



# Pinellas County

## Staff Report

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File #: 21-1332D, Version: 1

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### **Subject:**

Tourism Promotion Agreement with Tampa Bay Charities, Inc. for a Fiscal Year 2021 Elite Event.

### **Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreement with Tampa Bay Charities, Inc. for a Fiscal Year 2021 Elite Event.

- Agreement with Tampa Bay Charities, Inc. for \$75,000.00 supports the Hooters Clearwater Offshore Nationals, which was held on September 24-26, 2021.
- The delay in processing is due to the Convention and Visitors Bureau not receiving the agreement from Tampa Bay Charities until October 27, 2021.

### **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 Hooters Clearwater Offshore Nationals, which was held on September 24-26, 2021, at Clearwater Beach.

### **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 \$1.0M 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 convey 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 agreement has been allocated between marketing and advertising expenditures and sponsorship benefits, which are detailed in Exhibits A and B.

The CVB sent the agreement to Tampa Bay Charities for signature on September 17, 2021. The signed agreement was returned to CVB on October 27, 2021. The CVB is working with the Finance Division to have this expenditure allocated to the FY21 budget.

**Fiscal Impact:**

\$75,000.00 Total Expenditure

Funding to support this Tourism Promotion Agreement is provided through the CVB's FY21 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