



Pinellas County

Staff Report

File #: 21-1320D, Version: 1

Subject:

Tourism Promotion Agreement with Advantage Village Academy, Inc for a Fiscal Year 2022 Elite Event.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreement with Advantage Village Academy, Inc (AVA) for a Fiscal Year 2022 Elite Event.

- Agreement with AVA for \$75,000.00 supports the Dr. Martin Luther King Jr. Parade Weekend scheduled for January 14-17, 2022.
- Funding for this event is allocated to sponsorship benefits and will be paid pre-event.
- 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 the Dr. Martin Luther King Jr. Parade Weekend, which is scheduled to be held January 14-17, 2021, in the City of St. Petersburg.

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.

Funding for this Elite Event has been allocated to sponsorship benefits, which are detailed in Exhibit A. In accordance with the Elite Event Funding Program Guidelines, funds allocated to sponsorship

benefits are permitted to be used toward an event's operating expenses.

Fiscal Impact:

Total Expenditure: \$75,000.00

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 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