



# Pinellas County

## Staff Report

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### **Subject:**

Tourism Promotion Agreement with the City of Clearwater for the 2017 Clearwater Seafood and Blues Festival, a Fiscal Year 2017 Elite Event.

### **Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreement with the City of Clearwater for the 2017 Clearwater Seafood and Blues Festival (Sea Blues), a Fiscal Year 2017 (FY17) Elite Event.

### **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:**

This Tourism Promotion Agreement is an Elite Event Sponsorship for the Sea Blues Festival, which is scheduled to take place February 17-19, 2017, in Coachman Park.

### **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 the Agreement.

### **Fiscal Impact:**

Funding to support this Agreement in the amount of \$75,000 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 this Tourism Promotion Agreement 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 Agreement

