



Pinellas County

Staff Report

File #: 19-987D, Version: 1

Subject:

Tourism Promotion Agreements with St. Petersburg Arts Alliance, Inc., Cox Radio, Inc., and Resort Inns of America, Inc. for Fiscal Year 2020 Elite Events.

Recommended Action:

Approval and execution by the Administrative Services Director of the Tourism Promotion Agreements with St. Petersburg Arts Alliance, Inc., Cox Radio, Inc., and Resort Inns of America, Inc. for Fiscal Year 2020 (FY20) Elite Events.

- Agreement with St. Petersburg Arts Alliance, Inc. for \$25,000.00 supports SHINE St. Petersburg Mural Festival (SHINE) scheduled for October 18-26, 2019.
- Agreement with Cox Radio, Inc. for \$25,000.00 supports the DTSP Songwriters Festival (DTSP) scheduled for November 1-3, 2019.
- Agreement with Resort Inns of America, Inc. for \$25,000.00 supports the St. Pete Beach BikeFest (BikeFest) 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 SHINE, DTSP and BikeFest. These events are scheduled to be held on October 18-26, 2019, November 1-3, 2019, and November 20-24, 2019, respectively. Both SHINE and DTSP are first time applicants of the Elite Event Program.

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.

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:

\$25,000.00 SHINE St. Petersburg Mural Festival
\$25,000.00 DTSP Songwriters Festival
\$25,000.00 St. Pete Beach BikeFest
\$75,000.00 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 Administrative Services Director 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
SHINE St. Petersburg Mural Festival
DTSP Songwriters Festival
St. Pete Beach BikeFest