



# Pinellas County

## Staff Report

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File #: 21-1239D, Version: 1

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### **Subject:**

Tourism Promotion Agreement with Clearwater Jazz Holiday Foundation, Inc., for a Fiscal Year 2022 Elite Event.

### **Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreement with Clearwater Jazz Holiday Foundation, Inc. (Clearwater Jazz) for a Fiscal Year 2022 (FY22) Elite Event.

- Agreement with Clearwater Jazz for \$75,000.00 supports the Clearwater Jazz Holiday scheduled to be held October 14-17, 2021.
- Funding is paid on a post event basis and is allocated between marketing and advertising expenditures and sponsorship benefits.
- The Convention and Visitors Bureau's (CVB's) research firm will provide consistent analysis of 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 Agreement is for the Clearwater Jazz Holiday, which is scheduled to be held October 14-17, 2021, at BayCare Ballpark in Clearwater.

### **Background/Explanation:**

On July 13, 2021, the Board of County Commissioners (Board) approved the recommendations of the Tourist Development Council (TDC) to fund 18, FY22 Elite Events for a maximum (or "up to") total funding level of \$1M and to allow staff to negotiate the terms and final funding amount of each agreement for increased tourism promotional benefits. Following the Board's approval, St. Pete BikeFest requested to be considered for category 2 funding level instead of category 3, which the event had been approved for. This action is currently scheduled to go before the Board on October 12, 2021. Depending on the outcome of this meeting, the maximum funding for FY22 Elite Events may increase by \$50,000.00 to a new total of \$1,050,000.00. 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.

The CVB's research firm, Destination Analysts, Inc., will provide a consistent and comparative research analysis on the impact of Elite Events to the County. Research findings from these studies will provide important data including visitor volume, room nights, economic impact, and which Elite Event yielded the highest return on investment.

In accordance with the Elite Event Funding Program Guidelines, funding has been allocated between marketing and advertising expenditures and sponsorship benefits, which are detailed in Exhibits A and B of the agreement.

**Fiscal Impact:**

\$25,000.00 Marketing and Advertising

\$50,000.00 Sponsorship

\$75,000.00 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 Agreement 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 Agreement