

## OMB Granicus Review

<b>Granicus Title</b>	Competitive Arts Tourism Grant Program Funding Agreement with Creative Pinellas.				
<b>Granicus ID#</b>	26-0353A	<b>Reference #</b>	N/A	<b>Date</b>	3-MAR-2026

**Mark all Applicable Boxes:**

Type of Review									
<b>CIP</b>		<b>Grant</b>	X	<b>Other</b>	X	<b>Revenue</b>		<b>Project</b>	

**Fiscal Information:**

<b>New Contract (Y/N)</b>	Y	<b>Original Amount</b>	\$500,000
<b>Fund(s)</b>	1040	<b>Amount of Change (+/-)</b>	\$ 0.00
<b>Cost Center(s)</b>	381210	<b>Total Amount</b>	\$500,000
<b>Program(s)</b>	1998	<b>Amount Available (FY26)</b>	\$500,000
<b>Account(s)</b>	5820001	<b>Included in Applicable Budget? (Y/N)</b>	Y
<b>Fiscal Year(s)</b>	FY26		

### Description & Comments

(What is it, any issues found, is there a financial impact to current/next FY, does this contract vary from previous FY, etc.)

Competitive Arts Tourism Grant Program Management Agreement between Pinellas County and Creative Pinellas authorizes Creative Pinellas to administer a countywide competitive arts tourism grant program designed to promote and advertise the destination in accordance with Section 125.0104, Florida Statutes. The Program will support tourism-driving arts experiences and coordinated marketing efforts that enhance visitation and elevate the St. Pete-Clearwater brand. Creative Pinellas, serving as the County's designated Local Arts Agency, will oversee application development, evaluation, contracting, compliance, performance measurement, and subrecipient coordination, while the County retains final approval authority over all grant awards. The Agreement is effective upon execution through December 31, 2026, with automatic one-year renewals unless terminated.

**The total annual program funding shall not exceed \$500,000 per fiscal year, funded through the Tourist Development Tax (TDT) Fund and included in the FY26 Adopted Budget.**

Of this amount, \$100,000 is allocated to Program Administration and \$400,000 to competitive grant awards and event production. Administrative funding will support Creative Pinellas (\$75,000) and subrecipient allocations to the St. Pete Arts Alliance (\$15,000) and Clearwater Arts Alliance (\$10,000), ensuring local expertise and partnership leverage. Grant awards of up to \$50,000 per experience will fund arts programming designed to drive overnight visitation, increase occupancy during defined event periods, and generate measurable economic impact. All expenditures are restricted to statutorily eligible tourism promotion uses, and payments will not exceed the approved annual cap.

**Analyst: Andrew Brown**

**Ok to Sign:**