



Pinellas County

Staff Report

File #: 23-0576D, Version: 1

Subject:

Tourism Promotion Agreement with St. Pete Pride, Inc. for a Fiscal Year 2023 Elite Event.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreement with St. Pete Pride, Inc. for a Fiscal Year 2023 Elite Event.

- Agreement with St. Pete Pride, Inc. for \$75,000.00 supports the St. Pete PrideFest and Parade.
 - \$25,000.00 for sponsorship benefits.
 - Up to the sum of \$50,000.00 for marketing and advertising expenditures.
 - Total sum of \$75,000.00 will be paid on a post event basis.
- Funding was recommended by the Tourist Development Council on June 21, 2022, and approved by the Board of County Commissioners (Board) on August 16, 2022.
- The Convention and Visitors Bureau's research firm will provide either a return-on-investment analysis or a visitor profile report for each Elite Event, as determined.

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 St. Pete PrideFest and Parade, which took place in St. Petersburg during the month of June. Funding will be paid on a post event basis upon receipt of a report and other supporting documentation.

The CVB is requesting the agreement to be retroactively effective on June 1, 2023, since it was not received from St. Pete Pride, Inc. until June 22, 2023, which was near the end of the month-long celebration.

Background/Explanation:

On August 16, 2022, the Board approved 31 events for the FY23 Elite Event Funding Program for a maximum (or "up to") total funding amount of \$1,460,000.00.

The County has supported St. Pete Pride through the Elite Event Program since 2018. According to Destinations Analysts, Inc. (DA), the CVB's research firm, the direct economic impact to the County from the FY22 event was \$38,559,309.00. For FY23 events, DA will provide either a return-on-investment analysis, or a Visitor Profile Report, which will provide information for future event marketing. All DA reports are shared with event organizers.

Funding for Elite Events is allocated between marketing and advertising and sponsorship benefits, which are detailed in Exhibits A and B of the agreement. Funding is paid on a post event basis upon receipt of a written report and other supporting documentation.

Fiscal Impact:

\$75,000.00 St. Pete PrideFest

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 this Tourism Promotion Agreement is granted under Code Section 2-62 (a)(1).

Staff Member Responsible:

Brian Lowack, Interim Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Tourism Promotion Agreement