

## **TOURISM PROMOTION AGREEMENT**

29<sup>th</sup> Annual Spring King of the Beach

**THIS AGREEMENT** is made and entered into as of the 23 day of March, 2022 ("Effective Date"), by and between Pinellas County, a political subdivision of the State of Florida ("County"), for and on behalf of Visit St. Petersburg/Clearwater ("VSPC"), and Old Salt Fishing Foundation, Inc. a Florida not for profit corporation ("Event Organizer") (collectively, the "Parties," or individually, a "Party").

### **WITNESSETH:**

**WHEREAS**, in accordance with Section 118-32, Pinellas County Code, and Section 125.0104(5)(a)2., Florida Statutes, VSPC is responsible for promoting tourism in Pinellas County, including funding activities, services, and events that have as one of its main purposes the attraction of tourists; and

**WHEREAS**, the County, on behalf of VSPC, agrees to provide Tourist Development Tax funding for the 29<sup>th</sup> Annual Spring King of the Beach to be held April 28-30, 2022 ("Event"), organized and operated by the Event Organizer to promote Pinellas County tourism as described in the promotion program as defined herein.

**NOW, THEREFORE**, in consideration of the foregoing and mutual covenants herein contained, the Parties agree as follows:

1. The term of this Agreement shall commence on the Effective Date and shall remain in full force and effect through October 30, 2022, unless otherwise terminated as provided herein.

2. The County agrees to pay to the Event Organizer the sum of Seven Thousand Five Hundred Dollars (\$7,500.00) for Sponsorship benefits and up to the sum of Seventeen Thousand Five Hundred Dollars (\$17,500.00) for Marketing and Advertising expenditures for a total sum of Twenty-Five Thousand Dollars (\$25,000.00) as an Event sponsor, to sponsor, promote and market Pinellas County tourism in connection with the Event as defined in the promotion program described in Exhibit A attached hereto and made a part hereof ("Promotion Program"). The County shall pay the funding herein in accordance with the following:

A. Marketing and Advertising expenditures shall be paid on a reimbursement basis upon submittal of required documentation to the County which shall include: (i) a copy of subcontractor/vendor invoices for which Event Organizer is seeking reimbursement; (ii) proof of payment of the invoices by the Event Organizer such as a cancelled check or acknowledgement of receipt of payment from the subcontractor/vendor; and (iii) documentation showing that the items invoiced were provided or produced such as proofs or samples that match the marketing plan attached hereto as Exhibit B and made a part hereof.

B. The funding herein shall be due and payable within forty-five (45) calendar days of Event completion, upon Event Organizer submitting an invoice with all documentation required in Section 2.A and 2.H. at the address set out in Section 4.

C. Payment shall be made by the County to the Event Organizer in accordance with §218.70 et seq., Florida Statutes, "The Local Government Prompt Payment Act."

D. In the event the Event Organizer: (i) cancels the Event or does not conduct the Event for any reason including, but not limited to, voluntary action or non-voluntary mandates; or (ii) is not in compliance with the terms and conditions of the Agreement; or (iii) is dissolved, or ceases or suspends its operations for any reason, then any sums not paid or disbursed to the Event Organizer are hereby deobligated, and shall not be paid unless this Agreement is amended in writing by mutual agreement of the Parties expressly authorizing payment of the funding herein on the revised terms as provided in said amendment. The parties further agree that if an Event Organizer cancels an event per (i, ii, or iii) above post a fully executed funding agreement but pre-event, the Event Organizer shall either: 1) remit any sponsorship funding monies advanced pre-event which were used for operating expenses minus any value received by County up until cancellation as determined by VSPC staff; or 2) seek reimbursement for allowable marketing deliverables per the agreement, but only as to those actual, verifiable marketing deliverable costs incurred by the Event Organizer up until the time of cancelling the event and to the extent of value received by County as determined by VSPC staff.

E. The Event Organizer shall repay the County for all illegal or unlawful expenditures of the funding herein, or for expenditures made by The Event Organizer in breach of any covenant, term or condition of this Agreement, including illegal, unlawful, and/or unauthorized expenditures discovered after the expiration of the term.

F. The Event Organizer shall provide immediate written notice to VSPC if the Event is cancelled, rescheduled, or the scope of the Event is substantially changed from the Event as described in Event Organizer's funding request.

G. The Event Organizer may amend or revise the Promotion Program only with the prior written consent from the Director of VSPC, or his designee.

H. The Event Organizer shall provide a written final report to VSPC within forty-five (45) calendar days of Event completion, which at a minimum shall include documentation establishing that the Event Organizer provided the promotional benefits described in the Promotion Program, including any documentation required in Exhibit A, and shall specify attendance at the Event and room nights generated by the Event in Pinellas County, the methodology used for computing the room nights which methodology must be documentable, supportable, and calculated in compliance with tourism market and research analysis industry standards, and such other information as required by VSPC. Failure to submit the report as required shall disqualify the Event Organizer from being eligible for funding in future years.

3. A. The Event Organizer shall organize, manage, operate and/or conduct the programs, activities, and events, and be solely responsible for all costs and expenses related to the Event.

B. The Event Organizer represents and warrants that it has substantial experience and skill in the business of organizing and promoting the Event and agrees to use its best efforts to organize, manage, operate and conduct the Event in a professional manner, calculated to create a quality, pleasant, enjoyable experience for all participants.

4. Each Party hereby designates the person set forth below as its respective contact person. The person designated herein shall be each Party's prime contact person for coordinating Promotion Program related activities. Notices or reports shall be sent to the attention of each Party's contact person by U.S. mail, postage prepaid, or email to the Parties' addresses as set forth below:

For the County:

Craig Campbell, Director  
Community & Brand Engagement  
Visit St. Petersburg/Clearwater  
8200 Bryan Dairy Rd., Suite 200  
Largo, FL 33777  
Craig@VisitSPC.com

For the Event Organizer:

Amy Verdensky, Marketing Director  
Old Salt Fishing Foundation, Inc.  
4685 95<sup>th</sup> St. N.  
St. Petersburg, FL 33708  
Amy@oldsaltfishing.org

Any changes to the above representatives or addresses must be provided to the other Party in writing.

5. A. The County reserves the right to terminate this Agreement, without cause, by giving fifteen (15) days advance written notice to the Event Organizer of its election to terminate pursuant to this provision. Should this Agreement be terminated, or the event postponed as provided herein, Event Organizer shall only be entitled to reimbursement of actual costs for goods and/or services received by County from Event Organizer up until the date of postponement or termination of this Agreement, as determined by VSPC staff. Reimbursement shall be based upon submittal and receipt of all supporting, appropriate documentation for such costs.

B. The failure of either Party to comply with any material provisions of this Agreement shall be considered in breach thereof, and shall be cause for immediate termination of the Agreement upon written notice to the defaulting Party.

C. The funds to be used for this Agreement are subject to periodic appropriation of funds by the County. Further, obligations under this Agreement are contingent upon the availability of funds. If funds are not appropriated by the County for any or all of this Agreement, the County shall not be obligated to pay for any promotion benefits provided pursuant to this Agreement beyond the portion for which funds are appropriated. The County agrees to promptly notify the Event Organizer in writing of such failure of appropriation, and upon such notice, this Agreement shall terminate without penalty to the County.

6. A. The Event Organizer shall, upon request, permit the County to examine or audit all records and documents related to the Promotion Program provided for in this Agreement. Event Organizer shall maintain all such records and documents for at least three (3) years following termination of the Agreement, including but not limited to all documents in support of the Event Organizer's funding application and post event reporting.

B. The County through VSPC or VSPC's vendor, has the right to perform on-site surveys during the Event for the purposes of substantiating/verifying Event Organizer's final report and for collecting other information pertinent to the destination.

7. A. Neither the County nor the Event Organizer shall make any express or implied agreements, guaranties or representations, or incur any debt, in the name of or on behalf of the other Party. Neither the County nor the Event Organizer shall be obligated by or have any liability under any agreements or representations made by the other that are not expressly authorized hereunder. The County shall have no liability or obligation for any damages to any person or property directly or indirectly arising out of the operation by the Event Organizer of its business, whether caused by the Event Organizer's negligence or willful action or failure to act.

B. The County will have no liability for any sales, service, value added, use, excise, gross receipts, property, workers' compensation, unemployment compensation, withholding or other taxes, whether levied upon the Event Organizer or the Event Organizer's assets, or upon the County in connection with services performed or business conducted by the Event Organizer. Payment of all such taxes and liabilities shall be the responsibility of the Event Organizer.

C. The Event Organizer shall indemnify, pay the cost of defense, and hold harmless the County, its officers, employees and agents from all damages, suits, actions or claims, including all costs of defense incurred by the County, of any character brought on account of any injuries or damages received or sustained by any person, persons, or property, or in any way relating to or arising from the Agreement; or on account of any act or omission, neglect or misconduct of the Event Organizer; or by, or on account of, any claim or amounts recovered under the Workers' Compensation Law or of any other laws, regulations, ordinance, order or decree; or arising from or by reason of any actual or claimed trademark, patent or copyright infringement or litigation based thereon; except only such injury or damage as shall have been occasioned by the sole negligence of the County.

8. A. The Event Organizer shall comply with all applicable federal, state and local laws, rules, regulations and guidelines, relative to performance under this Agreement.

B. Neither Party may assign or transfer its rights or obligations under this Agreement without the prior written consent of the other Party.

C. Nothing in this Agreement shall be construed to benefit any person or entity not a Party to this Agreement.



D. In carrying out this Agreement, The Event Organizer shall not exclude from participation in, deny benefits to, or otherwise discriminate against, any person because of race, color, religion, sex, national origin, family status or handicap.

E. This Agreement constitutes the entire agreement between the Parties and supersedes any and all prior agreements, communications, or representations, whether oral or written, with respect thereto.

F. No alteration, change, modification, amendment or waiver to or of this Agreement shall be valid or binding unless in writing and signed by both Parties hereto.

G. Nothing in this Agreement will be construed to create, or be implied to create any relationship between the County and any contractor, subcontractor or supplier of the Event Organizer, and at all times the Event Organizer is and shall remain an independent contractor and not an agent of the County or VSPC.

H. Sections 2.D, 2.E., 6.A., and 7.A., B. and C. shall survive the expiration of the term or termination of this Agreement.

I. Time is of the essence with respect to all provisions of this Agreement that specify a time for performance.

J. This Agreement shall be construed, interpreted, and governed by the laws of the State of Florida.

9. Event Organizer acknowledges that information and data it manages as part of the services may be public records in accordance with Chapter 119, Florida Statutes and Pinellas County Public Records Policies. Event Organizer agrees that prior to providing services it will implement policies and procedures to maintain, produce, secure, and retain public records in accordance with applicable laws, regulations, and County policies, including but not limited to the Section 119.0701, Florida Statutes. Notwithstanding any other provision of this Agreement relating to compensation, the Event Organizer agrees to charge the County, and/or any third parties requesting public records only such fees allowed by Section 119.07, Florida Statutes and County policy for locating and producing public records during the term of this Agreement.

10. By signing this Agreement as provided below, Signer attests to all of the following:

A. Signer has the legal authority to enter into the Agreement on behalf of the Applicant organization;

B. Signer is not deriving any direct or indirect benefit or bonus, monetary or otherwise, from the Applicant organization or any other party, including signer's employer, as a result of this funding award; and

C. Signer is not aware of any other third party deriving any direct or indirect benefit or bonus, monetary or otherwise, from the Applicant organization or any other party as a result of this funding award.

**IN WITNESS WHEREOF**, the Parties herein have executed this Agreement on the day and year first above written.

**PINELLAS COUNTY, FLORIDA**  
by and through its Director of  
Administrative Services

**OLD SALT FISHING  
FOUNDATION, INC.**

By: Joe Lauro Dir Admin Svs  
Joe Lauro

By: Amy Verdensky  
Amy Verdensky, Marketing Director

[Corporate Seal]

**APPROVED AS TO FORM**

By: Michael A. Zas  
Office of the County Attorney

**Pinellas County TDC Elite Event Funding FY22**  
**Benefits & Deliverables**  
**Exhibit A**

**Event Name: 29<sup>th</sup> Annual Old Salt Spring King of the Beach ("Event")**

**Event Dates: April 28-30, 2022**

**Marketing & Advertising Up To Funding Amount: \$17,500**

**Sponsorship Contribution: \$7,500**

**VIK Contribution: \$12,625**

**Total Contribution: \$37,625**

- 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. The Event shall be referenced as "Old Salt Spring King of the Beach Tournament & Festival presented by Visit St. Pete/Clearwater".
    - ii. VSPC is granted the first right of refusal to be the Exclusive Presenting Sponsor for the 2023 Event.
  - 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 \$17,500 for pre-Event marketing deliverables upon submittal and acceptance of post-Event proof of performance documentation. Proof of performance shall include 3<sup>rd</sup> party invoice(s), proof of payment and proofs or samples that match the marketing plan.
  - C. Sponsorship Benefits
    - i. Marketing & Advertising Benefits
      - 1. VSPC logo (with hyperlink to VSPC homepage) included on all Event marketing collateral including but not limited to:
        - a. Over 2,500 pieces of tournament apparel (logo on backs and one sleeve on all short sleeve t-shirts)
        - b. 30,000 post cards
        - c. 10,000 event booklets
        - d. 1,000 posters
        - e. Ads in Florida Sportsman, Coastal Angler Magazine, Tampa Bay Times and others
        - f. Facebook background header for four (4) weeks
        - g. Event website tournament section and every page footer
        - h. On discussion forums including Onlinefisherman.com and FloridaSportsman.com
      - 2. Print Advertising (ads provided by VSPC)
        - a. Two (2) VSPC Full page color ads in event publication
      - 3. Broadcast Benefits (radio spots to include VSPC mention):

- a. A minimum of one hundred (100) VSPC mentions (to be read as Visit St. Pete/Clearwater) on Cox Media Radio commercials
    - b. Tampa Offshore Fishing Show on The Bone 102.5 (Cox Media Radio Station) mention and discussion on how Visit St. Pete/Clearwater impacts our area.
  - ii. Digital & Media Benefits
    - 1. Website:
      - a. VSPC banner ad on tournament homepage for four (4) weeks with link
      - b. VSPC logo on sponsor page as presenting sponsor with link
      - c. VSPC logo on the footer of website (all pages) year-round with link
    - 2. Email Campaigns:
      - a. VSPC banner ad included on:
        - i. Two (2) full sends of email campaign (project to be 749,000 impressions each)
        - ii. Two (2) Tri-County (projected to be 35,000 impressions each)
        - iii. Two (2) Team/Angler (projected to be 5,000 impressions each)
    - 3. Social Media
      - a. At least four (4) VSPC tagged Facebook mentions with VSPC logo and name to read Visit St. Pete/Clearwater
      - b. At least four (4) VSPC tagged Instagram mentions in either hashtags or logo on image
      - c. Minimum of six (6) VSPC thirty second commercials played throughout live streaming broadcast during weigh in day of Event
    - 4. Social Forums
      - a. VSPC mentions with banner ads on forum listings. To be hosted on Florida Sportsman and Online Fisherman
  - iii. Event On-Site Benefits
    - 1. Display / Exhibits:
      - a. Opportunity for one (1) 10' x 20' space at Event for VSPC to promote the destination (location to be mutually determined)
      - b. Opportunity for one (1) 10' x 30' space to exhibit VSPC branded boat at a mutually agreed upon location
    - 2. Signage:
      - a. VSPC logo inclusion on main stage, step and repeat backdrop, and top and bottom stage banners
      - b. VSPC banners placed at premium locations throughout Event perimeter (locations to be mutually determined; VSPC to provide banners; Event Organizer to install, collect and return banners).
      - c. VSPC logo on leaderboard
    - 3. Other:

- a. Minimum of twenty (20) ten to fifteen-second live or pre-recorded stage announcements per day to promote Visit St. Pete/Clearwater.
- b. VSPC collateral included in 650 Captain's Buckets
- c. VSPC to welcome anglers at Captains Meeting on stage
- d. VSPC to present trophy to winning team (if available)
- e. Event to provide, if requested, a spot on a boat for VSPC photographer/videographer

iv. Additional Benefits

- 1. Event to provide the following to VSPC working staff, which includes but is not limited to brand ambassadors, street teams, media and photographers, if requested by VSPC and at no cost to VSPC
  - a. Worker passes/credentials with appropriate access (all-access for VSPC media and photographers)
  - b. Parking passes
  - c. Meals under the event's volunteer program
  - d. Dedicated golf cart, if available
  - e. Water and ice

II. VSPC will provide the following marketing and digital spends on behalf of:

A. Digital and Media

- i. VSPC will provide a website pixel for Event to implement on its website. The pixel will allow for improved digital retargeting and provide the event and VSPC robust visitor data, including bookings, visitor demographics and other pertinent booking information. Estimated \$3,125.00 value.
- ii. VSPC will provide an onsite survey team to collect tourism-related data and information during the Event. VSPC to develop the questionnaire and pay the cost for hiring and training staff as well as any promotional items used to incent participation. Event to provide space and power, if needed, upon request by VSPC and at no charge to VSPC. Estimated \$9,500.00 value.

## Marketing & Advertising Plan

The Old Salt Fishing Foundation employs a multi-audience acquisition strategy in marketing this event. We focus on three principal audiences and deploy targeted campaigns to maximize exposure and response. Each of these highlight Pinellas County as a premier destination for fishing and fun in the sun.

### Our target audiences:

- Out of state fishing teams from Gulf and Atlantic coastal regions ranging from North Carolina to Texas
- Drive-in fishing teams, anglers and visitors with focus on Jacksonville, Pensacola, Orlando and other Florida cities.
- Local attendees and anglers



### MAKE IT PERSONAL

• Invest in localized fishing markets in specific regions through the Southeast. We take an I'll show you mine, you show me yours approach. We love sharing photos, results and tournament tactics with over 40 mid sized kingfish tournament that are in areas from North Carolina to Texas. We recruit teams at their local events by providing print collateral and/or prize incentives to get them to travel with their team. We also place ads in their local fishing publications to entice travel teams. This year we have added actual visits to their events and securing booth/ table space to meet the teams in person.

• Create and promote an event logo and theme that incorporates a Florida artist with a Kingfish. Partnering with a Florida based artist provides new

creative talent, a fresh look for every event and brings the flavor of Florida to the table to out-of-town guests.

Old Salts  
Published by Amy Verdensky · May 7 at 7:31 PM ·

Thirsty? Capt. Zachary Railey, Team Single Source Insurance/ Single Source Insurance Fishing Team, gets a little drink from the champagne hose... Congrat's on the big win at the KING! Kyle Nifong Taylor Nifong #fishbigmoney #oldsaltkingofthebeach #VSPC Visit St. Pete/Clearwater



Old Salts  
Community Organization

Send Message

3,834  
People Reached

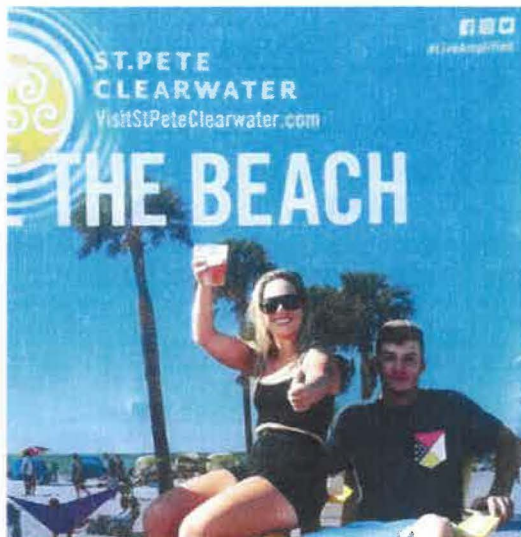
140  
Engagements

Boost Post

Jacob E Schmidt, Ann Railey and 39 others

Old Salts  
Published by Kevin Rando · May 4 at 6:09 PM ·

Make sure you come and check out @vspc and get your St Pete/Clearwater swag.



2,298  
People Reached

16  
Engagements

Boost Post



## USE THE FISHING COMMUNITY

- There are some staples in the fishing industry ... Florida Sportsman, Florida Sport Magazine, FWC, IGFA to name a few. Use their established platforms to reach a broad spectrum of traveling anglers. These platforms include forums, blogs, website digital ads and print ads.

**FLORIDA SPORTSMAN**

REPORTS REGIONS FORECAST PHOTOS BOATING HOW-TO SPORTFISH GEAR

### WIN BIG at the Spring King of the Beach - May 2<sup>nd</sup> thru 4<sup>th</sup>

**Old Salt Fishing Foundation**  
 Posts: 715  
 Official  
 April 8 · IN  
 When: Central Oceanic Fishing & The Outdoors

The Old Salt King of the Beach is perhaps the oldest, and arguably the richest, Kingfish tournament in the United States. If you fish for Smoker Kings, you should be fishing the 26th Annual Old Salt Fall King of the Beach. Held in beautiful Madeira Beach Florida, twice every year in the Fall & Spring when the Kings are running on Florida's west coast. The King of the Beach Kingfish Tournament is host to competitive fishing teams from the S.E. United States and beyond.

Prizes are over \$225,000 with a 1st place guaranteed at \$60,000 .... last spring's winner was over \$100,000!!  
 Join the fun and come experience the King.

More info: <https://oldsaltfishing.org/fishing-tournaments/spring-king-of-the-beach-kingfish-tournament/>

**LIVE THE BEACH** **SEASIDE CLEMATIS**

Like · 64 · 100% · Disagree · Agree · Love · 100% · 100% · 100% · 100%

- Use (our) Old Salt community :
  - Database of over 749,000 email contacts that have opted in and are fisherman
  - Database of 10,000 mail addresses
  - Website with an average of 20,000 unique users every month
  - A very engaged social media outlet: Facebook with 80,000+ likes ; Twitter with over 5,000 followers; Instagram with 5,000 followers

## ALWAYS USE THE BASICS

- Direct marketing: brochures, flyers and event booklets
- Advertise in print media (local and national)
- Radio – We partner with Cox Media and they syndicate our script locally and state wide
- Send out publicity and press releases through local newspapers, radio, and television stations.
- Participate in boat shows at the local and regional level.

**Magazines, Publications and Newspapers**

<b>Approx Month of Insertion</b>	<b>Media Name</b>	<b>Ad Size - Length - Type</b>	<b># of Spots / Insertions</b>	<b>Circulation / Impressions</b>	<b>Estimated Value</b>
March / April issues	Florida Sportsman	1/2 page ad - full color	2	240,000	\$ 2,750.00
March / April issues	Coastal Angler	Full Page ad - full color	2	500,000	\$ 4,200.00
April issues	Assorted Community Publications	Full or Half Page Ads	4	TBD	\$ 3,500.00
					\$ 10,450.00

**Digital & Social Media**

<b>Approx Month of Circulation</b>	<b>Media Name</b>	<b>Ad Size - Length - Type</b>	<b># of Spots / Insertions</b>	<b>Circulation / Impressions</b>	<b>Estimated Value</b>
February - May	Google, Yahoo and Bing Ads to include re-marketing ads	5 ad sizes total to accomodate desktop and mobil platforms	8	approx: 1,300,000	\$ 2,800.00
February - May	Facebook & Instagram Ads	sponsored stories & news feed ads	15	approx: 2,700,000	\$ 5,000.00
February - May	Organic Posts: Facebook; Instagram and Twitter; Forums	weekly & daily posts	84	approx: 275,000	In Kind
February - May	Email Campaigns		6-8 Campaigns	600,000 per campaign	\$ 6,800.00
May	Live Stream Video		1	6,000 logins	\$ 6,200.00
					\$ 20,800.00



**Other**

Approx Month of Circulation	Media Name	Ad Size - Length - Type	# of Spots / Insertions	Circulation / Impressions	Estimated Value
Feb / April	Kingfish Team Postcards & Mailings	6 x 9 full color	2	30,000	\$ 8,000.00
April	Event Booklets: 64 pages	7x9 full color		10,000	\$ 16,000.00
March/April	Event Posters	12 x 18		2,000	\$ 800.00
February - May	Website use & Updates	Multi-page		82,000	In Kind
April / May	Event Apparel	various styles		2,500 pieces	\$ 27,400.00
May	Event Koozies			2,000	\$ 1,500.00
					\$ 53,700.00

Timing	Media Name	Ad Size - Length - Type	# of Spots / Insertions	Circulation / Impressions	Estimated Value
October - April	Tournament Solicitation Campaign	various			\$ 10,000.00

**Radio / Television**

Approx Month of Airing	Media Name	Ad Size - Length - Type	# of Spots / Insertions	Circulation / Impressions	Estimated Value
Oct/Nov	Cox Media Radio	:15 spot	500	500,000	Donated
Oct/Nov	Tampa Offshore Fishing Radio Show	2 - 3 hour shows	2	385,000	Donated

**Total Marketing Plan Value \$ 94,950.00**



*W*  
Initials



