



Pinellas County

Staff Report

File #: 18-840D, Version: 1

Subject:

Tourism Promotion Agreements with Clearwater Jazz Holiday Foundation, Inc., Old Salt Fishing Foundation, Inc., and the City of Treasure Island for Fiscal Year 2019 Elite events.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreements with Clearwater Jazz Holiday Foundation, Inc., Old Salt Fishing Foundation, Inc., and the City of Treasure Island for Fiscal Year 2019 Elite events.

Contract term: 6 months

Total Amount for Approval: \$150,000.00

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:

The Tourism Promotion Agreements are sponsorships for Clearwater Jazz Holiday (October 18-21, 2018), 25th Anniversary Fall King of the Beach (November 8-10, 2018), 10th Annual Sanding Ovations Masters Cup (November 14-18, 2018), and the 26th Annual Spring King of the Beach (May 2-4, 2019). These events will be held in the cities of Clearwater, Madeira Beach and Treasure Island.

Background/Explanation:

On July 17, 2018, the Board of County Commissioners approved the recommendations of the Tourist Development Council to fund the FY19 Elite Events for a maximum (or "up to") total funding level of \$752,900.00 and to allow staff to negotiate the terms and final funding amount of each agreement for increased tourism promotional benefits. In order to receive funding, these high-profile events must meet minimum criteria for room night generation, or attendance, as well as media and/or marketing exposure for the County.

New this year, at the request of the Tourist Development Council, the CVB contracted with a research firm to obtain consistent and comparative research analysis on the impact of Elite Events to the County. Research findings from this study will provide important data including visitor volume, room nights, economic impact, and which FY19 Elite Event yielded the highest return on investment.

In exchange for this monetary support, the CVB will receive the tourism promotional benefits detailed in Exhibit A of each Agreement.

Fiscal Impact:

\$ 75,000.00 Clearwater Jazz Holiday

\$ 25,000.00 25th Anniversary Fall King of the Beach

\$ 25,000.00 10th Annual Sanding Ovations Masters Cup

\$ 25,000.00 26th Annual Spring King of the Beach

\$150,000.00 Total Expenditure

Funding to support Elite Events is provided through the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax.

Delegated Authority:

Authority for the County Administrator to sign the Tourism Promotion Agreements is granted under Code Section 2-62 (a)(1).

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council
City of Treasure Island

Attachments:

Tourism Promotion Agreements
Clearwater Jazz Holiday
25th Anniversary Fall King of the Beach
10th Annual Sanding Ovations Masters Cup
26th Annual Spring King of the Beach