



Pinellas County

Staff Report

File #: 18-645D, Version: 1

Subject:

Tourism Promotion Agreement with Tampa Bay Charities, Inc., for the Hooters Clearwater National Super Boat Championship, a Fiscal Year 2018 Elite Event.

Recommended Action:

For approval and execution by the County Administrator of the Tourism Promotion Agreement with Tampa Bay Charities, Inc., for the Hooters Clearwater National Super Boat Championship (Super Boat), a Fiscal Year (FY) 2018 Elite Event.

Contract terms: 6 months

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 Agreement is a sponsorship for Super Boat, which is scheduled to be held September 28-30, 2018, on Clearwater Beach.

Background/Explanation:

On August 15, 2017, the Board of County Commissioners approved the recommendations of the Tourist Development Council to fund the FY18 Elite Events for a maximum (or "up to") total funding level of \$1,497,000.00 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, or attendance, as well as media and/or marketing exposure for the County.

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

Fiscal Impact:

Expenditure: \$85,000.00

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:

David Downing, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Tourism Promotion Agreement