



Pinellas County

Staff Report

File #: 23-1504A, Version: 1

Subject:

Local Arts Agency Funding Agreement with Creative Pinellas Incorporated for marketing and promoting Pinellas County as an arts community and cultural destination during Fiscal Year 2024.

Recommended Action:

Approval of the Local Arts Agency (LAA) Funding Agreement with Creative Pinellas Incorporated for marketing and promoting the County as a vibrant arts community and cultural destination during Fiscal Year (FY) 2024.

- Total commitment is \$1,053,750.00:
 - \$861,150.00 Tourist Development Tax Fund
 - \$156,600.00 General Fund
 - \$ 36,000.00 Transportation Trust Fund
- Overall funding for FY24 increased approximately 7.7% over FY23 due to approved Decision Package programming.
- LAA Funding Agreement is effective October 1, 2023, for a period of one year.
- The County will receive promotional and marketing benefits, which are detailed in Exhibit A of the Agreement.

Strategic Plan:

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Deliver First Class Services to the Public and Our Customers

5.1 Maximize partner relationships and public outreach

Summary:

This Agreement will provide support to Creative Pinellas as the County's Local Arts Agency, for its work in promoting arts and arts tourism during FY24. As part of the Agreement, the County will receive tourism promotional benefits, which are detailed in Exhibit A.

Background Information:

This Agreement represents the Board of County Commissioners' (Board) ongoing commitment for Creative Pinellas to continue to administer and support arts and cultural programs that promote the County as an arts and cultural destination.

On September 19, 2023, the Board approved the Convention and Visitors Bureau's FY24 budget, including support for the LAA Funding Agreement with Creative Pinellas. In addition to the agreement, the Board also approved a funding rollover of \$200,000.00 for the ongoing development of a Countywide Cultural Strategic Plan. To date, an agreement has been approved with The Cultural

Planning Group, LLC with completion of the Plan estimated in late 2024. The Cultural Plan will provide a framework, including policies, programs and action steps, as well as direction and strategies to guide the County's arts and cultural planning including current and future public funding.

Fiscal Impact:

\$ 861,150.00 Tourist Development Tax Fund
\$ 156,600.00 General Fund
\$ 36,000.00 Transportation Trust Fund
\$1,053,750.00 Total LAA Funding Agreement

Funding to support this Agreement in the amount of \$1,053,7503.00 is included in the FY24 Adopted Budget as shown above.

Staff Member Responsible:

Brian Lowack, Interim Director, Convention & Visitors Bureau

Partners:

Tourist Development Council
Creative Pinellas

Attachments:

Local Arts Agency Funding Agreement