

OMB Granicus Review

Granicus Title	Fiscal Year 2025 Elite Event funding recommendations from the Tourist Development Council.		
Granicus ID#	24-1339A	Reference #	Date 07/24/2024

Mark all Applicable Boxes:

Type of Review			
CIP	<input type="checkbox"/>	Grant	<input type="checkbox"/>
		Other	<input checked="" type="checkbox"/>
		Revenue	<input type="checkbox"/>
		Project	<input type="checkbox"/>

Fiscal Information:

New Agreement (Y/N)	Yes	Original Amount	\$2,000,000.00
Fund(s)	1040	Amount of Change (+/-)	\$0.00
Cost Center(s)	381280	Total Amount	\$2,000,000.00
Program(s)	1998	Amount Available	\$2,000,000.00
Account(s)	5480200	Included in Applicable Budget? (Y/N)	Yes, pending board adoption of the FY25 Budget
Fiscal Year(s)	FY25		

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.)

The Tourist Development Council is recommending the full \$2M in the Proposed FY25 for the FY25 Elite Funding and Destination Enhancement Cycle. This will fund a total of 39 events in FY25 throughout Pinellas County.

Convention and Visitors Bureau (CVB) staff evaluated, scored and recommended to the TDC 21 Elite Events totaling up to funding in the amount of \$1,600,000.00. The TDC then recommended increasing the funding for 3-events (see schedule A) by \$135,000. In addition to the Elite Events, staff will administratively award Destination Enhancement funding to 18 Destination Enhancement Events totaling \$265,000.00 in funding.

- Funding for this action is included in the Proposed FY25 Budget of the Convention and Visitors Bureau in the Tourist Development Tax Fund.

Analyst: Audrey Ables

Ok to Sign: