



# Pinellas County

## Staff Report

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File #: 17-1054D, Version: 1

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**Subject:**

Tourism Promotion Agreement with the Tampa Bay Bowl Association, Inc. for the Outback Bowl and Clearwater Beach Day, Fiscal Year 2018 Elite Events.

**Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreement with the Tampa Bay Bowl Association, Inc. for the Outback Bowl and Clearwater Beach Day, 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 Agreement is an Elite Event sponsorship for the Outback Bowl and Clearwater Beach Day. These events are scheduled to be held on December 30, 2017, and January 1, 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:**

\$120,000.00 Outback Bowl  
\$ 30,000.00 Clearwater Beach Day  
\$150,000.00 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 Agreement