



# Pinellas County

## Staff Report

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**File #:** 21-527D, **Version:** 1

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### **Subject:**

Tourism Promotion Agreement with St. Pete Pride, Inc. for a Fiscal Year 2021 Elite Event.

### **Recommended Action:**

Approval and execution by the County of Administrator of the Tourism Promotion Agreement with St. Pete Pride, Inc. (Pride) for a Fiscal Year 2021 Elite Event.

- Agreement with Pride for \$75,000.00 supports PrideFest which is scheduled throughout the month of June 2021.
- Funding is allocated between marketing and advertising expenditures and sponsorship benefits, which are outlined in Exhibits A and B.
- The Convention and Visitors Bureau's research firm will provide consistent analysis of 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 PrideFest 2021. This festival consists of four themed weeks throughout the month of June that will celebrate the LGBTQIA+ community while showcasing the best of the St. Pete area.

### **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., provides a consistent and comparative research analysis on the impact of Elite Events to the County. Research findings from this study convey important data including visitor volume, room nights, economic impact, and which Elite Event yielded the highest return on investment. During the pandemic, many events have been cancelled or restructured due to safety protocols. If an event has been restructured, the CVB will determine the feasibility of collecting research data for ROI analysis on a case-by-case basis.

In accordance with the Elite Event Funding Program Guidelines, funding has been allocated between marketing and advertising expenditures and sponsorship benefits, which are detailed in Exhibits A

and B.

In previous years, this event took place over a weekend and included the Pride Parade as the main highlight. This year's celebration has been restructured into a month-long festival that showcases more of what the St. Pete area has to offer. There will be four themed weeks including Outdoor Adventure Week, Family Week, Arts & Music Week, and the Taste of PrideFest Week.

**Fiscal Impact:**

\$75,000.00 Total Expenditure

Funding to support this Tourism Promotion Agreement 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