



# Pinellas County

## Staff Report

---

File #: 20-019D, Version: 1

---

### **Subject:**

Tourism Promotion Agreements with Sunsets at Pier 60 Society, Inc. and Old Salt Fishing Foundation, Inc. for Fiscal Year 2020 Elite Events.

### **Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreements with Sunsets at Pier 60 Society, Inc. (Pier 60) and Old Salt Fishing Foundation, Inc. (Old Salt) for Fiscal Year 2020 (FY20) Elite Events.

- Agreement with Pier 60 for \$75,000.00 supports the Pier 60 Sugar Sand Festival scheduled for April 10-26, 2020.
- Agreement with Old Salt for \$25,000.00 supports the 27<sup>th</sup> Annual Spring King of the Beach fishing tournament scheduled for April 30 - May 2, 2020.
- Each sponsorship requires tourism promotional benefits detailed in Exhibit A of the agreement.
- Payment is made after the Post Event Report and all tourism promotional benefits have been received.
- Convention and Visitors Bureau's research firm will provide consistent analysis across all Elite Events to validate the County's return on investment.

### **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 sponsorships for the Pier 60 Sugar Sand Festival and the 27th Annual Spring King of the Beach fishing tournament. These events are scheduled to be held April 10-26, 2020, and April 30-May 2, 2020, respectively.

### **Background/Explanation:**

On August 20, 2019, the Board of County Commissioners approved the recommendations of the Tourist Development Council (TDC) to fund FY20 Elite Events for a maximum (or "up to") total funding level of \$750,000 and to allow staff to negotiate the terms and final funding amount of each agreement for increased tourism promotional benefits. In order to receive funding, these high-profile events must meet minimum criteria for room night generation, and/or attendance, as well as media and/or marketing exposure for the County.

At the request of the TDC, the Convention and Visitors Bureau (CVB) contracted with a research firm to obtain consistent and comparative research analysis on the impact of Elite Events to the County. Research findings from this study will provide important data including visitor volume, room nights, economic impact, and which FY20 Elite Event yielded the highest return on investment.

In exchange for this monetary support, the CVB will receive the tourism promotional benefits detailed in Exhibit A of each agreement.

**Fiscal Impact:**

\$ 75,000.00 Pier 60 Sugar Sand Festival  
\$ 25,000.00 27th Annual Spring King of the Beach  
\$100,000.00 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 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:**

Steve Hayes, Director, Convention and Visitors Bureau

**Partners:**

Tourist Development Council

**Attachments:**

Tourism Promotion Agreements  
Pier 60 Sugar Sand Festival  
27th Annual Spring King of the Beach