



Pinellas County

Staff Report

File #: 22-0112D, Version: 1

Subject:

Tourism Promotion Agreement with Keep Saint Petersburg Local Corporation for Localtopia, a Fiscal Year 2022 Elite Event.

Recommended Action:

Approval and execution by the Director of Administrative Services of the Tourism Promotion Agreement with Keep Saint Petersburg Local Corporation (KSPL) for Localtopia, a Fiscal Year (FY) 2022 Elite Event.

- Agreement with KSPL for \$25,000.00 supports Localtopia scheduled for February 12, 2022.
- Funding is allocated between marketing and advertising expenditures and sponsorship benefits, which are outlined in Exhibits A and B and will be paid post event.
- The Convention and Visitors Bureau's (CVB's) research firm will provide consistent analysis of Elite Events to validate the County's return on investment.

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 Localtopia, a celebration of all things local. This event is scheduled to be held on February 12, 2022, in St. Petersburg (City).

Background/Explanation:

On July 13, 2021, the Board of County Commissioners (Board) approved the recommendations of the Tourist Development Council (TDC) to fund 18, FY22 Elite Events for a maximum (or "up to") total funding level of \$1M and to allow staff to negotiate the terms and final funding amount of each agreement for increased tourism promotional benefits. Following the Board's approval, St. Pete BikeFest requested to be considered for category 2 funding level instead of category 3, which the event had been approved for. On October 12, 2021, the Board approved BikeFest for category 2 funding, which increased the maximum funding for FY22 Elite Events to \$1,050,000.00. In order to receive funding, these high-profile events must meet minimum criteria for room night generation, and/or attendance, as well as media and/or marketing exposure for the County.

The CVB's research firm, Destination Analysts, Inc., provides a consistent and comparative research analysis on the impact of Elite Events to the County. Research findings from these studies provide important data including visitor volume, room nights, economic impact, and which Elite Event yielded the highest return on investment.

In accordance with the Elite Event Funding Program Guidelines, funding for Localtopia has been

allocated between marketing and advertising expenditures and sponsorship benefits, which are detailed in Exhibits A and B. Funding for this event will be paid on a post event basis upon receipt of a written report and supporting documentation.

In addition to County funding, Localtopia will also receive \$35,000.00 from the City, which will be used to offset approximately \$20,000.00 in expenses for City services.

The Tourism Promotion Agreement wasn't received back from KSPL until February 3, 2022, which is why it is being presented at this late date.

Fiscal Impact:

\$ 25,000.00 Localtopia

Funding to support Elite Events is provided through the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax Fund.

Delegated Authority:

Authority for the Director of Administrative Services to sign the Tourism Promotion Agreement is delegated per the memo dated December 2, 2019.

Staff Member Responsible:

Steve Hayes, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Tourism Promotion Agreement