



Pinellas County

Staff Report

File #: 19-1223A, **Version:** 1

Subject:

Fiscal Year 2020 Elite Event funding recommendations from the Tourist Development Council.

Recommended Action:

Approval of the Tourist Development Council's (TDC) funding recommendations for Fiscal Year 2020 Elite Events.

- This program provides funding for eligible major events that meet the criteria in the Elite Event Funding Guidelines, which requires Category 1-3 events to generate a large number of event attendees and substantial room nights in the County, and requires Cultural Heritage events (Category 4), to generate a large number of attendees.
- As the funding agreements are negotiated consistent with Board approval, each will be delegated to the County Administrator for execution and will appear as a Non-Procurement Delegated Item on a Board meeting agenda.
- There are sixteen Elite Events recommended by the TDC to be funded for a cumulative total not exceeding \$750,000.00. Staff will negotiate final funding amounts for each event agreement to ensure a 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:

With Board of County Commissioners (Board) approval, the Convention and Visitors Bureau (CVB) staff will administer the Elite Event Program which provides funding to qualified, high-profile events that meet the minimum criteria for room night generation and/or attendance, as well as media and/or marketing exposure for the County.

CVB staff will negotiate the terms and final funding amounts of each agreement for increased tourism promotional benefits.

Background Information:

This is one of the marketing programs administered by the CVB on behalf of the TDC. On December 11, 2018, the Board approved revisions to the Guidelines. The most substantial revisions include: 1) the addition of a fourth category, Cultural Heritage Events, 2) elimination of the sunset provision, and 3) addition of a fast-track option for events to bypass evaluation and scoring.

The approved guidelines require Category 1 events to generate at least 50,000 unique attendees and at least 25,000 room nights, Category 2 events at least 20,000 attendees and 10,000 room nights, Category 3 events, at least 10,000 attendees and 5,000 room nights, and Category 4 events at least

20,000 attendees.

On May 29, 2019, the TDC's Elite Event Committee met to evaluate and score those applications which staff had reviewed and determined to appear as potentially eligible for consideration. Those scores and funding considerations, as set forth below, went to the TDC for consideration.

On July 17, 2019, during the regular TDC meeting, The TDC members present unanimously approved the recommendations of the Elite Event Committee including the following maximum (or "up to") funding amounts. Council member Overton abstained from voting due to a conflict of interest and Council members Kimball, Moore and Prather were not in attendance.

Total Category 1 Events: \$125,000
\$125,000 Valspar PGA Championship

Total Category 2 Events: \$375,000
\$ 75,000 Outback Bowl/Clearwater Beach Day
\$ 75,000 Hooters Clearwater Super Boat National Championship
\$ 75,000 Clearwater Jazz Holiday
\$ 75,000 Pier 60 Sugar Sand Festival
\$ 75,000 St. Pete Pride

Total Category 3 Events: \$150,000
\$ 25,000 Clearwater Sea Blues Festival
\$ 25,000 King of the Beach (Fall)
\$ 25,000 King of the Beach (Spring)
\$ 25,000 DTSP Songwriters Festival
\$ 25,000 Masters Cup Sanding Ovations
\$ 25,000 St. Pete Beach Bike Fest

Total Category 4 Events: \$100,000
\$ 25,000 Shine St. Pete Mural Festival
\$ 25,000 MLK Family Fun Day & Parade
\$ 25,000 Pier Fest
\$ 25,000 Localtopia

Total Category 1, 2, 3, and 4 Events: \$750,000

Fiscal Impact:

FY20 Elite Event maximum expenditure: \$750,000

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

Staff Member Responsible:

Paul Sacco, Interim Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Elite Event Funding Guidelines