



Pinellas County

Staff Report

File #: 16-1149D, Version: 1

Subject:

Tourism Promotion Agreements with ESPN Productions, Inc., Tampa Bay Bowl Association, Inc., and Copperhead Charities, Inc. for Fiscal Year 2017 Elite Events.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreements with ESPN Productions, Inc., Tampa Bay Bowl Association, Inc., and Copperhead Charities, Inc. for Fiscal Year 2017 (FY17) Elite Events.

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 St. Petersburg Bowl, the Outback Bowl/Clearwater Beach Day, and the 2017 Valspar PGA Championship. These events are scheduled to take place December 22-26, 2016, December 30, 2016-January 2, 2017, and March 6-12, 2017, respectively.

Background/Explanation:

On August 23, 2016, the Board of County Commissioners approved the recommendation of the Tourist Development Council to fund the FY17 Elite Events for a total of \$1,525,000. 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 Convention and Visitors Bureau (CVB) will receive tourism promotional benefits, which are detailed in Exhibit A of each Agreement.

Fiscal Impact:

\$135,000 St. Petersburg Bowl
\$150,000 Outback Bowl/Clearwater Beach Day
\$250,000 2017 Valspar PGA Championship
\$535,000 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

St. Petersburg Bowl

Outback Bowl/Clearwater Beach Day

2017 Valspar PGA Championship