

VISIT ST. PETE-CLEARWATER
FY27 Elite Event Recommendations
7/15/26

		APPLICANT		DATA & ELIGIBILITY VERIFICATION				RECOMMENDATION OPTIONS			
	Event	FY26 Funding	FY27 Request	Total Attendees	# of Tourists	Broadcast Meet Eligibility Criteria	Category Eligibility	Max Funding Eligibility	TDC RECOMMENDATION #1	TDC RECOMMENDATION #2	STAFF RECOMMENDATION
1	Firestone Grand Prix of St. Petersburg	\$250,000	\$250,000	66,724	34,798	Yes	1	\$250,000	\$250,000	\$250,000	\$250,000
2	Valspar Championship	\$250,000	\$250,000	44,200	21,300	Yes	1	\$250,000	\$250,000	\$250,000	\$250,000
3	Ocean Race St. Pete*	\$0	\$250,000	40,000	16,000	Yes	1	\$250,000	\$250,000	\$250,000	\$250,000
4	Enchant St. Petersburg	\$0	\$150,000	193,216	134,168		2	\$150,000	\$150,000	\$150,000	\$150,000
5	The Pier 60 Sugar Sand Festival*	\$125,000	\$150,000	83,670	67,707		2	\$150,000	\$150,000	\$150,000	\$150,000
6	St. Pete Pier Bundle (Fall Festival, Pumpkin Patch, Putt the Pier, NYE at the Pier, The Fourth)	\$65,000	\$300,000	66,032	30,456		2	\$150,000	\$150,000	\$150,000	\$150,000
7	Reggae Rise Up 2026	\$75,000	\$150,000	41,317	27,774		2	\$150,000	\$150,000	\$150,000	\$150,000
8	St. Pete Country Fest	\$25,000	\$150,000	42,927	26,397		2	\$150,000	\$150,000	\$150,000	\$150,000
9	Holiday Lights in the Gardens*	\$25,000	\$40,000	71,328	22,752		2	\$150,000	\$40,000	\$40,000	\$40,000
10	St. Pete Powerboat Grand Prix*	\$125,000	\$150,000	16,867	9,096	Yes	2	\$150,000	\$150,000	\$150,000	\$150,000
11	Red Bull Cliff Diving*	\$25,000	\$100,000	25,127	7,263	Yes	2	\$150,000	\$100,000	\$100,000	\$97,500
12	The ANNIKA Driven by Gainbridge at Pelican	\$150,000	\$150,000	7,000	2,600	Yes	2	\$150,000	\$150,000	\$150,000	\$150,000
13	Sketchers World Champions Cup	\$75,000	\$150,000	3,300	1,500	Yes	2	\$150,000	\$150,000	\$150,000	\$150,000
14	Sanding Ovations, The Gallery of Sand*	\$75,000	\$75,000	28,233	13,359		3	\$75,000	\$75,000	\$75,000	\$52,500
15	Clearwater Offshore Nationals*	\$125,000	\$250,000	14,375	11,136		3	\$75,000	\$75,000	\$75,000	\$62,500
16	APBA St. Petersburg Offshore National Championship*	\$0	\$150,000	16,867	9,096		3	\$75,000	\$75,000	NO FUNDING	\$52,500
17	St. Pete Run Fest	\$65,000	\$75,000	18,326	8,300		3	\$75,000	\$75,000	\$75,000	\$52,500
18	St. Pete BikeFest	\$75,000	\$75,000	15,114	8,048		3	\$75,000	\$75,000	\$75,000	\$52,500
19	Haunted Fest	\$0	\$75,000	16,572	6,923		3	\$75,000	\$75,000	NO FUNDING	\$52,500
20	Dunedin Highland Games	\$75,000	\$75,000	17,436	6,345		3	\$75,000	\$75,000	\$75,000	\$52,500
21	John's Pass Seafood Festival*	\$50,000	\$75,000	10,220	5,363		4	\$50,000	\$50,000	\$50,000	\$30,000
22	SunSky 10k	\$0	\$40,000	9,089	5,299		4	\$50,000	\$40,000	NO FUNDING	\$30,000

* Attendance Uptick
** 3-Year Average
*** Relocated Event

VISIT ST. PETE-CLEARWATER
FY27 Elite Event Recommendations
7/15/26

		APPLICANT		DATA & ELIGIBILITY VERIFICATION				RECOMMENDATION OPTIONS			
	Event	FY26 Funding	FY27 Request	Total Attendees	# of Tourists	Broadcast Meet Eligibility Criteria	Category Eligibility	Max Funding Eligibility	TDC RECOMMENDATION #1	TDC RECOMMENDATION #2	STAFF RECOMMENDATION
23	Frenchy's Stone Crab Weekend*	\$0	\$65,000	10,444	4,882		4	\$50,000	\$50,000	NO FUNDING	\$30,000
24	St. Pete Tacos & Tequila Festival	\$40,000	\$50,000	7,721	3,108		4	\$50,000	\$50,000	\$50,000	\$30,000
25	Flanagan's St. Patrick's Day Celebration*	\$0	\$50,000	10,569	3,078		4	\$50,000	\$50,000	NO FUNDING	\$30,000
26	Dunedin Mardi Gras*	\$30,000	\$40,000	11,161	3,052		4	\$50,000	\$40,000	\$40,000	\$30,000
27	OCC Invitational Bike Show	\$25,000	\$25,000	6,756	3,427		5	\$25,000	\$25,000	\$25,000	\$12,500
28	Tampa Bay Barbeque Festival	\$40,000	\$50,000	7,002	3,022		5	\$25,000	\$25,000	\$25,000	\$20,000
29	American Stage "Shrek" the Musical	\$25,000	\$25,000	13,910	2,730		5	\$25,000	\$25,000	\$25,000	\$12,500
30	Halloween on Central*	\$15,000	\$50,000	11,909	2,568		5	\$25,000	\$25,000	\$25,000	\$12,500
31	Clearwater Jazz Holiday**	\$75,000	\$50,000	10,467	2,504		5	\$25,000	\$37,500	\$37,500	\$37,500
32	St. Pete Distance Classic	\$25,000	\$50,000	6,076	2,415		5	\$25,000	\$25,000	\$25,000	\$12,500
33	Asian Mega Night Market Food & Music Festival*	\$0	\$80,000	5,375	2,215		5	\$25,000	\$25,000	NO FUNDING	\$12,500
34	33rd Annual Fall King of the Beach	\$25,000	\$25,000	8,400	1,200		5	\$25,000	\$25,000	\$25,000	\$12,500
35	Winter Wonder***	\$0	\$85,000	7,500	unknown		5	\$25,000	\$25,000	NO FUNDING	\$12,500
36	St. Pete Luxury Automotive Experience***	\$0	\$250,000	7,500	unknown		5	\$25,000	\$25,000	NO FUNDING	\$12,500
37	Mustang Week Florida***	\$0	\$125,000	7,500	unknown		5	\$25,000	\$25,000	NO FUNDING	\$12,500
38	Tampa Bay Blues Festival	\$55,000	\$55,000	4,212	2,436		DNQ / 50% Rule	\$0	\$27,500	\$27,500	\$27,500
39	Treasure Island Kite Festival*	\$15,000	\$25,000	3,260	2,240		DNQ / 50% Rule	\$0	\$7,500	\$7,500	\$7,500
40	Festivals of Speed	\$65,000	\$32,500	4,989	1,844		DNQ / 50% Rule	\$0	\$32,500	\$32,500	\$32,500
41	Savor St. Pete	\$50,000	\$50,000	5,006	1,616		DNQ / 50% Rule	\$0	\$25,000	\$25,000	\$25,000
42	34th Annual Spring King of the Beach**	\$50,000	\$25,000	6,866	1,252		DNQ / 50% Rule	\$0	\$25,000	\$25,000	\$25,000
43	MLK Parade*	\$65,000	\$75,000	6,249	1,002		DNQ / 50% Rule	\$0	\$32,500	\$32,500	\$32,500
44	Dunedin Celtic Music Festival	\$20,000	\$25,000	3,200	900		DNQ / 50% Rule	\$0	\$10,000	\$10,000	\$10,000

* Attendance Uptick

** 3-Year Average

*** Relocated Event

VISIT ST. PETE-CLEARWATER
FY27 Elite Event Recommendations
7/15/26

		APPLICANT		DATA & ELIGIBILITY VERIFICATION				RECOMMENDATION OPTIONS			
Event		FY26 Funding	FY27 Request	Total Attendees	# of Tourists	Broadcast Meet Eligibility Criteria	Category Eligibility	Max Funding Eligibility	TDC RECOMMENDATION #1	TDC RECOMMENDATION #2	STAFF RECOMMENDATION
45	Merry Beach Market & Holiday Festival	\$15,000	\$25,000	4,520	839		DNQ / 50% Rule	\$0	\$7,500	\$7,500	\$7,500
46	Paddy Fest St. Pete	\$15,000	\$25,000	3,006	839		DNQ / 50% Rule	\$0	\$7,500	\$7,500	\$7,500
47	SALSA and Bachata at the District - Halloween	\$20,000	\$25,000	2,100	716		DNQ / 50% Rule	\$0	\$10,000	\$10,000	\$10,000
				1,023,637	523,566				\$3,367,500	\$2,977,500	\$3,000,000

ELIGIBILITY BASED ON DATA		TDC RECOMMENDATION #1		TDC RECOMMENDATION #2		STAFF RECOMMENDATION	
Category	# of Events	# Events Funded	Recommendation	# Events Funded	Recommendation	# Events Funded	Recommendation
1	3	3	\$750,000	3	\$750,000	3	\$750,000
2	10	10	\$1,340,000	10	\$1,340,000	10	\$1,337,500
3	7	7	\$525,000	5	\$375,000	7	\$377,500
4	6	6	\$280,000	3	\$140,000	6	\$180,000
5	11	11	\$287,500	7	\$187,500	11	\$170,000
DNQ / 50% Rule	10	10	\$185,000	10	\$185,000	10	\$185,000
TOTAL	47	47	\$3,367,500	38	\$2,977,500	47	\$3,000,000

Total Applications 63
 # Not Meeting Legal/Minimum Criteria/First Time 12 Not 50% Rule eligible
 # Projects Eligible For Funding 47 Including 1 Bundle of 5 events

Total Request \$5,112,500
 Total Attendees 1,023,637
 Total Tourists 523,566

Does not meet legal or minimum criteria to be considered:

[St. Pete Pride](#) \$150,000
[Winter Pride](#) \$150,000
[Dunedin Pride](#) \$15,000
[Central Florida Food Truck Wars](#) \$25,000
[Rock the Rocks & Rock the Harbor](#) \$20,000
[Showdown in St. Pete](#) \$10,000
[Tampa Bay Ice Cream Festival](#) \$50,000
[Dunedin Wines the Blues](#) \$25,000
[Gulfport Geckfest](#) \$5,000

Late Application:

[We Belong Here](#) \$50,000

Move to Alternate Funding:

[SHINE Mural Festival](#) \$25,000
[ReliaQuest Bowl Beach Day](#) \$75,000

* Attendance Uptick
 ** 3-Year Average
 *** Relocated Event