



Pinellas County

Staff Report

File #: 24-0255D, Version: 1

Subject:

Tourism Promotion Agreement with Sunsets at Pier 60 Society, Inc. for a Fiscal Year 2024 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 2024 Elite Event.

- Agreement with Pier 60 for \$75,000.00 supports the Sugar Sand Festival.
- Funding is allocated between sponsorship benefits and marketing and advertising expenditures:
 - \$55,000.00 for sponsorship benefits.
 - Up to the sum of \$20,000.00 for marketing and advertising expenditures.
- Funding was recommended by the Tourist Development Council on July 19, 2023, and approved by the Board of County Commissioners on August 15, 2023.
- The Convention and Visitors Bureau will provide a visitor profile report on the Sugar Sand Festival.

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 Sugar Sand Festival which is scheduled to be held on Clearwater Beach from March 29 - April 14, 2024. Funding for this event will be paid on a post event basis upon receipt of a written report and other supporting documentation.

Background/Explanation:

On August 15, 2023, the Board approved 35 events for the FY24 Elite Event Funding Program for a maximum (or "up to") total funding amount of \$2,120,000.00.

The County has supported the Sugar Sand Festival through the Elite Event Funding Program since FY15. According to the CVB's research firm, Destination Analysts, Inc. (DA), the FY23 event resulted in a direct economic impact of \$20,601,958 to the County. Due to the Sugar Sand Festival's longstanding history of success, the CVB determined that DA could provide a visitor profile report in FY24 instead of an economic impact analysis. Visitor profile reports include useful information for future event marketing. All DA reports are shared with event organizers.

Funding for this event is allocated between sponsorship benefits and marketing and advertising

expenditures, which are detailed in Exhibit 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 Agreements is granted under Code Section 2-62 (a)(1).

Staff Member Responsible:

Brian Lowack, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Tourism Promotion Agreement