



# Pinellas County

## Legislation Details (With Text)

**File #:** 18-012D      **Version:** 1

**Type:** Delegated Item      **Status:** Passed

**File created:** 1/6/2018      **In control:** Convention and Visitors Bureau

**On agenda:** 2/27/2018      **Final action:** 2/27/2018

**Title:** Tourism Promotion Agreements with the Shriners Hospitals for Children, Inc. d/b/a East-West Shrine Game, City of Clearwater, Copperhead Charities, Inc., and Sunsets at Pier 60 Society, Inc. for Fiscal Year 2018 Elite Events.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. 93rd Annual East-West Shrine Tourism Promotion Agreement, 2. Clearwater Sea-Blues Festival Tourism Promotion Agreement, 3. 2018 Valspar Championship Tourism Promotion Agreement, 4. Pier 60 Sugar Sand Festival Tourism Promotion Agreement

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

Tourism Promotion Agreements with the Shriners Hospitals for Children, Inc. d/b/a East-West Shrine Game, City of Clearwater, Copperhead Charities, Inc., and Sunsets at Pier 60 Society, Inc. for Fiscal Year 2018 Elite Events.

**Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreements with the Shriners Hospitals for Children, Inc. d/b/a East-West Shrine Game, City of Clearwater, Copperhead Charities, Inc., and Sunsets at Pier 60 Society, Inc. for Fiscal Year 2018 (FY18) Elite Events.

Contract terms: 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:**

The Tourism Promotion Agreements are Elite Event sponsorships for the 93rd Annual East-West Shrine Game, Clearwater Sea-Blues Festival, 2018 Valspar Championship and Pier 60 Sugar Sand Festival. These events are scheduled to be held January 13-20, 2018, February 23-25, 2018, March 5-11, 2018, and April 13-22, 2018, respectively.

**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:**

\$ 35,000.00 93<sup>rd</sup> Annual East-West Shrine Game  
\$ 55,000.00 Clearwater Sea-Blues Festival  
\$ 75,000.00 Pier 60 Sugar Sand Festival  
\$200,000.00 2018 Valspar Championship  
\$365,000.00 Total Expenditure

Funding to support Elite Events 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 Agreements 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 Agreements:  
- 93<sup>rd</sup> Annual East-West Shrine Game  
- Clearwater Sea-Blues Festival  
- 2018 Valspar Championship  
- Pier 60 Sugar Sand Festival