



Pinellas County

Staff Report

File #: 20-1253D, **Version:** 1

Subject:

Tourism Promotion Agreements with Old Salt Fishing Foundation, Inc. and the City of Treasure Island for Fiscal Year 2021 Elite Events.

Recommended Action:

Approval and execution by the Director of Administrative Services of the Tourism Promotion Agreements with Old Salt Fishing Foundation, Inc. and the City of Treasure Island for Fiscal Year 2021 (FY21) Elite Events.

- Agreement with Old Salt Fishing Foundation, Inc. for \$25,000.00 supports the 27th Annual Fall King of the Beach scheduled for November 5-7, 2020.
- Agreement with the City of Treasure Island for \$25,000.00 supports Sanding Ovations 2020 scheduled for November 18-22, 2020.
- Funding is allocated between marketing and advertising expenditures and sponsorship benefits, which are outlined in Exhibits A and B of each 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 Agreements are for the 27th Annual Fall King of the Beach fishing tournament and Sanding Ovations 2020 sand sculpting festival. These events are scheduled to be held on November 5-7, 2020, and November 18-22, 2020, respectively.

Background/Explanation:

On September 10, 2020, the Board of County Commissioners approved the recommendations of the Tourist Development Council (TDC) to fund FY21 Elite Events for a maximum (or "up to") total funding level of \$1M 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, and/or attendance, as well as media and/or marketing exposure for the County.

At the request of the TDC, the Convention and Visitors Bureau (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 FY21 Elite Event yielded the highest return on investment.

In accordance with the Elite Event Funding Program Guidelines, funding has been allocated between marketing and advertising expenditures and sponsorship benefits, which are detailed in Exhibits A and B of each Agreement.

Fiscal Impact:

\$ 25,000.00 27th Annual Fall King of the Beach

\$ 25,000.00 Sanding Ovations 2020

\$ 50,000.00 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 .Fund

Delegated Authority:

Authority for the Director of Administrative Services to sign the Tourism Promotion Agreements is delegated per the memo dated December 2, 2019.

Staff Member Responsible:

Steve Hayes, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

City of Treasure Island

Attachments:

Tourism Promotion Agreements

27th Annual Fall King of the Beach

Sanding Ovations 2020