



Pinellas County

Staff Report

File #: 17-008D, Version: 1

Subject:

Tourism Promotion Agreement with the Shriner's Hospitals for Children, Inc. for the 92nd Annual East/West Shrine Game, a Fiscal Year 2017 Elite Event.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreement with the Shriner's Hospitals for Children, Inc. for the 92nd Annual East/West Shrine Game (Shrine Game), a Fiscal Year 2017 (FY17) 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:

This Tourism Promotion Agreement is an Elite Event Sponsorship for the Shrine Game and game week events, which are scheduled to take place January 15-21, 2017, in St. Petersburg.

Background/Explanation:

On August 23, 2016, the Board of County Commissioners approved the recommendation of the Tourist Development Council to fund the FY17 Elite Events for a total of \$1,525,000. 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 Convention and Visitors Bureau (CVB) will receive tourism promotional benefits, which are detailed in Exhibit A of the Agreement.

Fiscal Impact:

Funding to support this Agreement in the amount of \$85,000 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 this Tourism Promotion Agreement 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

