



Pinellas County

Staff Report

File #: 18-072D, Version: 1

Subject:

Tourism Promotion Agreements with ESPN Productions, Inc. dba Gasparilla Bowl, ESPN Events and St. Pete Pride, Inc., for Fiscal Year 2018 Elite Events.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreements with ESPN Productions, Inc. dba Gasparilla Bowl, ESPN Events (ESPN) and St. Pete Pride, Inc., for Fiscal Year 2018 (FY18) Elite Events.

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 Agreements are Elite Event sponsorships for the Bad Boy Mowers Gasparilla Bowl (Gasparilla Bowl) and St. Pete Pride. The Gasparilla Bowl was held December 17-21, 2017, and St. Pete Pride is scheduled for June 23-24, 2018.

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.

The delay in presenting the Gasparilla Bowl for approval was due to the length of time spent in contract negotiations and the corresponding decrease in award of Elite Event funding for this year’s event.

Fiscal Impact:

\$40,000.00 Gasparilla Bowl
\$45,000.00 St. Pete Pride
\$85,000.00 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:

David Downing, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Tourism Promotion Agreements:

- Gasparilla Bowl
- St. Pete Pride