



# Pinellas County

## Staff Report

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### **Subject:**

Tourism Promotion Agreements with ESPN Productions, Inc./ESPN Events-Gasparilla Bowl and Dunedin Scottish Arts Foundation, Inc., for two Fiscal Year 2022 Elite Events.

### **Recommended Action:**

Approval and execution by the Director of Administrative Services of the Tourism Promotion Agreements with ESPN Productions, Inc./ESPN Events-Gasparilla Bowl (ESPN) and Dunedin Scottish Arts Foundation, Inc. (Arts Foundation), for two Fiscal Year 2022 (FY22) Elite Events.

- Agreement with ESPN for \$25,000.00 supports the Gasparilla Bowl scheduled to be held December 20-23, 2021.
- Agreement with the Arts Foundation for \$25,000.00 supports the Dunedin Highland Games and Festival scheduled to be held April 1-2, 2022.
- Funding is paid on a post event basis upon submittal of required post event report and supporting documentation.
- The Convention and Visitors Bureau's (CVB'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 Agreements are for the Gasparilla Bowl and the Dunedin Highland Games and Festival, which are scheduled to be held December 20-23, 2021, and April 1-2, 2022, respectively.

### **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 is allocated to marketing and advertising expenditures and/or sponsorship benefits, as detailed in each agreement.

**Fiscal Impact:**

\$25,000.00 Gasparilla Bowl

\$25,000.00 Dunedin Highland Games and Festival

\$50,000.00 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 Director of Administrative Services to sign the Tourism Promotion Agreements is delegated per the memo dated December 2, 2019.

**Staff Member Responsible:**

Steve Hayes, Director, Convention and Visitors Bureau

**Partners:**

Tourist Development Council

**Attachments:**

Tourism Promotion Agreements

Gasparilla Bowl

Dunedin Highland Games and Festival