



# Pinellas County

## Staff Report

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File #: 18-165D, Version: 1

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### **Subject:**

Tourism Promotion Agreement with Green Savoree St. Petersburg, LLC for the Firestone Grand Prix of St. Petersburg, a Fiscal Year 2018 Elite Event.

### **Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreement with Green Savoree St. Petersburg, LLC for the Firestone Grand Prix of St. Petersburg, a Fiscal Year 2018 (FY18) Elite Event.

Contract term: 6 months

### **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:**

This Agreement is for sponsorship of the Firestone Grand Prix of St. Petersburg, which is scheduled to be held March 9-11, 2018.

### **Background/Explanation:**

On August 15, 2017, the Board of County Commissioners approved the recommendations of the Tourist Development Council to fund the FY18 Elite Events for a maximum (or "up to") total funding level of \$1,497,000.00 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, or attendance, as well as media and/or marketing exposure for the County.

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

### **Fiscal Impact:**

Funding to support this Tourism Promotion Agreement in the amount of \$175,000.00 is provided through the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax.

### **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:**

David Downing, Director, Convention and Visitors Bureau

### **Partners:**

Tourist Development Council

**Attachments:**

Tourism Promotion Agreement