



Pinellas County

Staff Report

File #: 23-1099D, Version: 1

Subject:

Tourism Promotion Agreement with the Tampa Bay Bowl Association, Inc. d/b/a ReliaQuest Bowl for a Fiscal Year 2024 Elite Event.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreement with Tampa Bay Bowl Association, Inc. d/b/a ReliaQuest Bowl (Tampa Bay Bowl) for a Fiscal Year (FY) 2024 Elite Event.

- Agreement with Tampa Bay Bowl for \$75,000.00 supports Clearwater Beach Day (Beach Day) and the ReliaQuest Bowl.
- Funding is allocated between sponsorship benefits and marketing and advertising expenditures and is paid post event:
 - \$45,000.00 for sponsorship benefits
 - Up to the sum of \$30,000.00 for marketing and advertising expenditures.
- FY24 Elite Event Funding was recommended by the Tourist Development Council on July 19, 2023, and approved by the Board of County Commissioners on August 15, 2023.
- The Convention and Visitors Bureau will provide a visitor profile report for this Elite Event.

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 for Clearwater Beach Day and the ReliaQuest Bowl which are scheduled to be held December 30, 2023, and January 1, 2024, respectively. Funding is paid on a post event basis upon receipt of a report and other supporting documentation.

Background/Explanation:

On August 15, 2023, the Board approved 35 events for the FY24 Elite Event Funding Program for a maximum (or "up to") total funding amount of \$2,120,000.00.

With the exception of 2011, the County has supported Beach Day and the Bowl Game through the Elite Event Program since 2007. In accordance with the Elite Event Guidelines, funding provided by the County is for production of Beach Day, which will be held on Clearwater Beach. As part of the agreement, the County will receive associated deliverables for the Bowl Game, which is held in Tampa. Funding is allocated between sponsorship benefits and marketing and advertising expenditures which are detailed in Exhibits A and B of the agreement. Funding is paid on a post event basis upon receipt of a written and other supporting documentation, which is due within 45 days of the event.

Destination Analysts, Inc. (DA), the CVB's research firm reported the ROI analysis from FY23 Beach Day resulted in a direct economic impact of \$3,838,844.00 to the County. In FY24 DA will provide a visitor profile report for Beach Day which will provide insight for future event marketing. All DA reports are shared with event organizers.

Fiscal Impact:

\$ 75,000.00 Clearwater Beach Day & ReliaQuest Bowl

Funding to support the Tourism Promotion Agreement in the amount of \$75,000.00 is included in 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:

Brian Lowack, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Tourism Promotion Agreement