



Pinellas County

Staff Report

File #: 20-978D, Version: 1

Subject:

First Amendment to the Tourism Promotion Agreement with Old Salt Fishing Foundation, Inc. for the 27th Annual Spring King of the Beach fishing tournament, a Fiscal Year 2020 Elite Event.

Recommended Action:

Approval and execution by the Director of Administrative Services of the First Amendment to the Tourism Promotion Agreement with Old Salt Fishing Foundation, Inc. (Old Salt) for the 27th Annual Spring King of the Beach (Spring KOTB) fishing tournament, a Fiscal Year 2020 Elite Event.

- First Amendment with Old Salt is for payment of \$17,109.37 in tourism promotional benefits expended and received prior to event cancellation.
- Old Salt first postponed Spring KOTB and then cancelled the event 13 days before the rescheduled opening date due to the pandemic.
- Original Elite Event Tourism Promotion Agreement with Old Salt was for \$25,000.00.

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 First Amendment will allow the Convention and Visitors Bureau to pay Old Salt for the portion of tourism promotional benefits that were expended and received prior to the event being cancelled by Old Salt due to the pandemic. Per Section 2C of the Tourism Promotion Agreement with Old Salt, the County cannot pay in these circumstances unless agreed to in writing.

Background/Explanation:

On August 20, 2019, the Board of County Commissioners (Board) approved the recommendations of the Tourist Development Council to fund sixteen Elite Events, including the Spring KOTB. Further, on February 25, 2020, the Board approved the Tourism Promotion Agreement with Old Salt for \$25,000.00.

Spring KOTB was originally scheduled for April 30 - May 2, 2020. On April 6, Old Salt notified the Convention and Visitors Bureau (CVB) the event was being postponed to May 28 - 30. On May 15, 2020, 13 days prior to the rescheduled opening, Old Salt cancelled the event. At that time Old Salt had already expended funds towards the tourism promotion program. Exhibit A of the Amendment reflects the reduced benefits received as a result of the event cancellation.

Fiscal Impact:

\$17,109.37 Reduced Funding Amount

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

Delegated Authority:

Authority for the Director of Administrative Services to sign this First Amendment is granted under the Delegation Memo dated December 2, 2019.

Staff Member Responsible:

Steve Hayes, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

First Amendment