

Visit St. Pete/Clearwater  
Capital Projects Funding Program Guidelines  
Proposed Substantive Revisions

CURRENT GUIDELINES	PROPOSED REVISIONS
<p>II. Definitions</p> <p><b>“Capital Project”</b> for purposes herein shall mean any project that applies for CPFP funds that is listed in the Categories D or E of the Plan in Section 118-32(a)(1) of the Pinellas County Code, and authorized by Section 125.0104, Florida Statutes.</p> <p><b>“Economic Benefit”</b> shall mean all measurable direct return on investment generated from Tourists visiting the destination, including but not limited to transient lodging (Tourist room nights) and measurable direct or indirect benefits from Marketing and Sponsorships, as determined by the Count designated consultant referred to in III D.</p>	<p>II. Definitions</p> <p><b>“Capital Project”</b> for purposes herein shall mean any construction or improvement project that receives CPFP funding that is listed in Categories D or E of the Plan in Section 118-32(a)(1) of the Pinellas County Code, and authorized by Section 125.0104, Florida Statutes, that provides a significant return on investment of Bed Taxes as defined in these Guidelines, the funding agreement, and as otherwise determined by the BCC.</p> <p><b>“Tourism Economic Benefit”</b> shall mean all projected incremental increases in annual measurable returns from the Capital Project generated from Tourists visiting the tourism facility, including but not limited to transient lodging (Tourist room nights) and paid and/or documented attendance, measurable benefits from Marketing and Sponsorships provided by the applicant, and governmental fees and taxes, as determined by the economic impact study referred to in III D.</p>
<p>III. Eligibility</p> <p>D. Applicants must demonstrate the incremental economic impacts of the Capital Project through an economic impact study that determines the Economic Benefit of the proposed Capital Project. The study shall also include a projection of incremental increases in annual Tourist room nights and annual Tourist attendance, the projected demographics of attendees, and projected increases in governmental revenues through taxes and fees, to be generated by the Capital Project. This study shall be done by a County designated consultant at Applicant’s sole cost and shall be submitted at time of application.</p>	<p>III. Eligibility</p> <p>D. Applicants must demonstrate the incremental economic impacts of the Capital Project through an economic impact study that determines the Tourism Economic Benefits of the proposed Capital Project. The study shall include a projection of incremental increases in annual Tourist room nights and annual paid and/or documented attendance, and projected increases in governmental revenues through taxes and fees, to be generated by the Capital Project. The study shall at a minimum apply the methodologies, satisfy the requirements, and address the findings specified by the County. The County reserves the</p>

<p>E. Applicants must also, at their sole cost, submit a feasibility study prepared by a consultant of their choosing for all new tourist facilities that have not previously been in operation in Pinellas County, which shall be submitted at time of application.</p>	<p>right to determine compliance with the requirements and/or the validity of the findings, and may request such additional information, data, or analysis as determined necessary to evaluate the return on investment of the proposed Capital Project. The study shall be completed at applicant's sole cost and shall be submitted at the time of filing the application.</p> <p>E. DELETED</p>
<p>VII. Evaluation process</p> <p>A. Each application will be initially reviewed by the VSPC staff to ensure compliance with the guideline requirements herein, with assistance by the County Attorney's Office as needed.</p> <p>B. Prior to the meeting referred to in subsection C herein, each application will be individually reviewed and scored by members of the Capital Projects Funding Committee ("Committee") based on the rating scale shown later in these Guidelines.</p> <p>C. The Committee and staff will hold a meeting to announce the score of all applications. All Applicant projects that score at least 700 points will be considered for funding within the TDC's recommended budget and in accordance with these Guidelines.</p> <p>D. Staff will then announce the total points and the average score for each application and then provide a ranking of highest to lowest scoring applicants.</p> <p>E. Applicants may be invited to make a presentation to the Committee if requested.</p> <p>F. After review of all applications, public comment will be requested.</p> <p>G. Committee members will then complete a final review of all qualifying applications and have an opportunity to adjust scores based on any new information.</p>	<p>VII. Evaluation process</p> <p>A. Each application will be initially reviewed by staff to ensure statutory eligibility and compliance with the requirements in these Guidelines.</p> <p>B. The TDC shall establish a Capital Projects Evaluation Committee ("Committee") for each capital funding cycle. Prior to the meeting referred to below Committee members will individually review and score applicant projects based on the rating criteria and scale in these Guidelines.</p> <p>C. The Committee and staff will hold a meeting to announce the score of all applications. At this meeting, before announcing individual scores, Committee members will have the opportunity to ask questions and/or seek clarification from applicants in order to finalize their review of an applicant's project.</p> <p>D. Once all Committee members have had any and all questions answered from applicants, they will announce their scores.</p> <p>E. Staff will then average the scores and announce the total points and average score for each application which will be announced in ranking of highest to lowest average score.</p> <p>F. Only Capital Projects that score at least 700 points will be eligible for funding consideration.</p> <p>G. DELETED</p>

<p>H. Any score changes will be recorded and a new average score announced if scores were revised.</p> <p>I. Members of the Committee will begin with the highest scoring applications and determine recommended funding amounts for each application.</p> <p>J. If necessary, a second meeting may be called to make the funding determinations for each application.</p>	<p>H. DELETED</p> <p>G. (formerly I) Members of the Committee will begin with the highest scoring applications and determine recommended funding amounts for each application.</p> <p>J. DELETED</p>
<p>VIII. Rating Criteria</p> <p>A. Total annual Economic Benefit as determined in the economic impact study completed by the County designated consultant 300 points</p> <p>B. Number of projected Tourist room nights and Tourist attendance generated annually in Pinellas County 250 points</p> <p>D. The contribution of the Capital Project to Pinellas County's reputation as an attractive destination for Tourists 100 points</p> <p>All those rating the applications will base their scores for each of the items in the rating scale as follows:</p> <p>0% unresponsive to the requirements of the item being rated  10% - 30% does not meet current requirements of the item being rated  40% - 60% partially meets requirements of the item being rated  70% - 90% fully responsive to the requirements of the item being rated  100% exceeds all requirements of the item being rated</p>	<p>VIII. Rating Criteria</p> <p>A. Annual Tourism Economic Benefits of the Capital Project for a period of ten (10) years after project stabilization. 300 points</p> <p>B. Number of projected Tourist room nights and Tourist attendance generated annually within Pinellas County as a result of the Capital Project. 250 points</p> <p>D. The contribution of the Capital Project to Pinellas County's reputation as an attractive destination for Tourists Internationally, Nationally and/or in the State of Florida. 100 points</p> <p>All those rating the applications will base their scores for each of the items in the rating scale as follows:</p> <p>0% - 9% unresponsive to the requirements of the criteria being rated  10% - 39% does not meet all of the requirements of the criteria being rated  40% - 69% meets the minimum requirements of the criteria being rated  70% - 89% exceeds the minimum requirements of the criteria being rate  90% -100% substantially exceeds all requirements of the criteria being rated</p>