



Pinellas County

Staff Report

File #: 20-373D, Version: 1

Subject:

Tourism Promotion Agreement with St. Pete Pride, Inc. for a Fiscal Year 2020 Elite Event.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreement with St. Pete Pride, Inc. for a Fiscal Year 2020 (FY20) Elite Event.

- Agreement with St. Pete Pride, Inc. for \$75,000.00 supports the St. Pete Pride Weekend scheduled for June 26-28, 2020.
- Sponsorship requires tourism promotional benefits detailed in Exhibit A of the agreement.
- Payment is made after the Post Event Report and all tourism promotional benefits have been received.
- Convention and Visitors Bureau's research firm will provide consistent analysis across all Elite Events to validate the County's return on investment.

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 Agreement is a sponsorship for St. Pete Pride Weekend. This event is scheduled for June 26-28, 2020.

Background/Explanation:

On August 20, 2019, the Board of County Commissioners approved the recommendations of the Tourist Development Council (TDC) to fund FY20 Elite Events for a maximum (or "up to") total funding level of \$750,000 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, and/or attendance, as well as media and/or marketing exposure for the County.

At the request of the TDC, the Convention and Visitors Bureau (CVB) contracted with a research firm to obtain consistent and comparative research analysis on the impact of Elite Events to the County. Research findings from this study will provide important data including visitor volume, room nights, economic impact, and which FY20 Elite Event yielded the highest return on investment.

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

Fiscal Impact:

\$75,000.00 St. Pete Pride Weekend

Funding to support the Tourism Promotion Agreement is provided through the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax Fund.

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:

Steve Hayes, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council
City of St. Petersburg

Attachments:

Tourism Promotion Agreement