



Pinellas County

Staff Report

File #: 19-134D, **Version:** 1

Subject:

Tourism Promotion Agreements with the City of Clearwater and St. Pete Pride, Inc. for Fiscal Year 2019 Elite Events.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreements with the City of Clearwater and St. Pete Pride, Inc. for Fiscal Year 2019 (FY19) Elite Events.

- City of Clearwater agreement supports the Clearwater Sea-Blues Festival on February 22-24, 2019. Contract Agreement is for \$55,000.
- St. Pete Pride, Inc. agreement supports St. Pete Pride on June 21-23, 2019. Contract Agreement is for \$52,900.
- Sponsorship agreement requires tourism promotional benefits, as outlined in Exhibit A of each agreement.
- Additionally, section II of Exhibit 'A' in each agreement lists additional in-kind services to be provided by VSPC, which include; marketing and advertising, digital and media, and event marketing. This equates to \$26,712 for the Sea Blues Festival and \$42,500 for the St. Pete Pride events.
- 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 Agreements are sponsorships for the Clearwater Sea-Blues Festival (Sea-Blues) and St. Pete Pride. Sea-Blues is scheduled to be held February 22-24, 2019, at Coachman Park. St. Pete Pride is scheduled to be held June 21-23, 2019, in the City of St. Petersburg.

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.

The agreement for Sea-Blues is being presented for approval late due to the delay in receiving the agreement from the City of Clearwater.

Fiscal Impact:

\$ 55,000.00 Sea-Blues

\$ 52,900.00 St. Pete Pride

\$107,900.00 Total Sponsorship Funding

Funding to support the Tourism Promotion Agreements in the amount of \$107,900 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:

Jim Dean, Interim Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

City of Clearwater

Attachments:

Tourism Promotion Agreements

Clearwater Sea-Blues Festival

St. Pete Pride