



# Pinellas County

## Staff Report

---

File #: 19-891D, Version: 1

---

### **Subject:**

Tourism Promotion Agreements with Clearwater Jazz Holiday Foundation, Inc., Old Salt Fishing Foundation, Inc., and the City of Treasure Island for Fiscal Year 2020 Elite Events.

### **Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreements with Clearwater Jazz Holiday Foundation, Inc., Old Salt Fishing Foundation, Inc., and the City of Treasure Island for Fiscal Year 2020 (FY20) Elite Events.

- Agreement with Clearwater Jazz Holiday Foundation, Inc. for \$75,000.00 supports the Clearwater Jazz Holiday scheduled for October 17-20, 2019.
- Agreement with Old Salt Fishing Foundation, Inc. for \$25,000.00 supports the 26<sup>th</sup> Annual Fall King of the Beach scheduled for November 7-9, 2019.
- Agreement with the City of Treasure Island for \$25,000.00 supports the 11<sup>th</sup> Annual Sanding Ovarions Masters Cup scheduled for November 20-24, 2019.
- 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 the Clearwater Jazz Holiday, the 26th Annual Fall King of the Beach fishing tournament and the 11th Annual Sanding Ovarions Masters Cup. These events are scheduled to be held on October 17-20, 2019, November 7-9, 2019, and November 20-24, 2019, respectively.

### **Background/Explanation:**

On August 20, 2019, the Board of County Commissioners approved the recommendations of the Tourist Development Council (TDC) to fund 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.

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 the tourism promotional benefits detailed in Exhibit A of each Agreement.

**Fiscal Impact:**

\$ 75,000.00 Clearwater Jazz Holiday  
\$ 25,000.00 26<sup>th</sup> Annual Fall King of the Beach  
\$ 25,000.00 11<sup>th</sup> Annual Sanding Ovations Masters Cup  
\$125,000.00 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  
City of Treasure Island

**Attachments:**

Tourism Promotion Agreements  
Clearwater Jazz Holiday  
26th Annual Fall King of the Beach  
11th Annual Sanding Ovations Masters Cup