



# Pinellas County

## Staff Report

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File #: 21-1311D, Version: 1

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### **Subject:**

Tourism Promotion Agreement with Eiger Marketing Group, LLC for a Fiscal Year 2022 Elite Event.

### **Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreement with Eiger Marketing Group, LLC, for a Fiscal Year 2022 Elite Event.

- Agreement with Eiger for \$125,000.00 supports the Pelican LPGA Women's Championship scheduled for November 8-14, 2021.
- Funding is paid on a post event basis and is allocated between marketing and advertising expenditures and sponsorship benefits.
- The Convention and Visitors Bureau's research firm will provide consistent analysis of Elite Events to validate the County's return on investment.
- Eiger is the tournament/event marketing and promotions representative.

### **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 2021 Pelican LPGA Women's Championship, which is scheduled to be held November 8-14, 2021, in the Town of Belleair.

### **Background/Explanation:**

On July 13, 2021, the Board of County Commissioners (Board) approved the recommendations of the Tourist Development Council (TDC) to fund 18, FY22 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. Following the Board's approval, St. Pete BikeFest requested to be considered for category 2 funding level instead of category 3, which the event had been approved for. On October 12, 2021, the Board approved BikeFest for category 2 funding, which increased the maximum funding for FY22 Elite Events to \$1,050,000.00. 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 these studies will provide important data including visitor volume, room nights, economic impact, and which Elite Event yielded the highest return on investment.

In accordance with the Elite Event Funding Program Guidelines, funding for this event has been

allocated between marketing and advertising expenditures and sponsorship benefits, which are detailed in Exhibits A and B of the agreement.

**Fiscal Impact:**

\$ 75,000.00 Sponsorship  
\$ 50,000.00 Marketing and Advertising  
\$125,000.00 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 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