



# Pinellas County

## Staff Report

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**File #:** 24-0155D, **Version:** 1

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### **Subject:**

Tourism Promotion Agreement with the City of Clearwater for a Fiscal Year 2024 Elite Event.

### **Recommended Action:**

Approval and execution by the County Administrator of the Tourism Promotion Agreement with the City of Clearwater (City) for a Fiscal Year (FY) 2024 Elite Event.

- Agreement with the City for \$75,000.00 supports Clearwater Sea-Blues Festival (Sea-Blues Festival).
- Funding is allocated between sponsorship benefits and marketing and advertising expenditures and is paid post event:
  - \$50,000.00 for sponsorship benefits
  - Up to the sum of \$25,000.00 for marketing and advertising expenditures.
- FY24 Elite Event Funding was recommended by the Tourist Development Council on July 19, 2023, and approved by the Board of County Commissioners on August 15, 2023.
- The Convention and Visitors Bureau will provide an Economic Impact Analysis for this Elite Event.

### **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 Sea-Blues Festival, which is scheduled to be held February 23-25, 2024, in Clearwater. Funding is paid on a post event basis upon receipt of a report and other supporting documentation.

### **Background/Explanation:**

On August 15, 2023, the Board approved 35 events for the FY24 Elite Event Funding Program for a maximum (or "up to") total funding amount of \$2,120,000.00.

This will be the sixth year the County has supported the Sea-Blues Festival through the Elite Event Program. According to Destinations Analysts, Inc. (DA), the Economic Impact from the previous event held in FY20 was over \$4.6 million. DA will provide another Economic Impact Analysis for the FY24 event. All DA reports are shared with event organizers.

Funding for the Sea-Blues Festival is allocated between sponsorship benefits and marketing and advertising expenditures which are detailed in Exhibits A and B of the agreement. Funding is paid on a post event basis upon receipt of a written and other supporting documentation, which is due within 45 days of the event.

**Fiscal Impact:**

\$75,000.00 Clearwater Sea-Blues Festival

Funding to support the Tourism Promotion Agreement in the amount of \$75,000.00 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 Agreement is granted under Code Section 2-62 (a)(1).

**Staff Member Responsible:**

Brian Lowack, Director, Convention and Visitors Bureau

**Partners:**

Tourist Development Council

**Attachments:**

Tourism Promotion Agreement