

FINALIZED AGREEMENT

Baystar Clearwater Offshore Nationals

THIS FINALIZED AGREEMENT is made and entered into this 30 day of May, 2023, by and between Pinellas County, a political subdivision of the State of Florida, hereinafter the (“County”), for and on behalf of Visit St. Petersburg/Clearwater (“VSPC”), and Tampa Bay Charities, Inc., a Florida not for profit corporation (“Event Organizer”) (collectively, the “Parties,” or individually, a “Party”).

WITNESSETH:

WHEREAS, on July 13, 2021, the Board of County Commissioners approved funding for Baystar Clearwater Offshore Nationals (formerly, Hooters Clearwater Offshore Nationals) as part of the 2022 Elite Event Program; and

WHEREAS, the County and Event Organizer were conducting pre-event negotiations on the terms and deliverables of the Tourism Promotion Agreement (hereinafter “Agreement”) subject to the execution of same; and

WHEREAS, the Agreement was for sponsorship of the 2022 Baystar Clearwater Offshore Nationals (event) wherein the Event Organizer agreed to promote and market Pinellas County tourism in connection with the event and County agreed to pay Event Organizer a Sponsorship Fee; and

WHEREAS, on September 20, 2022, the Event Organizer requested additional funding from the County which was not agreed upon and subsequently on September 22, 2022, the County received a partially executed Agreement, which did not include the signed pages for the Agreement exhibits;

WHEREAS, the County followed up with the Event Organizer to receive the remaining signed pages, but due to the onset of the event, did not receive the full Agreement and the Event Organizer proceeded to market and promote the destination in accordance with the unsigned Agreement exhibits; and

WHEREAS, the County now acknowledges that it has received the marketing and promotional tourism benefits despite the fact that the Agreement had not yet been finalized and executed by the Parties; and

WHEREAS, County and Event Organizer now wish to finalize the Agreement to allow for payment of the Sponsorship Fee by the County.

NOW THEREFORE, the Parties agree as follows:

1. The County agrees to this Finalized Agreement which now serves to finalize the terms of the deliverables contained in the original Agreement that was under negotiation and is attached hereto as Exhibit A (“Promotion Program”) as agreed upon by the Parties. Specifically, The County agrees to pay to the Event Organizer the sum of Fifty Thousand Dollars (\$50,000.00) for Sponsorship benefits and up to the sum of Twenty-Five Thousand Dollars (\$25,000.00) for Marketing and Advertising expenditures for a total sum of Seventy-Five Thousand Dollars (\$75,000.00) as an Event sponsor, to sponsor, promote and market Pinellas County tourism in connection with the Event as defined in the Promotion Program.
2. 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.

3. This Finalized Agreement shall be retroactive to October 1, 2021, and will remain in full force and effect until September 15, 2023.

IN WITNESS WHEREOF the parties herein have executed this Finalized Agreement as of the day and year first written above.

PINELLAS COUNTY, FLORIDA
by and through its County Administrator

By: 

Barry A. Burton

TAMPA BAY CHARITIES, INC.

By: 

Frank Chivas, President

APPROVED AS TO FORM

By: 

Office of the County Attorney

Pinellas County TDC Elite Event Funding FY 22
Benefits & Deliverables
Exhibit A

Event Name: Baystar Clearwater Offshore Nationals ("Event")

Event Dates: September 23-25, 2022

Marketing & Advertising Up To Funding Amount: \$25,000

Sponsorship Contribution: \$50,000

Total Contribution: \$75,000

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. VSPC to be designated as Presenting Sponsor of the Event: "Baystar Clearwater Offshore Nationals presented by Visit St. Pete Clearwater."

B. Marketing & Advertising Plan Funding Support

- i. Pursuant to the marketing plan submitted by Event, a copy of which is attached hereto as Exhibit B, VSPC will reimburse Event up to the sum of \$25,000 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), proof of payment and proofs or samples that match the marketing plan.

C. Sponsorship Benefits

i. Logo Placements & Broadcast

- a. VSPC logo to be included on all marketing materials and print advertising.
- b. VSPC will receive mentions during any broadcast of the event, including TV, radio and/or streaming.

ii. Digital & Media Benefits

- a. VSPC logo placement on official Event webpage to include hyperlink to VSPC home page.
- b. VSPC will be tagged on social media channels including Facebook, Instagram and Twitter.

iii. Event Onsite Benefits

- a. Friday Night VIP Party: Opportunity for VSPC exhibit space to engage attendees.
- b. Sunday Race Day: Opportunity for VSPC to utilize one (1) 10' x 20' space to engage attendees at the base of Pier 60.
- c. VSPC-Branded Boat: Opportunity to display VSPC-branded boat at location mutually determined.
- d. Signage

- 1. Prominent placement of VSPC signage and banners at all Event locations (Pier, Pavilion, VIP Parties). VSPC to provide banners. Event to install, remove and return to VSPC at no cost to VSPC

2. Public address announcements (script provided by VSPC) during the Event.
3. Commercial units (provided by VSPC) to be played on Video Boards during Event.
4. VSPC Logo placement in all signage produced by Event.



MARKETING PLAN

Title: Baystar Clearwater Offshore Nationals

Date: September 23-25, 2022

Location: Clearwater Beach, Sand Key Park, Pier 60 Park, Downtown Clearwater 400-600 Block

Purpose: To produce an elite destination event in the Clearwater/Clearwater Beach area during the historically slowest time of year for tourism. We also aim to expose the revitalized Downtown Clearwater area to both visitors and locals alike and raise funds for our local charities.

Media Category

Our media outlets consist of the following:

- Spectrum- TV spots in 2.2 million homes from Clearwater across the I-4 Corridor to Volusia, Flagler and Brevard Counties covering 17 counties total. In addition, Spectrum will have live updates on Bay News 9- CFL 13, fluidity TBD
- NBC Sports Talk Radio- Produces a live show and broadcasts it across their Tampa, Central Florida/Orlando locations. These broadcasts begin approximately one month prior to the event and has a market value of \$250,000
- Billboards- Throughout the Tampa Bay area promoting the event. Estimated marketing value of \$10,000
- Newspapers- Tampa Bay Times event advertisements approximately 6 weeks in advance. Market value of \$60,000
- Baystar Restaraunt Group - Promote event at 11 restaurant locations. Agreed to advertise in house, with signage and promotional opportunities such as a "Event, Stay & Food Inclusive Get Away," value TBD.
- Other- Print materials posted/given away throughout Clearwater Beach at sponsored hotels & restaurants (\$8,000), other TBD local advertising ie. Destination Tampa Bay Magazine, Griffin Productions, Belleair Bee, Clearwater Beacon

Market

International boat races take place all around the country and have gained approximately 1 million fans attending the events annually. With the races already large following, the market has no limit, especially when it is brought to the NUMBER 1 BEACH IN THE COUNTRY!

Our target age group ranges from approximately 30-60 years old with a focus on visitors outside of



Pinellas County to encourage overnight stays. According to the 2019 Economic Impact Report over 80% of the attendees resided outside of Pinellas county and 2/3 of those attendees stayed an average of 3-4 nights.

Timing

We have continuously hosted the event in the last week of September. This is historically the slowest time of year for tourism, which since 2009, has been increased due to the surplus of attendees over the three-day event.

Description

The Baystar Clearwater Offshore Nationals begins on Friday by kicking off with the annual boat parade, which in 2017-2019 went through downtown Clearwater. This will be hopefully continue depending on if Coachman Park is finished. We may opt to move the festivities to Sand Key Park but plan to have live entertainment, raffles, and a VIP section. On Saturday, we have the Boat Race Village down in Coachman Park or Sand Key Park where guests can come meet the race teams, get autographs and photos. We also host another downtown block party during the day with multiple vendors, live entertainment, food trucks and more and we end the night with a firework show with Sunsets of Pier 60. Sunday is Race day and all of the festivities move to Pier 60 for the race viewing, various hotel VIP parties and finally the awards ceremony held at Marina Cantina.

Marketing Costs

| Company | Cost (based on 2019) | In- Kind |
|--------------------------------|----------------------|---------------------|
| Koncrete Inc. Commercial | \$1,930.00 | |
| Genesis Communication (Radio) | \$2,900.00 | |
| CCM Graphics (Print materials) | \$3675.00 | |
| Fleming Advertising (graphics) | \$4,324.28 | |
| Tampa Bay Times | \$5,135.70 | \$20,000.00 |
| Spectrum | | \$200,000.00 |
| NBC Sport Talk Radio | | \$250,000.00 |
| Billboards | | \$10,000.00 |
| Hooters | | \$250,000.00 (TBD) |
| Website/Social Media | \$5,000.00 | |
| Griffin Productions | \$430.00 | |
| Wlx (website) | \$194.00 | |
| Total | \$ 23,588.98 | \$730,000.00 |