

TOURISM PROMOTION AGREEMENT

The ANNIKA Driven by Gainbridge at Pelican

THIS AGREEMENT is made and entered into as of the 2 day of November, 2023 (“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 Outlyr, LLC, a Foreign Limited Liability Company (“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 ANNIKA Driven by Gainbridge at Pelican to be held November 6-12, 2023 (“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 May 12, 2024, unless otherwise terminated as provided herein.

2. The County agrees to pay to the Event Organizer the sum of One Hundred Thousand Dollars (\$100,000.00) for Sponsorship benefits and up to the sum of Fifty Thousand Dollars (\$50,000.00) for Marketing and Advertising expenditures for a total sum of One Hundred Fifty Thousand Dollars (\$150,000.00) 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. Marketing and Advertising expenditures shall be paid on a reimbursement basis upon submittal of required documentation to the County which shall include a copy of subcontractor/vendor invoices that support the marketing plan attached hereto as Exhibit B for which Event Organizer is seeking reimbursement, as well as other such documentation as required by VSPC.

B. 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.A and 2.H. at the address set out in Section 4.

C. 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."

D. 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; 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, ii, or iii) 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 minus any value received by County up until cancellation as determined by VSPC staff; 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 and to the extent of value received by County as determined by VSPC staff.

E. 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.

F. 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.

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

H. 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:

Matt McAdoo
Outlyr, LLC
165 W. Putnam Ave.
Greenwich, CT 06830
mmcadoo@outlyr.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 determined by VSPC 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. Any Event Organizer receiving funding hereunder, shall conduct the Event in compliance with all applicable federal, state and local laws.

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, 2.E., 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.

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

OUTLYR, LLC


By: 

Barry A. Burton

By: 

Timothy Erensen, Manager

[Corporate Seal]

APPROVED AS TO FORM
By: 

Office of the County Attorney



Initials

**Pinellas County TDC Elite Event Funding FY24
Benefits & Deliverables
Exhibit A**

Event Name: The ANNIKA driven by Gainbridge at Pelican (“Event”)

Event Dates: Nov 6-12, 2023

Marketing & Advertising Up To Funding Amount: \$50,000

Sponsorship Contribution: \$100,000

Total Contribution: \$150,000

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. Visit St. Pete Clearwater to be designated as a Premiere Partner of the Event.
- ii. Rights to use Event logo/marks in all marketing/advertising.

B. Marketing & Advertising Benefits

- i. Pursuant to the marketing plan submitted by the Event, a copy of which is attached hereto as Exhibit B, VSPC will reimburse Event up to the sum of \$50,000 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

- i. Marketing & Broadcast Benefits:
 1. Sixteen (16) NBC/Golf Channel :30 units during the Event. Four spots (4) per day. B-roll to be provided by VSPC.
 2. One full page panel in the daily pairings guide.
- ii. Digital & Media Benefits:
 1. Logo placement on Event website. Logo provided by VSPC with hyperlink to VSPC website.
 2. Six (6) Social Media posts with tourism integration through Facebook, Instagram, and YouTube along with hashtags for social media interaction.
- iii. Event On-Site Benefits:
 1. Pelican Village: VSPC to be designated as presenting partner of “Pelican Village” fan activation area.
 - A. VSPC to be integrated into marketing materials for Pelican Village.
 - B. Ability to setup VSPC engagement location within Pelican Village.
 2. Pelican Celebration: VSPC to be designated as a premier partner of “Pelican Celebration” off-site party, Tuesday of tournament weekend
 - A. VSPC to be included in press backdrop, signage on stage.

- B. VSPC to receive up to ten (10) VIP tickets to Pelican Celebration upon request from VSPC.
- C. VSPC activation area at party to distribute promotional items
- 3. Parking Shuttle:
 - A. Logo placement on all parking shuttles from parking lots to event.
 - B. Ability to distribute promotional items to all patrons.
- 4. Signage:
 - A. Logo placement on main sponsor boards.
 - B. Logo inclusion on all electronic scoreboards (4-6 scoreboards) throughout golf course.
 - C. VSPC to be presenting partner at (TBD) hole including for all groups Thursday-Sunday tournament week. Includes signage Tee Fences, Hole Sign, & Tee Markers
- iv. Additional Benefits:
 - 1. Event to provide the following Tickets and Credentials for VSPC invited clients and promotional use:
 - A. Up to Twelve (12) sponsor badges per day upon request from VSPC.
 - B. Up to Six (6) parking passes per day upon request from VSPC.
 - 2. 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:
 - A. Worker passes/credentials with appropriate access (all-access for VSPC media and photographers).
 - B. Parking passes.
 - C. Meals under the Event's volunteer program.
 - D. Golf Cart for use during event, if available.
 - E. Water and ice.
 - F. Electrical Power (requirements TBD) to VSPC display booths.





ELITE EVENT PROPOSED MARKETING & ADVERTISING PLAN												
Media Category	Media Vendor/ Partner	Market	Media Placement Timing	Media Placement Detail	Media Exposure						Media Cost (NET to Vendor)	Media Cost (IN-KIND)
					Broadcast Impressions TV/Radio	Outdoor Impressions	Print Circulation Magazine/Newspaper	Digital Impressions Banners, Website, Email	Social Media Impressions	Other Media Category Impressions		
Social Media	Local IQ / Facebook and Instagram	Tampa/St.Pete/Clearwater	10/2023 - 11/2023	Promoted Digital Ads/Social Media Posts					1,000,000		\$20,000.00	
Print	Tampa Bay Business Journal	Tampa	09/2023 - 11/2023	Print and Digital Ads			12,398 (weekly)	136,000 (Banner ads)			\$6,000	
Print	Golf Coast Magazine	Tampa	06/2023 - 11/2023	Full Page Print Ads / Digital and Mobile Ads			25,000	100,000 (digital & mobile)			\$1,500	
Print	Belleair News Magazine	Belleair / Clearwater	Oct-23	Full Page Ads			8000 (monthly)				\$1,000	
Digital	ASAP Sports	Tampa	Nov-23	News Conference Transcriptions for Newspapers / AsapSports.com				50,000 monthly website impressions			\$4,100.00	
Digital	Cy Cyr Inc / TheAnnika.com	Tampa/St.Pete/Clearwater	Oct-23	Photography TheAnnika.com				10,000 unique monthly visitors			\$900.00	
Digital	LPGA	National	Oct-23	Tournament Videography for LPGA.com and TheAnnika.com				2.8 million unique monthly visitors			\$4,500	
Digital	Ben Solomon / Photography	Tampa / National	Nov-23	Photography for LPGA.com, TheAnnika.com				2.8 million unique monthly visitors			\$8,000.00	
Digital	Carson Racich / TheAnnika.com	Tampa / National	Nov-23	Tournament Social Media and written sponsored features on TheAnnika.com				10,000 unique monthly visitors			\$1,000.00	
Digital	Replay Sports / Photography	Tampa / National	Nov-23	Pro-Am Photography for TheAnnika.com				10,000 unique monthly visitors			\$11,000.00	
Digital	Jeff Babineau / TheAnnika.com	Tampa / National	Nov-23	Written sponsored editorial features on TheAnnika.com				10,000 unique monthly visitors			\$2,000.00	
											\$ 60,000.00	\$

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

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