

## Convention and Visitors Bureau

**Department Director:** Brian Lowack, Director

**OMB Budget Analyst:** Jim Abernathy

**OMB Capital Analyst:** Andrew Brown

### Department Purpose

The Convention & Visitors Bureau (CVB), doing business as Visit St. Pete-Clearwater (VSPC), partners with local stakeholders to develop and implement year-round domestic and international sales and marketing programs that are aimed at expanding the overall economic impact of tourism to the County.

### Budget Summary

#### All Funds

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
Personnel Services	\$4,128,890	\$4,191,343	\$5,266,030	\$6,157,370	\$6,288,130
Operating Expenses	\$28,494,652	\$33,014,417	\$41,570,485	\$42,363,970	\$41,875,770
Capital Outlay	\$11,817	\$66,444	\$6,344	\$6,000	\$6,000
Debt Service Exp	\$0	\$357,283	\$382,766	\$0	\$0
Grants and Aids	\$0	\$0	\$0	\$10,350,000	\$12,450,000
Transfers to Other Funds	\$5,588,370	\$9,351,450	\$10,323,430	\$8,384,410	\$7,378,220
Constitutional Officers Transfers	\$535,777	\$639,953	\$683,352	\$750,000	\$750,000
Reserves	\$0	\$0	\$0	\$264,842,160	\$298,327,340
Grand Total	<b>\$38,759,506</b>	<b>\$47,620,890</b>	<b>\$58,232,408</b>	<b>\$332,853,910</b>	<b>\$367,075,460</b>

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
FTE	48.0	50.0	50.0	50.0	50.0
Grand Total	<b>48.0</b>	<b>50.0</b>	<b>50.0</b>	<b>50.0</b>	<b>50.0</b>

#### 0001- General Fund

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
Grand Total					

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
Grand Total					

#### 1040- Tourist Development Tax Fund

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
Personnel Services	\$4,128,890	\$4,191,343	\$5,266,030	\$6,157,370	\$6,288,130
Operating Expenses	\$28,494,652	\$33,014,417	\$41,570,485	\$42,363,970	\$41,875,770
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## **Efficiencies and Cost-Saving Measures**

### **FY26**

The department took the following actions in the FY26 budget request to submit a flat budget, without reducing services:

- Reduction of \$675,000 in Film Commission incentive funds for production companies
- Reduction of \$450,000 in capital consultant costs for stadium and other consultants
- Reduction of \$30,770 in travel costs across various departments to align with actual costs of travel to trade shows, sales missions, conferences and activations
- Reduction of \$12,000 in research costs due to completion of the Cultural Plan and the CVB's strategic plan
- Reduction of \$12,720 in training and educational expenses
- Reduction of \$8,930 in recurring operating costs to match historical trends
- Maintained FY25 funding level for Creative Pinellas

### **FY25**

The department took the following actions in the FY25 Budget that resulted in a total reduction of \$215,790 for the FY25 Budget, without reducing services:

- Elimination of \$70,000 in the Film Commission for workforce and tourism development initiatives
- Elimination of \$64,500 in the Film Commission and Meetings for travel and sales for trade shows and conferences
- Reduction of \$55,000 in the Film Commission for marketing and advertising
- Reduction of \$26,290 in recurring operating costs to match historical trends

### **FY24**

The department took the following actions in the FY24 Budget that resulted in a total savings of \$1,164,200 for the FY24 Budget, without reducing services:

- Reduced direct marketing support by \$15,000
- Reduced promotional support by \$187,500
- Reduced Community Relations sponsorships by \$79,000
- Reduced TDC workshop expenses by \$7,500
- Reduced Film Commission tradeshow, advertising, content development, industry marketing, incentives and scouting trips by \$379,800.

- Reduced Leisure Travel activities by \$93,500
- Reduced Meetings & Conferences activities by \$319,400
- Reduced Sports incentives, tradeshow, and conferences by \$82,000

### **Budget Drivers**

The FY26 Budget for Convention & Visitors Bureau (CVB), excluding reserves, increases \$736,370 (1.1%) from the FY25 Budget to \$68.7M. Including reserves, the FY26 Budget increases \$34.2M (10.3%) to \$367.1M.

The Pinellas County CVB is supported by the collection of a 6.0% Tourist Development Tax (TDT) on rents collected for temporary lodging, also known as the bed tax. Budgeted revenue from the bed tax decreases \$2.0M (2.1%) in FY26 to \$91.5M. The FY26 budget is based on a 3.0% increase of TDT, which would be an increase of \$2.8M from the FY25 estimate. Due to revenues being budgeted at 95%, TDT revenue appears to be lower than projected revenue. Total revenues decrease \$2.2M (2.2%) to \$96.8M in FY26.

Beginning Fund Balance increases \$36.4M (15.6%) to \$270.3M.

Personnel Services increases \$130,760 (2.1%) to \$6.3M. Salaries for CVB FTE increases \$24,460 (0.6%). Other salaries related to the Capital Projects Funding Program increase \$42,010 (419.3%) to account for the additional time required to monitor progress on those projects. Staffing remains at 50.0 FTE in FY26.

Operating Expenses decrease \$488,200 (1.2%) to \$41.9M, which includes the contracts for Miles Media (\$5.5M) for maintaining the Department's website content, and the contracts for media planning and buying, brand strategy, creative, and content (\$21.9M). The FY26 Budget Request includes \$861,150 in TDT funds for Creative Pinellas, no change from FY25. Creative Pinellas is also requesting \$156,000 from the General Fund, and \$36,000 from the Transportation Trust Fund, both of which are unchanged from FY25. Creative Pinellas has also submitted a Decision Package for \$1.1M to create a grant program for local artists.

Grants and Aids increase \$2.1M (21.3%) to \$12.5M. The Dali Museum (\$12.1M) and the Florida Holocaust Museum (\$350,000) are projects approved by the BCC as part of the CVB's Capital Project Funding Program.

Transfer to Capital Fund for Beach Renourishment decreases \$1.0M (12.0%) to \$7.4M. This transfer accounts for one-half of one of the percents of TDT. The cause of the decrease is the additional \$588,820 that was included in FY25 collected in FY23 that was not distributed in the year it was collected. The additional revenue included in FY25 is \$135,960 collected in FY24.

Payment to the Tax Collector for the collection of the TDT revenue remains at \$750,000 in FY26.

Reserves for Operating increases \$22.4M to \$159.3M. Reserves for Capital Projects increases \$11.1M to \$139.1M.

Other than the BCC's annual commitment to Beach Nourishment (\$7.4M), the Dali Museum (\$12.1M), and the Holocaust Museum (\$350,000), there are no capital projects with final approval by the BCC included in the FY26 Budget.

The FY26 Budget Request does not include the use of TDT Capital Reserves for any extraordinary beach funding needs. A request will be made to the Board when funding needs are identified.

### **FY26 Decision Packages**

Creative Pinellas Cultural Tourism Grant Program (\$1,100,000 - TDT Funds - recurring) (pg. XX)

Creative Pinellas is requesting an additional \$1,100,000 in recurring costs to establish a county-wide Cultural Tourism Grant Program. Creative Pinellas will be requesting a budget amendment in FY'26 to increase grants to Pinellas County municipalities and cultural nonprofits. If approved, Creative Pinellas would request the additional funding be recognized and used to establish the FY'26 base budget.

- Establish the VACAY (Visitors, Arts, and Culture Are Yours) FUND to reach travelers in key markets that align with Pinellas County's strategic tourism, engagement, and visitation goals:
- Strengthen Pinellas County as a premier arts and cultural destination: VACAY is designed to support and enhance cultural programming, exhibitions, and performances within Pinellas County. This funding program will increase awareness of our region's arts experiences and strengthen the region's creative economy by funding local museums, galleries, theaters, and music venues. VACAY will ensure that we strategically and efficiently utilize Pinellas County's high- quality artistic and cultural experiences to drive tourism.
- Support County Tourism Initiatives: VACAY is in direct support of current Visit St. Pete Clearwater marketing goals to continue positioning Pinellas County as a:
  - Destination with a strong arts scene
  - Vacation spot with a variety of things to do
  - Unique region with a strong vibe
  - Place where visitors can enjoy unique, one-of-a-kind experiences
- The funding presented in this document does not include this decision package for the FY26 Proposed Budget.

### **Summary of Proposed Changes to User Fees for FY26**

Department does not have User Fees.

### **CIP Report**

Governmental CIP projects will be presented at the June 11th Governmental CIP Budget Information Session.

### **FY25 Accomplishments**

- Inclusion in the Michelin Florida Guide, with four recommended restaurants.
- \$96.8M in Tourist Development Tax collections.
- 6.4 million hotel rooms generated.
- 326,397 room nights generated by Meetings and Sports.
- Launched "Still Shining" and "Ampersand" campaigns.
- Launched direct booking engine.

### **Work Plan**

- Implement Elite Event Funding Cycle
- Implement Capital Funding Program Cycle
- Youth Sports Park Development

### **Performance Measures**

Measure	Unit of Measure	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
Direct Visitor Spending	US Dollars	\$6,599,186,588	\$6,793,346,678	\$6,997,147,078	\$6,997,147,078
Local Spend from Film & Digital Media Productions	US Dollars			\$8,447,353.00	\$8,447,353.00
Marketing Communications Recall (Earned or Paid)	Percent	32.20%	44.40%	46.60%	46.00%
Occupied Hotel Room Nights	Count	6,666,188	6,443,378	6,636,679	6,636,679
ROI of Ad Effectiveness Study	Ratio		40.12	42.13	42.13
Tourist Development Tax Collected	US Dollars	\$98,096,194.18	\$96,758,114.06	\$99,660,856.39	\$99,660,856.39

### **Budget Summary by Program and Fund**

#### **Capital Outlay**

Provides funding for capital projects throughout Pinellas County, including beach nourishment.

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
Tourist Development Tax Fund	\$146,300	\$230,476	\$671,811	\$11,010,020	\$12,702,030
Grand Total	<b>\$146,300</b>	<b>\$230,476</b>	<b>\$671,811</b>	<b>\$11,010,020</b>	<b>\$12,702,030</b>

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
FTE	0.0	0.0	0.0	0.0	0.0
Grand Total	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

#### **Sales and Marketing**

Supports efforts to increase visitor volume, visitor spending, and the economic impact to the destination through specific and targeted sales and marketing initiatives.

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
Tourist Development Tax Fund	\$29,689,693	\$34,254,357	\$40,070,843	\$42,906,270	\$41,993,610
Grand Total	<b>\$29,689,693</b>	<b>\$34,254,357</b>	<b>\$40,070,843</b>	<b>\$42,906,270</b>	<b>\$41,993,610</b>

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
FTE	41.2	43.2	43.2	43.2	43.2
Grand Total	<b>41.2</b>	<b>43.2</b>	<b>43.2</b>	<b>43.2</b>	<b>43.2</b>

## Tourism Support

Supports efforts to increase visitor volume, spending, and length of stay within the County through support of local events, visitor centers, sports facilities, education, and research.

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
Tourist Development Tax Fund	\$2,781,741	\$3,123,281	\$4,540,667	\$4,961,050	\$5,924,260
Grand Total	<b>\$2,781,741</b>	<b>\$3,123,281</b>	<b>\$4,540,667</b>	<b>\$4,961,050</b>	<b>\$5,924,260</b>

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
FTE	6.8	6.8	6.8	6.8	6.8
Grand Total	<b>6.8</b>	<b>6.8</b>	<b>6.8</b>	<b>6.8</b>	<b>6.8</b>

## Reserves

Oversees the management and allocation of the County's financial reserves.

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
Tourist Development Tax Fund	\$0	\$0	\$0	\$243,734,980	\$298,327,340
Grand Total	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$243,734,980</b>	<b>\$298,327,340</b>

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
FTE	0.0	0.0	0.0	0.0	0.0
Grand Total	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

## Transfers Program

Oversees the transfer of intra- and intergovernmental funds.

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
Tourist Development Tax Fund	\$5,588,370	\$9,351,450	\$10,323,430	\$43,384,410	\$7,378,220
Grand Total	<b>\$5,588,370</b>	<b>\$9,351,450</b>	<b>\$10,323,430</b>	<b>\$43,384,410</b>	<b>\$7,378,220</b>

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
FTE	0.0	0.0	0.0	0.0	0.0
Grand Total	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

## Emergency Events

Expenditures incurred during a disaster event to allow for accurate tracking of those expenses in support of reimbursement of eligible expenditures from the Federal Emergency Management Agency's (FEMA) Public Assistance Grant Program or other funding sources, as applicable.

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
Tourist Development Tax Fund	\$17,625	\$21,373	\$37,535	\$53,930	\$0
Grand Total	<b>\$17,625</b>	<b>\$21,373</b>	<b>\$37,535</b>	<b>\$53,930</b>	<b>\$0</b>

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
FTE	0.0	0.0	0.0	0.0	0.0
Grand Total	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

### **Tax Collector**

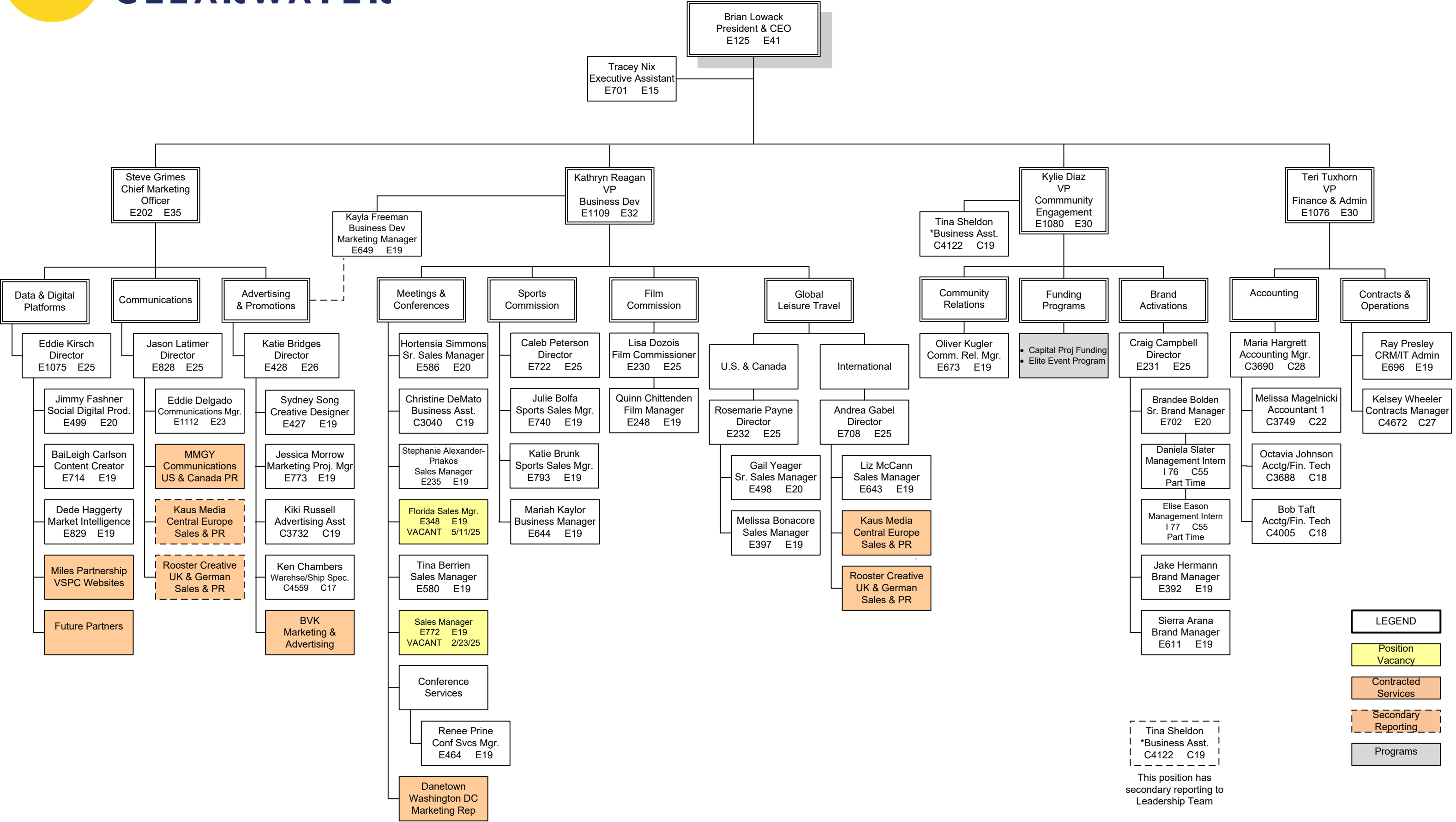
Collects, bills, and distributes all taxes for the County, municipalities, Tourist Development Council, School Board, and taxing districts, including the sales tax on vehicles, vessels, and mobile homes. Collects delinquent taxes and sells certificates for unpaid taxes. As the agent for state government, the Tax Collector issues licenses and titles for cars, trucks, boats, and mobile homes; collects fees for fishing and hunting licenses; issues Driver Licenses and Birth Certificates; processes applications for Concealed Weapons Licenses; and takes applications for voter identification cards.

	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Budget
Tourist Development Tax Fund	\$535,777	\$639,953	\$683,352	\$750,000	\$750,000
Grand Total	<b>\$535,777</b>	<b>\$639,953</b>	<b>\$683,352</b>	<b>\$750,000</b>	<b>\$750,000</b>

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FTE	0.0	0.0	0.0	0.0	0.0
Grand Total	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

### **Attachments:**

1. Organizational Chart (pg. 8)
2. Cost Reductions and Efficiencies (pg. 9)
3. Department Stress Tests (pgs. 10 - 11)
4. Standard Detail by Fund Revenue Budget Report (pg. 12)
5. Standard Detail by Fund Expenditure Budget Report (pgs. 13 - 14)
6. Standard Detail by Program Expenditure Budget Report (pgs. 15 - 22)
7. Decision Package (pgs. 23 - 28)
8. Vacancy Reports (pg. 29)



LEGEND

Position Vacancy

Contracted Services

Secondary Reporting

Programs

Tina Sheldon  
\*Business Asst.  
C4122 C19

This position has secondary reporting to Leadership Team



## **Cost Reductions and Efficiencies**

### **FY26**

The department took the following actions in the FY26 budget request to submit a flat budget, without reducing services:

- Reduction of \$675,000 in Film Commission incentive funds for production companies
- Reduction of \$450,000 in capital consultant costs for stadium and other consultants
- Reduction of \$30,770 in travel costs across various departments to align with actual costs of travel to trade shows, sales missions, conferences and activations
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- Maintained FY25 funding level for Creative Pinellas

### **FY25**

The department took the following actions in the FY25 Budget that resulted in a total reduction of \$215,790 for the FY25 Budget, without reducing services:

- Elimination of \$70,000 in the Film Commission for workforce and tourism development initiatives
- Elimination of \$64,500 in the Film Commission and Meetings for travel and sales for trade shows and conferences
- Reduction of \$55,000 in the Film Commission for marketing and advertising
- Reduction of \$26,290 in recurring operating costs to match historical trends

### **FY24**

The department took the following actions in the FY24 Budget that resulted in a total savings of \$1,164,200 for the FY24 Budget, without reducing services:

- Reduced direct marketing support by \$15,000
- Reduced promotional support by \$187,500
- Reduced Community Relations sponsorships by \$79,000
- Reduced TDC workshop expenses by \$7,500
- Reduced Film Commission tradeshow, advertising, content development, industry marketing, incentives and scouting trips by \$379,800.
- Reduced Leisure Travel activities by \$93,500
- Reduced Meetings & Conferences activities by \$319,400
- Reduced Sports incentives, tradeshow, and conferences by \$82,000

**Stress Tests:** Items identified in this section must be recurring items. Also, this section should identify the net impact of the identified reductions.

Tourist Development Tax Fund - **3 percent Stress Test** (Financial Goal is a recurring reduction of \$1,445,097)

To achieve a 3% reduction to the CVB operating budget, the following reductions and elimination of services would be made:

- Elimination of The Besties Awards (\$40,000)
- Elimination of in market transportation services provided to meetings and groups (\$175,000)
- Elimination of Training and Education across all departments (\$108,700)
- Reduction of Promotional Items (\$96,397)
- Elimination of Film Incentive Program (\$1,025,000)

The above eliminations and reductions would result in the following impacts:

The Besties is an annual awards event that recognizes partners throughout the destination. If the funding were to be eliminated, sponsorships would be sought to cover the costs of the program. The FY25 Besties is budgeted in the current budget and we are seeking sponsorships to cover the costs. If we are able to secure sponsorships to cover the cost, the elimination of this funding would have no impact.

The Meetings and Conferences team provides transportation services for group business in market. The elimination of this service would negatively impact conference attendee experience and would place us at a competitive disadvantage in relation to other destinations and we would anticipate losing potential and repeat group business.

Promotional items are used at trade shows, events, FAMs, and while hosting clients. These items are intended to be useful for clients and keep VisitSPC top of mind. A reduction from \$350,000 to \$253,603 would result in less promotional items given to clients, potential clients, and community groups.

The Film Incentive Program is used to attract film productions to Pinellas County. Pinellas is one of six counties in the state to have such program. While Pinellas has the third highest funded program in the state, it is the highest funded with Tourist Development Taxes. Last year this program generated \$8,000,000 in economic impact. Eliminating this program would result in Pinellas being a less competitive destination for film production. Of all the department's incentive funds, the elimination of this program would have the most limited reduction in room nights or destination exposure.

Training and Education covers the cost of certification and conferences for staff. The elimination of Training and Professional Development would have a negative impact on employee morale and staffs ability to gain insights on the latest industry trends and updates.

These reductions would result in a total of \$1,445,097 in recurring funds.

Tourist Development Tax Fund - **5 percent Stress Test** (Financial Goal is a recurring reduction of \$2,408,495)

To achieve a 5% reduction to the CVS operating budget, in addition to the 3% reductions, the following reductions would be made:

- Reduction to Advertising (\$963,398)

In order to reduce the budget by a total of 5% the department would reduce advertising from \$21,465,000 to \$20,501,602. This reduction would occur strategically within the overall advertising and marketing program and be determined at the time of the required reduction. This would likely take the form of slight decreases to advertising spends in various origin markets and not in the form of a complete elimination of advertising in one origin market. Additionally, this reduction would be realized across multiple channels and not one specific form of media. This approach would limit the impacts of reductions and avoid impacting business development, direct sales, and room nights. This would minimize negative impacts that otherwise would directly result in a decrease in room nights.

These reductions, in addition to the previously outlined reductions would result in a decrease of \$2,408,495 in recurring costs.

## Convention and Visitors Bureau Tourist Development Tax Fund

Account	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Request	Budget to Budget Change	Budget to Budget % Change
2710201 - FB-Unrsv-Cntywide-Beg	72,122,451	127,264,820	184,165,480	233,945,190	270,323,320	36,378,130	15.55%
3121301 - LOT-Tour Dvlp Tax -Pledged	7,949,676	8,171,413	8,097,973	7,790,930	7,623,430	(167,500)	-2.15%
3121302 - LOT-Tour Dvlp Tax -Unpledged	39,757,923	40,866,874	40,499,585	38,963,950	38,126,230	(837,720)	-2.15%
3121303 - LOT-Tour Dvlp Tax-4th Cent	15,908,895	16,352,635	16,205,667	15,591,170	15,255,960	(335,210)	-2.15%
3121304 - LOT-Tour Dvlp Tax-5th Cent	15,908,895	16,352,635	16,205,667	15,591,170	15,255,960	(335,210)	-2.15%
3121305 - LOT-Tour Dvlp Tax-6th Cent	15,908,895	16,352,635	16,205,667	15,591,170	15,255,960	(335,210)	-2.15%
3315002 - Fed Grant-Economic Environment-FEMA	0	2,478	0	0	0	0	-
3345001 - State Grant - Economic Environment	0	53,000	13,140	0	0	0	-
3611001 - Interest On Investments	790,939	5,099,085	9,057,556	5,022,940	5,022,940	0	0.00%
3613001 - Net Inc/Dec In Fair Value	(2,656,455)	776,103	3,616,655	0	0	0	-
3699350 - Refund Of Prior Yrs Exp	33	28	9	0	0	0	-
3699900 - Cooperative Advertising Rev-CVB	323,831	477,987	398,652	357,390	211,660	(145,730)	-40.78%
3699991 - Other Miscellaneous Revenue	9,454	16,676	21,532	0	0	0	-
3831000 - Financing Source: Lease Fi	0	0	1,904,769	0	0	0	-
<b>Revenues Total</b>	<b>166,024,536</b>	<b>231,786,372</b>	<b>296,392,351</b>	<b>332,853,910</b>	<b>367,075,460</b>	<b>34,221,550</b>	<b>10.3%</b>

## Convention and Visitors Bureau Tourist Development Tax Fund

Account	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Request	Budget to Budget Change	Budget to Budget % Change	OMB Notes and Recommendations
5110001 - Executive Salaries	2,556,901	2,569,572	3,173,021	3,642,270	3,681,670	39,400	1.08%	
5120001 - Regular Salaries & Wages	363,243	378,673	453,096	604,350	589,410	(14,940)	-2.47%	
5130001 - Other Salaries And Wages	0	14,922	42,574	0	0	0	-	
5140001 - Overtime Pay	5,729	1,171	3,110	4,000	6,000	2,000	50.00%	
5210001 - FICA Taxes	210,570	215,817	270,944	319,790	321,360	1,570	0.49%	
5220001 - Retirement Contributions	323,317	361,156	492,580	578,360	638,930	60,570	10.47%	
5230001 - Hlth,Life,Dntl,Std,Ltd	669,129	651,482	842,907	998,580	998,730	150	0.02%	
5299991 - Reg Salary&Wgs-Contra-Prj	0	(1,121)	(9,117)	10,020	52,030	42,010	419.26%	Personnel charges related to reviewing CFPF projects
5299992 - Benefits-Contra-Projects	0	(328)	(3,087)	0	0	0	-	
5340001 - Other Contractual Svcs	1,032,335	1,129,120	1,628,944	1,518,900	1,098,900	(420,000)	-27.65%	Creative Pinellas, Capital Projects consultant
5400001 - Travel and Per Diem	229,562	297,869	376,407	516,550	485,780	(30,770)	-5.96%	Travel to trade shows, conferences and meetings
5410001 - Communication Services	29,193	31,344	29,449	38,490	34,000	(4,490)	-11.67%	Wireless services
5420001 - Freight	34,931	31,221	37,072	52,000	51,300	(700)	-1.35%	Shipping items to trade shows
5420002 - Postage	8,647	8,159	22,248	15,300	72,300	57,000	372.55%	Postage for tourism promotions and marketing materials
5440001 - Rentals and Leases	398,064	403,426	414,566	444,090	442,550	(1,540)	-0.35%	Lease for office and warehouse space
5440100 - Lease Expense Reclassification	0	(357,283)	(382,766)	0	0	0	-	
5460001 - Repair&Maintenance Svcs	5,773	5,691	10,174	9,500	10,300	800	8.42%	Printer maintenance, other office maintenance and repairs
5470001 - Printing and Binding Exp	24,730	22,953	24,397	25,000	25,000	0	0.00%	County print shop charges for marketing materials
5480002 - Prmo-Chambers of Commerce	499,715	495,836	518,289	600,000	600,000	0	0.00%	Payments to local Chambers of Commerce
5480003 - Promo-Technology	5,344,425	6,062,251	7,376,783	7,500,000	5,500,000	(2,000,000)	-26.67%	Websites, Miles Contract
5480200 - Promo-Sports Organization	808,600	1,264,238	1,943,345	2,000,000	3,000,000	1,000,000	50.00%	Elite Events. Increased to match the BCC change to the limit
5481100 - Promotional-Advertising	11,489,705	13,535,126	18,161,842	20,365,000	21,865,000	1,500,000	7.37%	CVB Marketing contract. Includes the \$6.0M increase from the Decision Package in FY25.
5481110 - Promo-Ad Agency Fees	1,834,979	2,406,276	2,174,850	0	0	0	-	
5481200 - Promo-New Product Dvlpmnt	687,415	918,250	688,439	3,030,000	2,363,700	(666,300)	-21.99%	Promotional activities for Pinellas County
5481310 - Promotional Activities – FAM Tour/Site Visit	128,434	185,837	117,029	0	0	0	-	
5481400 - Promotional Activities – Entertainment	26,609	22,211	26,816	0	0	0	-	
5481500 - Promotional-Miscellaneous-Non Exempt	543,728	645,288	622,870	675,000	682,500	7,500	1.11%	Promotional activities for Pinellas County
5481600 - Promotional Inquiries-Non Exempt	30,127	65,813	19,560	90,000	30,000	(60,000)	-66.67%	Promotional activities for Pinellas County

## Convention and Visitors Bureau Tourist Development Tax Fund

Account	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Request	Budget to Budget Change	Budget to Budget % Change	OMB Notes and Recommendations
5482000 - Promo Activ.-Direct Sales-Non Exempt	3,082,258	3,586,158	3,160,505	2,574,430	2,618,000	43,570	1.69%	Promotional activities for Pinellas County
5483000 - Promo Activ.-Research-Non Exempt	843,913	786,221	1,042,943	945,180	933,180	(12,000)	-1.27%	Tourism research
5490001 - Othr Current Chgs&Obligat	727	2,086	5,722	3,000	3,000	0	0.00%	Credit card fees
5490060 - Incentives & Awards	918	0	0	0	0	0	-	
5490070 - Employee Celebrations & Recognition	337	219	1,947	2,110	1,500	(610)	-28.91%	Employee recognition
5496501 - Intgv Sv-Info Technology	266,170	311,660	265,130	251,540	269,930	18,390	7.31%	BTS Charge
5496521 - Intgv Sv-Fleet-Op & Maint	6,815	9,349	12,013	10,580	11,110	530	5.01%	Fleet Charge
5496522 - Intgv Sv-Flt-Veh Rplcmnt	12,460	11,680	13,200	17,240	18,100	860	4.99%	Vehicle Replacement Charge
5496551 - Intgv Sv-Risk Financing	115,940	94,260	80,400	67,570	70,950	3,380	5.00%	Risk Charge
5496901 - Intgv Sv-Cost Allocate	756,660	762,590	928,980	1,191,880	1,251,480	59,600	5.00%	Full Cost Charge
5510001 - Office Supplies Exp	16,564	24,346	31,846	30,000	30,000	0	0.00%	Office supplies
5520098 - PC Purchases under \$5,000	16,766	26,328	28,982	20,500	39,170	18,670	91.07%	PC replacement
5540001 - Bks, Pub, Subscrp & Membrshps	196,617	197,842	214,879	248,690	259,320	10,630	4.27%	Tourism related memberships
5550001 - Training & Education Costs	21,537	28,052	68,855	121,420	108,700	(12,720)	-10.48%	Professional development
5640001 - Machinery And Equipment	11,817	66,444	6,344	6,000	6,000	0	0.00%	
5680500 - GASB 87 Intangible Caoital	0	0	1,904,769	0	0	0	-	
5710500 - Principal-Lease-GASB87	0	355,128	375,990	0	0	0	-	
5720500 - Interest-Lease-GASB 87	0	2,154	6,776	0	0	0	-	
5820001 - Aid To Private Organizatn	0	0	0	10,350,000	12,450,000	2,100,000	20.29%	Funding for the County's commitment to the Dali Museum and Holocaust Museum
5913001 - Trans To Capital Project	5,588,370	9,351,450	10,323,430	8,384,410	7,378,220	(1,006,190)	-12.00%	Transfer of TDT for Beach Nourishment projects
5919980 - Trans To Tax Collector	535,777	639,953	683,352	750,000	750,000	0	0.00%	Tax Collector charges
5995000 - Reserve-Contingencies	0	0	0	32,619,680	35,973,390	3,353,710	10.28%	Operating Reserves
5996000 - Reserve-Fund Balance	0	0	0	65,905,070	72,680,940	6,775,870	10.28%	Operating Reserves
5997000 - Reserve-Future Years	0	0	0	38,366,740	50,621,740	12,255,000	31.94%	Operating Reserves
5997004 - Reserves-TDT Capital	0	0	0	127,950,670	139,051,270	11,100,600	8.68%	Capital Reserves
Revenues Total	38,759,506	47,620,890	58,232,408	332,853,910	367,075,460	34,221,550	10.3%	

# Convention and Visitors Bureau

## Tourist Development Tax Fund

### PM1008 - Reserves

Account	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Request	Budget to Budget Change	Budget to Budget % Change
5995000 - Reserve-Contingencies		0	0	32,619,680	35,973,390	3,353,710	10.28%
5996000 - Reserve-Fund Balance		0	0	65,905,070	72,680,940	6,775,870	10.28%
5997000 - Reserve-Future Years		0	0	38,366,740	50,621,740	12,255,000	31.94%
5997004 - Reserves-TDT Capital		0	0	127,950,670	139,051,270	11,100,600	8.68%
						0	-
Expenditures Total	0	0	0	264,842,160	298,327,340	33,485,180	12.6%

# Convention and Visitors Bureau

## Tourist Development Tax Fund

### PM1009 - Transfers Program

Account	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Request	Budget to Budget Change	Budget to Budget % Change
5913001 - Trans To Capital Project	5,588,370	9,351,450	10,323,430	8,384,410	7,378,220	(1,006,190)	-12.00%
						0	-
Expenditures Total	5,588,370	9,351,450	10,323,430	8,384,410	7,378,220	(1,006,190)	-12.0%



Convention and Visitors Bureau  
Tourist Development Tax Fund  
PM1989 - Capital Outlay

Account	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Request	Budget to Budget Change	Budget to Budget % Change
5299991 - Reg Salary&Wgs-Contra-Prj		0	0	10,020	52,030	42,010	419.26%
5299992 - Benefits-Contra-Projects		0	0	0	0	0	-
5340001 - Other Contractual Svcs	146,300	230,476	671,811	650,000	200,000	(450,000)	-69.23%
5820001 - Aid To Private Organizatn		0	0	10,350,000	12,450,000	2,100,000	20.29%
						0	-
Expenditures Total	146,300	230,476	671,811	11,010,020	12,702,030	1,692,010	15.4%

# Convention and Visitors Bureau

## Tourist Development Tax Fund

### PM1997 - Sales and Marketing

Account	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Request	Budget to Budget Change	Budget to Budget % Change
5110001 - Executive Salaries	2,178,206	2,268,310	2,668,017	3,129,140	3,168,270	39,130	1.25%
5120001 - Regular Salaries & Wages	363,243	378,513	452,816	530,750	542,690	11,940	2.25%
5140001 - Overtime Pay	5,729	1,171	3,110	4,000	6,000	2,000	50.00%
5200001 - Employee Benefits-Overtime	0	0	0	0	0	0	-
5210001 - FICA Taxes	183,124	192,307	230,284	274,880	278,510	3,630	1.32%
5220001 - Retirement Contributions	282,176	323,814	424,291	507,240	561,930	54,690	10.78%
5230001 - Hlth,Life,Dntl,Std,Ltd	582,473	586,193	720,831	873,720	873,870	150	0.02%
5299991 - Reg Salary&Wgs-Contra-Prj	(11,370)	(13,620)	(32,895)	0	0	0	-
5299992 - Benefits-Contra-Projects	(3,622)	(6,055)	(10,182)	0	0	0	-
5340001 - Other Contractual Svcs	886,035	898,644	944,783	868,900	898,900	30,000	3.45%
5400001 - Travel and Per Diem	0	0	0	460,050	404,280	(55,770)	-12.12%
5400100 - Transportation Exp	79,207	95,132	116,224	0	0	0	-
5400105 - Mileage-Local	7,286	8,118	11,336	0	0	0	-
5400110 - Mileage-Out of Town	3,183	3,475	1,420	0	0	0	-
5400200 - Meals/Per Diem	29,107	36,288	40,872	0	0	0	-
5400205 - Meals-Taxable	192	31	130	0	0	0	-
5400300 - Hotels/Motels/Lodging	89,736	119,555	145,139	0	0	0	-
5400900 - Travel-Other	7,837	8,618	16,535	0	0	0	-
5410001 - Communication Services	29,193	31,344	29,449	38,490	34,000	(4,490)	-11.67%
5420001 - Freight	34,931	31,221	37,072	52,000	51,300	(700)	-1.35%
5420002 - Postage	8,647	8,159	22,248	15,300	72,300	57,000	372.55%
5440001 - Rentals and Leases	398,064	403,426	414,566	444,090	442,550	(1,540)	-0.35%
5460001 - Repair&Maintenance Svcs	5,773	5,691	10,174	9,500	10,300	800	8.42%
5470001 - Printing and Binding Exp	24,730	22,953	24,397	25,000	25,000	0	0.00%
5480003 - Promo-Technology	5,344,425	6,060,851	7,376,783	7,500,000	5,500,000	(2,000,000)	-26.67%
5481100 - Promotional-Advertising	11,489,705	13,535,126	18,161,842	20,365,000	21,865,000	1,500,000	7.37%
5481110 - Promo-Ad Agency Fees	1,834,979	2,406,276	2,174,850	0	0	0	-
5481200 - Promo-New Product Dvlpmnt	687,415	918,250	688,439	3,030,000	2,363,700	(666,300)	-21.99%

5481310 - Promotional Activities – FAM Tour/Site Visit	125,903	183,700	112,263	0	0	0	-
5481400 - Promotional Activities – Entertainment	26,609	22,211	26,816	0	0	0	-
5481500 - Promotional-Miscellaneous-Non Exempt	543,728	645,288	622,870	675,000	682,500	7,500	1.11%
5481600 - Promotional Inquiries-Non Exempt	30,127	65,813	19,560	90,000	30,000	(60,000)	-66.67%
5482000 - Promo Activ.-Direct Sales-Non Exempt	2,999,992	3,484,905	2,972,201	2,060,000	2,143,000	83,000	4.03%
5490001 - Othr Current Chgs&Obligat	727	2,086	5,722	3,000	3,000	0	0.00%
5490060 - Incentives & Awards	918	0	0	0	0	0	-
5490070 - Employee Celebrations & Recognition	337	219	1,947	2,110	1,500	(610)	-28.91%
5496501 - Intgv Sv-Info Technology	266,170	311,660	265,130	251,540	269,930	18,390	7.31%
5496521 - Intgv Sv-Fleet-Op & Maint	6,815	9,349	12,013	10,580	11,110	530	5.01%
5496522 - Intgv Sv-Fit-Veh Rplcmnt	12,460	11,680	13,200	17,240	18,100	860	4.99%
5496551 - Intgv Sv-Risk Financing	115,940	94,260	80,400	67,570	70,950	3,380	5.00%
5496901 - Intgv Sv-Cost Allocate	756,660	762,590	928,980	1,191,880	1,251,480	59,600	5.00%
5510001 - Office Supplies Exp	16,564	24,346	31,846	30,000	30,000	0	0.00%
5520091 - Equipment purchases under \$5,000	0	0	0	0	0	0	-
5520098 - PC Purchases under \$5,000	2,796	26,328	28,982	20,500	39,170	18,670	91.07%
5520099 - PC Purchases under \$1000	13,970	0	0	0	0	0	-
5540001 - Bks, Pub, Subscrp&Membrshps	196,617	197,842	214,879	248,690	259,320	10,630	4.27%
5550001 - Training&Education Costs	21,141	21,845	55,159	104,100	78,950	(25,150)	-24.16%
5640001 - Machinery And Equipment	11,817	66,444	6,344	6,000	6,000	0	0.00%
5640099 - PC Purchases over \$1000	0	0	0	0	0	0	-
						0	-
Expenditures Total	29,689,693	34,254,357	40,070,843	42,906,270	41,993,610	(912,660)	-2.1%

Convention and Visitors Bureau  
Tourist Development Tax Fund  
PM9880 - Tax Collector

Account	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Request	Budget to Budget Change	Budget to Budget % Change
5919980 - Trans To Tax Collector	535,777	639,953	683,352	750,000	750,000	0	0.00%
						0	-
Expenditures Total	535,777	639,953	683,352	750,000	750,000	0	0.0%

# Convention and Visitors Bureau

## Tourist Development Tax Fund

### PM1998 - Tourism Support

Account	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Request	Budget to Budget Change	Budget to Budget % Change
5110001 - Executive Salaries	378,696	301,262	505,004	513,130	513,400	270	0.05%
5120001 - Regular Salaries & Wages	0	160	280	73,600	46,720	(26,880)	-36.52%
5130001 - Other Salaries And Wages	0	14,922	42,574	0	0	0	-
5140001 - Overtime Pay	0	0	0	0	0	0	-
5210001 - FICA Taxes	27,447	23,510	40,659	44,910	42,850	(2,060)	-4.59%
5220001 - Retirement Contributions	41,141	37,342	68,290	71,120	77,000	5,880	8.27%
5230001 - Hlth,Life,Dntl,Std,Ltd	86,655	65,289	122,077	124,860	124,860	0	0.00%
5299991 - Reg Salary&Wgs-Contra-Prj	(2,010)	(987)	(5,093)	0	0	0	-
5299992 - Benefits-Contra-Projects	(623)	(738)	(1,569)	0	0	0	-
5340001 - Other Contractual Svcs	0	0	12,350	0	0	0	-
5400001 - Travel and Per Diem	0	0	0	56,500	81,500	25,000	44.25%
5400100 - Transportation Exp	2,016	5,003	9,857	0	0	0	-
5400105 - Mileage-Local	1,334	2,518	3,308	0	0	0	-
5400110 - Mileage-Out of Town	77	0	261	0	0	0	-
5400200 - Meals/Per Diem	1,951	3,613	5,888	0	0	0	-
5400300 - Hotels/Motels/Lodging	7,057	14,432	22,946	0	0	0	-
5400900 - Travel-Other	579	1,061	2,489	0	0	0	-
5480002 - Prmo-Chambers of Commerce	499,715	495,836	518,289	600,000	600,000	0	0.00%
5480200 - Promo-Sports Organization	808,600	1,264,238	1,943,345	2,000,000	3,000,000	1,000,000	50.00%
5481310 - Promotional Activities – FAM Tour/Site Visit	2,531	2,137	4,767	0	0	0	-
5482000 - Promo Activ.-Direct Sales-Non Exempt	82,265	101,252	188,304	514,430	475,000	(39,430)	-7.66%
5483000 - Promo Activ.-Research-Non Exempt	843,913	786,221	1,042,943	945,180	933,180	(12,000)	-1.27%
5550001 - Training&Education Costs	396	6,207	13,697	17,320	29,750	12,430	71.77%
						0	-
<b>Expenditures Total</b>	<b>2,781,741</b>	<b>3,123,281</b>	<b>4,540,667</b>	<b>4,961,050</b>	<b>5,924,260</b>	<b>963,210</b>	<b>19.4%</b>

# Convention and Visitors Bureau

## Tourist Development Tax Fund

### PM1123 - Emergency Events

Account	FY22 Actual	FY23 Actual	FY24 Actual	FY25 Budget	FY26 Request	Budget to Budget Change	Budget to Budget % Change
5299991 - Reg Salary&Wgs-Contra-Prj	13,380	13,485	28,871	0	0	0	-
5299992 - Benefits-Contra-Projects	4,245	6,464	8,664	0	0	0	-
5400105 - Mileage-Local		24	0	0	0	0	-
5480003 - Promo-Technology		1,400	0	0	0	0	-
						0	-
Expenditures Total	17,625	21,373	37,535	0	0	0	-



## FISCAL YEAR 2026 Decision Package – Cultural Tourism Grant Program

1. Establish a Cultural Tourism Fund for Pinellas County
2. \$1,000,000 in recurring costs to [GL CODE]
3. Description: Creative Pinellas is requesting an additional \$1,000,000 in recurring costs to establish a county-wide Cultural Tourism Grant Program. Creative Pinellas will be requesting a budget amendment in FY'26 to increase grants to Pinellas County municipalities and cultural nonprofits. If approved, Creative Pinellas would request the additional funding be recognized and used to establish the FY'26 base budget. These dollars would go directly to a Pinellas Cultural Tourism Grant Program, allowing the County to:

**Establish the VACAY (Visitors, Arts, and Culture Are Yours) FUND** to reach travelers in key markets that align with Pinellas County's strategic tourism, engagement, and visitation goals:

- **Strengthen Pinellas County as a premier arts and cultural destination:**  
VACAY is designed to support and enhance cultural programming, exhibitions, and performances within Pinellas County. This funding program will increase awareness of our region's arts experiences and strengthen the region's creative economy by funding local museums, galleries, theaters, and music venues. VACAY will ensure that we strategically and efficiently utilize Pinellas County's high-quality artistic and cultural experiences to drive tourism.

- **Support County Tourism Initiatives:** VACAY is in direct support of current Visit St. Pete Clearwater marketing goals to continue positioning Pinellas County as a:
  - Destination with a strong arts scene
  - Vacation spot with a variety of things to do
  - Unique region with a strong vibe
  - Place where visitors can enjoy unique, one-of-a-kind experiences

Additional VSPC initiatives supported by this fund are to:

- **Generate new/unique out-of-home experiences** to generate exponential earned PR media
- **Support new initiatives** (art and cultural enrichment and community initiatives)
- **Offer co-op advertising programs** to industry partners that help them reach their business goals
- **Utilize cost-effective ways to produce new content**  
With strong visual appeal and a year-round schedule of events, arts programming is an exciting and cost-effective mechanism to showcase the region during both slow and high seasons
- **Reinvigorate and redefine funding programs** that can be replicated across the tourism industry

Additionally, the development of a Cultural Tourism grant program allows VSPC to fulfill on three key identified opportunities to boost community engagement:

- Develop a strategic partner plan
- Translate useful data to become available for partners
- Continue to grow meaningful campaigns to align and resonate with the community

**Invest in the cultural vitality of Pinellas County: VACAY** is an investment in the region's cultural vitality and economic future. **VACAY** will create and sustain jobs in the local creative industry and build resilience against economic turndowns.



- The VACAY grant program would be open to Pinellas County cultural nonprofits and municipalities, and with a 75%-25% matching requirement, generating an additional \$250,000 in overall matching revenue
- All VACAY grantees will partner with VSPC to create and implement cultural tourism marketing packages
- Creative Pinellas will administer all fiscal, educational, and management of the fund with regular reporting to all interested parties
- A countywide Arts Funding Advisory Committee will be appointed to oversee the distribution of funds.
- VACAY will strengthen local economic growth by investing in cultural organizations, a proven driver of tourism growth, visitor satisfaction, and engagement
- Three funding categories will support organizations of all sizes to offer impactful cultural tourism offerings:
  - **Support new high-impact cultural programs** that that attract visitors and enrich the cultural landscape of Pinellas County
  - **Support the expansion and promotion** of existing cultural programs
  - **Encourage Innovation** – Provide unique art experiences supporting the brand identity of Pinellas County as an exciting arts destination
  -

Funding will be determined based on operating budget and community impact, with tiered grant levels.

Operating Budget	Award Range	Min Funding Opportunities	Max Funding Opportunities	Fund Percentage
\$100,000 – \$499,000	\$10,000 – \$20,000	15 grants	30 grants	30%
\$500,000 – \$1,999,999	\$20,000 – \$50,000	10 grants	25 grants	50%
\$2m plus	\$50,000 to \$70,000	3 grants	4 grants	20%

**KPIs and Performance Metrics** As a first year funded program, all partners must agree to the robust collection of data.

Information collected during the initial funding cycle will establish baseline information to be measured against success metrics in subsequent programming cycles.

This comprehensive data collection effort will be supported and coordinated by the funded entities, VSPC, and Creative Pinellas. Working with methodology utilized by VSPC and economic impact tools created by IMPLAN and Americans for the Arts, funded organizations and Creative Pinellas will collect, compile, and analyze the following data:

- o Attendance Growth: Measured increase in local and visitor attendance tracked by zip code
- o Community Engagement: Local partnerships and collaborations, attendee satisfaction
- o Economic Impact: Audience spends on tickets and meals, local vendor use, program/artistic hires
- o Internal marketing expenditure and reach
- o Social media engagement
- o Marketing strategy and target audiences
- o Page views unique to funded programs and initiatives

VACAY will optimize a digital-focused strategy to drive impressions and engage users. Building on FY2024 trip planning data from VSPC, VACAY will focus program marketing efforts on the three primary resources visitors use in planning a trip to Pinellas County:

1. Friends and Family (41%)
2. Social Media (35%)
3. Review/Website (30%)

Documentation will be shared, measured, and reported on across multiple platforms, allowing widespread promotion of cultural events and analysis of program performance.

1. Creative Pinellas Arts Coast Magazine
2. Social media accounts/Artist Influencers
3. Word of mouth/local campaign
4. VSPC website and analytics

## 5. Partner websites

### **Return on Investment:**

With a 9:1 ROI for arts funding, the economic impact felt throughout our tourism and cultural communities are expected to reach more than \$9 million USD.

Using VSPC metrics of a 27:1 ROI on marketing dollars, an allocation of \$1million in marketing support from VSPC (new and current) and \$250,000 in matching marketing funds would generate another \$33,7500,000 in impact.

**TOTAL expected economic impact = \$42,750,000.00**

**Operational Impacts:** Creative Pinellas has recently invested in the purchase of granting software and staff-wide training on use and compliance, affording us the capacity to manage a grant program of this scope.

We have also invested significantly in Arts Coast Magazine, our primary arts and tourism publication, which will support the distribution of cultural programming to over 139,000 unique viewers per month.

### **Budgetary Impacts**

\$1,000,000 in recurring costs

A programming expansion of this size would require:

FTE employee (Grant Manager) \$65,000

Finance and compliance officer (half-time) \$35,000

TOTAL ADDITIONAL IMPACTS: \$100,000

### **JUSTIFICATION**

According to recent market research conducted by Business Research Insights, , the global cultural tourism market is projected to grow between 14.4 to 17.32% over the next ten years, indicating a significant rise in demand for authentic, unique cultural tourism experiences.

With a wide array of museums designed to appeal to specific audiences (Western, craft, fine art, and artist-specific) as well as a growing experiential arts centers (DFAC, FloridaRAMA, the Morean Arts Center), and a county-wide

network of historic sites and museums, Pinellas County is well positioned to capture an even greater market share of cultural visitors.

Local visitation research confirms this analysis. For the FY2024 VSPC Visitor Profile Study, 4,977 completed surveys from Pinellas Co. visitors were collected from October 2023 through September 2024. The cultural planning process conducted in 2023 and 2024 also surveyed over 1200 residents and engaged with community members at more than 35 key events. Key findings supporting a rising interest in the cultural life of Pinellas County are listed below:

- Overall, more than 20% of visitors to the St. Pete/Clearwater area cite arts & cultural offerings among factors important to their decision to visit.
- 42% visited a museum, showcasing both interest and room for segment growth
- Average lengths of stays in Pinellas County are on a downward trend. By promoting world class cultural events throughout the county, we can expect visit durations to return to previous levels.
- Boomer and GenX visitors represent the strongest cultural visitors, with 34% and 47% respectively visiting museums during their stay.
- They also represent the highest spending demographic.
- Significant growth in Millennial and Gen Z visitation will be driven by arts and culture. Millennial and Gen Z travelers (those born in 1981 or after) accounted for a larger share of Florida visitors than ever before, making up 34% of Florida visitors. With 60% valuing unique cultural experiences as the most vital part of their travel, Pinellas County's arts contemporary events are particularly compelling draws for visitors.

# Vacancy Report

(as of 15-May-2025)

Position Title	Position Number	Job Number	Grade	Vacancy Date	Grade Minimum	Grade Mid Value	Grade Maximum
Mgmt Intern	BCC/I77	1520	C55	10-Apr-25	\$ 18.00	\$ 39.31	\$ 60.61
Mgmt Intern	BCC/I76	1520	C55	10-Apr-25	\$ 18.00	\$ 39.31	\$ 60.61
CVB Sales Rep	BCC/E348	15050	E19	10-May-25	\$ 29.37	\$ 38.18	\$ 46.99
CVB Sales Rep	BCC/E772	15050	E19	21-Feb-25	\$ 29.37	\$ 38.18	\$ 46.99