



Pinellas County

Staff Report

File #: 25-0118D, Version: 1

Subject:

Finalized Agreement with Tampa Bay Charities, Inc. for a Fiscal Year 2024 Elite Event.

Recommended Action:

Approval and execution by the Director of Administrative Services of the Finalized Agreement with Tampa Bay Charities, Inc. (TB Charities) for the Baystar Clearwater Offshore Nationals (Baystar Nationals), a Fiscal Year 2024 (FY24) Elite Event.

- Finalized Agreement with TB Charities is for payment of \$8,355.43 in tourism promotional benefits that were received prior to event cancellation, due to Hurricane Helene.
- Funding is for reimbursement of pre-event 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 (Board) on August 15, 2023.

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 Finalized Agreement will allow the Convention and Visitors Bureau (CVB) to pay TB Charities for the portion of tourism promotional benefits that were expended and received prior to the Baystar Nationals being cancelled due to Hurricane Helene. Because the original agreement had not been fully signed, the CVB is processing this Finalized Agreement in order to pay TB Charities under these circumstances.

Background/Explanation:

On August 15, 2023, the Board approved 34 events for the FY24 Elite Event Funding Program for a maximum (or "up to") total funding amount of \$2,045,000.00.

The Baystar Nationals was scheduled to be held on September 27-29, 2024. TB Charities and the CVB came to an agreement on the terms of the promotional deliverables but before the agreement could be fully signed, the event was cancelled due to the impending landfall of Hurricane Helene. This Finalized Agreement recognizes the tourism promotional benefits that were received prior to the event being cancelled.

Funding for this event is for pre-event marketing and advertising expenditures, which are detailed in Exhibit B of the agreement.

Fiscal Impact:

\$8,355.43 Reduced Funding

Funding to support the Finalized Agreement in the amount of \$8,355.43 is included in 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 Finalized Agreement is delegated by the County Administrator per the memo dated December 2, 2019.

Staff Member Responsible:

Brian Lowack, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Finalized Agreement