ELITE EVENT FUNDING

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PROGRAM PRIORITIES

1. Drive Visitation, Awareness, & Economic Impact
2. Data-Informed Decision-making
3. Transparency
4. Eliminate Subjectivity
5. Incentivize Events to Increase Promotional Spending

PROPOSED CHANGES

1. Revise Funding Categories & Eligibility
2. Attendee & Visitor figures based on data gathered by VSPC
3. Clarify allowable Marketing expenses & Broadcast viewership/assets
4. One Year Only: Events may not reduce more than 50%

USE OF FUNDING

1. Category 1 Events
    a. 100% of funds allocated towards Marketing and/or Sponsorship at VSPC's discretion
2. All Other Events
    a. 50% of funds allocated towards Marketing and/or Sponsorship at VSPC's discretion
    b. 50% of funds towards event hosting fees with no restriction.

PROPOSED CRITERIA

Category	Eligibility	Criteria	Funding
1	Meet both requirements	40,000 Attendees & 40% of Attendees are Tourists -AND- 500,000 Broadcast Views & Broadcast Assets of Value to VSPC	Up to $250,000
2	Meet (1) of (2) requirements	40,000 Attendees & 40% of Attendees are Tourists -OR- 250,000 Broadcast Views & Broadcast Assets of Value to VSPC	Up to $150,000
3	Meet requirements	15,000 Attendees & 40% of Attendees are Tourists	Up to $75,000
4	Meet requirements	7,500 Attendees & 40% of Attendees are Tourists	Up to $50,000
5	Meet (1) of (2) requirements	5,000 Attendees & 40% of Attendees are Tourists -OR- 7,500 Attendees	Up to $25,000

COMPARISON

Category	FY26 Criteria	FY27 Criteria	Up to Funding
1	3 of 3: 50k Attendees, 15k Room Nights, 500k Views	2 of 2: 40k Attendees & 40% Tourists -AND- 500k Views, Broadcast Assets	$250,000
2	2 of 3: 50k Attendees, 15k Room Nights, 100k Views	1 of 2: 40k Attendees & 40% Tourists -OR- 250k Views & Broadcast Assets	$150,000
3	1 of 3: 20k Attendees, 7,500 Room Nights, 500k Views	1 of 1: 15k Attendees & 40% Tourists	$75,000
4	1 of 2: 10k Attendees, 3k Room Nights	1 of 1: 7,500 Attendees & 40% Tourists	$50,000
5	1 of 1: 5k Attendees	1 of 2: 5k Attendees & 40% Tourists -OR- 7,500 Attendees	$25,000

POTENTIAL IMPACTS

Category	Current Program		Proposed Program	
	# of Events	Category Funding	# of Events	Category Funding
1	2	$500,000	2	$500,000
2	4	$560,000	6	$900,000
3	11	$775,000	5	$375,000
4	6	$270,000	1	$50,000
5	7	$150,000	9	$260,000
DNQ	n/a	n/a	7	$122,500
TOTAL	30 Events	$2,255,000	30 Events*	$2,207,500

* 10 Events to receive 50% adjustment

NEXT STEPS

March 24- BCC Guideline Review & Approval

April to May- FY27 Application Cycle Open

April- Public Webinar

July- TDC Review & Recommendations

August- BCC Final Review & Approval

360 DAYS OF SUN & CLEARWATER BEACH & MUSEUMS & MELTING CLOCKS & ST. PE
TE BEACH & PRISMATIC MURALS & DALÍ'S MUSTACHE & MADEIRA BEACH & ART
GALLERIES & EMERALD-GREEN WATER & CUTE MANATEES & DOLPHINS PLAYING
& TREASURE ISLAND & THE CHIHULY COLLECTION & HONEYMOON ISLAND & THE
JAMES MUSEUM & BREEZY BIKE PATHS & SUGAR-WHITE SAND & LUSH GREEN GOLF
COURSES & FORT DE SOTO PARK & MANGROVE & TUNNELS & WATERFRONT CONCE
RTS & HIDDEN BEACHES & PARTY BEACHES & BLOWN GLASS CLASSES & FINE ARTS
& CRAFT BREWS & ROOF TOP COCKTAILS & SUNSETS & SUNRISES & PRIDE FEST &
PADDLEBOARDS & SAILBOATS & GROUPER SANDWICHES & 200 MPH INDY CARS &
TIKI BARS & SEASHELLS & SANDCASTLES & SWIMSUITS & SUNGLASSES & FLIP-FLOPS
& BEACH NAPS & CANNONBALLS IN THE POOL & SNORKELING & PALM TREES &
VISIT ST. PETE-CLEARWATER & 360 DAYS OF SUN & CLEARWATER BEACH & MUSE
UMS & MELTING CLOCKS & ST. PETE BEACH & PRISMATIC MURALS & DALÍ'S
MUSTACHE & MADEIRA BEACH & ART GALLERIES & EMERALD-GREEN WATER &
CUTE MANATEES & DOLPHINS PLAYING & TREASURE ISLAND & THE CHIHULY COLL
ECTION & HONEYMOON ISLAND & THE JAMES MUSEUM & BREEZY BIKE PATHS &
SUGAR-WHITE SAND & LUSH GREEN GOLF COURSES & FORT DE SOTO PARK &
MANGROVE & TUNNELS & WATERFRONT CONCERTS & HIDDEN BEACHES & PARTY
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