



# Pinellas County

## Staff Report

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File #: 22-1886A, Version: 1

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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 2023.

### **Recommended Action:**

Approval of the Local Arts Agency (LAA) Funding Agreement with Creative Pinellas Incorporated for marketing and promoting the County as a vibrant arts community and cultural destination during Fiscal Year (FY) 2023.

- Agreement remains at the FY22 funding level of \$978,360.00 (\$797,360.00 Tourist Development Tax Fund, \$145,000.00 General Fund, and \$36,000.00 Transportation Trust Fund).
- LAA Funding Agreement is effective October 1, 2022, for a period of one year.
- The County will receive promotional and marketing benefits, which are detailed in Exhibit A of the agreement.

### **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 FY 2023. As part of the Agreement, the County will receive tourism promotional benefits, which are detailed in Exhibit A.

### **Background Information:**

This Agreement represents the Board of County Commissioners' (Board) 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.

In addition to the LAA Funding Agreement, the Board approved \$240,000 for development of a Cultural Strategic Plan and \$200,000 for implementation of a Pilot Co-op Advertising Program through approval of two decision packages for FY 2023. These programs will be administered by the Convention and Visitors Bureau in partnership with Creative Pinellas.

On April 20, 2022, the Tourist Development Council (TDC) reviewed and discussed the CVB's FY23 budget, including support for Creative Pinellas. Subsequently, on May 18, 2022, the TDC voted to move the CVB's FY 2023 annual budget forward for Board approval.

**Fiscal Impact:**

\$797,360 TDT Fund  
\$145,000 General Fund  
\$ 36,000 Transportation Trust Fund  
\$978,360 Total LAA Funding Agreement

Funding to support this Agreement in the amount of \$978,360 is included in the FY23 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