



BOARD OF COUNTY COMMISSIONERS

DATE: August 21, 2012
AGENDA ITEM NO. 5

Consent Agenda

Regular Agenda

Public Hearing

County Administrator's Signature

ms

Subject:

Approval of Fiscal Year (FY) 2013 Elite Event Funding Recommendations from the Tourist Development Council (TDC)

Department:

Convention and Visitors Bureau (CVB)

Staff Member Responsible:

D.T. Minich, Director

Recommended Action:

I RECOMMEND THE BOARD OF COUNTY COMMISSIONERS (BCC) APPROVE THE RECOMMENDATION OF THE TDC TO FUND THE FOLLOWING FY 2013 ELITE EVENTS FOR A TOTAL COST OF \$920,000: CLEARWATER JAZZ HOLIDAY, BRIGHT HOUSE CLEARWATER NATIONAL SUPER BOAT CHAMPIONSHIP FESTIVAL, THE WOMEN'S HALF MARATHON ST. PETE, A TASTE OF PINELLAS, EAST-WEST SHRINE GAME, THE OUTBACK BOWL/CLEARWATER BEACH DAY, HONDA GRAND PRIX OF ST. PETERSBURG, BEEF O'BRADY'S BOWL ST. PETERSBURG, AND PGA TOUR TOURNAMENT.

Summary Explanation/Background:

On February 7, 2012, the BCC approved the Elite Event Funding Guidelines (Guidelines), which expanded the program into two categories to accommodate requests from smaller events. The CVB received a total of ten Elite Event Funding Applications. Of those received, six applications were for category one events and four were for category two events. Of the ten, only one application did not meet the eligibility requirements set forth in the Guidelines.

On June 14, 2012, the TDC's Elite Event Committee met to announce scores, rank each event and vote on recommended funding. The Committee then presented their recommendations to the full TDC for approval on July 11, 2012. Following a discussion, the TDC voted to recommend the Elite Events and funding listed below:

Category 1 Events	Funding
Clearwater Jazz Holiday	\$100,000
Bright House Clearwater National Super Boat Festival	\$90,000
Women's Half Marathon St. Pete	\$50,000
A Taste of Pinellas	\$35,000
East-West Shrine Game	\$50,000
Total Category 1 Events	\$325,000

Category 2 Events	Funding
The Outback Bowl/Clearwater Beach Day	\$150,000
Honda Grand Prix of St. Petersburg	\$200,000
Beef O'Brady's Bowl St. Petersburg	\$120,000
PGA Tour Tournament	\$125,000
Total Category 2 Events	\$595,000

\$120,000 of the \$150,000 in approved funding for The Outback Bowl/Clearwater Beach Day is contingent on the Tampa Bay Bowl Association, Inc. being able to secure matching funds from Tampa Bay & Company (TB&Co.) for the event. If less than \$120,000 is received from TB&Co., the TDC voted to match the amount received.

Additionally, funding for the PGA Tour Tournament will be reduced by \$50,000 if a 30 second spot is not aired nationally on NBC during Saturday or Sunday of the event.

Fiscal Impact/Cost/Revenue Summary:

Funding for Elite Events is provided through the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax.

Elite Event funds that are not allocated to an event will be returned to the CVB's Advertising Budget.

Exhibits/Attachments Attached:

None