



Pinellas County

Legislation Details (With Text)

File #: 20-315A **Version:** 1

Type: Informational Report **Status:** Passed

File created: 2/19/2020 **In control:** Convention and Visitors Bureau

On agenda: 3/10/2020 **Final action:** 3/10/2020

Title: Revisions to the Elite Event Funding Guidelines from the Tourist Development Council.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Elite Event Funding Program Guidelines (clean version), 2. Elite Event Funding Program Guidelines (redline version)

Date	Ver.	Action By	Action	Result
3/10/2020	1	Board of County Commissioners	approved	Pass

Subject:

Revisions to the Elite Event Funding Guidelines from the Tourist Development Council.

Recommended Action:

Approval of the Tourist Development Council's (TDC) recommended revisions to the Elite Event Guidelines (Guidelines).

- The Elite Event Funding Program provides funding for eligible major events that generate a large number of attendees and room nights in the County.
- The revisions update the rating criteria and allowable use of designated sponsorship funds for event operating expenses.
- Recommended revisions were unanimously approved by the TDC.
- If approved, Guidelines will become effective in the upcoming Fiscal Year 2021 funding cycle.

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:

With Board of County Commissioners (Board) approval, the revised Guidelines to administer the TDC's Elite Event Program will commence with the upcoming FY21 application and funding cycle.

Background Information:

The Elite Event Funding Program is one of the marketing programs administered by staff on behalf of the TDC. The original Guidelines were approved by the Board on February 7, 2012, and amended on January 29, 2013, April 15, 2014, December 12, 2017, and December 11, 2018.

Prior to the initiation of the Fiscal Year 2021 funding cycle, staff reviewed the Guidelines and determined minor revisions were necessary to further clarify how funding could be utilized in section

IV. A. and to bring the rating criteria in section V.C. in congruence with the Elite Event Funding Program Application.

On February 19, 2020, staff presented the Guideline revisions to the TDC and they were unanimously approved.

Fiscal Impact:

N/A

Staff Member Responsible:

Steve Hayes, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Office of Management and Budget, Strategic Performance Management

Attachments:

Elite Event Funding Guidelines (redline version)

Elite Event Funding Guidelines (clean version)