



Pinellas County

Staff Report

File #: 17-1247A, Version: 1

Subject:

Tourist Development Council's Fiscal Year 2017 Capital Projects Funding Program Agreements with the City of Clearwater for the Eddie C. Moore Softball Complex, Countryside Sports Complex, and Ruth Eckerd Hall; The American Craftsman Museum, Inc. for the Museum of the American Arts and Crafts Movement; and the Clearwater Marine Aquarium, Inc. for the Clearwater Marine Aquarium.

Recommended Action:

Approve five (5) agreements for the Tourist Development Council's Fiscal Year 2017 Capital Projects Funding Program (Program) with the City of Clearwater (City) for the Eddie C. Moore Softball Complex (ECM), Countryside Sports Complex (CSC), and Ruth Eckerd Hall (REH); The American Craftsman Museum, Inc. for the Museum of the American Arts and Crafts Movement (ACM); and the Clearwater Marine Aquarium, Inc. for the Clearwater Marine Aquarium (CMA).

\$ 495,000.00 ECM / contract effective through 9/30/2018
\$ 1,900,000.00 CSC / contract effective through 9/30/2020
\$ 5,500,000.00 REH / contract effective through 9/30/2020
\$ 6,000,000.00 ACM / contract effective through 9/30/2020
\$26,000,000.00 CMA / contract effective through 9/30/2020
\$39,895,000.00 Total

Strategic Plan:

Foster Continual Economic Growth and Vitality

4.4 Invest in infrastructure to meet current and future needs

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:

The Capital Project Funding Agreements with the City, ACM and CMA provide funding for eligible capital projects that have met the criteria defined in the Capital Projects Funding Program Guidelines (Guidelines), including the ability to attract tourists to the County from both national and international markets. As directed by the Tourist Development Council (TDC), the Convention and Visitors Bureau (CVB) and Program consultant, Dennis Long, have negotiated the terms and conditions including the tourism promotional benefits which are outlined in each Exhibit B of each Agreement.

Background Information:

Consistent with the guidelines recommended by the TDC and approved by the Board, on April 25, 2017, under the County Commission Board Reports, the Board directed staff to move forward and negotiate the terms and conditions with a maximum funding amount for the following Projects:

City of Dunedin/Toronto Blue Jays
Clearwater Marine Aquarium
Ruth Eckerd Hall
Countryside Sports Complex
Eddie C. Moore Softball Complex

On May 23, 2017, under the County Commission Board Reports, the Board approved moving the Museum of the American Arts and Crafts Movement forward and authorized staff to negotiate Tourist Development Tax funding up to a ceiling of \$6 million.

The Tourist Development Council is recommending approval of the five agreements brought forward today. Due to the timing of the City of Clearwater's council meeting, staff is requesting the County to sign the agreements for ECM, CSC, and REH prior to the City. The County's final approval is contingent upon approval and signature from the City of Clearwater during its upcoming council meeting. The agreement with the City of Dunedin/Toronto Blue Jays is still in negotiations and will be brought before the Board at a later date.

Fiscal Impact:

\$ 495,000.00 ECM / contract effective through 9/30/2018
\$ 1,900,000.00 CSC / contract effective through 9/30/2020
\$ 5,500,000.00 REH / contract effective through 9/30/2020
\$ 6,000,000.00 ACM / contract effective through 9/30/2020
\$26,000,000.00 CMA / contract effective through 9/30/2020
\$39,895,000.00 Total

Funding to support the Capital Project Funding Agreements in the amount of \$39,895,000.00 is provided through the Tourist Development Tax Fund. The source of funding is the Tourist Development Tax.

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Capital Project Funding Agreements:
Eddie C. Moore Complex
Countryside Sports Complex
Ruth Eckerd Hall
Museum of the American Arts and Crafts Movement
Clearwater Marine Aquarium
Capital Projects Funding Program Guidelines
Evaluation of Capital Projects Funding Program Submittals