

FINALIZED AGREEMENT

THIS FINALIZED AGREEMENT is made and entered into this 3rd day of February, 2025, by and between Pinellas County, a political subdivision of the State of Florida, hereinafter the ("County"), for and on behalf of Visit St. Pete-Clearwater ("VSPC"), and Tampa Bay Charities, Inc., a Florida not for profit corporation ("Event Organizer") (collectively, the "Parties," or individually, a "Party").

WITNESSETH:

WHEREAS, on August 15, 2023, the Board of County Commissioners approved funding for Baystar Clearwater Offshore Nationals as part of the 2024 Elite Event Program; and

WHEREAS, on September 20, 2024, the County and Event Organizer agreed to the terms and deliverables of the Tourism Promotion Agreement (hereinafter "Agreement") subject to the execution of same; and

WHEREAS, the Agreement was for sponsorship of Baystar Clearwater Offshore Nationals (event) wherein the Event Organizer agreed to promote and market Pinellas County tourism in connection with the event and County agreed to pay Event Organizer a Sponsorship Fee; and

WHEREAS, based on approval of funding but before the Agreement was fully signed, the Event Organizer proceeded to market and promote the destination in accordance with the negotiated deliverables; and

WHEREAS, on September 24, 2024, after initiating the marketing and promotion of the destination, through no fault or delay of the Event Organizer and prior to the County signing the Agreement, the event was cancelled due to the impending hurricane known as Helene; and

WHEREAS, the County now acknowledges that it has received the marketing and promotional tourism benefits despite the fact that the Agreement had not yet been signed by the County, and given the specific circumstances herein recognizes the Event Organizer is entitled to be reimbursed for allowable marketing and advertising expenses incorporated in Exhibits A and B attached hereto and made a part hereof; and

WHEREAS, County and Event Organizer now wish to finalize the Agreement to allow for reimbursement of expenditures determined allowable by the County.

NOW THEREFORE, the Parties agree as follows:

1. The County agrees to this Finalized Agreement as agreed upon by the Parties. Specifically, the County shall reimburse the Event Organizer herein the total sum of Eight Thousand Three Hundred Fifty-Five Dollars and Forty-Three Cents (\$8,355.43) for benefits received by the County from the promotion and marketing of Pinellas County tourism by Event Organizer in connection with the marketing and promotion of the subsequently cancelled event.
2. This Finalized Agreement shall be retroactive to August 1, 2024, and will remain in full force and effect until March 31, 2025.

<Signature page follows>

IN WITNESS WHEREOF the parties herein have executed this Finalized Agreement as of the day and year first written above.

PINELLAS COUNTY, FLORIDA
by and through its
Director of Administrative Services

By: Joe Lauro Digitally signed by Joe Lauro
Date: 2025.02.03 12:02:59
-05'00'
Joe Lauro

TAMPA BAY CHARITIES, INC.

By: FRANK CHIVAS
Frank Chivas, President

APPROVED AS TO FORM
By: Amanda S. Coffey
Office of the County Attorney

**Pinellas County TDC Elite Event Funding FY25
Benefits & Deliverables
Exhibit A**

**Event Name: Baystar Clearwater Offshore Nationals ("Event")
Event Dates: September 27-29, 2024
Marketing & Advertising Up To Funding Amount: \$8,355.43
Sponsorship Contribution: \$0
Total Contribution: \$8,355.43**

- I. VSPC will receive, in exchange for its financial support, the following benefits at no additional charge, except as noted:
 - A. Official Designation Status: N/A
 - B. Marketing & Advertising Plan Funding Support:
 - 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 \$8,355.43 for pre-Event marketing deliverables upon submittal and acceptance of post-Event proof of performance documentation. Proof of performance shall include 3rd party invoice(s) that support the marketing plan, as well as other such documentation as required by VSPC.
 - C. Sponsorship Benefits: N/A

EXHIBIT B

ELITE EVENT PROPOSED MARKETING & ADVERTISING PLAN						
Media Category	Media Vendor/ Partner	Market	Media Placement Timing	Media Placement Detail	Media Cost (NET to Vendor)	Media Cost (IN-KIND)
Print	Tampa Bay Times	Tampa Bay	4 weeks in advance	6 x 6.75 Main News, 3 x 10 TBT Weekend	\$ 5,939.80	
Print	Fleming Advertising	Clearwater Beach	Week of event	Flyers, posters, VIP passes distributed to sponsors	\$ 2,415.63	
					\$ 8,355.43	\$ -

Note: Media plan input document MUST INCLUDE - Vendor, Market, Timing, Placement Detail, Impressions by Placement Type, Total Net Spending


Initials