

Capital Funding Agreements - Value of VSPC Marketing Benefits

EVENT	DURATION	ANNUAL ESTIMATED IMPRESSIONS	ANNUAL ESTIMATED VALUE	FISCAL IMPACT	INCLUSIONS
American Craftsman Museum	22 years from project completion	150,000 +	\$275,000	\$6,000,000 Contract effective through 9/30/2020 Annual payment NTE \$2,000,000	Permanent 10 x 15 space in the lobby to serve as a welcome center; Looping video/film of VSPC attractions on digital interactive monitor near entrance; exterior signage; Event Space for up to 12 business days; garage rooftop space for VSPC up to 6 times; logo and tag line in all printed advertising
Clearwater Marine Aquarium – Expansion Project	In perpetuity	780,000 +	\$400,000	\$26,000,000 Contract effective through 9/30/2020 Annual payment NTE \$13,000,000	Signage; Kiosk; logo on tickets; marketing campaign (assumption \$100k budget)
City of Clearwater Ruth Eckerd Hall	18 years from project completion	327,000 +	\$300,000	\$5,500,000 Contract effective through 9/30/2020 Annual payment NTE \$2,750,000	Permanent 10 x 15 space in the lobby to serve as a welcome center; promotional opportunities for up to 20 events; logo on tickets; full page full color ad in each printed playbill; logo and link on theatre website; marketing campaign (assumption \$100k budget)
City of Clearwater Eddie C. Moore Countryside Sports Complex	Until September 2028		\$225,000	ECM - \$495,000 Contract effective through 9/30/18 <u>Lump sum payment</u> CSC - \$1,900,000 Contract effective through 9/30/2020 Annual payment NTE \$950,000	50% discount on field rental and other city charges; year round VSPC signage; PA announcements during events; joint destination marketing/promotion campaigns

*Estimated values provided by VSPC's Advertising Agency of Record, BVK