



# Pinellas County

## Staff Report

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File #: 23-0299D, Version: 1

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### **Subject:**

Tourism Promotion Agreement with Sunsets at Pier 60 Society, Inc. for a Fiscal Year 2023 Elite Event.

### **Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreement with Sunsets at Pier 60 Society, Inc. (Pier 60) for a Fiscal Year 2023 Elite Event.

- Agreement with Pier 60 for \$75,000.00 supports the Pier 60 Sugar Sand Festival (Sugar Sand Festival), which is scheduled to be held April 7-23, 2023.
- Funding is paid on a post event basis and is allocated between marketing and advertising expenditures and sponsorship benefits.
- The Convention and Visitors Bureau's research firm will provide either a return-on-investment analysis or a visitor profile report for each Elite Event, as determined.

### **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 for the 2023 Sugar Sand Festival, which is scheduled to be held April 7-23, 2023, on Clearwater Beach. Funding will be paid on a post event basis upon receipt of a report and other supporting documentation.

### **Background/Explanation:**

On August 16, 2022, the Board of County Commissioners (Board) approved 31 events for the FY23 Elite Event Funding Program for a maximum (or "up to") total funding amount of \$1,460,000.00.

Sugar Sand Festival has been approved for Elite Event Funding since FY15. According to Destination Analysts, Inc. (DA), the CVB's research firm, the direct economic impact to the County from the FY22 event was \$19,736,032.00. For FY23 Elite Events, DA will provide either a return-on-investment analysis, or a Visitor Profile Report, which will provide information for future event marketing. All DA reports are shared with event organizers.

Funding for Elite Events is allocated between marketing and advertising expenditures and sponsorship benefits, which are detailed in Exhibits A and B of the agreement. Funding is paid on a post event basis upon receipt of a written report and other supporting documentation.

### **Fiscal Impact:**

\$ 75,000.00 Sugar Sand Festival

Funding to support the Tourism Promotion Agreement in the amount of \$75,000.00 is included in the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax Fund.

**Delegated Authority:**

Authority for the County Administrator to sign the Tourism Promotion Agreement is granted under Code Section 2-62 (a)(1).

**Staff Member Responsible:**

Steve Hayes, Director, Convention and Visitors Bureau

**Partners:**

Tourist Development Council

**Attachments:**

Tourism Promotion Agreement