



Pinellas County

Staff Report

File #: 17-1574A, **Version:** 1

Subject:

Local Arts Funding Agreement with Creative Pinellas, Inc. for marketing and promoting Pinellas County as an arts community and arts destination during Fiscal Year 2018.

Recommended Action:

Approval of 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 in Fiscal Year 2018 (FY18).

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 for FY18.

Background Information:

This agreement is a continuation of the Board's funding commitment for Creative Pinellas to continue to administer and support arts and cultural programs that promote the County as an arts destination. The agreement term is for one (1) year.

Per the agreement, Creative Pinellas shall maintain a link to the Convention and Visitors Bureau's (CVB's) consumer website, and submit quarterly reports that detail efforts to promote the County as an arts destination.

The Tourist Development Council has reviewed and approved the CVB's FY18 budget request, which includes funding for Creative Pinellas.

Fiscal Impact:

\$396,670.00 Tourist Development Fund

\$ 80,000.00 General Fund

\$476,670.00 Total Contract Amount

Funding to support this Agreement in the amount of \$476,670.00 is included in the FY18 Adopted Budget as shown above. The level of funding remains the same as FY17.

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council
Creative Pinellas

Attachments:

Local Arts Agency Funding Agreement