



Pinellas County

Staff Report

File #: 17-1316A, **Version:** 1

Subject:

Fiscal Year 2018 Elite Event funding recommendations from the Tourist Development Council.

Recommended Action:

Approve the Tourist Development Council's (TDC) funding recommendations for Fiscal Year 2018 (FY18) Elite Events.

This program provides funding for eligible major events that either generate a large number of attendees or substantial room nights in the County.

As the funding agreements are negotiated consistent with Board approval, each will be delegated to the County Administrator for execution and will appear as a Non-Purchasing Delegated Item on a Board meeting agenda.

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:

With Board of County Commissioners (Board) approval, the Convention and Visitors Bureau (CVB) staff will administer The Elite Event Program, which provides funding to qualified, high-profile events that meet the minimum criteria for room night generation, or attendance, as well as media and/or marketing exposure for the County.

New this year, the TDC approved staff to negotiate the terms and final funding amounts of each agreement for increased tourism promotional benefits.

Background Information:

This is one of the marketing programs administered by the CVB on behalf of the TDC. On February 7, 2012, the Board approved the Elite Event Funding Guidelines, expanding the program into two categories to accommodate funding requests from producers of smaller events.

The guidelines require Category 1 events to have at least 25,000 attendees and/or generate at least 10,000 room nights. Category 2 events must have at least 15,000 attendees and/or generate at least 5,000 room nights.

On March 15, 2017, the TDC unanimously approved moving forward with recommending "up to" funding amounts and allowing staff to negotiate the terms and marketing/advertising benefits associated with each Elite Event Agreement.

The CVB received a total of 23 Elite Event Applications for FY18; four requesting Category 1 funding and 19 requesting Category 2 funding. Two applications did not meet the eligibility requirements as

set forth in the Guidelines and one application was withdrawn.

On June 14, 2017, the TDC's Elite Event Committee met to announce scores, rank each event and vote on recommended limits for funding. The committee could not consider funding for Old Salt Baddest BBQ on the Bone & Fishing Slam, Old Salt (Spring) King of the Beach Tournament, Sanding Ovarions Masters Cup, St. Pete Food and Wine Festival, Ribfest, Bay 2 Beach Music & Art Festival, Tall Ships at St. Petersburg, or MLK Dream Big Parade because these events did not meet the minimum scoring criteria for funding eligibility.

On July 19, 2017, the TDC unanimously approved the following recommendations of the Elite Event Committee, including the maximum (or "up to") funding amounts:

Total Category 1 Events: \$785,000

\$250,000 Firestone Grand Prix of St. Petersburg

\$250,000 Valspar PGA Championship

\$150,000 Outback Bowl & Clearwater Beach Day

\$135,000 St. Petersburg Bowl

Total Category 2 Events: \$712,900

\$100,000 Clearwater Jazz Holiday

\$100,000 Spectrum Clearwater National Super Boat Championship Festival

\$ 52,900 St. Pete Pride

\$100,000 Pier 60 Sugar Sand Festival

\$100,000 East-West Shrine Game

\$100,000 Clearwater Seafood & Blues Festival

\$100,000 John's Pass Seafood Festival

\$ 60,000 Old Salt Fall King of the Beach Tournament and Festival

Total Category 1 and 2 Events: \$1,497,900

Fiscal Impact:

FY18 Elite Event maximum expenditure: \$1,497,900

Funding to support Elite Events is provided through the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax.

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Elite Event Funding Guidelines

TDC Meeting Minutes, March 15, 2017

TDC Elite Event Subcommittee Minutes, June 14, 2017