



Pinellas County

Staff Report

File #: 19-1763A, Version: 1

Subject:

Local Arts Funding Agreement with Creative Pinellas, Inc. for marketing and promoting Pinellas County as an arts community and arts destination during Fiscal Year 2020.

Recommended Action:

Approval of the Local Arts Funding Agreement with Creative Pinellas, Inc. for marketing and promoting the County as a vibrant arts community and arts destination in Fiscal Year 2020.

- The Agreement term is for one year.
- The total commitment is \$1,077,070.00 (\$896,070.00 from Tourist Development Tax Fund, \$145,000.00 from General Fund, and \$36,000.00 from Transportation Trust Fund).
- Detailed promotional and marketing benefits to the County are listed in Exhibit A of the agreement.

Strategic Plan:

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Deliver First Class Services to the Public and Our Customers

5.1 Maximize partner relationships and public outreach

Summary:

This Agreement will provide support to Creative Pinellas, Inc. (Creative Pinellas), as the Local Arts Agency, for its work in promoting arts and arts tourism during Fiscal Year (FY) 2020. Additionally, the County will receive tourism promotional benefits, which are detailed in Exhibit A.

Background Information:

This Agreement represents the Board's ongoing commitment for Creative Pinellas to continue to administer and support arts and cultural programs that promote the County as an arts destination. \$131,070.00 of the total support from the Tourist Development Tax represents approved decision package programming. The term of this Agreement is for one year.

On May 15, 2019, the Tourist Development Council reviewed and approved the CVB's FY20 budget request, including support for Creative Pinellas.

Fiscal Impact:

\$ 896,070.00 Tourist Development Tax Fund
\$ 145,000.00 General Fund
\$ 36,000.00 Transportation Trust Fund
\$1,077,070.00 Total Contract Amount

Funding to support this Agreement in the amount of \$1,077,070.00 is included in the FY20 Adopted Budget as shown above.

Staff Member Responsible:

Paul Sacco, Interim Director, Convention and Visitors Bureau

Partners:

Tourist Development Council
Creative Pinellas, Inc.

Attachments:

Local Arts Agency Funding Agreement