



Pinellas County

Staff Report

File #: 24-0256D, Version: 1

Subject:

Tourism Promotion Agreement with the Dunedin Scottish Arts Foundation, Inc. for a Fiscal Year 2024 Elite Event.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreement with the Dunedin Scottish Arts Foundation, Inc. (Foundation) for a Fiscal Year (FY) 2024 Elite Event.

- Agreement with the Foundation for \$75,000.00 supports the Dunedin Highland Games & Festival.
- Funding is allocated between sponsorship benefits and marketing and advertising expenditures and is paid post event:
 - \$25,000.00 for sponsorship benefits.
 - Up to the sum of \$50,000.00 for marketing and advertising expenditures.
- FY24 Elite Event 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 for this Elite Event.

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 Highland Games, which is scheduled to be held April 5-6, 2024, in Dunedin. Funding is paid on a post event basis upon receipt of a 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.

This will be the third year the County has supported the Highland Games through the Elite Event Program. According to Destinations Analysts, Inc. (DA), the CVB's research firm, the FY23 Visitor Profile Report for this event reported 5.2% of those surveyed were first time visitors to the St. Pete/Clearwater area and 62.8% stated they would return for another visit. DA will provide another Visitor Profile Report for the FY24 event. 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 Exhibits A and B of the agreement. Funding is paid on a post event basis upon receipt of a written and other supporting documentation, which is due within 45

days of the event.

Fiscal Impact:

\$75,000.00 Dunedin Highland Games & 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:

Brian Lowack, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Tourism Promotion Agreement