



# Pinellas County

## Staff Report

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File #: 17-951D, Version: 1

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### **Subject:**

Tourism Promotion Agreements with Clearwater Jazz Holiday Foundation, Inc., John's Pass Village Association, Inc., and Old Salt Fishing Foundation, Inc. for Fiscal Year 2018 Elite Events.

### **Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreements with Clearwater Jazz Holiday Foundation, Inc., John's Pass Village Association, Inc., and Old Salt Fishing Foundation, Inc. for 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 Agreements are Elite Event Sponsorships for the 2017 Clearwater Jazz Holiday, John's Pass Seafood Festival, and the 24th Annual Fall King of the Beach. These events are scheduled to take place October 19-22, 2017, October 26-29, 2017, and November 2-4, 2017, 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 each Agreement.

### **Fiscal Impact:**

\$ 75,000.00 Clearwater Jazz Holiday  
\$ 50,000.00 John's Pass Seafood Festival  
\$ 45,000.00 24<sup>th</sup> Annual Fall King of the Beach  
\$170,000.00 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 Agreements  
Clearwater Jazz Holiday  
John's Pass Seafood Festival  
24th Annual Fall King of the Beach