



# Pinellas County

## Staff Report

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File #: 20-148D, Version: 1

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### **Subject:**

Tourism Promotion Agreement with the City of Clearwater for a Fiscal Year 2020 Elite Event.

### **Recommended Action:**

Approval and execution by the Director of Purchasing and Risk Management of the Tourism Promotion Agreement with the City of Clearwater (City) for a Fiscal Year 2020 (FY20) Elite Event.

- Agreement with the City for \$25,000.00 supports the Clearwater Sea-Blues Festival scheduled for February 21-23, 2020.
- The 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 Agreement is a sponsorship for the Clearwater Sea-Blues Festival, which is scheduled for February 21-23, 2020, at Coachman Park.

### **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 provides important data including visitor volume, room nights, economic impact, and which FY20 Elite Event yielded the highest return on investment. In FY19, the Clearwater Sea-Blues Festival was reported to have 13,250 unique attendees, 6,100 room nights and over \$3.7M in economic impact to 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:**

\$25,000.00 Clearwater Sea-Blues Festival

Funding to support the Tourism Promotion Agreement is provided through the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax Fund.

**Delegated Authority:**

Authority for the Director of Purchasing and Risk Management 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  
City of Clearwater

**Attachments:**

Tourism Promotion Agreement