



Pinellas County

Staff Report

File #: 18-1830A, Version: 1

Subject:

Local Arts Funding Agreement with Creative Pinellas, Inc. for marketing and promoting Pinellas County as an arts community and arts destination during Fiscal Year 2019.

Recommended Action:

Approval of the Local Arts Funding Agreement with Creative Pinellas, Inc. (Creative Pinellas) for marketing and promoting the County as a vibrant arts community and arts destination in Fiscal Year 2019 (FY19).

- The term of the agreement is one year.
- The total sum of commitment is \$891,740 (\$710,740 from the Tourist Development Tax Fund, \$145,000 from General Fund, and \$36,000 from the Transportation Trust Fund).
- Detailed promotional and marketing benefits to the County are listed in Exhibit A of the agreement.

Strategic Plan:

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Deliver First Class Services to the Public and Our Customers

5.1 Maximize partner relationships and public outreach

Summary:

This Agreement will provide support to Creative Pinellas, as the Local Arts Agency, for its work in promoting arts and arts tourism for FY19. New this year, the Convention and Visitors Bureau (CVB) and Creative Pinellas worked together to expand the tourism promotional benefits, which are detailed in Exhibit A of the agreement.

Background Information:

This Agreement represents the Board's ongoing commitment for Creative Pinellas to continue to administer and support arts and cultural programs that promote the County as an arts destination. \$401,000.00 of the total support represents approved decision package programming. The term of the agreement is for one (1) year.

The Tourist Development Council has reviewed and approved the CVB's FY19 budget request, which includes funding for Creative Pinellas.

Fiscal Impact:

\$710,740.00 Tourist Development Tax Fund

\$145,000.00 General Fund

\$ 36,000.00 Transportation Trust Fund
\$891,740.00 Total Contract Amount

Funding to support this Agreement in the amount of \$891,740.00 is included in the FY19 Adopted Budget as shown above.

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Creative Pinellas, Inc.

Attachments:

Local Arts Agency Funding Agreement