



Pinellas County

Staff Report

File #: 23-0443D, Version: 1

Subject:

Finalized Agreement with Tampa Bay Charities, Inc. for a Fiscal Year 2022 Elite Event.

Recommended Action:

Approval and execution by the County Administrator of the Finalized Agreement (Agreement) with Tampa Bay Charities, Inc. (TBC) for the Baystar Clearwater Offshore Nationals (Offshore Nationals), a Fiscal Year (FY) 2022 Elite Event.

- Agreement with TBC for \$75,000.00 supports the FY22 Baystar Clearwater Offshore Nationals (formerly known as the Hooters Clearwater Offshore Nationals).
- Funding is allocated between marketing and advertising expenditures and sponsorship benefits.
- The Convention and Visitors Bureau's research firm provided a return-on-investment analysis for the FY22 Offshore Nationals.

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 Finalized Agreement is for the FY22 Baystar Clearwater Offshore Nationals, which took place on September 23-25, 2022, on Clearwater Beach. This agreement is being presented at this late date due to the County not reaching an agreement with TBC prior to the event taking place and then receiving the signed Finalized Agreement on April 6, 2023.

Background/Explanation:

On July 13, 2021, the Board of County Commissioners approved the recommendations of the Tourist Development Council to fund FY22 Elite Events including the Baystar Clearwater Offshore Nationals (formerly Hooters Clearwater Offshore Nationals) for a maximum amount of \$75,000.00.

The Offshore Nationals has received Elite Event Funding every year since 2013 with the exception of 2020, when the event was cancelled due to the pandemic. According to Destination Analysts, the CVB's research firm, the direct economic impact generated by the FY22 Offshore Nationals was approximately \$5.3 million.

Although a fully executed agreement wasn't in place at the time of the event, TBC provided the marketing benefits and the CVB took part in the onsite deliverables with an understanding that an agreement would be forthcoming. The CVB continued to follow up with TBC in late 2022 and early 2023, but it wasn't until February 26, 2023, when TBC requested payment for the marketing benefits that had been provided. The signed Agreement was received on April 6, 2023, which is why it is

being presented at this late date.

Fiscal Impact:

\$75,000.00 Finalized Agreement

Funding to support Elite Events is provided through 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 this Finalized Agreement is granted under Code Section 2-62 (a)(1).

Staff Member Responsible:

Steve Hayes, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Finalized Agreement