



Summary Notes/Major Changes to Elite Event Guidelines

Funding Categories & Eligibility

- Under Category 1 expanded national broadcast to include streaming and other platforms
- Renamed Cultural/Heritage to Category 4
- Created Category 5 which would be for new first-time events to Pinellas County
- Changes in Attendance, Room Nights, and Funding Level and changed measurement to attendance OR room nights.
 - Category 1: Attendance more than 50,000 or generates over 15,000 room nights. *Currently 50,000 people or 25,000 room nights.* Maximum funding eligibility up to \$200,000
 - Category 2: Attendance over 15,000 or generates over 4,500 room nights. *Currently 20,000 people and 10,000 room nights.* No change in maximum funding level, up to \$75,000
 - Category 3: Attendance over 10,000 or generates over 3,000 room nights. *Currently 10,000 people and 5,000 room nights.* No change in maximum funding level, up to \$25,000
 - Category 4: Attendance over 7,500. Lowered maximum funding level, from \$25,000 to \$20,000 to better reflect the difference between Category 3 and Category 4.
 - Category 5: Maximum funding level, up to \$15,000

Notes

- *Attendance numbers are provided by the event and is either based on an estimate or actual ticket sales*
- *Room nights determined by using data from Destination Analysts reports. Current data is from overall visitation results. Future changes can be based on actual category results (limited data set currently). The data used to estimate room nights is estimated event attendance, party size (2.5), length of stay (2.2 nights) and % stayed overnight (36%)*

Application Process & Review

- VSPC staff and our agency of record (BVK) will review each application for accuracy and detail, back-up material and the appropriate tourism/marketing value
- After review VSPC staff will make funding recommendations to the TDC based on the information in the application
- VSPC staff will present recommendations to the TDC members for discussion and approval. Upon approval the TDC will provide their recommendations to the BCC.
- The BCC will review the TDC and VSPC recommendations and approve before negotiations begin with the events.

Rating Criteria

- Added economic impact to the list of criteria for evaluation