



# Pinellas County

## Staff Report

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### **Subject:**

Local Arts Agency Funding Agreement with Creative Pinellas Incorporated for marketing and promoting Pinellas County as an arts community and cultural destination during Fiscal Year 2022.

### **Recommended Action:**

Approval of the Local Arts Agency Funding Agreement with Creative Pinellas Incorporated for marketing and promoting the County as a vibrant arts community and cultural destination in Fiscal Year (FY) 2022.

- Total commitment is \$978,360.00 (\$797,360.00 from the Tourist Development Tax Fund, \$145,000.00 from General Fund, and \$36,000.00 from Transportation Trust Fund).
- Overall funding for FY22 increased approximately 36.1% over FY21 mainly due to approved Decision Package programming.
- The County will receive promotional and marketing benefits, which are detailed in Exhibit A of the agreement.
- Agreement term is for one year.

### **Strategic Plan:**

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Deliver First Class Services to the Public and Our Customers

5.1 Maximize partner relationships and public outreach

### **Summary:**

This Agreement will provide support to Creative Pinellas as the Local Arts Agency, for its work in promoting arts and arts tourism during FY22. As part of this Agreement, the County will receive tourism promotional benefits, which are detailed in Exhibit A.

### **Background Information:**

This Agreement represents the Board of County Commissioners' ongoing commitment for Creative Pinellas to continue to administer and support arts and cultural programs that promote the County as an arts and cultural destination. \$212,360.00 in support from the Tourist Development Tax Fund represents approved FY22 decision package programming. The term of this Agreement is for one year.

On April 21, 2021, the Tourist Development Council reviewed and approved the Convention and Visitors Bureau's FY22 budget request, including support for Creative Pinellas.

### **Fiscal Impact:**

\$797,360.00 Tourist Development Tax Fund  
\$145,000.00 General Fund  
\$ 36,000.00 Transportation Trust Fund  
\$978,360.00 Total FY22 Funding

Funding to support this Agreement in the amount of \$978,360.00 is included in the FY22 Adopted Budget, as shown above.

**Staff Member Responsible:**

Steve Hayes, Director, Convention and Visitors Bureau

**Partners:**

Tourist Development Council  
Creative Pinellas

**Attachments:**

Local Arts Agency Funding Agreement