



Pinellas County

Staff Report

File #: 16-1003D, Version: 1

Subject:

Tourism Promotion Agreements with Clearwater Jazz Holiday Foundation, Inc., John's Pass Village Association, Inc, and Old Salt Fishing Foundation, Inc. for Fiscal Year 2017 Elite Events.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreements with Clearwater Jazz Holiday Foundation, Inc. (Foundation), John's Pass Village Association, Inc. and Old Salt Fishing Foundation, 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 2016 Clearwater Jazz Holiday, John's Pass Seafood Festival, and Old Salt Fall King of the Beach Tournament and Festival. These events are scheduled to take place October 13-16, October 27-30, and November 3-5, 2016, 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.

The delay in submission of the Clearwater Jazz Holiday Agreement is due to the CVB waiting to receive the signed Agreement from the Foundation.

Fiscal Impact:

\$100,000 Clearwater Jazz Holiday

\$ 75,000 John's Pass Seafood Festival

\$ 50,000 Old Salt Fall King of the Beach Tournament and Festival

\$225,000 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

Clearwater Jazz Holiday

John's Pass Seafood Festival

Old Salt Fall King of the Beach Tournament and Festival