



Pinellas County

Legislation Details (With Text)

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Type: Contract/Agreement **Status:** Passed
File created: 11/12/2020 **In control:** Convention and Visitors Bureau
On agenda: 12/15/2020 **Final action:** 12/15/2020
Title: Local Arts Funding Agreement with Creative Pinellas Incorporated for marketing and promoting Pinellas County as an arts community and cultural destination during Fiscal Year 2021.

Sponsors:

Indexes:

Code sections:

Attachments: 1. FE_Local ArtsAgencyAgreement, 2. Local Arts Agency Agreement, 3. Historical Documents

Date	Ver.	Action By	Action	Result
12/15/2020	1	Board of County Commissioners	approved	Pass

Subject:

Local Arts Funding Agreement with Creative Pinellas Incorporated for marketing and promoting Pinellas County as an arts community and cultural destination during Fiscal Year 2021.

Recommended Action:

Approval of the Local Arts Funding Agreement with Creative Pinellas Incorporated for marketing and promoting the County as a vibrant arts community and cultural destination in Fiscal Year (FY) 2021.

- The agreement term is for one year.
- The total commitment is \$718,640.00 (\$537,640.00 from Tourist Development Tax Fund, \$145,000.00 from General Fund, and \$36,000.00 from Transportation Trust Fund).
- Overall funding has been decreased approximately 33% from FY20 due to Covid-19 impacts.
- Detailed promotional and marketing benefits to the County are detailed in Exhibit A of the agreement.

Strategic Plan:

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Deliver First Class Services to the Public and Our Customers

5.1 Maximize partner relationships and public outreach

Summary:

This Agreement will provide support to Creative Pinellas as the Local Arts Agency, for its work in promoting arts and arts tourism during FY21. Additionally, the County will receive tourism promotional benefits, which are detailed in Exhibit A.

Background Information:

This Agreement represents the Board's ongoing commitment for Creative Pinellas to continue to administer and support arts and cultural programs that promote the County as an arts and cultural destination. The decrease in FY21 funding as compared to FY20 is attributed to the impact of Covid-19 on Tourist Development Tax collections and subsequent budget reductions by the Convention and Visitors Bureau. The term of this Agreement is for one year.

On June 26, 2020, the Tourist Development Council reviewed and approved the CVB's FY21 budget request, including support for Creative Pinellas.

Fiscal Impact:

\$537,640.00 Tourist Development Tax Fund

\$145,000.00 General Fund

\$ 36,000.00 Transportation Trust Fund

\$718,640.00 Total FY21 Funding

Funding to support this Agreement in the amount of \$718,640.00 is included in the FY21 Adopted Budget, as shown above.

Staff Member Responsible:

Steve Hayes, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Creative Pinellas, Inc.

Attachments:

Local Arts Agency Funding Agreement