



# Pinellas County

## Staff Report

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File #: 21-401D, Version: 1

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### **Subject:**

First Amendment with Clearwater Jazz Holiday Foundation, Inc. for a Fiscal Year 2021 Elite Event.

### **Recommended Action:**

Approval and execution of the First Amendment with Clearwater Jazz Holiday Foundation, Inc. (Clearwater Jazz) to promote and market Pinellas County in association with the Wanderlust Concert Series, a Fiscal Year 2021 (FY21) Elite Event.

- First Amendment for \$12,500.00 supports twelve additional concerts in the Clearwater Jazz Wanderlust Series, for a total of 29 concerts.
- Total monetary support for this Elite Event, including this amendment, is \$27,500.00.
- Sponsorship benefits are outlined in the Revised Exhibit A.

### **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 First Amendment is for tourism promotional benefits associated with the addition of twelve concerts to the Clearwater Jazz Holiday Wanderlust Series. This series consists of in-person, mini concerts that are held at various locations throughout the County during FY21.

### **Background/Explanation:**

On September 10, 2020, the Board of County Commissioners approved the recommendations of the Tourist Development Council 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 pandemic and current safe practices, Clearwater Jazz chose to implement this mini concert series at small venues throughout the County. The original agreement for this Elite Event was for 17 concerts. Due to the success of these events, Clearwater Jazz requested sponsorship for twelve additional concerts, for a total of 29 concerts in all. In exchange for sponsorship of these concerts, the County will receive the tourism promotional benefits detailed in the Revised Exhibit A. Payment for the additional twelve concerts will be made on a post event basis.

### **Fiscal Impact:**

\$15,000.00 Original Tourism Promotion Agreement

\$12,500.00 First Amendment

\$27,500.00 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 County Administrator to sign this First Amendment is granted under Code Section 2-62 (a)(1).

**Staff Member Responsible:**

Steve Hayes, Director, Convention and Visitors Bureau

**Partners:**

Tourist Development Council

**Attachments:**

First Amendment