



Pinellas County

Staff Report

File #: 20-1353D, Version: 1

Subject:

Tourism Promotion Agreement with Clearwater Jazz Holiday Foundation, Inc. for a Fiscal Year 2021 Elite Event.

Recommended Action:

Approval and execution by the Director of Administrative Services of the Tourism Promotion Agreement with Clearwater Jazz Holiday Foundation, Inc. (Clearwater Jazz) for a Fiscal Year 2021 (FY21) Elite Event.

- Agreement with Clearwater Jazz for \$15,000.00 supports the Clearwater Jazz Holiday Wanderlust Series scheduled from November 2020 to September 2021.
- Fifty percent of the sponsorship will be paid after completion of 11 concerts and the remainder will be paid after completion of 17 concerts.
- Sponsorship benefits are outlined 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

Summary:

The Tourism Promotion Agreement is for the Clearwater Jazz Holiday Wanderlust Series, which is a series of mini, in-person concerts to be held at various venues around the County. These events are scheduled between November 2020 and September 2021.

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.

Due to the worldwide pandemic and current safe practices, Clearwater Jazz chose to implement this mini concert series at small venues throughout the County. In exchange for the County's monetary support, Clearwater Jazz will provide sponsorship benefits including branding on ticket confirmations, designation as an education and outreach partner, logo inclusion on all marketing materials, the opportunity to develop incentive programs with strategic partners, 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 these studies will provide important data including visitor volume, room nights, economic impact, and which Elite Event yielded the highest return on investment. Due to the nature of Clearwater Jazz Holiday Wanderlust Series, an ROI study may not be conducted.

Fiscal Impact:

\$ 15,000.00 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

Attachments:

Tourism Promotion Agreement