



# Pinellas County

## Staff Report

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### **Subject:**

Local Arts Funding Agreement with Creative Pinellas Incorporated for marketing and promoting Pinellas County as an arts community and cultural destination during Fiscal Year 2021.

### **Recommended Action:**

Approval of the Local Arts Funding Agreement with Creative Pinellas Incorporated for marketing and promoting the County as a vibrant arts community and cultural destination in Fiscal Year (FY) 2021.

- The agreement term is for one year.
- The total commitment is \$718,640.00 (\$537,640.00 from Tourist Development Tax Fund, \$145,000.00 from General Fund, and \$36,000.00 from Transportation Trust Fund).
- Overall funding has been decreased approximately 33% from FY20 due to Covid-19 impacts.
- Detailed promotional and marketing benefits to the County are detailed in Exhibit A of the agreement.

### **Strategic Plan:**

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Deliver First Class Services to the Public and Our Customers

5.1 Maximize partner relationships and public outreach

### **Summary:**

This Agreement will provide support to Creative Pinellas as the Local Arts Agency, for its work in promoting arts and arts tourism during FY21. Additionally, the County will receive tourism promotional benefits, which are detailed in Exhibit A.

### **Background Information:**

This Agreement represents the Board's ongoing commitment for Creative Pinellas to continue to administer and support arts and cultural programs that promote the County as an arts and cultural destination. The decrease in FY21 funding as compared to FY20 is attributed to the impact of Covid-19 on Tourist Development Tax collections and subsequent budget reductions by the Convention and Visitors Bureau. The term of this Agreement is for one year.

On June 26, 2020, the Tourist Development Council reviewed and approved the CVB's FY21 budget request, including support for Creative Pinellas.

### **Fiscal Impact:**

\$537,640.00 Tourist Development Tax Fund

\$145,000.00 General Fund

\$ 36,000.00 Transportation Trust Fund  
\$718,640.00 Total FY21 Funding

Funding to support this Agreement in the amount of \$718,640.00 is included in the FY21 Adopted Budget, as shown above.

**Staff Member Responsible:**

Steve Hayes, Director, Convention and Visitors Bureau

**Partners:**

Tourist Development Council

Creative Pinellas, Inc.

**Attachments:**

Local Arts Agency Funding Agreement