



Pinellas County

Staff Report

File #: 24-0622D, Version: 1

Subject:

Tourism Promotion Agreement with St. Pete Pride, Inc. for a Fiscal Year 2024 Elite Event.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreement with St. Pete Pride, Inc. (Pride) for a Fiscal Year 2024 Elite Event.

- Agreement with Pride for \$75,000.00 supports St. Pete Pride.
- Funding is allocated between sponsorship benefits and marketing and advertising expenditures:
 - \$25,000.00 for sponsorship benefits.
 - Up to the sum of \$50,000.00 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 (CVB) will provide a visitor profile report on the St. Pete Pride 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:

The Tourism Promotion Agreement is for St. Pete Pride which is being held in St. Petersburg during the month of June. Funding for this event will be paid on a post event basis upon receipt of a written report and other supporting documentation.

The agreement wasn't received until June 19, 2024, which is why the CVB is bringing it forward at this late date.

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.

The County has supported St. Pete Pride through the Elite Event Funding Program since FY18. According to the CVB's research firm, Destination Analysts, Inc. (DA), the FY23 event resulted in a direct economic impact of \$36,480,958.00 to the County. Due to the event's longstanding history of success, the CVB determined that DA could provide a visitor profile report in FY24 instead of an economic impact analysis. Visitor profile reports include useful information for future event marketing. All DA reports are shared with event organizers.

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

The Tourism Promotion Agreement for St. Pete Pride wasn't received until June 19, 2024, which is why the CVB is bringing it forward at this late date.

Fiscal Impact:

\$75,000.00 St. Pete Pride

Funding to support the Tourism Promotion Agreement in the amount of \$75,000.00 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 Agreement 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 Agreement