



# Pinellas County

## Staff Report

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File #: 21-352D, Version: 1

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### **Subject:**

First Amendment to the Tourism Promotion Agreement with Sunsets at Pier 60 Society, Inc., for a Fiscal Year 2020 Elite Event.

### **Recommended Action:**

Approval and execution by the County Administrator of the First Amendment to the Tourism Promotion Agreement with Sunsets at Pier 60 Society, Inc. (Pier 60), for the Pier 60 Sugar Sand Festival, a Fiscal Year 2020 (FY20) Elite Event.

- First Amendment with Pier 60 is for reimbursement of \$35,000.00 in tourism promotional benefits expended and received prior to the FY20 event being cancelled, due to the pandemic.
- Revised Promotion Program is attached as Exhibit A.
- Original Elite Event Tourism Promotion Agreement with Pier 60 was for \$75,000.00.

### **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 First Amendment will allow the Convention and Visitors Bureau to pay Pier 60 for the portion of tourism promotional benefits that were expended and received prior to the event being cancelled, due to the pandemic. Per Section 2C of the Tourism Promotion Agreement with Pier 60, the County cannot pay in these circumstances unless agreed to in writing.

### **Background/Explanation:**

On August 20, 2019, the Board of County Commissioners (Board) approved the recommendations of the Tourist Development Council to fund sixteen Elite Events, including the Sugar Sand Festival. Further, on February 25, 2020, the Board approved the Tourism Promotion Agreement with Pier 60 for \$75,000.00.

Pier 60 cancelled the Sugar Sand Festival on March 13, 2020, four weeks prior to the event opening on Clearwater Beach. At that time Pier 60 had already expended funds towards the tourism promotion program. Exhibit A of the Amendment reflects the reduced benefits the County received as a result of the event cancellation.

Pier 60 requested reimbursement on December 2, 2020, which is the reason for the delay in processing.

### **Fiscal Impact:**

\$35,000.00 Reduced Funding Amount

Funding to support the First Amendment is provided through the Convention and Visitors Bureau's Annual Operating Budget. The source of funding is the Tourist Development Tax Fund.

**Delegated Authority:**

Authority for the County Administrator to sign this First Amendment is granted under Code Section 2-62 (a)(1).

**Staff Member Responsible:**

Steve Hayes, Director, Convention and Visitors Bureau

**Partners:**

Tourist Development Council

**Attachments:**

First Amendment