



Pinellas County

Staff Report

File #: 20-1262D, **Version:** 1

Subject:

Tourism Promotion Agreement with Eiger Marketing Group, LLC for a Fiscal Year 2021 Elite Event.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreement with Eiger Marketing Group, LLC (Eiger) for a Fiscal Year 2021 (FY21) Elite Event.

- Agreement with Eiger for \$37,230.00 supports the 2020 Pelican LPGA Women's Championship scheduled for November 16-22, 2020.
- Sponsorship benefits are outlined in Exhibit A of the agreement and are paid post event.
- 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 for the 2020 Pelican LPGA Women's Championship, which is scheduled to be held November 16-22, 2020, at the Pelican Golf Club in the Town of Belleair. Due to the pandemic, this event will not be open to the public.

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.

Eiger is the marketing and promotions representative for the tournament/event. In exchange for the County's monetary support, Eiger will provide sponsorship benefits including designation as presenting sponsor of Pro-Am, 16 thirty-second spots, live interview during NBC/Golf Channel coverage, website logo placement, onsite signage, and more as detailed in Exhibit A.

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.

Fiscal Impact:

\$37,230.00 Total Sponsorship

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 County Administrator to sign the Tourism Promotion Agreement is granted under Code Section 2-62 (a)(1).

Staff Member Responsible:

Steve Hayes, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Tourism Promotion Agreement