



# Pinellas County

## Staff Report

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### **Subject:**

Tourism Promotion Agreements with Tampa Bay Bowl Association, Inc. dba Outback Bowl and Copperhead Charities, Inc. for Fiscal Year 2020 Elite Events.

### **Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreements with Tampa Bay Bowl Association, Inc. dba Outback Bowl (TBBA) and Copperhead Charities, Inc. (Copperhead) for Fiscal Year 2020 (FY20) Elite Events.

- Agreement with TBBA for \$75,000.00 is for Outback Bowl and Clearwater Beach Day scheduled for January 1, 2020, and December 30, 2019, respectively.
- Agreement with Copperhead for \$125,000.00 supports the Valspar PGA Championship (Valspar) scheduled for March 16-22, 2020.
- Both events met Elite Event Guidelines' (Guidelines) criteria to bypass evaluation review and scoring process.
- Each sponsorship requires tourism promotional benefits, as outlined in Exhibit A of each agreement.
- CVB's research firm will provide consistent analysis across all Elite Events to validate the County's return on investment.

### **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 Agreements are sponsorships for Outback Bowl and Clearwater Beach Day and the Valspar Championship to be held January 1, 2020, December 30, 2019, and March 16-22, 2020, respectively.

### **Background/Explanation:**

On August 20, 2019, the Board of County Commissioners approved the recommendations of the Tourist Development Council (TDC) to fund 16, FY20 Elite Events for a maximum (or "up to") total funding level of \$750,000.00 and to allow staff to negotiate the terms and final funding amount of each agreement for increased tourism promotional benefits. In order to receive funding, these high-profile events must meet minimum criteria for room night generation, and/or attendance, as well as media and/or marketing exposure for the County.

Both TBBA and Copperhead met the Guidelines' criteria to bypass the evaluation review and scoring process due to being funded through the program for the previous five-years, consistently complying with all funding guideline requirements, and submitting a complete Elite Event funding application.

At the request of the TDC, the Convention and Visitors Bureau (CVB) contracted with a research firm to obtain consistent and comparative research analysis on the impact of Elite Events to the County. Research findings from this study will provide important data including visitor volume, room nights, economic impact, and which FY20 Elite Event yielded the highest return on investment.

In exchange for this monetary support, the CVB will receive tourism promotional benefits detailed in Exhibit A of each agreement.

**Fiscal Impact:**

\$ 75,000.00 Outback Bowl and Clearwater Beach Day

\$125,000.00 Valspar Championship

\$200,000.00 Total Expenditure

Funding to support Elite Events 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 Agreements is granted under Code Section 2-62 (a)(1).

**Staff Member Responsible:**

Paul Sacco, Interim Director, Convention and Visitors Bureau

**Partners:**

Tourist Development Council

**Attachments:**

Tourism Promotion Agreements

Outback Bowl and Clearwater Beach Day

Valspar Championship