



Pinellas County

Staff Report

File #: 18-1170D, Version: 1

Subject:

Tourism Promotion Agreement with Copperhead Charities, Inc. for a Fiscal Year 2019 Elite Event.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreement with Copperhead Charities, Inc. for a Fiscal Year 2019 (FY19) Elite Event.

- Copperhead Charities agreement supports the 2019 Valspar PGA Championship on March 18-24, 2019. Contract Agreement is for \$125,000.
- Sponsorship requires tourism promotional benefits, as outlined in Exhibit A of the agreement.
- CVB's research firm will provide consistent analysis across all Elite Events to validate the County's 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 Agreement is a sponsorship for the 2019 Valspar PGA Championship. This event is scheduled to be held March 18-24, 2019, at Innisbrook Golf Resort in Palm Harbor.

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:

Funding to support the Tourism Promotion Agreement in the amount of \$125,000.00 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 Agreement