



Pinellas County

Staff Report

File #: 17-1987A, **Version:** 1

Subject:

Revisions to the Elite Event Guidelines from the Tourist Development Council.

Recommended Action:

Approve the Tourist Development Council's (TDC) recommended revisions to the Elite Event Guidelines (Guidelines).

The Elite Event Program provides funding for eligible major events that generate a large number of attendees and room nights in the County.

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:

With Board of County Commissioners (Board) approval, the revised Guidelines to administer the TDC's Elite Event Funding Program will commence with the Fiscal Year 2019 (FY19) application and funding cycle.

Background Information:

The Elite Event Funding Program is one of the marketing programs administered by staff on behalf of the TDC. The original Guidelines were approved by the Board on February 7, 2012, and amended on January 29, 2013, and April 15, 2014.

On February 15, 2017, the TDC met and discussed its vision for the program and directed staff to revise the Guidelines for improved consistency, return on investment, and transparency.

On September 20, 2017, staff presented a draft of the revised Guidelines to the TDC for review and discussion. On October 18, 2017, the TDC unanimously approved the revised Guidelines.

At a Board work session on October 24, 2017, staff presented the Guidelines. The Guidelines reflect Board input; no substantive changes were required to the TDC recommendations.

The substantive revisions to the Guidelines include:

1. Categories for funding were increased from two to three.
2. Attendance and room night criteria was revised.
3. Contract terms and final funding amounts will be negotiated by staff for increased tourism promotional benefits.
4. Repeat events will receive reduced funding in years two and three after which the event would not be eligible to apply.
5. Reduced the total points that an application could receive during the scoring process

for reported room nights and attendance.
6. Codification of the composition of the Elite Event Committee.

Fiscal Impact:

N/A

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Elite Event Funding Guidelines (Existing)
Elite Event Funding Program Guidelines Summary of Changes
New Elite Event Funding Guidelines (adopted by the TDC on 10-18-17)