



Pinellas County

Staff Report

File #: 23-0883D, Version: 1

Subject:

Tourism Promotion Agreements with World Triathlon Corporation and Clearwater Jazz Holiday Foundation, Inc. for two Fiscal Year 2024 Elite Events.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreements with World Triathlon Corporation (World Triathlon) and Clearwater Jazz Holiday Foundation, Inc. (CJH) for two Fiscal Year 2024 (FY24) Elite Events.

- Agreement with World Triathlon for \$75,000.00 supports the 2023 Publix Rock 'n' Roll Running Series Clearwater (Running Series).
- Agreement with CJH for \$75,000.00 supports the Clearwater Jazz Holiday (Jazz Holiday).
- Funding is allocated between sponsorship benefits and marketing and advertising expenditures:
 - \$50,000.00 for sponsorship benefits
 - Up to the sum of \$25,000.00 for marketing and advertising expenditures.
- Funding was recommended by the Tourist Development Council on July 19, 2023, and approved by the Board of County Commissioners (Board) on August 15, 2023.
- The Convention and Visitors Bureau's (CVB) research firm will provide a return-on-investment (ROI) analysis for both FY24 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 for the Running Series and Jazz Holiday which were held in Clearwater on October 7-8, 2023, and October 19-22, 2023, respectively. Funding is paid on a post event basis upon receipt of a written report and other supporting documentation.

Background/Explanation:

On August 15, 2023, the Board approved 35 events for the FY24 Elite Event Funding Program for a maximum (or "up to") total funding amount of \$2,120,000.00.

This will be the second year the Running Series has received Elite Event funding. In FY23, the event was cancelled due to Hurricane Ian and was reimbursed for pre-event advertising expenditures.

The County has supported Jazz Holiday through this program since FY13. According to the CVB's research firm, Destination Analysts, Inc. (DA) the direct economic impact from the FY23 Jazz Holiday

was \$3,199,698.00. In FY24, DA will provide an ROI analysis for both of these events which will be used to gage the growth and economic impact of the events. All DA reports are shared with event organizers.

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

Fiscal Impact:

\$ 75,000.00 2023 Publix Rock 'n' Roll Running Series Clearwater

\$ 75,000.00 Clearwater Jazz Holiday

\$150,000.00 Total

Funding to support the Tourism Promotion Agreements in the total amount of \$150,000.00 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 the Tourism Promotion Agreements is granted under Code Section 2-62 (a)(1).

Staff Member Responsible:

Brian Lowack, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Tourism Promotion Agreements:

2023 Publix Rock 'n' Roll Running Series Clearwater

Clearwater Jazz Holiday