

FY26 ELITE EVENT RECOMMENDATIONS

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PROGRAM CHANGES

1. Budget increase from \$2M to \$3M
 2. Increase in funding maximums
 3. Redefined category criteria
 4. Clarified broadcast requirements
 5. Introduced Planned P.R. / Media Coverage as funding criteria
 6. Introduced Eco-Friendly Practices as consideration
 7. Ability to accept applications year-round, if funds available
 8. Utilized D.I. Calculator tool to standardize economic impact and room nights
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REMINDERS

1. Funding not guaranteed year-to-year.
 2. Priorities as described during Public Information Webinar
 - Award events with proven ability to generate visitation, impacts, and exposure.
 - Out-of-market spending in VisitSPC strategic markets.
 - Projections substantiated via previous studies or hard data.
 - Zip code report (Ticketed Events) vs Jacobs Method (Non-Ticketed)
 3. Recommendations based on **Value** to VisitSPC.
 - Room Nights & Attendance
 - Broadcast Value
 - Marketing & P.R. Value
 - Sponsorship Value
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FUNDING CATEGORIES & ELIGIBILITY

		Funding Range
Category 1	Must meet/exceed all (3) criteria: 50k attendees, 15k room nights, 500k broadcast views	\$150k to \$250k
Category 2	Must meet/exceed (2) of (3) criteria: 50k attendees, 15k room nights, 100k broadcast views or \$50k of PR/Media Coverage	\$75k to \$150k
Category 3	Must meet/exceed (1) of (3) criteria: 20k attendees, 7,500 room nights 500k broadcast views or \$100k of PR/Media Coverage	\$50k to \$75k
Category 4	Must meet/exceed 10k attendees or 3k room nights	\$25k to \$50k
Category 5	Must meet/exceed 5k attendees	Up to \$25k

APPLICATION REVIEW

1. Materials

- Funding Recommendations Spreadsheet
- Program Guidelines

2. History / Progression

	FY22	FY23	FY24	FY25	FY26
Budget	\$2M	\$2M	\$2M	\$2M	\$3M
# of Applications	20	35	47	51	50
Total Funding Requested	\$1,035,000	\$1,940,000	\$2,593,800	\$2,960,000	\$3,590,000
# Applications Recommended	18	31	33	33	44
Total Funding Recommended	\$1,000,000	\$1,460,000	\$1,820,000	\$1,865,000	\$2,685,000

APPLICATION REVIEW

3. VisitSPC Committee

- Executive Staff: Brian Lowack, Steve Grimes, Kylie Diaz, Kathryn Reagan
- Senior Staff: Katie Bridges, Craig Campbell, Eddie Kirsch, Jason Latimer, Jessica Morrow
- Agency Support/Resources

4. Process

- Administrative & Legal Review
 - Eligibility Assessment & Category Placement
 - Evaluation: High, Middle, Low Range
 - Funding Recommendation
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RATING CRITERIA

Data / History

- Attendees (as provided by organizer)
- Room Nights (D.I. calculator)
- Economic Impact (D.I. calculator)

Marketing / Sponsorship

- Value of Paid Media & Public Relations Plans
- Value of Sponsorship Proposal, Broadcast & Brand Exposure

Other Considerations

- Timing of Event: Peak vs Non-Peak, Conflicting
 - Sustainability Initiatives
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RECOMMENDATION FORMULA

Category	Range	Low	Middle	High	M v S Split
1	\$150k to \$250k	\$150k	\$200k	\$250k	Negotiable
2	\$75k to \$150k	\$100k	\$125k	\$150k	Negotiable
3	\$50k to \$75k	\$55k	\$65k	\$75k	Negotiable
4	\$25k to \$50k	\$30k	\$40k	\$50k	70% M / 30% S
5	Up to \$25k	\$15k	\$20k	\$25k	70% M / 30% S (except where noted)

SUMMARY

50 Total Applications

43 Applications + 1 Bundle Recommended for Funding

FY26 Recommended Funding: \$2,685,000

Remaining for Open Applications & Business Development Opportunities: \$315,000

New Data & Measurement Tools Forthcoming



THANK YOU



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