



Pinellas County

Staff Report

File #: 18-012D, Version: 1

Subject:

Tourism Promotion Agreements with the Shriners Hospitals for Children, Inc. d/b/a East-West Shrine Game, City of Clearwater, Copperhead Charities, Inc., and Sunsets at Pier 60 Society, Inc. for Fiscal Year 2018 Elite Events.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreements with the Shriners Hospitals for Children, Inc. d/b/a East-West Shrine Game, City of Clearwater, Copperhead Charities, Inc., and Sunsets at Pier 60 Society, 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 93rd Annual East-West Shrine Game, Clearwater Sea-Blues Festival, 2018 Valspar Championship and Pier 60 Sugar Sand Festival. These events are scheduled to be held January 13-20, 2018, February 23-25, 2018, March 5-11, 2018, and April 13-22, 2018, respectively.

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 the Agreement.

Fiscal Impact:

\$ 35,000.00 93rd Annual East-West Shrine Game
\$ 55,000.00 Clearwater Sea-Blues Festival
\$ 75,000.00 Pier 60 Sugar Sand Festival
\$200,000.00 2018 Valspar Championship
\$365,000.00 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:

- 93rd Annual East-West Shrine Game
- Clearwater Sea-Blues Festival
- 2018 Valspar Championship
- Pier 60 Sugar Sand Festival