

## **I. Background & Overview**

Pinellas County collects a six-percent Tourist Development Tax (“Bed Tax”) on all overnight tourism accommodations in the County. This tax is levied on customers of hotels, motels, condominiums, campgrounds, apartments and private homes that rent accommodations for less than six months in duration. The Pinellas County Board of County Commissioners (“BCC”), with input from the Tourist Development Council (“TDC”), has developed a Tourist Development Plan (“Plan”) to guide how these proceeds are spent. Bed Taxes are spent, in large part, on marketing Pinellas County as a destination for leisure, business, conference, sports, film production, and other tourist travel. In support of these tourism marketing efforts, the Plan authorizes the expenditure of up to **\$23,000,000** annually for marketing special events and programs.

One of the marketing programs administrated by Visit St. Petersburg/Clearwater (“VSPCVisitSPC”) is the **Elite Event & Destination Enhancement Funding Program** for events meeting the criteria to receive funding from TDT funds to be used specifically for marketing and promoting an event to potential tourists outside of Pinellas County. The goal of this program is to ensure that grant funding is awarded in a way that maximizes 1) **consistency**; 2) **return on investment and sustainability of the individual events and the overall program**; and 3) **transparency**.

**The County’s fiscal year begins on October 1 and ends on September 30 of the following year. Therefore, applications for Event funding are for annual events that are held within the next fiscal year after the application submittal date between October 1 and the following September 30. However, events that are annually held during either the last week of September or the first week of October are eligible to apply for funding for two annual events in those instances when both annual events fall within the same fiscal year.**

## **II. Definitions**

In the context of this tourism marketing/promotion program, the following definitions apply:

A. “Elite Event” shall mean an organized sporting event, concert, exhibition, festival, fair, special event or celebration which is conducted according to a prearranged schedule that is generally less than seven (7) days in duration, and that: (i) is marketed to tourists that would consider visiting the destination and staying overnight to observe or participate in the Elite Event; and (ii) is conducted at a venue in Pinellas County, generating at least the minimum number of required room nights in Pinellas County and/or unique event attendees for funding eligibility as set out herein.

B. “Destination Enhancement Event” shall mean a special event conducted at a venue in Pinellas County that attracts visitation through promotion of the event, generates VSPCVisitSPC and Pinellas County’s awareness to non-residents, and enhances the visitor experience.

C. “Marketing” shall mean pre-event advertising (print, electronic, digital, etc.), direct sales, public relations, promotions, or research, exclusive of professional fees and services, designed to increase tourist-related business activity from outside Pinellas County.

D. “Sponsorship” shall mean a mutually beneficial business arrangement between VSPCVisitSPC, on behalf of the County, and an eligible applicant producing an Elite Event or Destination Enhancement Event, wherein VSPCVisitSPC receives ~~on-site event~~ assets and opportunities, including but not limited to broadcast and on-site benefits, to promote VSPCVisitSPC brand and the Pinellas County destination not included in the Marketing Plan.

E. “Tourist” shall mean a person who participates in trade or recreational activities outside the county of his/her residence and/or who rents or leases transient accommodations in Pinellas County as described in Section 125.0104(3)(a), Florida Statutes.

F. “Unique Attendees” shall mean a single individual attending the event whether for a single day or multiple days. Examples of Unique Attendees:

- a worker issued a 2-day credential is considered one (1) Unique Attendee
- an individual purchasing a 3-day package is considered one (1) Unique Attendee

G. "Broadcast" shall mean a national broadcast service such as network cable, streaming service affiliated with a network cable company, Connected TV ("CTV"), Online Video ("OLV"), Over-the-Top ("OTT"), or other viewing platform deemed eligible by VisitSPC.

G.H. "Planned P.R. / Media Coverage" shall mean earned national media exposure before or during the Event.

### III. Funding Categories & Eligibility

A. Funding Categories are as follows:

- ~~i. **Category I** – Considered an Elite Event that generates at least 50,000 "unique" paid, credentialed and/or otherwise documented attendees or over 15,000 room nights in Pinellas County with maximum funding eligibility up to \$150,000. The entirety of the main Category 1 events must be hosted in Pinellas County with Broadcast expected or guaranteed to surpass 100,000 views.~~
- ~~ii. **Category II** – Considered an Elite Event that generates at least 15,000 "unique" paid, credentialed and/or otherwise documented attendees or over 4,500 room nights in Pinellas County with maximum funding eligibility up to \$75,000.~~
- ~~iii. **Category III** – Considered an Elite Event or Destination Enhancement Event that generates at least 10,000 "unique" paid, credentialed and/or otherwise documented attendees or over 3,000 room nights in Pinellas County with maximum funding eligibility up to \$25,000.~~
- ~~iv. **Category IV** – Considered a Destination Enhancement Event that generates at least 7,500 "unique" paid, credentialed and/or otherwise documented attendees with maximum funding eligibility up to \$20,000.~~
- ~~v. **Category V** – Considered a Destination Enhancement Event that is a new event to Pinellas County with no local prior hotel room and/or attendance history which is required to meet Category I-IV consideration, with maximum funding eligibility up to \$15,000.00.~~
- i. **Category I, \$150k to \$250k** – Elite Event that meets or exceeds all three (3) eligibility requirements.
  - i. 50,000 Unique Attendees,
  - ii. 15,000 Room Nights in Pinellas County,
  - iii. 500,000 Broadcast Views
- ii. **Category II, \$75k to \$150k** – Elite Event that meets or exceeds two (2) out of three (3) eligibility requirements.
  - i. 50,000 Unique Attendees,
  - ii. 15,000 Room Nights in Pinellas County,
  - iii. 100,000 Broadcast Views or Planned P.R. / Media Coverage valued in excess of \$50,000
- iii. **Category III, \$50k to \$75k** – Elite Event that meets or exceeds one (1) out of three (3) eligibility requirements.
  - i. 20,000 Unique Attendees,
  - ii. 7,500 Room Nights in Pinellas County
  - iii. 500,000 Broadcast Views or Planned P.R. / Media Coverage valued in excess of \$100,000
- iv. **Category IV, \$25k to \$50k** – Elite Event that meets or exceeds one (1) out of two (2) eligibility requirements.
  - i. 10,000 Unique Attendees,
  - ii. 3,000 Room Nights in Pinellas County
- v. **Category V, up to \$25k** – Destination Enhancement Event that meets or exceeds 5,000 Unique Attendees.

B. To be considered eligible for funding, each applicant must:

- ~~i. conduct **Conduct**, produce, manage, and/or operate an Elite Event and/or Destination Enhancement Event at a location in Pinellas County.~~
- ~~ii. for **For** Category I, II, ~~and III,~~ and IV events, generate the required room nights or unique attendees in Pinellas County as set forth herein.~~
- ~~iii. for **For** Category IV events, generate the required attendees;~~
- ~~iv. iii. For Category V submit completed application, including projected potential room nights/ expected "unique" attendees.~~
- ~~v. iv. demonstrate **Demonstrate** it will attract Tourists to Pinellas County.~~
- ~~vi. v. provide **Provide** Marketing and/or Sponsorship benefits that satisfies the Marketing rating criteria in Section V. C. and that has a media value equal to or greater than the funding awarded, as determined by VSPC **VisitSPC** and/or its advertising agency of record.~~
- ~~vii. provide **VSPC** exclusivity as the only CVB and Destination Marketing Organization ("DMO") recognized supporter of the Elite Event, and~~
- vi. Not utilize funding towards other VSPC **VisitSPC** programs (e.g. co-op programs, etc.).
- vii. Disclose any other county funding sources in the application process.

\* Any unallocated funds may be used for marketing purposes at VisitSPC's discretion.

viii. \* VisitSPC may spend additional marketing dollars with qualifying events at its discretion and in compliance with Florida Statutes and the Tourist Development Plan.

## IV. Conditions of Funding

A. Funds may only be used in accordance with Chapter 125, Florida Statutes and Chapter 118 of the Pinellas County Code for the Marketing and/or Sponsorship benefits agreed upon with ~~VSPC~~VisitSPC. Funds are to be used to market and promote an event to potential tourists outside of Pinellas County and may not be used for event operating expenses (except for any funds received by applicant expressly allocated by ~~VSPC~~VisitSPC for sponsorship benefits).

B. Applicants receiving Event funding will be required to enter into and sign a Tourism Promotions Agreement prepared by the Pinellas County Attorney's Office. This Agreement will include Marketing and/or Sponsorship benefits to be negotiated and received by ~~VSPC~~VisitSPC.

C. Applicant's Marketing and/or Sponsorship proposal must have a direct correlation with ~~VSPC~~VisitSPC's targeted markets and should specifically indicate how that correlation exists.

D. For Events held between October 1 and December 31, expenditures incurred prior to the beginning of the fiscal year may be reimbursed in the fiscal year the Event is held if expressly allowed in the Funding Agreement.

E. By accepting Event funding, the applicant agrees to allow the ~~VSPC~~VisitSPC's staff and/or research firm of record access to the venue to conduct on site intercepts with attendees to determine the value of the event, festival, program, or project to tourism and its potential for future growth.

F. Funding will be paid in a lump sum on a post-event basis or as otherwise provided in the Tourism Promotions Agreement, subject to submittal of a fully completed and signed **Post-Event Report Form and any other documentation** acceptable to ~~VSPC~~VisitSPC.

G. Events utilizing Pinellas County property during their event must adhere to and abide by the County's Special Use and Event Guide available at <http://www.pinellas.gov/special-use-and-event-guide>.

## V. Application Process & Review

A. Application Submittal.

- i. Each applicant must submit a fully completed **Funding Application** ("Application") per the **Application Requirements & Instructions**.
- ii. All Applications must be submitted by the deadline established in the **Program Process Flow Chart & Timeline**.
- iii. Incomplete or late Applications may disqualify the applicant.

B. Review & Evaluation Process.

- i. Staff review and evaluation.
  - a. Each application will be reviewed by ~~VSPC~~VisitSPC staff and the County Attorney's office, as may be needed, to ensure compliance with state statutes, county ordinances and these Guidelines regarding proper usage of Bed Tax funds.
  - b. Select ~~VSPC~~VisitSPC staff along with ~~VSPC~~VisitSPC's advertising agency of record will evaluate each application using the criteria in these guidelines and determine the tourism and marketing value of the event.
- ii. ~~VSPC~~VisitSPC staff will then make its funding recommendations to the entire TDC who will then review and finalize their funding recommendations for BCC review and approval.
- iii. BCC Review.
  - a. The BCC will review the funding recommendations of both ~~VSPC~~VisitSPC staff and the TDC.
  - b. Funding recommendations and negotiations of funding agreement terms will not begin until BCC review and approval of those recommendations.
- ~~b.~~iv. Destination Enhancement Events will be evaluated and awarded administratively by VisitSPC staff.

C. Rating Criteria.

- i. Unique Attendees & Room Nights – Ability of the Event to generate unique attendees, ~~(Category I, II, III, and IV)~~ OR room nights, broadcast views, and/or planned P.R. / media coverage in excess of the thresholds established to be eligible for funding (Category I, II, ~~and III, IV, and V~~).

- ii. Marketing Plan – The value of the applicant’s proposed Marketing Plan in promoting Pinellas County as a tourist destination and the extent the value of the plan exceeds the funding request (Category I, II, ~~and applicable-III, IV, and V~~).
- iii. Sponsorship Benefits – The value of the applicant’s proposed Sponsorship Benefits in promoting Pinellas County as a tourist destination and the extent the value of the benefits exceeds the funding request (includes onsite benefits) (Category I, II, III, IV, and V).
- iv. Economic impact - The financial effect an event will have on the local economy resulting from tourists (Category I, II, III, and ~~applicable-IV~~).
- v. Timing of Event: Peak vs. Offseason & Non-Conflicting – Timing of the Event to coincide with non-peak or shoulder seasons in Pinellas County tourism. Preference will be given to Events which occur during “off season” periods, including January 1 through February 15, May 1 through June 30, and September 1 through December 31. In addition, timing of the Event should not conflict with other funded Events in the local community taking place in Pinellas County (Category I, II, III, ~~and-IV~~, and V).
- vi. Event History & Community Support – Demonstration of widespread community support and charitable contributions by the Event applicant that benefit the Pinellas County community. Ability of the Event to fulfill any previous contractual obligations with Pinellas County. Ability of the Event to attract high caliber and high profile artists, athletes and/or participants to perform and/or attend in Pinellas County. Ability of the Event to enhance the overall image of Pinellas County (Category I, II, III, ~~and-IV~~, and V).
- ~~vi.~~vii. Events using eco-friendly practices will be considered and may impact funding levels. Applicants must outline specific measures they will implement to align with eco-friendly objectives.

D. Program Timeline

- i. For Elite Events and Destination Enhancement Events (Category I, II, applicable III), VSPC/VisitSPC staff, with TDC approval, will annually establish a schedule for consideration and award of funding, which will generally comply with the following timeline:

Table with 2 columns: Month and Description of activity.

- ii. For Destination Enhancement Events (applicable Category III, IV, V), VSPC staff, with TDC approval, will annually establish a schedule for consideration and award of funding, which will generally comply with the following timeline:

Cycle 1

Table with 2 columns: Month and Description of activity for Cycle 1.

Cycle 2

Table with 2 columns: Month and Description of activity for Cycle 2.

- ii. Events applying outside the application window can be considered if funds are available and may be recommended at VisitSPC's discretion.

- iii. Each year's timeline will be published and available online at https://partners.visitstpeteclearwater.com/resource/funding-opportunities/elite-event-funding-program.

- iv. Funding for any event is based on availability and is limited by the provisions of Florida Law and the Pinellas County Code.

VI. Key Documents

In addition to the Funding Guidelines, the Elite Event & Destination Enhancement Funding Program is supported by other key documents, including:

- A. Program Overview
B. Application Requirements & Instructions
C. Funding Application
D. Program Process Flow Chart & Timeline
E. Post-Event Report Form
F. A. Tourism Promotion Agreement