



Pinellas County

Staff Report

File #: 20-1423D, Version: 1

Subject:

Tourism Promotion Agreement with Tampa Bay Bowl Association, Inc. d/b/a Outback Bowl for a Fiscal Year 2021 Elite Event.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreement with Tampa Bay Bowl Association, Inc. d/b/a Outback Bowl (TBBA) for a Fiscal Year 2021 Elite Event.

- Agreement with TBBA for \$60,000.00 supports the Outback Bowl scheduled to be held January 2, 2021.
- Sponsorship benefits are outlined in Exhibit A of the agreement and are paid post event.
- The Convention and Visitor's Bureau'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 Outback Bowl, which is scheduled to be held January 2, 2021, in Tampa. Due to the pandemic, Clearwater Beach Day will not be taking place this year. Instead, the Convention and Visitors Bureau (CVB) has negotiated an agreement that is focused on the value the County will receive from advertising and promotional assets such as 30 second commercial spots, B-roll footage, in-stadium branding, and logo placement. Details are included in Exhibit A of the agreement.

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.

The CVB's research firm, Destination Analysts, Inc., will provide a consistent and comparative research analysis on the impact of Elite Events to the County. Research findings from this study will convey important data including visitor volume, room nights, economic impact, and which FY21 Elite Event yielded the highest return on investment.

Visit Tampa Bay has committed to matching the County's level of support for this event.

Fiscal Impact:

\$60,000.00 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