



Pinellas County

Staff Report

File #: 17-165D, Version: 1

Subject:

Tourism Promotion Agreement with Sunsets at Pier 60 Society, Inc. for the 2017 Pier 60 Sugar Sand Festival, a Fiscal Year 2017 Elite Event.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreement with Sunsets at Pier 60 Society, Inc. for the 2017 Pier 60 Sugar Sand Festival (Sugar Sand Festival), a Fiscal Year 2017 (FY17) Elite Event.

Contract Term: 6 months

Contract Amount: \$100,000.00

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 Tourism Promotion Agreement is an Elite Event Sponsorship for the Sugar Sand Festival. This event is scheduled to take place April 14-23, 2017, on Clearwater Beach.

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 \$1,525,000.00. 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 the Tourism Promotion Agreement in the amount of \$100,000.00 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 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