



Pinellas County

Staff Report

File #: 23-0051D, Version: 1

Subject:

Tourism Promotion Agreements with OCC Road House & Museum, LLC and City of Madeira Beach for two Fiscal Year 2023 Elite Events.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreements with OCC Road House & Museum, LLC (OCC) and City of Madeira Beach (City) for two Fiscal Year 2023 (FY23) Elite Events.

- Agreement with OCC for \$75,000.00 supports the St. Pete BikeFest (BikeFest), which was held November 17-20, 2022.
- Agreement with the City for \$25,000.00 supports the 2023 John's Pass Seafood Festival (Seafood Festival), which was held January 13-15, 2023.
- Funding is paid on a post event basis and is allocated between marketing and advertising expenditures and sponsorship benefits.
- The Convention and Visitors Bureau's (CVB's) research firm will provide either an ROI analysis or a visitor profile report for each Elite Event, as determined.

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 BikeFest and the Seafood Festival, which were held November 17-20, 2022, and January 13-15, 2023, respectively.

The agreement for BikeFest is being presented late due to not receiving the signed agreement until December 12, 2022.

Background/Explanation:

On August 16, 2022, the Board of County Commissioners (Board) approved 31 events for the FY23 Elite Event Funding Program for a maximum (or "up to") total funding amount of \$1,460,000.00.

BikeFest received Elite Event Funding in FY20 and FY22. According to Destination Analysts, Inc. (DA), the CVB's research firm, the direct economic impact to the County from the FY22 event was \$13,778,658.00. The Seafood Festival last received Elite Funding in FY16 - FY18, prior to the CVB's ROI analysis reports. According to the post event report provided by the Seafood Festival, the FY18 room nights associated with the event generated \$1,524,476.00 in total spending.

For FY23 Elite Events, DA will provide either an ROI analysis, or a Visitor Profile Report, which will

provide information for future event marketing. All DA reports are shared with event organizers.

Funding for each event is allocated between marketing and advertising expenditures and sponsorship benefits, which are detailed in Exhibits A and B of the agreements. Funding is paid on a post event basis upon receipt of a written report and other supporting documentation.

Fiscal Impact:

\$ 75,000.00 St. Pete BikeFest

\$ 25,000.00 John's Pass Seafood Festival

\$100,000.00 Total Elite Program Expenditure

Funding to support the Tourism Promotion Agreements in the total amount of \$100,000.00 is included in 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 the Tourism Promotion Agreements is granted under (Code Section 2-62 (a)(1)).

Staff Member Responsible:

Steve Hayes, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

City of Madeira Beach

Attachments:

Tourism Promotion Agreements:

St. Pete BikeFest

John's Pass Seafood Festival