



Pinellas County

Staff Report

File #: 18-1112D, **Version:** 1

Subject:

Tourism Promotion Agreements with Tampa Bay Bowl Association, Inc. and Sunsets at Pier 60 Society, Inc. for Fiscal Year 2019 Elite Events.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreements with Tampa Bay Bowl Association, Inc. and Sunsets at Pier 60 Society, Inc. for Fiscal Year 2019 (FY19) Elite Events.

- Tampa Bay Bowl Association agreement supports the Outback Bowl (1/1/19) and Clearwater Beach Day event (12/30/18). Contract Agreement is for \$75,000.
- Pier 60 Society agreement supports the Pier 60 Sugar Sand Festival on April 12-29, 2019. Contract Agreement is for \$70,000
- Each sponsorship requires tourism promotional benefits, as outlined in Exhibit A of each agreement.
- CVB's research firm reviews tourism promotional benefits to validate return on investment.

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 the Outback Bowl and Clearwater Beach Day event, and the Pier 60 Sugar Sand Festival. These events are scheduled to be held January 1, 2019, December 30, 2018, and April 12-28, 2019, respectively.

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 Outback Bowl and Clearwater Beach Day

\$ 70,000.00 Pier 60 Sugar Sand Festival

\$145,000.00 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

Attachments:

Tourism Promotion Agreements

Outback Bowl and Clearwater Beach Day

Pier 60 Sugar Sand Festival