



Pinellas County

Staff Report

File #: 16-2116A, **Version:** 1

Subject:

Local Arts Funding Agreement with Creative Pinellas, Inc. for marketing and promoting the County as an arts community and arts destination during Fiscal Year 2017.

Recommended Action:

Approve the Local Arts Funding Agreement with Creative Pinellas, Inc. (Creative Pinellas) for marketing and promoting the County as a vibrant arts community and arts destination.

Contract Term: October 1, 2016, through September 30, 2017

Contract Amount: \$476,670

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 County's designated Local Arts Agency, for its work in promoting arts and arts tourism.

In exchange, Creative Pinellas will continue to administer and support arts and cultural programs that benefit Pinellas citizens, provide comprehensive arts information for the CVB's consumer website and submit a final report that details the agency's efforts to promote the County as an arts destination. In addition to the monetary support, this Agreement also provides Creative Pinellas with office space at the Convention and Visitors Bureau (CVB) location.

Background Information:

On October 25, 2011, the Board of County Commissioners (Board) approved funding for Creative Pinellas through a Transitional Funding Agreement.

On November 1, 2015, the Board approved FY 2016 funding in the amount of \$200,000, \$150,000 from the Tourist Development Fund and \$50,000 from the General Fund.

On May 17, 2016, Creative Pinellas presented its FY 2017 program goals to the Board and requested a funding increase from \$200,000 to \$476,670 to support additional grants programs, projects, and marketing. The Board subsequently approved the funding request with the adoption of the FY 2017 budget on September 27, 2016.

Fiscal Impact:

\$396,670 CVB's Annual Operating Budget (Tourist Development Fund)

\$ 80,000 General Government (General Fund)

\$476,670 Total Funding Amount

Funding to support the Local Arts Agency Funding Agreement in the amount of \$476,670 is provided as shown above.

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau
Bill Berger, Director, Office of Management and Budget

Partners:

Tourist Development Council
Creative Pinellas

Attachments:

Local Arts Agency Funding Agreement