



Pinellas County

Legislation Details (With Text)

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Type: Delegated Item **Status:** Passed

File created: 2/27/2018 **In control:** Convention and Visitors Bureau

On agenda: 4/24/2018 **Final action:** 4/24/2018

Title: Tourism Promotion Agreement with Green Savoree St. Petersburg, LLC for the Firestone Grand Prix of St. Petersburg, a Fiscal Year 2018 Elite Event.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Tourism Promotion Agreement

| Date | Ver. | Action By | Action | Result |
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Subject:

Tourism Promotion Agreement with Green Savoree St. Petersburg, LLC for the Firestone Grand Prix of St. Petersburg, a Fiscal Year 2018 Elite Event.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreement with Green Savoree St. Petersburg, LLC for the Firestone Grand Prix of St. Petersburg, a Fiscal Year 2018 (FY18) Elite Event.

Contract term: 6 months

Strategic Plan:

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Summary:

This Agreement is for sponsorship of the Firestone Grand Prix of St. Petersburg, which is scheduled to be held March 9-11, 2018.

Background/Explanation:

On August 15, 2017, the Board of County Commissioners approved the recommendations of the Tourist Development Council to fund the FY18 Elite Events for a maximum (or “up to”) total funding level of \$1,497,000.00 and to allow staff to negotiate the terms and final funding amount of each agreement for increased tourism promotional benefits. In order to receive funding, these high-profile events must meet minimum criteria for room night generation, or attendance, as well as media and/or marketing exposure for the County.

In exchange for this monetary support, the CVB will receive the tourism promotional benefits detailed in Exhibit A of the Agreement.

Fiscal Impact:

Funding to support this Tourism Promotion Agreement in the amount of \$175,000.00 is provided through the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax.

Delegated Authority:

Authority for the County Administrator to sign the Tourism Promotion Agreement is granted under Code Section 2-62 (a)(1).

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Tourism Promotion Agreement