



# Pinellas County

## Staff Report

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### **Subject:**

Tourism Promotion Agreement with the Tampa Bay Super Bowl LV Host Committee, Inc. in support of Super Bowl LV.

### **Recommended Action:**

Approval of the Tourism Promotion Agreement with the Tampa Bay Super Bowl LV Host Committee, Inc. (Host Committee) for tourism promotional benefits associated with Super Bowl LV.

- Agreement with the Host Committee has been negotiated at \$1,000,000.00 for tourism promotional benefits associated with Super Bowl LV.
- Payment will be made in two installments of \$500,000.00 each with the first payment due upon contract execution and the second due post event.
- Tourist Development Council approved up to \$1,000,000.00 in funding for this event.
- In exchange for monetary support, the County will benefit from a blend of promotional opportunities, worldwide exposure, hospitality elements, room nights and inclusion in local community initiatives.
- The State of Florida has committed \$1,500,000.00 and Hillsborough County \$5,000,000.00 in support of the Super Bowl and associated events.

### **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

5.2 Be responsible stewards of the public's resources

### **Summary:**

The agreement with the Host Committee provides support for Super Bowl LV to be held on February 7, 2021, in Raymond James Stadium. This agreement has been negotiated by the Convention and Visitors Bureau (CVB) to ensure a return on investment for the County. In exchange for this support, the County will benefit from a blend of promotional opportunities, worldwide exposure, hospitality elements, room nights, inclusion in Forever 55 community initiatives, and more as detailed in Exhibits A and B of the Agreement. Payment to the Host Committee will be made in two installments of \$500,000.00 each with the first payment due upon contract execution and the remainder due post event. CVB's advertising agency of record estimated the value of the promotional benefits in Exhibit B at \$3,772,700.00 (includes potential room night revenue).

### **Background Information:**

On February 19, 2020, the Tourist Development Council (TDC) received a presentation from Rob

Higgins, the President and CEO of the Host Committee, requesting \$1,500,000.00 in funding support for Super Bowl LV. After discussion, the TDC voted unanimously in favor of supporting the Super Bowl and asked staff to present the details of programming that would take place within the County for TDC approval at a future meeting.

On October 21, 2020, Mr. Higgins presented three funding scenarios to the TDC, each with associated promotional benefits dependent on the level of support. Tier A, the highest scenario, had been reduced from the original request of \$1,500,000.00 to \$1,250,000.00. Tier B was offered at \$1,000,000.00 and Tier C, at \$750,000.00. The TDC discussed various elements of each tier after which they voted unanimously in support of Tier B for a funding amount of up to \$1,000,000.00 and the option for staff to negotiate the marketing deliverables to ensure a return on investment.

The Agreement represents the terms negotiated by the Convention and Visitors Bureau. This event will provide a backdrop for the County to showcase the destination to an audience around the globe. In addition to creating a significant economic impact, the County will benefit from beauty shots of the area, special coverage of Beach Bash to be held on Clearwater Beach, social media, brand recognition, inclusion in Host Committee events, inclusion in community initiatives through the Forever 55 Social Legacy, and more as detailed in Exhibits A and B.

The Host Committee is encouraged by the increasing number of attendees at NFL games as capacity numbers continue to evolve due to the worldwide pandemic. The Committee anticipates approximately 6,000 media will be in attendance for game day and events during the week leading up to the game. The Committee is currently working with local health officials and others to determine game attendance capacity.

**Public Funding Sources for Super Bowl LV:**

\$1,500,000.00 State of Florida  
\$5,000,000.00 Hillsborough County  
    \$1,000,000.00 Visit Tampa Bay  
    \$1,000,000.00 Tampa Bay Sports Commission  
    \$3,000,000.00 Hillsborough County TDC  
        City of Tampa - In Kind

In 2009, the County provided \$750,000.00 in support of Super Bowl XLIII.

**Fiscal Impact:**

Expenditure: \$1,000,000.00

Funding to support the Super Bowl is provided through the CVB's Annual Operating Budget and was not included in the FY21 Adopted Budget. The source of funding is the Tourist Development Tax Fund.

**Staff Member Responsible:**

Steve Hayes, Director, Convention and Visitors Bureau

**Partners:**

Tourist Development Council

**Attachments:**

Tourism Promotion Agreement

Super Bowl Presentation dated February 19, 2020