

## TOURISM PROMOTION AGREEMENT

24<sup>th</sup> Annual Fall King of the Beach

**THIS AGREEMENT** is made and entered into as of the 16 day of October, 2017 (“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 Old Salt Fishing Foundation, 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 24th Annual Fall King of the Beach to be held November 2-4, 2017 (“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 4, 2018, unless otherwise terminated as provided herein.

2. The County agrees to pay to the Event Organizer the total sum of Forty-Five Thousand Dollars (\$45,000.00) (“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

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., Suite 200  
Largo, FL 33777  
Tim@VisitSPC.com

For the Event Organizer:  
Amy Verdensky, Marketing Director  
Old Salt Fishing Foundation, Inc.  
388 – 150<sup>th</sup> Ave.  
Madeira Beach, FL 33708  
amy@oldsaltfishing.org

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. 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.

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 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 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

**OLD SALT FISHING  
FOUNDATION, INC.**

  
\_\_\_\_\_  
Amy Verdensky, Marketing Director

[Corporate Seal]

**APPROVED AS TO FORM**

By:   
\_\_\_\_\_  
Office of the County Attorney

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

**Event Name: 24th Annual Fall King of the Beach (“KOTB”)**  
**Event Dates: November 2-4, 2017**  
**Funding Amount: \$45,000**

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. Exclusive Presenting Sponsor: The Event shall be referenced as “Old Salt King of the Beach Tournament & Festival Presented by Visit St. Pete/Clearwater.”
- ii. VSPC is granted first right of refusal to be the Exclusive Presenting Sponsor for the 2018 Event.

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

- i. VSPC logo (with hyperlink to VSPC homepage) included on all event and marketing collateral including, but not limited to the following:
  - a. Over 2,500 pieces of tournament apparel (logo on backs and one sleeve on all short sleeve t-shirts)
  - b. 30,000 post cards
  - c. 10,000 event booklets
  - d. 1,000 posters
  - e. VSPC highlighted in press release emailed to over 2,500 news and media contacts
  - f. Ads in Florida Sportsman, Coastal Angler Magazine, Tampa Bay Times and others
  - g. Facebook background header for six (6) weeks
  - h. Event website tournament section and every page footer
  - i. On discussion forums including Onlinefisherman.com and FloridaSportsman.com
- ii. Print Advertising (ads provided by VSPC):
  - a. Two (2) VSPC full page color ads in event publication
  - b. One (1) full color, 1/2 page ad size 10” W by 5.5” H in Tampa Bay Times Event insert
- iii. Broadcast Benefits (TV/radio spots to include VSPC mention):
  - a. A minimum of five hundred (500) VSPC mentions (to be read as Visit St. Pete/Clearwater) on Cox Media Radio commercials

- b. VSPC logo on our event commercials on Bay News 9 and other Spectrum hosted channels
- C. Digital & Media Benefits per the attached **Digital & Media Plan (Schedule 2)**:
- i. Website (includes hyperlink to VSPC homepage):
    - a. VSPC banner ad on tournament homepage for six (6) weeks
    - b. VSPC square ad on tournament homepages
    - c. VSPC logo on sponsor page as presenting sponsor
    - d. VSPC logo on the footer of website (all pages) year round
  - ii. Email Campaigns:
    - a. VSPC banner ad on two (2) full sends of email campaign (project to be 749,000 impressions each)
    - b. two (2) Tri-county (project to be 35,000 impressions each)
    - c. two (2) Team/Angler (project to be 5,000 impressions each)
  - iii. Social Media:
    - a. At least six (6) VSPC tagged Facebook mentions with VSPC logo and name to read Visit St. Pete/Clearwater
    - b. At least four (4) VSPC tagged Instagram mentions either in hashtags or logo on image
    - c. Minimum of six (6) VSPC thirty-second commercials played throughout live streaming broadcast during weigh-in day of Event
  - iv. Social Forums:
    - a. VSPC mentions with banner ads on forum listings. To be hosted on Florida Sportsman, Online Fisherman and the Hull Truth.
- D. Event Onsite Benefits
- i. Display/Exhibits:
    - a. Opportunity for one (1) 10' x 40' activation space at Event for VSPC to promote the destination (location to be mutually determined), including space for VSPC-branded vehicle
    - b. Opportunity for one (1) 10' x 30' space for VSPC-branded boat (location to be mutually determined)
  - ii. Signage:
    - a. VSPC logo inclusion on main stage, step and repeat backdrop, and top and bottom stage banners
    - b. VSPC banners placed at premium locations throughout Event perimeter (locations to be mutually determined; VSPC to provide banners; Event Organizer to install, collect and return banners)
    - c. VSPC logo on leader board
  - iii. Other:
    - a. Minimum of twenty (20) ten to fifteen-second live or pre-recorded stage announcements per day to promote Visit St. Pete/Clearwater (script to be provided by VSPC)
    - b. Opportunity for VSPC to provide collateral for up to 650 Captain's Buckets

- c. Opportunity for VSPC to welcome anglers at Captains Meeting on stage
- d. Opportunity for VSPC to present trophy to winning team
- e. Old Salt to provide, if requested, a spot on a boat for VSPC photographer/videographer
- f. Old Salt to assist in the coordination of Social media & You Tube exposure with Fishing Talent, if appropriate
- iv. KOTB to provide water, ice and power (requirements TBD) if requested by VSPC and at no cost to VSPC.

E. Additional Benefits

- i. KOTB to provide tickets and credentials for VSPC invited clients and promotional use:
  - a. Twelve (12) each: Event t-shirts, parking passes, drink and food tickets
- ii. KOTB 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. Dedicated golf cart
- iii. KOTB to provide sponsor packages to the Tourist Development Council.

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

A. Marketing & Advertising:

- i. N/A.

B. Digital & Media:

- i. VSPC will provide a website pixel for KOTB to implement on its website. 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.
- ii. 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 KOTB collateral at other local VSPC-supported events leading into the event to promote KOTB.



SCHEDULE 1

Marketing & Advertising Plan

Magazines, Publications and Newspapers

Approx Month of Insertion	Media Name	Ad Size - Length - Type	# of Spots / Insertions	Circulation / Impressions	Estimated Value
Sept / Oct issues	Florida Sportsman	1/2 page ad - full color	2	240,000	\$ 5,300.00
Sept / Oct issues	Florida Sport Fishing	Full Page ad - full color	2	270,000	\$ 4,820.00
Aug / Sept / Oct	Coastal Angler	Full Page ad - full color	3	500,000	\$ 6,300.00
Sept / Oct issues	Central Florida Lifestyle Magazine	1/2 page ad - full color	2	240,848	\$ 2,480.00
Last Sunday of October	Tampabay Times	4 page insert	1	613,000	\$ 5,600.00
October issues	Assorted Community Publications	TBD	TBD	TBD	\$ 3,500.00
					\$ 28,000.00

Other

Approx Month of Circulation	Media Name	Ad Size - Length - Type	# of Spots / Insertions	Circulation / Impressions	Estimated Value
August / October	Kingfish Team Postcards & Mailings	6 x 9 full color	2	30,000	\$ 8,000.00
October	Event Booklets: 64 pages	5.5 x 8.5 full color		10,000	\$ 14,000.00
Sept / October	Event Posters	12 x 18		2,000	\$ 800.00
August thru November	Website use & Updates	Multi-page		82,000	\$ 11,200.00
November	Research Survey	TBD		onsite	\$ 2,000.00
October / Nov	Event Apparel	various styles		2,500 pieces	\$ 27,500.00
November	Event Koozies			2,000	\$ 1,500.00
					\$ 65,000.00

Radio / Television

Approx Month of Airing	Media Name	Ad Size - Length - Type	# of Spots / Insertions	Circulation / Impressions	Estimated Value
Oct/Nov	Spectrum	:30 spot x 2	205	369,800	\$5,000.00
Oct/Nov	Cox Media Radio	:15 spot	500	500,000	Donated

SCHEDULE 2

Digital & Media Plan

Digital & Social Media

Approx Month of Circulation	Media Name	Ad Size - Length - Type	# of Spots / Insertions	Circulation / Impressions	Estimated Value
August thru November	Florida Sportsman Web ads	300x250 pixels; 755 x 60 pixels	4	approx: 1,200,000	\$ 2,800.00
August thru November	Google, Yahoo and Bing Ads to include re-marketing ads	5 ad sizes total to accomodate desktop and mobil platforms	15	approx: 2,400,000	\$ 7,500.00
August thru November	Facebook Ads	sponsored stories & news feed ads	15	approx: 2,700,000	\$ 5,000.00
August thru November	Organic Posts: Facebook; Instagram and Twitter	weekly & daily posts	235	approx: 1,375,000	\$ 3,400.00
November	Tampabay Times Web Ads, emails and social	300x250 pixels; 728 x 90 pixels	3	637,500	\$ 1,100.00
August thru November	Email Campaigns		6-8 Campaigns	600,000 per campaign	\$ 6,800.00
November	Live Stream Video		1	4,000 logins	\$ 5,000.00
					\$ 31,600.00