

FY26
TDC ELITE EVENT FUNDING
RECOMMENDATIONS

EVENT NAME		ATTENDEES (SELF-REPORTED)	ROOM NIGHTS (D.I. CALCULATOR)	ECONOMIC IMPACT (D.I. CALCULATOR)	CATEGORY REQUEST	FUNDING REQUEST	VSPC EVALUATION	TDC FY26 RECOMMENDATION	MARKETING / SPONSORSHIP SPLIT
1	Firestone Grand Prix of St Petersburg	95,000	15,645	\$ 14,638,781.00	1	\$250,000	High	\$250,000	NEGOTIABLE
2	Valspar Championship	107,784	19,578	\$ 18,216,426.00	1	\$250,000	High	\$250,000	NEGOTIABLE
3	St Pete Pride	200,000	20,348	\$ 12,482,697.00	2	\$150,000	High	\$150,000	NEGOTIABLE
4	The ANNIKA Driven by Gainbridge at Pelican	55,000	5,975	\$ 5,371,213.00	1	\$250,000	High	\$150,000	NEGOTIABLE
5	The St. Pete Powerboat Grand Prix	60,000	12,037	\$ 9,467,913.00	1	\$250,000	Mid	\$125,000	NEGOTIABLE
6	The Pier 60 Sugar Sand Festival	60,000	5,573	\$ 4,031,540.00	2	\$150,000	Mid	\$125,000	NEGOTIABLE
7	2026 Clearwater Offshore Nationals	150,000	7,635	\$ 6,005,765.00	2	\$150,000	Mid	\$125,000	NEGOTIABLE
8	Clearwater Jazz Holiday	24,000	7,533	\$ 5,650,792.00	3	\$75,000	High	\$75,000	NEGOTIABLE
9	Sanding Ovations, The Gallery of Sand	50,000	11,248	\$ 9,456,146.00	3	\$75,000	High	\$75,000	NEGOTIABLE
10	World Champions Cup	15,000	3,374	\$ 2,567,393.00	3	\$75,000	High	\$75,000	NEGOTIABLE
11	ReliaQuest Bowl Clearwater Beach Day	5,000	776	\$ 833,796.00	3	\$75,000	High	\$75,000	NEGOTIABLE
12	Dunedin Highland Games & Festival	27,000	2,338	\$ 2,533,037.00	3	\$75,000	High	\$75,000	NEGOTIABLE
13	St Pete BikeFest	35,000	6,833	\$ 5,351,510.00	3	\$75,000	High	\$75,000	NEGOTIABLE
14	Reggae Rise Up 2026	25,000	3,828	\$ 3,997,477.00	2	\$150,000	High	\$75,000	NEGOTIABLE
15	Clearwater Sea-Blues Festival	20,000	3,593	\$ 3,320,930.00	3	\$75,000	Mid	\$65,000	NEGOTIABLE
16	St Pete Run Fest	23,050	1,404	\$ 1,197,864.00	3	\$75,000	Mid	\$65,000	NEGOTIABLE
17	MLK Dream Big	65,000	9,455	\$ 7,610,640.00	3	\$75,000	Mid	\$65,000	NEGOTIABLE
18	Festivals of Speed	20,500	1,910	\$ 2,253,057.00	3	\$75,000	Mid	\$65,000	NEGOTIABLE
19	Tampa Bay Blues Festival	25,000	5,076	\$ 4,960,328.00	2	\$150,000	Low	\$55,000	NEGOTIABLE
20	John's Pass Seafood Festival	65,000	4,476	\$ 3,586,734.00	4	\$50,000	High	\$50,000	70 % M / 30% S
21	Savor St. Pete	9,500	578	\$ 553,362.00	4	\$50,000	High	\$50,000	70 % M / 30% S
22	33rd Annual Spring King of the Beach	20,000	2,276	\$ 2,157,164.00	4	\$50,000	High	\$50,000	70 % M / 30% S
23	NYE at the Pier	30,000	1,708	\$ 1,834,349.00	4	\$50,000	Mid	\$40,000	70 % M / 30% S
24	Tampa Bay Barbecue Festival	10,000	1,521	\$ 1,510,724.00	4	\$50,000	Mid	\$40,000	70 % M / 30% S
25	St Pete Tacos & Tequila Festival	11,000	1,793	\$ 1,534,676.00	4	\$50,000	Mid	\$40,000	70 % M / 30% S
26	Dunedin Mardi Gras	12,500	861	\$ 947,962.00	4	\$30,000	Low	\$30,000	70 % M / 30% S
27	32nd Annual Fall King of the Beach	15,500	2,046	\$ 1,745,413.00	5	\$25,000	High	\$25,000	70 % M / 30% S
28	Holiday Lights in the Gardens	60,000	3,579	\$ 2,084,627.00	5	\$25,000	High	\$25,000	70 % M / 30% S
29	American Stage "Into The Woods" the Musical in the Park 2026	15,200	86	\$ 57,332.00	5	\$25,000	High	\$25,000	70 % M / 30% S
30	OCC Invitational Bike Show	20,000	1,015	\$ 910,570.00	5	\$25,000	High	\$25,000	70 % M / 30% S
31	St. Petersburg Distance Classic	6,000	590	\$ 623,381.00	4	\$50,000	High	\$25,000	70 % M / 30% S
32	Winter Pride Saint Pete	100,000	3,408	\$ 2,932,944.00	3	\$75,000	High	\$25,000	70 % M / 30% S
33	Merry Beach Market & Holiday festival	12,000	702	\$ 679,334.00	5	\$15,000	High	\$15,000	70 % M / 30% S
34	SHINE St. Petersburg Mural Festival	12,000	1,226	\$ 804,805.00	5	\$25,000	Mid	\$25,000	70 % M / 30% S
35	Multiple Events (Tampa Bay Brewers Alliance)	7,500	0	\$ -	5	\$25,000	Mid	\$20,000	70 % M / 30% S
36	SALSA at the District	5,000	776	\$ 825,821.00	5	\$25,000	Mid	\$20,000	70 % M / 30% S
37	Dunedin Celtic Music Festival	5,000	173	\$ 183,519.00	5	\$25,000	Mid	\$20,000	70 % M / 30% S
38	LOCALTOPIA, "A Community Celebration of All Things Local"	60,000	1,242	\$ 1,465,401.00	5	\$25,000	Mid	\$20,000	70 % M / 30% S
39	Dunedin Pride Week	10,000	2,045	\$ 1,600,224.00	5	\$25,000	Low	\$15,000	70 % M / 30% S
40	Tampa Bay Empanada Festival	7,500	607	\$ 675,977.00	5	\$25,000	Low	\$15,000	70 % M / 30% S
41	Tide Fest	5,000	344	\$ 344,767.00	5	\$25,000	Low	\$15,000	70 % M / 30% S

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42	Palm Harbor Festival	20,000	3,749	\$ 3,572,935.00	3	\$75,000	Low	\$15,000	70 % M / 30% S
43	Clearwater AquaX Grand Prix	1,200	796	\$ 526,241.00	3	\$75,000	Low	\$15,000	NEGOTIABLE

Up to \$25k w/ rights to market & promote muruals; Up to \$20k w/o rights

ST. PETE PIER BUNDLE

44	St Pete Pier Fall Festival and Pumpkin Patch	30,000	700	\$ 483,053.00	4	\$50,000		\$25,000	100% Sponsorship
45	Piertoberfest	10,000	431	\$ 414,756.00	5	\$25,000			
46	Tampa Bay Ice Cream Festival Presented by Visit St Pete Clearwater	12,000	194	\$ 249,962.00	5	\$25,000			
47	St Pete Spring Festival & Easter Egg Hunt	8,000	69	\$ 76,679.00	5	\$20,000			
48	Paws on Parade	5,000	86	\$ 89,815.00	5	\$15,000			
49	Putt The Pier Holiday Edition	8,000	400	\$ 246,792.00	5	\$10,000			

1,655,234181,636\$152,666,624\$2,685,000

WITHDRAWN

50	Bucs Beach Bash				5	\$25,000			
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