of appropriation, and upon such notice, this Agreement shall terminate without penalty to the County.

6. A. The Event Organizer shall, upon request, permit the County to examine or audit all records and documents related to the Promotion Program provided for in this Agreement. Event Organizer shall maintain all such records and documents for at least three (3) years following termination of the Agreement, including but not limited to all documents in support of the Event Organizer's funding application and post event reporting.

B. The County through VSPC or VSPC's vendor, has the right to perform on-site surveys during the Event for the purposes of substantiating/verifying Event Organizer's final report and for collecting other information pertinent to the destination.

7. A. Neither the County nor the Event Organizer shall make any express or implied agreements, guaranties or representations, or incur any debt, in the name of or on behalf

of the other Party. Neither the County nor the Event Organizer shall be obligated by or have any liability under any agreements or representations made by the other that are not expressly authorized hereunder. The County shall have no liability or obligation for any damages to any person or property directly or indirectly arising out of the operation by the Event Organizer of its business, whether caused by the Event Organizer's negligence or willful action or failure to act.

B. The County will have no liability for any sales, service, value added, use, excise, gross receipts, property, workers' compensation, unemployment compensation, withholding or other taxes, whether levied upon the Event Organizer or the Event Organizer's assets, or upon the County in connection with services performed or business conducted by the Event Organizer. Payment of all such taxes and liabilities shall be the responsibility of the Event Organizer.

C. The Event Organizer shall indemnify, pay the cost of defense, and hold harmless the County, its officers, employees and agents from all damages, suits, actions or claims, including all costs of defense incurred by the County, of any character brought on account of any injuries or damages received or sustained by any person, persons, or property, or in any way relating to or arising from the Agreement; or on account of any act or omission, neglect or misconduct of the Event Organizer; or by, or on account of, any claim or amounts recovered under the Workers' Compensation Law or of any other laws, regulations, ordinance, order or decree; or arising from or by reason of any actual or claimed trademark, patent or copyright infringement or litigation based thereon; except only such injury or damage as shall have been occasioned by the sole negligence of the County.

8. A. The Event Organizer shall comply with all applicable federal, state and local laws, rules, regulations and guidelines, relative to performance under this Agreement.

B. Neither Party may assign or transfer its rights or obligations under this Agreement without the prior written consent of the other Party.

C. Nothing in this Agreement shall be construed to benefit any person or entity not a Party to this Agreement.

D. In carrying out this Agreement, The Event Organizer shall not exclude from participation in, deny benefits to, or otherwise discriminate against, any person because of race, color, religion, sex, national origin, family status or handicap.

E. This Agreement constitutes the entire agreement between the Parties and supersedes any and all prior agreements, communications, or representations, whether oral or written, with respect thereto.

F. No alteration, change, modification, amendment or waiver to or of this Agreement shall be valid or binding unless in writing and signed by both Parties hereto.

G. Nothing in this Agreement will be construed to create, or be implied to create, any relationship between the County and any contractor, subcontractor or supplier of the

Event Organizer, and at all times the Event Organizer is and shall remain an independent contractor and not an agent of the County or VSPC.

H. Sections 2.D., 6.A., and 7.A., B. and C. shall survive the expiration of the term or termination of this Agreement.

I. Time is of the essence with respect to all provisions of this Agreement that specify a time for performance.

J. This Agreement shall be construed, interpreted, and governed by the laws of the State of Florida.

9. Event Organizer acknowledges that information and data it manages as part of the services may be public records in accordance with Chapter 119, Florida Statutes and Pinellas County Public Records Policies. Event Organizer agrees that prior to providing services it will implement policies and procedures to maintain, produce, secure, and retain public records in accordance with applicable laws, regulations, and County policies, including but not limited to the Section 119.0701, Florida Statutes. Notwithstanding any other provision of this Agreement relating to compensation, the Event Organizer agrees to charge the County, and/or any third parties requesting public records only such fees allowed by Section 119.07, Florida Statutes and County policy for locating and producing public records during the term of this Agreement.

10. By signing this Agreement as provided below, Signer attests to all of the following:

A. Signer has the legal authority to enter into the Agreement on behalf of the Applicant organization;

B. Signer is not deriving any direct or indirect benefit or bonus, monetary or otherwise, from the Applicant organization or any other party, including signer's employer, as a result of this funding award; and

C. Signer is not aware of any other third party deriving any direct or indirect benefit or bonus, monetary or otherwise, from the Applicant organization or any other party as a result of this funding award.

*<Signature page follows>*

**IN WITNESS WHEREOF**, the Parties herein have executed this Agreement on the day and year first above written.

**PINELLAS COUNTY, FLORIDA**  
by and through its County Administrator

By:   
\_\_\_\_\_  
Barry A. Burton

**ST. PETE PRIDE, INC.**

By:   
\_\_\_\_\_  
Nathan Bruemmer, President

[Corporate Seal]

**APPROVED AS TO FORM**

By:   
\_\_\_\_\_  
Office of the County Attorney

  
\_\_\_\_\_  
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**Pinellas County TDC Elite Event Funding FY 21  
Benefits & Deliverables  
Exhibit A**

**Event Name: St Pete PrideFest ("Event")  
Event Dates: June 2021  
Marketing & Advertising Funding Amount: \$55,000  
Sponsorship Contribution: \$20,000  
VIK Contribution: \$15,625  
Total Contribution: \$90,625**

I. VSPC will receive, in exchange for its financial support, the following benefits at no additional charge, except as noted:

A. Official Designation Status

- i. VSPC to be designated as exclusive Presenting Sponsor of St Pete PrideFest. Event to be referred to as "St. Pete PrideFest Presented by Visit St. Pete Clearwater" in all advertising and broadcast, including but not limited to on-air mentions by Event radio partners, broadcast mentions by media partners and all print advertising.
- ii. If creative produced by the Event is unable to include 'presented by' verbiage, then VSPC logo will be prominently featured alongside Event logo.

B. Marketing & Advertising Benefits

- i. Pursuant to the marketing plan submitted by Event, a copy of which is attached hereto as Exhibit B, VSPC will reimburse Event up to the sum of \$55,000 for pre-Event marketing deliverables upon submittal and acceptance of post-Event proof of performance documentation. Proof of performance shall include 3<sup>rd</sup> party invoice(s), proof of payment and proofs or samples that match the marketing plan.
- ii. VSPC to receive the following marketing and advertising benefits:
  - a. Logo inclusion on all printed collateral promoting the Event.
  - b. Back cover advertisement for the St. Pete Pride Guide.
  - c. VSPC collateral inclusion at all 3<sup>rd</sup> party tabling events that Event participates.
  - d. Featured in all press releases issued by the Event.

C. Digital & Media Benefits

- i. VSPC featured in monthly e-newsletters promoting the Event (minimum 16,000 recipients). Content to be mutually determined.
- ii. VSPC content to be promoted via Event social media channels. VSPC branding to be included in any paid social media promotions featuring PrideFest creative.
- iii. VSPC to provide content for inclusion in two (2) communications to St Pete Pride email database. Dates to be determined by VSPC.

D. Event Onsite Benefits

- i. St Pete PrideFest Flagship Events (June 5<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup> & 26<sup>th</sup>):

- a. Upon finalization of activation site planning at the four sites, Event to provide VSPC with mutually agreed upon signage and branding opportunities to ensure premium exposure.
    - b. Event to provide VSPC with activation space at the four sites. Space availability, size and footprint location(s) to be mutually determined.
  - ii. Event to provide water, ice, power (requirements TBD) and temporary storage if requested by VSPC and at no cost to VSPC.
  - iii. Event to provide the following to VSPC working staff, which includes but is not limited to brand ambassadors, street teams, media and photographers, if requested by VSPC and at no cost to VSPC. VSPC to provide final needs one week prior to Event.
    - a. Worker passes/credentials with appropriate access (all-access for VSPC media and photographers)
    - b. Parking passes where applicable
    - c. Meals under the Event's volunteer program

E. Additional Benefits

- i. Event to provide speaking opportunity to VSPC at the four flagship PrideFest events.
- ii. Event to provide the following Tickets and Credentials for VSPC invited clients, media, and promotional use:
  - a. Ten (10) media passes
  - b. Ten (10) tickets with access to VIP hospitality tent or equivalent VIP experience at each of the four flagship events
  - c. Six (6) Parking passes, as applicable
- iii. VSPC to receive recognition at all other PrideFest-related events (e.g. sponsor reception, etc.) including signage, logo placement. Recognition to be mutually agreed upon.
- iv. Event to collaborate with VSPC in efforts to secure Pride conferences to the destination (POSE, etc.).

II. VSPC will provide the following marketing and digital spends on behalf of Event:

A. Digital & Media:

- i. VSPC will provide a website pixel for Event to implement onto its website (stpetepride.com). The pixel will allow for improved digital retargeting and provide the event and VSPC robust visitor data, including bookings, visitor demographics and other pertinent booking information. Estimated \$3,125.00 value.
- ii. VSPC will provide an onsite survey team to collect tourism-related data and information during the Event. VSPC to develop the questionnaire and pay the cost for hiring and training staff as well as any promotional items used to incent participation. Event to provide space and power, if needed, upon request by VSPC and at no charge to VSPC. Estimated \$9,500.00 value.

**B. Event Marketing:**

- i. VSPC has option to provide a co-branded entranceway truss structure to be utilized in a mutually agreeable location at the Event. Signage to be produced by VSPC with Event logo included. Structure and signage to be installed by VSPC vendor. Event to secure permits, if required, at no cost to VSPC. Estimated \$3,000.00 value.
- ii. Upon receipt of materials, VSPC will distribute Event collateral at other local VSPC-supported events leading into and promoting the Event.



## MARKETING & ADVERTISING PLAN

St Pete Pride (SPP)'s signature June events have an established track record of drawing visitors from outside the St. Pete/Clearwater region: in 2019, over 90% of the participants visited from outside St. Pete. In 2021, the nature of the June events have been reimaged to reflect COVID-related precautions: rather than host one weekend, anchored by a large-scale parade, St Pete PrideFest will produce four weekly signature festival-like events, paired with dozens of smaller-scale events produced and hosted by area businesses and organizations throughout the month of June, with promotional support provided by St Pete Pride. In the aggregate, these events will create an undeniably appealing proposition to draw visitors to the area throughout National Pride Month.

St Pete Pride has a proven and powerful ability to mobilize visitors to the area, through a combination of a heavily-trafficked website, widespread PR/editorial coverage, word-of-mouth through social media, and official media sponsorships that span print, digital and radio. This messaging push will be naturally amplified in 2021 due in part due to PrideFest being one of the first large-scale events to be offered in the wake of the first year of COVID: people are especially hungry for collective social experiences, especially those with a firm commitment to safety: Tampa General Hospital is SPP's Health and Safety partner for PrideFest, which will help to instill confidence in visitors. Another amplifying factor in 2021 is a new SPP media partner, LionMaus Media, which through in-kind contribution of services will leverage an enhanced social media platform to promote PrideFest events through both organic and paid media reach.

The PrideFest model offers two distinct tourism-related benefits. First, the events will occur across a wide range of St. Pete, from city parks to SPP's first event in the Warehouse Arts District; these are coupled with dozens of events hosted by community partners. These will give people more reasons to visit and explore all St. Pete has to offer. Second, the events are spread across an entire month rather than clustered around a weekend, creating a wider set of opportunities for hotel stays.

### Mission

The purpose of St Pete Pride is to promote unity, visibility, self-esteem and a positive image of and among the lesbian, gay, bisexual and transgender (LGBT) community of Tampa Bay and throughout the State of Florida by way of cultural and educational programs and activities.

## Marketing Objectives

- Generate broad awareness of the PrideFest event lineup while increasing SPP's social media engagement by at least 20%.
- Increase attendance from visitors outside the Tampa Bay area (hotel users).
- Increase attendees by 10% over a five-year period (2019 to 2024).

## Target Markets/Audiences

- LGBTQ+
- Allies + Progressive Millennials
- General Public in St. Pete Area

LGBTQ+: The core audience for PrideFest messaging will be narrowly targeted through affinity-based mechanisms wherever possible, including social media behavioral targeting.

Allies + Progressive Millennials: Allies of the LGBTQ+ community will be reached through general public marketing as well as narrowly targeted through a combination of social media affinity-based marketing (e.g. friends of people who follow high-profile LGBTQ content). Millennials are understood to have a high propensity for open support and advocacy of LGBTQ+ communities.

General Public in St. Pete Area: St Pete Pride, as host of the largest cultural events that St. Pete offers, has a unique opportunity to contribute to a growing and economically valuable perception of St. Pete as a community that welcomes and actively promotes diversity and unity.

In keeping the target market in mind, this message will be delivered in materials to three target areas.

## Geographic Targets

- Tampa Bay
- Florida, with a focus on Central Florida
- Out of State, with a focus on Northeast, Atlanta and Chicago

## Objective

The primary objective is to maintain SPP's position as the premier LGBTQ+ event in the Southeast while driving awareness of and visitation of PrideFest-related events. While SPP will collaborate with media partners, sponsors, event partners, media outlets and SPP loyalists in helping to generate reach across a wide range of digital and non-digital media channels, SPP's own core marketing

efforts will revolve around the cultivation of an information-rich website that details all events occurring during PrideFest month, paired with a robust social media program. This social media program will not only create engaging content that will be ad-targeted to desired audiences inside and outside the St. Pete market, SPP's social media team will work with sponsors and partners to maximize their social media efforts in support of PrideFest; SPP will provide strategic consultation, co-marketing campaigns, and branded graphics that will help partner organizations leverage their own social media to effectively promote SPP and their involvement with it.

### Marketing Expense Budget

Print Media	\$20,000
Radio	\$293,000
TV	\$15,000
Social/Digital Ads	\$31,000
Creative Services	\$30,000
Digital Services	\$7,500
Pride Guide	\$16,100

### Controls

The purpose of this marketing plan is to serve as a guide for the organization. The following areas will be monitored to gauge performance:

- Quantity and rate of signature event ticket purchases.
- Track the progress of visitation, length of stay, dollars spent and satisfaction by contracting Resource Data Services.

### Implementation

#### Print Media

Publication/Item	Area	Start Date	End Date	Budget
Watermark	Central Florida	May 2021	June 2021	\$7,500
Creative Loafing	Tampa Bay	May 2021	June 2021	\$6,000
Event Collateral	All Events	May 2021	June 2021	\$4,000
Travel Collateral	Various Prides	May 2021	Sept 2021	\$2,500
<b>Total</b>				<b>\$20,000</b>

**TV**

Publication/Item	Area	Start Date	End Date	Budget
10 News Tampa Bay	Tampa Bay	May 2021	June 2021	\$15,000

**Radio**

Publication/Item	Area	Start Date	End Date	Budget
Hot 101.5	Tampa Bay	May 2021	June 2021	\$115,000
102.5 The Bone	Tampa Bay, Ft. Myers, Naples	May 2021	June 2021	\$82,500
The Eagle 107.3, Magic 94.9, 105.5 WDUV	Tampa Bay	May 2021	June 2021	\$55,500
97X/CXR	Tampa Bay	May 2021	June 2021	\$40,000
<b>Total</b>				<b>\$293,000</b>

**Social/Digital Ads**

Publication/Item	Area	Start Date	End Date	Budget
Facebook/Instagram	Tampa Bay + Tertiary Markets	May 2021	June 2021	\$25,000
Creative Loafing	Atlanta Market	May 2021	June 2021	\$6,000

**Creative Services**

Publication/Item	Area	Start Date	End Date	Budget
LionMaus Media	Tampa Bay	Jan 2021	Sept 2021	\$30,000

**Digital Services**

Publication/Item	Area	Start Date	End Date	Budget
Mile End Digital	Tampa Bay	March 2021	Sept 2021	\$7,500

**St Pete Pride "Pride Guide"**

Publication/Item	Area	Publish Date	Budget
Pride Guide (20,000 copies)	Tampa Bay	May 20, 2021	\$16,100

**Registrations/Out of Area Activations**

<b>Event</b>	<b>Area</b>	<b>Date</b>	<b>Activation</b>	<b>Travel</b>
Tampa Pride	Tampa, FL	May 22	\$450	\$50
Gulfport Pride	Gulfport, FL	May 29	TBD	TBD
Montreal Pride Festival	Montreal	Aug 9-15	\$3,000	\$1,500
World Pride	Copenhagen	Aug 12-22	TBD	\$3,500
Ocala Pride	Ocala, FL	Oct 23	\$200	\$100
Space Coast Pride	Melbourne, FL	TBD	\$200	\$100
Orlando Pride	Orlando, FL	TBD	\$400	\$100
Gainesville Pride	Gainesville, FL	TBD	\$200	\$100
Ft Lauderdale Pride	Ft. Lauderdale, FL	TBD	\$600	\$500
Manatee Pride	Manatee, FL	TBD	\$400	\$50
Tallahassee Pride	Tallahassee, FL	TBD	\$200	\$100
Gay Days	Orlando, FL	TBD	\$2,000	\$1,000
One Magical Weekend	Orlando, FL	TBD	\$2,000	\$1,000
Capital Pride	Washington, DC	TBD	\$2,000	\$1,000