

TOURISM PROMOTION AGREEMENT

Pier 60 Sugar Sand Festival

THIS AGREEMENT is made and entered into as of the 23 day of January, 2018 ("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 Sunsets at Pier 60 Society, Inc., a Florida not for profit corporation ("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 Pier 60 Sugar Sand Festival to be held April 13 – 22, 2018 ("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 October 22, 2018, unless otherwise terminated as provided herein.

2. The County agrees to pay to the Event Organizer the total sum of Seventy-Five Thousand Dollars (\$75,000.00) ("Sponsorship Fee") as an Event sponsor, to 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 Sponsorship Fee in accordance with the following:

A. The Sponsorship Fee 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 2G at the address set out in Section 4.

B. 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."

C. In the event the Event Organizer: (i) cancels the Event or does not conduct the Event; 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


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amended in writing by mutual agreement of the Parties expressly authorizing payment of the Sponsorship Fee on the revised terms as provided in said amendment.

D. The Event Organizer shall repay the County for all illegal or unlawful expenditures of the Sponsorship Fee, 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.

E. 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.

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

G. 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, 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:
Tim Ramsberger, COO
Visit St. Petersburg/Clearwater
8200 Bryan Dairy Rd. Ste 200
Largo, FL 33777
Tim@VisitSPC.com

For the Event Organizer:
Lisa M. Chandler, Event Coordinator
Sunsets at Pier 60 Society, Inc.
P.O. Box 3595
Clearwater, FL 33767
Lisa@SugarSandFestival.com


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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 thirty (30) days advance written notice to the Event Organizer of its election to terminate pursuant to this provision.

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, including attorney's fees, and hold harmless the County, its officers, employees and agents from all damages, suits, actions or claims, including reasonable attorney's fees 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. The Event Organizer shall comply with all applicable federal, state and local laws, rules, regulations and guidelines, relative to performance under this Agreement.

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., 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.


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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 grant 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 grant 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




Mark S. Woodard

SUNSETS AT PIER 60 SOCIETY, INC.



Lisa M. Chandler, Director

[Corporate Seal]

APPROVED AS TO FORM

By: 

Office of the County Attorney


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Pinellas County TDC Elite Event Funding FY 17-18
Benefits & Deliverables
Exhibit A

Event Name: Pier 60 Sugar Sand Festival ("Event")
Event Dates: April 13-22, 2018
Funding Amount: \$75,000.00
VIK Contribution: \$28,000.00
Total Contribution: \$103,000.00

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. VSPC to be designated as exclusive Presenting Sponsor of the Event: "Pier 60 Sugar Sand Festival Presented by Visit St. Pete Clearwater".

B. Marketing & Advertising Benefits per the attached **Advertising/Marketing & Digital Media Plan (Schedule 1)**:

- i. Use of VSPC Logo (Logo provided by VSPC) to be placed directly beneath or adjacent to the Event logo, including but not limited to the following:
 - a. Aerial Billboard Advertising
 - b. TV, print, and digital billboards
 - c. All regionally and nationally targeted marketing campaigns, where applicable
 - d. Event-issued credentials (minimum 800). VSPC has option to provide 800 branded lanyards.
 - e. Field trip curriculum
 - f. Posters
 - g. Brochures
 - h. ID verification wristbands (minimum 10,000)
 - i. Beach balls (minimum 800), if a 3rd party sponsor is secured
 - j. Postcards
 - k. Event stickers
 - l. Event tickets (both online and sponsor tickets)

C. Digital & Media Benefits per the attached **Advertising/Marketing & Digital Media Plan (Schedule 1)**:

- i. Official Event Website
 - a. VSPC Logo placement on header of website
 - b. VSPC Logo featured on sponsor area with hyperlink to VSPC website
 - c. Up to three (3) sponsored blog posts provided by VSPC
- ii. Social Media (VSPC logo to be placed directly beneath or adjacent to Event logo)
 - a. VSPC tagged in all organic or paid media advertising programs/posts
 - b. VSPC Logo included on Snapchat geofilter
- iii. Other


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- a. VSPC Logo included in all email campaigns with hyperlink to VSPC website

D. Event Onsite Benefits

i. Display/Activation Space

- a. One (1) 10' x 10' exhibit space to display and distribute pre-approved promotional materials and items including non-food product sampling for all ten days as well as interactive game area as space permits.
- b. One (1) 10' x 30' space to display VSPC-branded boat. VSPC to provide overnight security through Event's security vendor.
- c. VSPC Souvenir Photo Opportunity
 - 1. VSPC will have branding rights to the custom sand sculpture photo opportunity located with the footprint of the Event.
 - 2. Custom VSPC branded photo cover on all complimentary 5" x 7" souvenir photos. One (1) photo to be provided to each adult and senior ticket purchased. All artwork, images and content to be provided by VSPC.
 - 3. VSPC to have dedicated branding rights to two pages in the Event photo book. All artwork, images and content to be provided by VSPC by March 1, 2018.

ii. Signage

- a. VSPC logo placement on all signage
- b. VSPC logo placement on front side banner located at the base of Pier 60
- c. Logo placement on all banners in Pier 60 Park, including but not limited to the Pier 60 Concessions building and in-between the beams of iconic Pier 60 sign.
- d. VSPC logo placement on the front of the entrance tent
- e. Three (3) 53" x 120" vertical banners produced by the Event to be displayed in prominent areas of the exhibit.
- f. Six (6) 3' x 7' banners produced by the Event.
- g. Any signage provided to Event by VSPC is to be installed, removed and returned to VSPC by Event, at no cost to VSPC.
- h. Artwork to be provided by VSPC by March 1, 2018.

iii. Public Address Announcements

- a. Scheduled Copy Points for DJ. Minimum of five (5) announcements per day. Script to be provided by VSPC by March 1, 2018.
- b. Exhibit Audio Public Address Announcements. Minimum of five (5) announcements per day. Script to be provided by VSPC by March 1, 2018.

iv. Other

- a. VSPC logo placed in largest and most prominent spot on sponsor sand sculpture located at the entrance to the Sugar Sand Walk Exhibit.
- b. Six (6) feather flags to include VSPC logo (flags provided by Event).
- c. VSPC custom branded corn hole board set (provided by Event).
- d. VSPC logo placed in color on one sleeve of volunteer t-shirt (minimum 450 volunteers/at no cost to VSPC).
- e. Event to provide water, ice, power (requirements TBD) and temporary storage if requested by VSPC and at no cost to VSPC.


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E. Additional Benefits

- i. One (1) Sugar Sand & Sunsets VIP Dining Experience to include:
 - a. Use of three (3) professionally hand carved sand tables for up to twenty-four (24) VSPC guests on Saturday, April 21, 2018. Package to include parking and ferry transportation from downtown Clearwater.
 - b. Three-hour decadent chef's choice, four course, culinary affair.
 - c. Tour of Sugar Sand Walk Exhibit.
 - d. Custom souvenir photo book for all guests.
 - e. Grand finale fireworks display over the water of Pier 60 on Saturday, April 21, 2018.
- ii. Two hundred (200) admission tickets to Sugar Sand Walk Exhibit.
- iii. Fifty (50) VSPC volunteer meal tickets.
- iv. Seventy-Five (75) ferry passes for VSPC volunteers, clients and guests.
- v. Thirty (30) parking passes to be used at the Hyatt parking garage. Validation and stickers may be used at any time during the Event.
- vi. Opportunity to host FAM groups.

II. VSPC will provide the following marketing and digital spends on behalf of Event:

A. Marketing & Advertising:

- i. VSPC will spend \$15,000.00 with WESH in the Orlando Market in the 4 weeks leading into and promoting the Event.

B. Digital & Media:

- i. VSPC will spend \$5,000.00 in a digital campaign, including SEM (search engine marketing) across Bing/Google and social media across Facebook, Instagram and Twitter leading into and promoting the Event.
- ii. VSPC will provide a website pixel for Event to implement onto its website (sugarsandfestival.com). The pixel will allow for improved digital retargeting and provide the event and VSPC robust visitor data, including bookings, visitor demographics and other pertinent booking information. Estimated \$5,000.00 value.
- iii. A portion of the tickets provided will be leveraged across VSPC's social media channels for giveaways bringing added free exposure for the event.

C. Event Marketing:

- i. Upon receipt of materials, VSPC will distribute Event collateral at other local VSPC-supported events leading into and promoting the Event.

D. Other:

- i. VSPC to provide an entranceway truss structure to be utilized at the primary entrance. Signage to be produced by VSPC with Event logo included. Structure and signage to be installed by VSPC vendor. Event to secure permits, if required, at no cost to VSPC. Estimated \$3,000.00 value.


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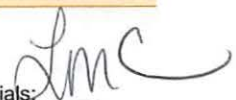
SCHEDULE 1

MARKETING & MEDIA PLAN

Projected Cost to Date: \$ 126,915.13

In-Kind \$ 718,000.00

CAMPAIGN TYPE	NOTES	Expense		In-Kind Trade	
Out-of-Market Marketing		SUBTOTAL	\$ 35,700.00	SUBTOTAL	\$ 537,000.00
Billboards	In-kind partnership with Clear Channel Outdoor Media, 6 Digital Media Billboards in Pinellas and Hillsborough County			\$	25,000.00
Orlando Sentinel Sweepstakes Campaign/ Contract Pending	Estimated value \$40,400. Guaranteed impressions 400,000 Run date March 2018.	\$	7,000.00		
TV Ads/ Pending	Orlando Commercial Ad Buy: \$11,200 (512 30 Sec. Spots)	\$	11,200.00		
Boston Herald Feature/Contract Pending Jan. 3rd	Run date 2/22/2018 (minimum 8 ads @\$500.00 each) for guaranteed two page feature.	\$	4,000.00		
NY Daily News December Sweepstakes Campaign	Estimated value \$512,000. Expected impressions 5,559,315 COMPLETE. \$13,500.00 asset cost of 5 sweepstake prizes for 10 guests.	\$	13,500.00		\$ 512,000.00
Public Relations		SUBTOTAL	\$ -	SUBTOTAL	\$ 2,500.00
Sponsorships	Attitudes of Gratitude's First Responders Event. Dec. 31st, 2017. 10 VIP Tickets, 100 GA tickets. COMPLETE			\$	2,500.00
Press Releases	City of Clearwater & HUB In-kind				
Content Marketing		SUBTOTAL	\$ 500.00	SUBTOTAL	\$ -
Sponsored Content	Clearwater Beach is Awesome, Tampa Bay Is Awesome, Unation, Other Social Media Platforms	\$	500.00		
Social Media		SUBTOTAL	\$ 8,000.00	SUBTOTAL	\$ -
Social Media (Twitter, Facebook, Pinterest, Instagram)	Pink A Marketing	\$	6,000.00		
Snapchat	Geofilter	\$	2,000.00		
Online		SUBTOTAL	\$ 16,630.00	SUBTOTAL	\$ -
Blog		\$	1,000.00		
Website and E-Commerce	Big Sea Web Design and Inbound Marketing	\$	15,000.00		
Email Newsletter	In-House Email Newsletter, Clearwater Beach Chamber of Commerce Email Blast & Newsletter	\$	630.00		
Advertising		SUBTOTAL	\$ 15,596.00	SUBTOTAL	\$ 178,500.00
Online		\$	5,000.00		
Aerial Advertising/Pending	Bay to Beach Boat Billboard Advertising	\$	4,260.00		
Print	Return Visitor Postcards, Magazine	\$	3,000.00		
Cinema Commercials	Sunset Cinema, 30 sec. spot (4-6 plays per evening)	\$	3,336.00		
Commercials	Partnership with Spectrum. Regional In-Kind Trade Value: \$153,500 (2,745 30 Sec. Spots)			\$	153,500.00
I-Heart Media / NEW				\$	25,000.00
Market Research		SUBTOTAL	\$ 3,000.00	SUBTOTAL	\$ -
Impact Studies	Research Data Services - Economic Impact Report	\$	3,000.00		
Sales Campaigns		SUBTOTAL	\$ 7,239.13	SUBTOTAL	\$ -
Campaign B: FAM Tour	3 journalists confirmed.	\$	2,939.13		
Campaign C: Facebook Ad		\$	2,000.00		

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MARKETING & MEDIA PLAN

Projected Cost to Date: \$ 126,915.13

In-Kind \$ 718,000.00

CAMPAIGN TYPE	NOTES	Expense	In-Kind Trade
Campaign D: Facebook Ad		\$ 2,300.00	
Other		SUBTOTAL \$ 40,250.00	SUBTOTAL \$ 25,000.00
Business Cards		\$ 250.00	
Signage	Partnership with CCM Graphics		\$ 25,000.00
Sponsorship Print		\$ 2,000.00	
Feather Flags		\$ 3,000.00	
Design Services		\$ 5,000.00	
On Site Branded Photo Opportunity		\$ 30,000.00	

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