



A. VSPC Evaluation Committee

On June 10, 2022, the CVB’s Elite Event Evaluation Committee consisting of Steve Hayes, Craig Campbell, Katie Bridges, Teri Tuxhorn, Eddie Kirsch, Jimmy Fashner, Mackenzie Comerer, and BVK staff (Committee), met to discuss and score Elite Event applications in accordance with the Elite Event Funding Program Guidelines. For each application, the Committee considered the eligibility review provided by Michael Zas, the event history, data provided by Destination Analysts, marketing and sponsorship valuation provided by BVK, event timing, conflicting events and community support.

FY23 Applications: **35**
FY23 Elite Event Budget: **\$2,000,000**
FY23 Total Request: **\$1,940,000**

B. Application Review & Scoring

Two applications were deemed ineligible, The Clearwater Sangria Festival and Spring Beach Bash as they did not meet the minimum criteria for room nights or attendance and they are not new events. Additionally, the MLK Dream Big Parade, Reggae Rise up Florida, and Holiday Putt Putt on the Pier did not receive the minimum score of 70 to be considered for funding. A summary of the 35 applications, including staff’s recommendations for funding, are reflected in the attached Event Profiles.

The recommended Elite Event funding levels for 23 events that met or exceeded the requisite scoring are as follows:

Category 1 (up-to \$150,000)

Pelican Women’s Championship
Valspar Championship
P1 Offshore St. Pete Grand Prix
Total Category 1 Events: \$450,000

Category 2 (up-to \$75,000)

Publix Rock ‘n’ Roll Running Series Clearwater
Clearwater Jazz Holiday
Hooters Clearwater Offshore Nationals
Total Category 2 Events: \$225,000

Category 3 (up-to \$25,000)

29th Annual Fall King of the Beach
St. Pete Run Fest
14th Annual Sanding Ovations
John’s Pass Seafood Festival
Festivals of Speed
Dunedin Highland Games
30th Annual Spring King of the Beach
St. Pete Tacos and Tequila Festival
Total Category 3 Funding: \$200,000

Category 4 (up-to \$20,000)

St. Pete Pier Fall Festival

St. Pete Bacon & BBQ Festival

Localtopia

The Fourth on the St. Pete Pier

Total Category 4 Funding: \$80,000

Category 5 (up-to \$15,000)

Fall Beach Bash

Banyan Music Festival

Sunshine City Smokeout

NYE on the Pier

Shamrock Fest

Total Category 5 Funding: \$75,000

C. Guidelines Discussion

In reviewing the memo from Michael Zas dated June 10, 2022, staff requests the TDC to provide direction for eligibility and funding consideration, including a determination if the Guidelines should be waived as to the following applications:

- Holiday Lights in the Gardens
- Clearwater Beach Day & Tampa Bay Bowl
- Gasparilla Bowl
- Tall Ships ® St. Petersburg 2023
- Pier 60 Sugar Sand Festival
- St. Pete Bike Fest
- St. Pete Pride Festivals & Parade

With TDC approval, the CVB will present the TDC's final recommendations for funding FY23 Elite Events to the Board of County Commissioners (BCC) on July 19, 2022. Following BCC approval, staff will begin to negotiate the final terms and funding amounts of each agreement for increased tourism promotional benefits, in accordance with the Guidelines.

D. Attachments

- VSPC Committee Scoring Sheet
- Event Profiles
- County Attorney Review
- BVK Review
- Application Overview



A. Elite Event Funding Application Evaluation Process

All eligible Elite Event Funding Program applications will be reviewed and rated by a committee of Visit St. Pete Clearwater, Pinellas County and Agency of Record staff ("Committee") on **Friday, June 10, 2022**. This Evaluation Form / Scoring Sheet is to provide scoring instructions and criteria to each member of the Committee in addition to a comprehensive Master Score Sheet to track each applicant's scores.

FY23 Elite Event Budget: **\$2,000,000**

FY23 Total Funding Request: **\$1,940,000**

B. Funding Categories & Eligibility

Per the Elite Event Funding Program [Guidelines](#), Funding Categories are as follows:

1. **Category I** – generates at least 50,000 "unique" paid, credentialed and/or otherwise documented attendees OR at least 15,000 room nights in Pinellas County with maximum funding eligibility up to \$150,000. Category 1 events must be broadcast on national television or other broadcast services such as cable, streaming services or other viewing platforms.
2. **Category II** – generates at least 15,000 "unique" paid, credentialed and/or otherwise documented attendees OR at least 4,500 room nights in Pinellas County with maximum funding eligibility up to \$75,000.
3. **Category III** – generates at least 10,000 "unique" paid, credentialed and/or otherwise documented attendees OR at least 3,000 room nights in Pinellas County with maximum funding eligibility up to \$25,000.
4. **Category IV** – generates at least 7,500 "unique" paid, credentialed and/or otherwise documented attendees with a maximum funding eligibility up to \$20,000.
5. **Category V** – a new event to Pinellas County with no local prior hotel room and/or attendance history which is required to meet Category I-IV consideration, with maximum funding eligibility up to \$15,000.

C. Scoring Instructions

Committee members will base their scores on the substance of the applications relative to the goals and objectives of the Elite Event Funding Program for each of the Rating Criteria categories below in the following rating scale:

0% - 9%	unresponsive to the requirements of that item being rated
10% - 39%	does not meet current requirements of the item being rated
40% - 69%	partially meets requirements of that item being rated
70% - 89%	fully responsive to the requirements of the item being rated
90% - 100%	exceeds all requirements of the item being rated

All applications receiving an average score of 70.0 points or above out of the maximum 100 points will be considered eligible for funding consideration. A score of 70.0 points or higher does not guarantee funding.

D. Rating Criteria

1: Event History / Data re: Attendance & Room Nights (50 Points)

1. Proven or potential ability of the Elite Event to generate attendance OR room nights in excess of the threshold established to be eligible for funding.
2. Sub-Committee Members Evaluating this Criteria:
 - a. Steve Hayes, President & CEO, VSPC
 - b. Eddie Kirsch, Digital Producer, VSPC

2: Marketing & Sponsorship Value (40 Points)

1. The value of the applicant's proposed Marketing & Advertising Plan in promoting Pinellas County as a tourist destination and the extent the value of the plan exceeds the funding request. Ability of the event's marketing to enhance the overall image of the County as a preferred destination.
2. The value of the applicant's proposed Media & Digital Plan in promoting Pinellas County as a tourist destination and the extent the value of the plan exceeds the funding request.
3. The value of the applicant's proposed Sponsorship Benefits in promoting Pinellas County as a tourist destination and the extent the value of the benefits exceeds the funding request.
4. Sub-Committee Members Evaluating this Criteria:
 - a. Katie Bridges, Senior Advertising Manager, VSPC
 - b. VSPC's Agency of Record (BVK)

3: Other Considerations (10 Points)

1. Timing of the Elite Event to coincide with non-peak or shoulder seasons in Pinellas County tourism. Preference will be given to Elite Events which occur during "off season" periods, including January 1 through February 15, May 1 through June 30, and September 1 through December 31.
2. Timing of the Elite Event should not conflict with other Elite Events or other special events taking place in Pinellas County.
3. Ability of the Elite Event to service and attract visitors to communities within Pinellas County.
4. Demonstration of widespread community support and charitable contributions by the Elite Event applicant that benefit the Pinellas County community.
5. Sub-Committee Members Evaluating this Criteria:
 - a. Teri Tuxhorn, Administrative Director, VSPC
 - b. Craig Campbell, Director, Community & Brand Engagement, Interim Director, Sports & Events, VSPC

MASTER SCORING SHEET

EVENT	Funding Request	1 Event History / Data 50 Points	2 Marketing & Sponsorship Value 40 Points	3 Other Considerations 10 Points	TOTAL SCORE	Recommended Up To Funding Amount
CATEGORY 1						
1. Pelican Women's Championship	\$150,000	45	36	8	89	\$150,000
2. St. Pete BikeFest	\$150,000	50	28	6	84	\$75,000*
3. Clearwater Beach Day & Tampa Bay Bowl	\$150,000	40	30	8	78	\$75,000**
4. Valspar Championship	\$150,000	50	36	5	91	\$150,000
5. Pier 60 Sugar Sand Festival	\$150,000	45	36	7	88	\$75,000*
6. St. Pete Pride Festivals and Parade	\$150,000	40	38	10	88	\$75,000*
7. P1 Offshore St. Pete Grand Prix	\$150,000	35	36	8	79	\$150,000
CATEGORY 2						
8. Publix Rock 'n' Roll Running Series Clearwater	\$75,000	35	28	10	73	\$75,000
9. Clearwater Jazz Holiday	\$75,000	40	35	10	85	\$75,000
10. MLK Dream Big Parade	\$75,000	35	16	3	54	-
11. Reggae Rise Up Florida	\$75,000	35	24	5	64	-
12. Tall Ships St. Petersburg	\$75,000	35	36	0	71	\$15,000***
13. Hooters Clearwater Offshore Nationals	\$75,000	45	36	10	91	\$75,000
CATEGORY 3						
14. 29 th Annual Fall King of the Beach	\$25,000	45	36	10	91	\$25,000
15. St. Pete Run Fest	\$25,000	35	34	8	77	\$25,000
16. 14 th Annual Sanding Ovations	\$25,000	50	36	8	94	\$25,000
17. Gasparilla Bowl	\$25,000	35	28	8	71	\$25,000**
18. John's Pass Seafood Festival	\$25,000	35	36	8	79	\$25,000
19. Festivals of Speed	\$25,000	40	28	10	78	\$25,000
20. Dunedin Highland Games	\$25,000	45	28	5	78	\$25,000
21. 30 th Annual Spring King of the Beach	\$25,000	45	36	7	88	\$25,000
22. St. Pete Tacos and Tequila Festival	\$25,000	35	30	10	75	\$25,000

EVENT	Funding Request	1 Event History / Data 50 Points	2 Marketing & Sponsorship Value 40 Points	3 Other Considerations 10 Points	TOTAL SCORE	Recommended Up To Funding Amount
CATEGORY 4						
23. St. Pete Pier Fall Festival	\$20,000	35	32	6	73	\$20,000
24. Holiday Lights in the Gardens	\$15,000	35	30	6	71	\$15,000****
25. St. Pete Bacon & BBQ Festival	\$20,000	35	30	8	73	\$20,000
26. Localtopia	\$20,000	45	36	2	83	\$20,000
27. The Fourth on the St. Pete Pier	\$20,000	35	34	3	72	\$20,000
CATEGORY 5						
28. Fall Beach Bash	\$15,000	35	32	8	75	\$15,000
29. Banyan Music Festival	\$15,000	35	32	3	70	\$15,000
30. Holiday Putt Putt on the Pier	\$15,000	35	28	4	67	-
31. Sunshine City Smokeout	\$15,000	35	31	4	70	\$15,000
32. NYE on the Pier	\$15,000	35	32	4	71	\$15,000
33. Shamrock Fest	\$15,000	35	32	3	70	\$15,000
EVENT DOES NOT MEET MINIMUM CRITERIA						
34. Clearwater Sangria Festival	\$15,000	Event was not scored.				-
35. Spring Beach Bash	\$15,000	Event was not scored.				-

* Pending Broadcast Information

** Pending Review of Events Held in Hillsborough w/ Pinellas County Tourism Impacts

*** Pending Review of Category Eligibility

**** Pending Review of Event Length (40+ days)



Event Name: 1. Pelican Women’s Championship **Request:** \$150,000

A. Overview

- Date(s): November 7-13, 2022
- Venue/Location: Pelican Women’s Championship, Belleair, FL
- Organization: Outlyr LLC
- Broadcast: Yes
- New: No

<u>Projections</u>	
Attendees:	55,000
Room Nights:	30,000
Eligibility:	Cat. 1

B. Application / Amendments

- [Application](#)
- Amendments – Amended Organization/Applicant name to Eiger Marketing Group, LLC

C. Legal Review

- n/a

D. Performance History / Data

- [FY22 Destination Analysts Report](#)
- [FY21 Destination Analysts Report](#)

E. Media Valuation

- This LPGA event projects 55,000 attendees with a \$150,000 funding request resulting in a CPA of \$2.73. The attendance is on the lower end of the scale for other \$150,000 requests. The economic impact is one of the highest at \$19.1 million. The highlight of the package is 4 spots per day on all four days of the tournament on the Golf Channel. Viewership will be affected however because the Saturday and Sunday telecasts will be competing with college and professional football those days.
- The tournament will be promoted using the Tampa Bay Times, the Business Journal, Tampa Bay Wealth Magazine, national golf publications, email to golf enthusiasts along with digital and social support. VSPC will have logo placement on the interview backdrop, tickets to the tournament and tickets to the party Tuesday night with the golfers and sponsors with an appearance by Pitbull. VSPC would have logos in the advertising and also throughout the course with hole markers and by the shuttle stops for parking.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$151,000 (101 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$2.73	101

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
45	36	8	89	YES
(50 Points)	(40 Points)	(10 Points)	(100 Points)	

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$150,000.



Event Name: 2. St. Pete BikeFest **Request:** \$150,000

A. Overview

- Date(s): November 17-20, 2022
- Venue/Location: OCC Road House & Museum, Clearwater, FL
- Organization: OCC Road House & Museum, LLC
- Broadcast: Yes
- New: Yes

<u>Projections</u>	
Attendees:	50,000
Room Nights:	13,000
Eligibility:	Cat. 1

B. Application / Amendments

- [Application](#)
- Amendments – Amended application from New Event: “Yes” to New Event: “No”.

C. Legal Review

- Category I funding consideration is contingent upon applicant submitting documentation/support to assist VSPC staff and the TDC find that the event meets the broadcast criteria contemplated under the guidelines. Per the guidelines, the event must be broadcast on national television or other broadcast services such as cable, streaming services, or other viewing platforms. Thus, a determination must be made as to whether the applicant’s event submission meets the broadcast criteria.

D. Performance History / Data

- [FY22 Destination Analysts Report](#)
- [FY20 Destination Analysts Report](#)

E. Media Valuation

- This event is in conjunction with a local Harley Davidson dealer. The request is for \$150,000 and there are an anticipated 50,000 attendees. This results in a higher CPA of \$3.00 for the funding at this level. The 2022 economic impact was \$20.8 million but this was based on 25,570 attendees or half of what is anticipated for this year’s event. There will be vendors, activities and music and the event will be promoted using radio, print, digital and social in the Tampa media market. There will also be activity in Georgia, the Carolinas, Ohio, and Illinois. One suggestion would be to see if the local Harley dealer would share their email list for direct communication with riders to inform them of the event. VSPC will have the usual support with logo inclusion, mentions on broadcast and a presence at the event with signage and displays.
- Media Value: The proposed media mix looks reasonable; however, they have not provided enough detailed information to give an estimated media value for this grant request/program.

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$3.00	n/a

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
50	28	6	84	YES
(50 Points)	(40 Points)	(10 Points)	(100 Points)	

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding for this event up to the amount of \$75,000 pending additional information provided by the organizer demonstrating national TV broadcast.



Event Name: 3. Clearwater Beach Day & Tampa Bay Bowl **Request:** \$150,000

A. Overview

- Date(s): December 30, 2022 – January 2, 2023
- Venue/Location: Clearwater Beach, FL & Raymond James Stadium, Tampa, FL
- Organization: Tampa Bay Bowl Association
- Broadcast: Yes
- New: No

<u>Projections</u>	
Attendees:	50,000
Room Nights:	12,000
Eligibility:	Cat. 1

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- The guidelines state that funding under the Elite Event program is for events held in Pinellas County and the Bowl is played in Tampa. Thus, the applicant should clarify the projections as to attendance and/or room nights specifically for the Beach Day event in order to determine which category, if any, Beach Day, may fall under for funding consideration.

D. Performance History / Data

- [FY22 Destination Analysts Report](#)
- [FY21 Destination Analysts Report](#)
- [FY20 Destination Analysts Report](#)
- [FY19 Destination Analysts Report](#)

E. Media Valuation

- This is one of the larger requests at \$150,000 for the event which will generate 50,000 visitors resulting in a \$3.00 CPA. The 2022 E.I. Was \$4.6 million. This seems low compared to the funding request as do the number of visitors.
- The funding will be used as follows: \$45,000 to cover the cost of the event, \$70,000 for an in-game spot on ESPN, \$15,000 for in stadium signage, \$10,000 for digital and social support and \$10,000 for marketing and PR support to promote the game and Beach Day.
- Nearly half the funding is for a spot in the game. This is a lot of money for one spot running on New Year’s weekend. Especially since the teams are unknown at this point and won’t be known until December. They could be schools from outside of our marketing regions. If the national spot is removed from the package and the funding drops to \$75,000, it is more in alignment with what VSPC gets in terms of visitation and economic impact.

***big discrepancy in DA's report on their past room nights vs what applicant submitted

- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$230,000 (153 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$3.00	153

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
40	30	8	78	YES
(50 Points)	(40 Points)	(10 Points)	(100 Points)	

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding for this event up to the amount of \$75,000 pending additional information provided by the organizer demonstrating national TV broadcast.



Event Name: 4. Valspar Championship **Request:** \$150,000*

A. Overview

- Date(s): March 13-19, 2023
- Venue/Location: Innisbrook, Palm Harbor, FL
- Organization: Copperhead Charities, Inc.
- Broadcast: Yes
- New: No

<u>Projections</u>	
Attendees:	103,125
Room Nights:	30,073
Eligibility:	Cat. 1

B. Application / Amendments

- [Application](#)
- Amendments – Amended request to \$150,000*

C. Legal Review

- n/a

D. Performance History / Data

- [FY22 Destination Analysts Report](#)
- [FY21 Destination Analysts Report](#)
- [FY19 Destination Analysts Report](#)

E. Media Valuation

- This annual event on the PGA Tour is part of the “Florida Swing” with major tournaments throughout the state. It is telecast on the Golf Channel and NBC. There is also coverage on ESPN+ and Sirius XM Radio. The event is supportive of a number of charities in the area. The requested funding is for \$150,000. The projected attendance is 103,125 resulting in a CPA of \$1.45. The E.I. is major for this event. Pre-pandemic in 2019, it was \$69.4 Million. Last year it was \$56.5 million with limited attendance.
- There will be marketing support on Sirius XM along with newspaper ads running in Sarasota and The Villages. VSPC will have a strong presence on site with logo placement throughout the course, live mentions, social and digital mentions, and signage around the course.
- Media Value: Applicant did not provide enough detailed information to provide an estimated media value for the grant request/program.

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$1.45	n/a

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
50	36	5	91	YES
(50 Points)	(40 Points)	(10 Points)	(100 Points)	

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$150,000.



Event Name: 5. Pier 60 Sugar Sand Festival **Request:** \$150,000

A. Overview

- Date(s): April 7-23, 2023
- Venue/Location: Pier 60, Clearwater, FL
- Organization: Sunsets at Pier 60 Society, Inc.
- Broadcast: Yes
- New: No

<u>Projections</u>	
Attendees:	75,000
Room Nights:	16,465
Eligibility:	Cat. 1

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- Category I funding eligibility is contingent upon applicant submitting documentation/support to assist Visit St Pete-Clearwater (VSPC) staff and the TDC find that the event meets the broadcast criteria contemplated under the guidelines. Per the guidelines, the event must be broadcast on national television or other broadcast services such as cable, streaming services, or other viewing platforms. Thus, a determination must be made as to whether the applicant’s event submission meets the broadcast criteria.

D. Performance History / Data

- [FY19 Destination Analysts Report](#)

E. Media Valuation

- The request is for \$150,000 with projected attendance of 75,000. The CPA is \$2.00 which is competitive for funding requests this size. The last available E.I. figures from 2019 showed a \$32.8 million dollar impact based on attendance of 72,427. The media plan is aimed at Tampa and Orlando with a combination of digital, social, out of home and television with Spectrum cable and OTT. VSPC will have logo inclusion and mentions on broadcast along with an on-site presence. This event has been covered with national television from a PR standpoint on a number of different networks.
- Media Value: The proposed media mix looks reasonable; however, they have not provided enough detailed information to give an estimated media value for this grant request/program.

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$2.00	n/a

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
45	36	7	88	YES
(50 Points)	(40 Points)	(10 Points)	(100 Points)	

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the amount of \$75,000 pending additional information provided by the organizer demonstrating national TV broadcast.



Event Name: 6. St. Pete Pride Festivals & Parade **Request:** \$150,000

A. Overview

- Date(s): May 20 – June 30, 2023
- Venue/Location: Multiple Venues in St. Petersburg, FL
- Organization: St. Pete Pride
- Broadcast: Yes
- New: No

<u>Projections</u>	
Attendees:	170,000
Room Nights:	50,000
Eligibility:	Cat. 1

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- Category I funding consideration is contingent upon applicant submitting documentation/support to assist VSPC staff and the TDC find that the event meets the broadcast criteria contemplated under the guidelines. Per the guidelines, the event must be broadcast on national television or other broadcast services such as cable, streaming services, or other viewing platforms. Thus, a determination must be made as to whether the applicant’s event submission meets the broadcast criteria.

D. Performance History / Data

- [FY21 Destination Analysts Report](#)
- [FY19 Destination Analysts Report](#)

E. Media Valuation

- This is the largest event with 170,000 attendees. The funding request is for \$150,000 resulting in a very cost-efficient CPA of .88 cents. The 2019 E.I. was the second highest at \$67.2 million. The marketing plan will primarily focus on Tampa and Central Florida. The out-of-state marketing will be in the Northeast, Atlanta and Chicago which are all key markets for VSPC. The media used to communicate the message will be a mix of digital, social, print and radio.
- This is a six-week program with multiple signature events leading up to the parade on June 25. VSPC will have logos in all advertising and collateral along with two full pages in the Pride Guide. There will be on air mentions on the radio portion of the buy. At the parade, VSPC will have signage and branding elements along with the opportunity to have a float in the parade.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$194,875 (130 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$0.88	130

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
40	38	10	88	YES
(50 Points)	(40 Points)	(10 Points)	(100 Points)	

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding for this event up to the amount of \$75,000 pending additional information provided by the organizer demonstrating national TV broadcast.



Event Name: 7. P1 Offshore St. Pete Grand Prix **Request:** \$150,000

A. Overview

- Date(s): September 2-4, 2022
- Venue/Location: St. Pete Pier, St. Petersburg, FL
- Organization: Powerboat P1 USA, LLC
- Broadcast: Yes
- New: No

<u>Projections</u>	
Attendees:	50,000
Room Nights:	7,500
Eligibility:	Cat. 1

B. Application / Amendments

- [Application](#)
- Amendments – Amended event dates to Sep. 1-3, 2023

C. Legal Review

- n/a

D. Performance History / Data

- n/a

E. Media Valuation

- This event is part of the American Power Boat Association National Championship Series. The request is for \$150,000 for 50,000 attendees at a CPA of \$3.00 which is an average CPA for all the programs. The Grand Prix is held over the Labor Day weekend.
- In addition to local radio, digital and social are used to promote the event along with print. The proposal stated the funding will be used for out-of-market advertising. There is also coverage on CBS Cable and Bally Sports. VSPC Will receive the usual support within the media buy.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$328,309 (219 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$3.00	219

F. Committee Review / Scoring

<u>Event History/Data</u> 35 (50 Points)	<u>Marketing & Sponsorship</u> 36 (40 Points)	<u>Other Considerations</u> 8 (10 Points)	<u>TOTAL SCORE</u> 79 (100 Points)	<u>Qualifies for Funding</u> YES
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G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding for this event up to the amount of \$150,000 pending additional information provided by the organizer demonstrating national TV broadcast.



Event Name: 8. Publix Rock 'n' Roll Running Series Clearwater **Request:** \$75,000

A. Overview

- Date(s): October 1-2, 2022
- Venue/Location: Pier 60 Park, Clearwater, FL
- Organization: The IRONMAN Group
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	10,000
Room Nights:	13,000
Eligibility:	Cat. 2

B. Application / Amendments

- Application
- Amendments – Amended Organization/Applicant name to Competitor Group, Inc.

C. Legal Review

- n/a

D. Performance History / Data

- n/a

E. Media Valuation

- This request is for \$75,000 for a projected attendance of 10,000. The CPA is a very high \$7.50. The funding will be used for both operations and marketing costs which includes paid advertising, event logistics, entertainment and non-retail items featuring Clearwater. The media will have social activity on Instagram and Facebook, Search, You Tube along with some traditional advertising and billboards. VSPC will have logo placement, ad space in the program along with a presence on site at the event. While it is a niche audience of runners, the amount of the funding request seems high for the attendance of 10,000 when compared to the other events.
- Media Value: The proposed media mix looks reasonable; however, they have not provided enough detailed information to give an estimated media value for this grant request/program.

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$7.50	n/a

F. Committee Review / Scoring

<u>Event History/Data</u> 35 (50 Points)	<u>Marketing & Sponsorship</u> 28 (40 Points)	<u>Other Considerations</u> 10 (10 Points)	<u>TOTAL SCORE</u> 73 (100 Points)	<u>Qualifies for Funding</u> YES
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G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$75,000.



Event Name: 9. Clearwater Jazz Holiday **Request:** \$75,000

A. Overview

- Date(s): October 14-16, 2022
- Venue/Location: BayCare Ballpark, Clearwater, FL
- Organization: Clearwater Jazz Holiday Foundation, Inc.
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	24,000
Room Nights:	4,198
Eligibility:	Cat. 2

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- [FY22 Destination Analysts Report](#)
- [FY20 Destination Analysts Report](#)
- [FY19 Destination Analysts Report](#)

E. Media Valuation

- The timing of this event falls in the shoulder season which can help bring visitors to the market. The funding request is for \$75,000 and projected attendance is 24,000. This is in the same ballpark as most of the other \$75,000 funding requests. The CPA is \$3.13. The 2022 E.I. Figure is \$5.1 million.
- The media is wide ranging with print in the Times, magazine support in the Orlando city magazine, Southern Living, AAA, and others. There is a wrapped bus and some radio and modest television. VSPC would again have the similar support we have seen with the other programs with logo placement, mentions etc.
- Because of the uniqueness of the jazz music format, one suggestion would be to reallocate some of the dollars to jazz stations in various Florida markets to promote the event and try to increase out of market visits.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$95,500 (127 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$3.13	127

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
40	35	10	85	YES
(50 Points)	(40 Points)	(10 Points)	(100 Points)	

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding for this event up to the requested amount of \$75,000.



Event Name: 10. MLK Dream Big Parade **Request:** \$75,000

A. Overview

- Date(s): January 16-17, 2023
- Venue/Location: Downtown St. Petersburg, FL
- Organization: Advantage Village Academy
- Broadcast: Yes
- New: No

<u>Projections</u>	
Attendees:	35,000
Room Nights:	10,000
Eligibility:	Cat. 2

B. Application / Amendments

- [Application](#)
- Amendments – Amended event dates to Jan. 15-16, 2023

C. Legal Review

- n/a

D. Performance History / Data

- [FY22 Destination Analysts Report](#)
- [FY20 Destination Analysts Report](#)

E. Media Valuation

- The parade is scheduled around the Martin Luther King holiday weekend. The funding request is for \$75,000 with a projected attendance of 35,000 for a \$2.14 CPA. This is a unique funding opportunity as the money is to be used for hotel rooms for youth participants in the parade to compete for scholarships. The economic impact in 2022 was listed at \$8.4 million. The funding request also specified if there was no funding, the parade would not be held in 2023.
- Media Value: Applicant did not provide enough detailed information to provide an estimated media value for the grant request/program.

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$2.14	n/a

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35 (50 Points)	16 (40 Points)	3 (10 Points)	54 (100 Points)	NO

G. Recommendation

The application for this event did not receive the requisite score of 70. The VSPC Committee does not recommend funding this event.



Event Name: 11. Reggae Rise Up Florida **Request:** \$75,000

A. Overview

- Date(s): March 16-19, 2023
- Venue/Location: Vinoy Park, St. Petersburg, FL
- Organization: Live Nite Events, LLC
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	20,000
Room Nights:	5,000
Eligibility:	Cat. 2

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- n/a

E. Media Valuation

- The \$75,000 request has a projected attendance of 20,000 which is a CPA of \$3.75. This is more than double the average CPA for all the events of \$1.67. For this funding level, the event has one of the lower attendance figures.
- The marketing plan consisted of digital and social with a strong email component. There is local print and Tampa radio. One suggestion would be to find radio stations in other markets with the reggae format and use them both from a broadcast and digital execution. This would help drive out of market visitation.
- VSPC will have logo placement in all media, ad space in the program and on-site opportunities with both display space and signage
- Media Value: Applicant did not provide enough detailed information to provide an estimated media value for the grant request/program.

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$3.75	n/a

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35 (50 Points)	24 (40 Points)	5 (10 Points)	64 (100 Points)	No

G. Recommendation

The application for this event did not receive the requisite score of 70. The VSPC Committee does not recommend funding this event.



Event Name: 12. Tall Ships(R) St. Petersburg 2023 **Request:** \$75,000

A. Overview

- Date(s): March 30 – April 2, 2023
- Venue/Location: Port of St. Petersburg, St. Petersburg, FL
- Organization: American Sail Training Association
- Broadcast: Yes
- New: Yes

<u>Projections</u>	
Attendees:	30,000
Room Nights:	350
Eligibility:	Cat. 2

B. Application / Amendments

- Application
- Amendments – n/a

C. Legal Review

- While the applicant’s projected attendance appears to make the event eligible for funding consideration, it is a “new event” to Pinellas County. The guidelines were revised to create a fifth category to provide funding to new events to the County with no local prior room night or attendance history which is required for Category I-IV funding. Consequently, as a new event, it appears that as to this year, the event is eligible for Category V consideration.

D. Performance History / Data

- n/a

E. Media Valuation

- This event returns to St Pete with an anticipated 30,000 attendees. With the funding request of \$75,000, the CPA is \$2.50 which is in line with most of the funding requests at this level.
- Most of the marketing is in Tampa with print, web, social, direct mail, and activity on WTSP. There are also features on the local newscasts. It is suggested that some dollars be allocated to other Florida markets to build an out-of-town visitation. This is a very unique event that cannot be replicated in a market such as Orlando for example. VSPC will have logo placement, mentions and on-site displays, banners, and booth space.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$138,094 (184 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$2.50	184

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35 (50 Points)	36 (40 Points)	0 (10 Points)	71 (100 Points)	Yes

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the amount of \$15,000.



Event Name: 13. Hooters Clearwater Offshore Nationals **Request:** \$75,000

A. Overview

- Date(s): September 29 – October 1, 2023
- Venue/Location: Coachman Park & Pier 60, Clearwater, FL
- Organization: Tampa Bay Charities, Inc.
- Broadcast: Yes
- New: No

<u>Projections</u>	
Attendees:	155,000
Room Nights:	12,000
Eligibility:	Cat. 2

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- [FY21 Destination Analysts Report](#)
- [FY19 Destination Analysts Report](#)

E. Media Valuation

- This is a multiple day event with a boat parade and a downtown block party prior to the boat races. The funding request is for \$75,000 with a projected attendance of 155,000. The resulting CPA is one of the most efficient at .48 cents. The economic impact in 2021 was nearly \$7.5 million in the second year of the pandemic.
- The timing is good for this event as it is during the shoulder season and the organizers state that 55% of the attendees are from outside the market. The event will be promoted in Tampa and Central Florida via digital, social, radio and outdoor. It will also be promoted in Hooters restaurants in 49 locations in Florida and 14 in the Chicago market. The organizers are attempting to get the event promoted in Hooters locations all over the country. VSPC would be the sponsor with logo placements and mentions along with display space and signage at the event.
- Media Value: The proposed media mix looks reasonable; however, they have not provided enough detailed information to give an estimated media value for this grant request/program.

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$0.48	n/a

F. Committee Review / Scoring

<u>Event History/Data</u> 45 (50 Points)	<u>Marketing & Sponsorship</u> 36 (40 Points)	<u>Other Considerations</u> 10 (10 Points)	<u>TOTAL SCORE</u> 91 (100 Points)	<u>Qualifies for Funding</u> Yes
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G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$75,000.



Event Name: 14. 29th Annual Fall King of the Beach **Request:** \$25,000

A. Overview

- Date(s): November 3-5, 2022
- Venue/Location: Madeira Beach Recreation Complex, Madeira Beach, FL
- Organization: Old Salt Fishing Foundation
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	21,200
Room Nights:	5,000
Eligibility:	Cat. 3

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- [FY22 Destination Analysts Report](#)
- [FY21 Destination Analysts Report](#)
- [FY20 Destination Analysts Report](#)
- [FY19 Destination Analysts Report](#)

E. Media Valuation

- This is one of the longer-term events with this being the 29th year. In 2022, it was one of the smaller events in terms of attendance at a little over 11,000 but still generated nearly \$5.8 million in economic impact. The projection for this year is 21,200 attendees. At a \$25,000 request, the CPA is \$1.18.
- The event is promoted in fishing publications along with digital and social media aimed at fishing enthusiasts. There will also be some radio support. VSPC will have logo placements and mentions along with on-site displays and signage. The media is very targeted to the attendees with little waste coverage.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$135,544 (542 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$1.18	542

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
45	36	10	91	Yes
(50 Points)	(40 Points)	(10 Points)	(100 Points)	

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount \$25,000.



Event Name: 15. St. Pete Run Fest **Request:** \$25,000

A. Overview

- Date(s): November 11-13, 2022
- Venue/Location: Albert Whitted Park, St. Petersburg, FL
- Organization: EndorFun Sports
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	12,500
Room Nights:	3,100
Eligibility:	Cat. 3

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- n/a

E. Media Valuation

- This event will consist of races of various lengths along with entertainment with food vendors, craft beers and music. The request is for \$25,000 and with attendance at 12,500, the CPA is \$2.00. Media support consists of radio in Tampa and Orlando, print and digital in running magazines, the Tampa Bay Times and a small tv schedule. On the digital side, there will be website advertising, social and email blasts targeted to runners.
- VSPC will be the Official Tourism Partner and will have logo inclusion and mentions on broadcast along with a strong event presence with on-site opportunities and signage.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$33,282 (133 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$2.00	133

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35 (50 Points)	34 (40 Points)	8 (10 Points)	77 (100 Points)	Yes

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$25,000.



Event Name: 16. 14th Annual Sanding Ovations **Request:** \$25,000

A. Overview

- Date(s): November 17-20, 2022
- Venue/Location: Treasure Island, FL
- Organization: City of Treasure Island
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	35,000
Room Nights:	10,000
Eligibility:	Cat. 3

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- [FY22 Destination Analysts Report](#)
- [FY21 Destination Analysts Report](#)
- [FY20 Destination Analysts Report](#)
- [FY19 Destination Analysts Report](#)

E. Media Valuation

- This is the 14th year for the event. The request is for \$25,000 and attendance at 35,000. The cost per attendee or CPA is a very efficient .71 cents. Last year, Sanding Ovations generated an economic impact of \$9.4 million. VSPC will be featured on all collateral and media support. There is a digital component and broadcast. This includes radio in Tampa and Orlando along with newspaper in both markets. The Tampa Bay Times is a sponsor of the event. The timing is good as it is just prior to Thanksgiving and the out of market media will help bring in overnight visitors. One suggestion on the radio buy would be to negotiate a radio remote where the event can be promoted both over the air and digitally. Based on the economic impact, the funding requests of \$25,000 certainly pays out.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$29,250 (117 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$0.71	117

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
50 (50 Points)	36 (40 Points)	8 (10 Points)	94 (100 Points)	YES

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$25,000.



Event Name: 17. Gasparilla Bowl Request: \$25,000

A. Overview

- Date(s): December 19-4, 2022
- Venue/Location: Raymond James Stadium, Tampa, FL
- Organization: ESPN Productions Inc.
- Broadcast: Yes
- New: No

<u>Projections</u>	
Attendees:	35,000
Room Nights:	3,500
Eligibility:	Cat. 3

B. Application / Amendments

- [Application](#)
- Amendments – Amended event dates to December 19 – 24, 2022.

C. Legal Review

- The guidelines state that funding under the Elite Event program is for events held in Pinellas County and the Bowl is played in Tampa. Thus, the applicant should clarify the projections as to attendance and/or room nights specifically for the Beach Invasion event in order to determine which category, if any, Beach Invasion, may fall under for funding consideration.

D. Performance History / Data

- n/a

E. Media Valuation

- The funding request is for \$25,000 and the projected attendance is 35,000 for a very low CPA of .71 cents. VSPC will receive b roll coverage during the telecast of the game, 2 spots to run at the stadium during the game, mentions in social posts and digital media, in stadium signage, contents in VIP gift bags and space at the stadium for an activation program at a booth or van. The funding will be used to promote VSPC in the markets of the participating teams’ fans and residents. Again, there is the risk that the teams may be out of the VSPC marketing areas, but this request is much less than the other bowl game and has a much better CPA.
- Media value: Applicant did not provide enough detailed information to provide an estimated media value for the grant request/program.

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$0.71	n/a

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35 (50 Points)	28 (40 Points)	8 (10 Points)	71 (100 Points)	YES

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$25,000.



Event Name: 18. John’s Pass Seafood Festival **Request:** \$25,000

A. Overview

- Date(s): January 13-15, 2023
- Venue/Location: John’s Pass, Madeira Beach, FL
- Organization: City of Madeira Beach
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	30,000
Room Nights:	10,000
Eligibility:	Cat. 3

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- n/a

E. Media Valuation

- This is a long-term event in the market. The funding request is for \$25,000 and the projected attendance is 30,000. This results in a CPA of .83 cents. There are no E.I. Numbers available. However, based on the attendance, the requested funding amount seems in-line with the other events. VSPC is a presenting sponsor and will have logo placement, mentions and an on-site presence. The digital and social will run in Tampa and Central Florida along with radio and cable television.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$44,325 (177 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$0.83	177

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35 (50 Points)	36 (40 Points)	8 (10 Points)	79 (100 Points)	YES

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$25,000.



Event Name: 19. Festivals of Speed Request: \$25,000

A. Overview

- Date(s): January 22, 2023
- Venue/Location: Vinoy Park, St. Petersburg, FL
- Organization: Festivals of Speed, LLC
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	5,500
Room Nights:	10,000
Eligibility:	Cat. 3

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- [2022 Destination Analysts Report](#)

E. Media Valuation

- This event is aimed at a higher income demographic showcasing luxury autos, motorcycles, and other high-end products. The request of \$25,000 has a projected attendance of 5,500 for a CPA of \$4.55. While this is high, we are also dealing with a smaller niche audience of the upscale. The Economic Impact last year was a little over \$3 million.
- The media support is focused on upscale lifestyle magazines, car club publications and web-based marketing. This will help eliminate waste coverage communicating with the whole market. VSPC will receive that standard support of logo placement, mentions and on site displays and a booth/tent.
- Media value: Applicant did not provide enough detailed information to provide an estimated media value for the grant request/program.

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$4.55	n/a

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
40 (50 Points)	28 (40 Points)	10 (10 Points)	78 (100 Points)	YES

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$25,000.



Event Name: 20. Dunedin Highland Games Request: \$25,000

A. Overview

- Date(s): March 26 – April 1, 2023
- Venue/Location: Dunedin Community Center, Dunedin, FL
- Organization: Dunedin Scottish Arts Foundation, Inc.
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	25,000
Room Nights:	7,500
Eligibility:	Cat. 3

B. Application / Amendments

- [Application](#)
- Amendments – Amended event dates to March 31 – April 1, 2023.

C. Legal Review

- n/a

D. Performance History / Data

- [2022 Destination Analysts Report](#)

E. Media Valuation

- This is an ongoing event started many years ago with steady attendance except for a slight decrease during Covid. The request is for \$25,000 and the attendance is estimated to be 25,000. The CPA is an efficient \$1.00.
- The marketing plan is a bit ambitious as it is multiple markets and media for a modest budget. There is a combination of print, digital, social, and out of home in Florida markets, Savannah, Atlanta, and Charleston. Because of the uniqueness of the Highland games, we would suggest pinpointing the digital and social in the outlying markets to those who have an interest in Scotland and Scottish customs. VSPC will have logo placement and mentions along with on-site signage and with our collateral being distributed at out of market Highland Games Festivals.
- Media value: The proposed media mix looks reasonable; however, they have not provided enough detailed information to give an estimated media value for this grant request/program.

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$1.00	n/a

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
45 (50 Points)	28 (40 Points)	5 (10 Points)	78 (100 Points)	YES

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$25,000.



Event Name: 21. 30th Annual Spring King of the Beach **Request:** \$25,000

A. Overview

- Date(s): April 27-29, 2023
- Venue/Location: Madeira Beach Recreation complex, Madeira Beach, FL
- Organization: Old Salt Fishing Foundation, Inc.
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	28,000
Room Nights:	5,480
Eligibility:	Cat. 3

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- [2021 Destination Analysts Report](#)
- [2019 Destination Analysts Report](#)

E. Media Valuation

- This event falls between the time the winter visitors return home and before schools let out for the start of the summer season. It too is a long-term event as this is the 30th year. Economic impact figures were not available for 2022, but in 2021 during the pandemic, it generated \$4.4 million. The funding request is for \$25,000 and the media and VSPC coverage is approximately the same as fall. With a projected attendance of 28,000, the CPA is \$.89 cents which is very cost efficient. Again, due to the niche nature of the program, the media is aimed at a smaller target audience of fishing enthusiasts. For both King events, the amount of the funding requests correlates well to the economic impact.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$144,096 (576 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$0.89	576

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
45 (50 Points)	36 (40 Points)	7 (10 Points)	88 (100 Points)	YES

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$25,000.



Event Name: 22. St. Pete Tacos and Tequila Festival **Request:** \$25,000

A. Overview

- Date(s): May 13-14, 2023
- Venue/Location: Vinoy Park, St. Petersburg, FL
- Organization: Event Tree, LLC
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	10,000
Room Nights:	750
Eligibility:	Cat. 3

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- n/a

E. Media Valuation

- This is a smaller event designed more for the local residents rather than out of town visitors. The funding request is for \$25,000 for a projection of 10,000 attendees. The CPA is \$2.50 which is higher than the events average of \$1.67. The event is promoted in Tampa media consisting of social on Facebook and Instagram, local websites, radio, and MOR TV. VSPC will receive logo placement ads and collateral, mentions on broadcast spots, and will have an on-site presence.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$24,453 (99 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$2.50	99

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35 (50 Points)	30 (40 Points)	10 (10 Points)	75 (100 Points)	YES

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$25,000.



Event Name: 23. St. Pete Pier Fall Festival

Request: \$20,000

A. Overview

- Date(s): October 8-9, 2022
- Venue/Location: St. Pete Pier, St. Petersburg, FL
- Organization: Pier Events, LLC
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	10,000
Room Nights:	0
Eligibility:	Cat. 4

B. Application / Amendments

- Application
- Amendments – n/a

C. Legal Review

- As the applicant did not submit any hotel room night information, it appears the event is eligible for funding consideration as a Category 4 event which does not require a hotel room night component.

D. Performance History / Data

- n/a

E. Media Valuation

- This is another local event for residents versus out-of-town visitors. The request is for \$20,000 resulting in a \$2.00 CPA for 10,000 attendees. The marketing plan is similar to other Pier events with reliance on local Tampa St Pete websites, social, posters, TV with Hulu and WTSP, radio, newspaper and a digital board. VSPC would have the regular contribution of logo inclusion, mentions on air and display space at the event.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$54,200 (271 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$2.00	271

F. Committee Review / Scoring

<u>Event History/Data</u> 35 (50 Points)	<u>Marketing & Sponsorship</u> 32 (40 Points)	<u>Other Considerations</u> 6 (10 Points)	<u>TOTAL SCORE</u> 73 (100 Points)	<u>Qualifies for Funding</u> YES
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G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$20,000.



Event Name: 24. Holiday Lights in the Gardens **Request:** \$15,000

A. Overview

- Date(s): November 18, 2022 – January 1, 2023
- Venue/Location: Florida Botanical Gardens, Largo, FL
- Organization: Florida Botanical Gardens Foundation
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	14,000*
Room Nights:	3,500
Eligibility:	Cat. 4

B. Application / Amendments

- Application
- Amendments – Amended # of Projected “unique” paid, credentialed and/or otherwise documented attendees to 14,000*

C. Legal Review

- As submitted, the application appears to be eligible for funding consideration; however, this event appears to be held over forty plus (40+) nights. The guidelines define elite events as events generally less than seven (7) days in duration, so the Tourist Development Council (TDC) must determine whether this is the type of event or circumstances they intended to fund through the Elite Event program.

D. Performance History / Data

- n/a

E. Media Valuation

- While the event did not provide a projected attendance for the 2022 event, based on their 2019 attendance of 59,300 and the funding request of \$15,000, this would result in the lowest CPA of .25 cents. This is a longer running event going for nearly six weeks. There will be 1 million LED holiday lights to view along with entertainment and food vendors. The marketing plan had quite a few elements to it and the event may want to consider condensing it to fewer media types. There are social and digital plans with some coverage outside of Tampa. The event proposal mentioned that 20 percent of the visitors are out of the market. As part of the digital, You Tube, and Google are used. There is also print support in the Times and Tampa Bay magazine. There will also be PR efforts on TV.
- One area of concern is the declining attendance over the years. In 2017, it was at 95,000, 2018 was 83,118, 2019 was 66,256 and 2021 was 59,000. The decline occurred prior to the pandemic.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$16,000 (107 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$0.25	107

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35	30	6	71	YES
(50 Points)	(40 Points)	(10 Points)	(100 Points)	

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$15,000.



Event Name: 25. St. Pete Bacon and BBQ Festival **Request:** \$20,000

A. Overview

- Date(s): January 14-15, 2023
- Venue/Location: Vinoy Park, St. Petersburg, FL
- Organization: Event Tree, LLC
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	7,500
Room Nights:	500
Eligibility:	Cat. 4

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- n/a

E. Media Valuation

- This too is more of a local event for residents with a projected attendance of 7,500. The funding request is for \$20,000 which leads to a CPA of \$2.67. This is an ongoing event and attendance has steadily grown. The media plan is the same as the Spring Beach Bash with local websites, social, email, radio, MOR TV, and print. VSPC will received logo placement, mentions and on-site signage at the event.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$19,713 (99 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$2.67	99

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35 (50 Points)	30 (40 Points)	8 (10 Points)	73 (100 Points)	YES

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$20,000.



Event Name: 26. Localtopia Request: \$20,000

A. Overview

- Date(s): February 18, 2023
- Venue/Location: Williams Park, St. Petersburg, FL
- Organization: Keep Saint Petersburg Local Corporation
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	40,000
Room Nights:	1,500
Eligibility:	Cat. 4

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- [FY22 Destination Analysts Report](#)
- [FY21 Destination Analysts Report](#)
- [FY20 Destination Analysts Report](#)

E. Media Valuation

- This is an ongoing event that promotes local businesses which includes stores, restaurants, arts and culture along with entertainment. The request is for \$20,000 and an anticipated attendance of 40,000 for a very low CPA of .50 cents. In 2021, the E.I. was \$1.8 million. However, this was during Covid, and the attendance was 20,000 or half the projection for this event.
- All the promotion is local in market using digital, social, and print. VSPC is a presenting sponsor with logo inclusion and a booth at the event with signage.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$20,500 (103 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$0.50	103

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
45 (50 Points)	36 (40 Points)	2 (10 Points)	83 (100 Points)	YES

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$20,000.



Event Name: 27. The Fourth on the St. Pete Pier **Request:** \$20,000

A. Overview

- Date(s): July 4, 2023
- Venue/Location: St. Pete Pier, St. Petersburg, FL
- Organization: Pier Events, LLC
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	25,000
Room Nights:	100
Eligibility:	Cat. 4

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- n/a

E. Media Valuation

- This all-day event starts early on Independence Day and ends with the fireworks show after dark. There are food trucks, vendors, entertainment, and movie screenings during the day. The request is for \$20,000 and there’s an anticipated attendance of 25,000 for a CPA of .80 cents. This is one of the lowest CPAs for a Pier event. The marketing plan is similar to other Pier events with local market digital, social, radio, a digital board and TV with Hulu and WTSP. VSPC will be the Stage Naming Right Sponsor and will have space at the event for on-site activation and will receive tickets. Media support will consist of the logo inclusion and mentions.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$54,200 (271 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$0.80	271

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35 (50 Points)	34 (40 Points)	3 (10 Points)	72 (100 Points)	YES

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$20,000.



Event Name: 28. Fall Beach Bash

Request: \$15,000

A. Overview

- Date(s): October 29, 2022
- Venue/Location: St. Pete Pier, St. Petersburg, FL
- Organization: Event Tree, LLC
- Broadcast: No
- New: Yes

<u>Projections</u>	
Attendees:	3,500
Room Nights:	200
Eligibility:	Cat. 5

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- n/a

E. Media Valuation

- This is another of the smaller events where the attendance is 3,500 and the funding request is for \$15,000 resulting in a CPA of \$4.29. In addition to media in Tampa (radio, social, digital), the funding will be used to market in Orlando, Ft Myers, and Miami. One suggestion would be to pare back spending in Ft Myers and Miami as they have beaches and probably hold similar entertainment and food events. Orlando does not have a beach and residents might be more willing to travel for an event like this.
- VSPC will get the logo placements and mentions along with a presence at the event where there will be musical entertainment, food vendors and breweries.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$21,453 (143 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$4.29	143

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35 (50 Points)	32 (40 Points)	8 (10 Points)	75 (100 Points)	YES

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$15,000.



Event Name: 29. Banyan Music Festival

Request: \$15,000

A. Overview

- Date(s): November 19, 2022
- Venue/Location: St. Pete Pier, St. Petersburg, FL
- Organization: Pier Events, LLC
- Broadcast: No
- New: Yes

<u>Projections</u>	
Attendees:	5,000
Room Nights:	250
Eligibility:	Cat. 5

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- n/a

E. Media Valuation

- This is a new event in 2022. The funding request is for \$15,000 and the projected attendance is 5,000. This is a \$3.00 CPA. The event will be promoted via radio, print, social, digital, posters and on television with WTSP as a media partner. VSPC will have logo placement, naming rights, tickets and on- site signage.
- The event appears to be much more of a local one as it estimates that only 17% of the attendees will be from out-of-town. The request did state that without the funding, the event will not be held.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$54,200 (361 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$3.00	361

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35 (50 Points)	32 (40 Points)	3 (10 Points)	70 (100 Points)	YES

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$15,000.



Event Name: 30. Holiday Putt Putt on the Pier **Request:** \$15,000

A. Overview

- Date(s): December 2-24, 2022
- Venue/Location: St. Pete Pier, St. Petersburg, FL
- Organization: Pier Events, LLC
- Broadcast: No
- New: Yes

<u>Projections</u>	
Attendees:	2,000
Room Nights:	0
Eligibility:	Cat. 5

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- n/a

E. Media Valuation

- This is a new event for St Pete and like most of the events at the Pier, it is more of a local event for residents. Miniature golf comes to the St Pete Pier for the month of December. The request is for \$15,000 and the attendance is 2,000 which generated an expensive \$7.50 CPA. It will be supported via local websites, 15 second radio, one digital board, social activity on Facebook and Instagram and support from WTSP TV and the Tampa Times. VSPC will be the presenting sponsor with logo inclusion on the marketing support and an on-site presence.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$54,200 (361 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$7.50	361

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35 (50 Points)	28 (40 Points)	4 (10 Points)	67 (100 Points)	NO

G. Recommendation

The application for this event did not receive the requisite score of 70. The VSPC Committee does not recommend funding this event.



Event Name: 31. Sunshine City Smokeout Request: \$15,000

A. Overview

- Date(s): December 3, 2022
- Venue/Location: St. Pete Pier, St. Petersburg, FL
- Organization: Pier Events, LLC
- Broadcast: No
- New: Yes

<u>Projections</u>	
Attendees:	3,500
Room Nights:	100
Eligibility:	Cat. 5

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- n/a

E. Media Valuation

- This is a new event on the St Pete Pier with a request of \$15,000 for 3,500 attendees. The resulting CPA is very high at \$4.29. It will be supported with the usual Pier marketing plan of radio, local websites, social using Facebook and Instagram along with support from the Tampa Bay Times and WTSP. VSPC will have logo inclusion along with mentions on the broadcast spots. The on-site support for the country music entertainment and food vendors will be signage and displays. The organizer of the event mentioned in their request that if funding was not available, the event would not be held.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$54,200 (361 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$4.29	361

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35 (50 Points)	31 (40 Points)	4 (10 Points)	70 (100 Points)	YES

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$15,000.



Event Name: 32. NYE on the Pier **Request:** \$15,000

A. Overview

- Date(s): December 31, 2022 to January 1, 2023
- Venue/Location: St. Pete Pier, St. Petersburg, FL
- Organization: Pier Events, LLC
- Broadcast: No
- New: Yes

<u>Projections</u>	
Attendees:	5,000
Room Nights:	500
Eligibility:	Cat. 5

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- n/a

E. Media Valuation

- The funding request is for \$15,000 and the projected attendance is 5,000 for a CPA of \$3.00. Like the other events at the Pier, this is a local event for residents of the market. This is a free, family friendly event with entertainment and food. VSPC would be a sponsor with signage and on-site presence. Logo placements and mentions would also be included on the radio, digital, social, outdoor board, posters, and print. The proposal stated that the funding would be used for both marketing and deposits for the entertainment.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$54,200 (361 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$3.00	361

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35 (50 Points)	32 (40 Points)	4 (10 Points)	71 (100 Points)	YES

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$15,000.



Event Name: 33. Shamrock Fest **Request:** \$15,000

A. Overview

- Date(s): March 11, 2023
- Venue/Location: St. Pete Pier, St. Petersburg, FL
- Organization: Pier Events, LLC
- Broadcast: No
- New: Yes

<u>Projections</u>	
Attendees:	5,000
Room Nights:	150
Eligibility:	Cat. 5

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- n/a

D. Performance History / Data

- n/a

E. Media Valuation

- This is another event at the St Pete Pier which again is more designed for residents versus out-of-town visitors. The request is for \$15,000 for 5,000 attendees at a \$3.00 CPA which is high. VSPC will be a main stage sponsor with a local activation tent, on-site signage plus logo placement and mentions on the advertising. As we have seen for all of the Pier requests, the media scheduled is the same with radio, TV through WTSP, print in the Times and Creative Loafing along with online and social support.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$54,200 (361 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$3.00	361

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
35 (50 Points)	32 (40 Points)	3 (10 Points)	70 (100 Points)	YES

G. Recommendation

The application received the requisite score of 70 or above. The VSPC Committee recommends funding this event up to the requested amount of \$15,000.



Event Name: 34. Clearwater Sangria Festival **Request:** \$15,000

A. Overview

- Date(s): November 5, 2022
- Venue/Location: Cleveland Street, Clearwater, FL
- Organization: Tampa Wines, LLC
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	3,500
Room Nights:	20
Eligibility:	n/a

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- As submitted, the Applicant does not meet any of the Categories I-V attendee or hotel room requirements as may be applicable, nor is it a new event as it appears to have previously been held in 2021 in Pinellas County. Thus, this event does not appear to be eligible for funding consideration.

D. Performance History / Data

- n/a

E. Media Valuation

- This is one of the smaller events with a projected attendance of 3,500 and funding of \$15,000. With the lower attendance, the CPA is \$4.29. This is very much a local event with the media support centered in Tampa using print, radio, and digital/social one to two weeks prior to the event. VSPC would be a presenting sponsor and have logo placements and mentions in the advertising along with event display space and signage opportunities. The attendance for this event is at the bottom end for all the events. ****Not eligible for cat.5 because it is not a new event*
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$18,188 (121 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$4.29	121

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
n/a (50 Points)	n/a (40 Points)	n/a (10 Points)	n/a (100 Points)	n/a

G. Recommendation

The application for this event was not considered for funding in accordance with the County Attorney's review.



Event Name: 35. Spring Beach Bash **Request:** \$15,000

A. Overview

- Date(s): March 11-12, 2023
- Venue/Location: St. Pete Pier, St. Petersburg, FL
- Organization: Event Tree, LLC
- Broadcast: No
- New: No

<u>Projections</u>	
Attendees:	6000
Room Nights:	400
Eligibility:	n/a

B. Application / Amendments

- [Application](#)
- Amendments – n/a

C. Legal Review

- This event does not appear to be a new event in Pinellas County, so it is not eligible for Category 5 funding. Moreover, it appears to neither meet the attendee nor room night criteria for any Category (I-V). Thus, the event does not appear eligible for funding consideration.

D. Performance History / Data

- n/a

E. Media Valuation

- This event will have food vendors, breweries, craft vendors and bands. The request is for \$15,000 for 6,000 projected attendees. The result is a \$2.50 CPA. Like the events at the St Pete Pier, this event is more aimed at the local residents. The marketing plan is focused on the Tampa St Pete market with social, local websites, print, email, and broadcast. VSPC will have logo inclusion, mentions along with on-site signage and activity.
- Media Value: Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$20,453 (136 ROI Index).

<u>Cost per Attendee</u>	<u>ROI Index</u>
\$2.50	136

F. Committee Review / Scoring

<u>Event History/Data</u>	<u>Marketing & Sponsorship</u>	<u>Other Considerations</u>	<u>TOTAL SCORE</u>	<u>Qualifies for Funding</u>
n/a (50 Points)	n/a (40 Points)	n/a (10 Points)	n/a (100 Points)	n/a

G. Recommendation

The application for this event was not considered for funding in accordance with the County Attorney's review.

MEMORANDUM

To: Steve Hayes, Director, Convention & Visitors Bureau
Craig Campbell, Director of Community & Brand Engagement and
Interim Director of Sports & Events, Convention & Visitors Bureau

From: Michael A. Zas, Managing Assistant County Attorney

Subject: Review of FY 2023 Elite Event Funding Applications

Date: June 10, 2022

There are currently a total of 35 Elite Event applications. Below, please find those applications that, upon review were identified as needing further considerations to determine eligibility for funding. The events not listed herein appear otherwise to be eligible for funding consideration. Feel free to contact me with any questions.

1. St. Pete Pier Fall Festival

As the applicant did not submit any hotel room night information, it appears the event is eligible for funding consideration as a Category 4 event which does not require a hotel room night component.

2. Clearwater Sangria Festival

As submitted, the Applicant does not meet any of the Categories I-V attendee or hotel room requirements as may be applicable, nor is it a new event as it appears to have previously been held in 2021 in Pinellas County. Thus, this event does not appear to be eligible for funding consideration.

3. Holiday Lights In The Gardens

As submitted, the application appears to be eligible for funding consideration; however, this event appears to be held over forty plus (40+) nights. The guidelines define elite events as events generally less than seven (7) days in duration, so the Tourist Development Council (TDC) must determine whether this is the type of event or circumstances they intended to fund through the Elite Event program.

4. Clearwater Beach Day & Tampa Bay Bowl

The guidelines state that funding under the Elite Event program is for events held in Pinellas County and the Bowl is played in Tampa. Thus, the applicant should clarify the projections as to attendance and/or room nights specifically for the Beach Day event in order to determine which category, if any, Beach Day, may fall under for funding consideration.

5. Gasparilla Bowl

The guidelines state that funding under the Elite Event program is for events held in Pinellas County and the Bowl is played in Tampa. Thus, the applicant should

clarify the projections as to attendance and/or room nights specifically for the Beach Invasion event in order to determine which category, if any, Beach Invasion, may fall under for funding consideration.

6. Spring Beach Bash

This event does not appear to be a new event in Pinellas County, so it is not eligible for Category 5 funding. Moreover, it appears to neither meet the attendee nor room night criteria for any Category (I-V). Thus, the event does not appear eligible for funding consideration.

7. Tall Ships

While the applicant's projected attendance appears to make the event eligible for funding consideration, it is a "new event" to Pinellas County. The guidelines were revised to create a fifth category to provide funding to new events to the County with no local prior room night or attendance history which is required for Category I-IV funding. Consequently, as a new event, it appears that as to this year, the event is eligible for Category V consideration.

8. Pier 60 Sugar Sand

Category I funding eligibility is contingent upon applicant submitting documentation/support to assist Visit St Pete-Clearwater (VSPC) staff and the TDC find that the event meets the broadcast criteria contemplated under the guidelines. Per the guidelines, the event must be broadcast on national television or other broadcast services such as cable, streaming services, or other viewing platforms. Thus, a determination must be made as to whether the applicant's event submission meets the broadcast criteria.

9. St. Pete Bike Fest

Category I funding consideration is contingent upon applicant submitting documentation/support to assist VSPC staff and the TDC find that the event meets the broadcast criteria contemplated under the guidelines. Per the guidelines, the event must be broadcast on national television or other broadcast services such as cable, streaming services, or other viewing platforms. Thus, a determination must be made as to whether the applicant's event submission meets the broadcast criteria.

10. St. Pete Pride Festival Parade

Category I funding consideration is contingent upon applicant submitting documentation/support to assist VSPC staff and the TDC find that the event meets the broadcast criteria contemplated under the guidelines. Per the guidelines, the event must be broadcast on national television or other broadcast services such as cable, streaming services, or other viewing platforms. Thus, a determination must be made as to whether the applicant's event submission meets the broadcast criteria.



FY 2023 ELITE EVENT FUNDING PROGRAM APPLICATIONS

Pelican Women's Championship

November 7–13, 2022

Organization Name: Outlyr, LLC

This LPGA event projects 55,000 attendees with a \$150,000 funding request resulting in a CPA of \$2.73. The attendance is on the lower end of the scale for other \$150,000 requests. The economic impact is one of the highest at \$19.1 million. The highlight of the package is 4 spots per day on all four days of the tournament on the Golf Channel. Viewership will be affected however because the Saturday and Sunday telecasts will be competing with college and professional football those days.

The tournament will be promoted using the Tampa Bay Times, the Business Journal, Tampa Bay Wealth Magazine, national golf publications, email to golf enthusiasts along with digital and social support. VSPC will have logo placement on the interview backdrop, tickets to the tournament and tickets to the party Tuesday night with the golfers and sponsors with an appearance by Pitbull. VSPC would have logos in the advertising and also throughout the course with hole markers and by the shuttle stops for parking.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$151,000 (101 ROI Index).

St. Pete Bike Fest

November 17-20, 2022

Organization Name: OCC Roadhouse & Museum, LLC

This event is in conjunction with a local Harley Davidson dealer. The request is for \$150,000 and there are an anticipated 50,000 attendees. This results in a higher CPA of \$3.00 for the funding at this level. The 2022 economic impact was \$20.8 million but this was based on 25,570 attendees or half of what is anticipated for this year's event. There will be vendors, activities and music and the event will be promoted using radio, print, digital and social in the Tampa media market. There will also be activity in Georgia, the Carolinas, Ohio, and Illinois. One suggestion would be to see if the local Harley dealer would share their email list for direct communication with riders to inform them of the event. VSPC will have the usual support with logo inclusion, mentions on broadcast and a presence at the event with signage and displays.

Media value

The proposed media mix looks reasonable; however, they have not provided enough detailed information to give an estimated media value for this grant request/program.



Clearwater Beach Day and Tampa Bay Bowl

December 30, 2022 – January 2, 2023

Organization Name: Tampa Bay Bowl Association

This is one of the larger requests at \$150,000 for the event which will generate 50,000 visitors resulting in a \$3.00 CPA. The 2022 E.I. Was \$4.6 million. This seems low compared to the funding request as do the number of visitors.

The funding will be used as follows: \$45,000 to cover the cost of the event, \$70,000 for an in-game spot on ESPN, \$15,000 for in stadium signage, \$10,000 for digital and social support and \$10,000 for marketing and PR support to promote the game and Beach Day.

Nearly half the funding is for a spot in the game. This is a lot of money for one spot running on New Year's weekend. Especially since the teams are unknown at this point and won't be known until December. They could be schools from outside of our marketing regions. If the national spot is removed from the package and the funding drops to \$75,000, it is more in alignment with what VSPC gets in terms of visitation and economic impact.

****big discrepancy in DA's report on their past room nights vs what applicant submitted*

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$230,000 (153 ROI Index).

Valspar

March 13-19, 2023

Organization Name: Copperheads Charities, Inc. dba Valspar Championship

This annual event on the PGA Tour is part of the "Florida Swing" with major tournaments throughout the state. It is telecast on the Golf Channel and NBC. There is also coverage on ESPN+ and Sirius XM Radio. The event is supportive of a number of charities in the area. The requested funding is for \$150,000. The projected attendance is 103,125 resulting in a CPA of \$1.45. The E.I. is major for this event. Pre-pandemic in 2019, it was \$69.4 Million. Last year it was \$56.5 million with limited attendance.

There will be marketing support on Sirius XM along with newspaper ads running in Sarasota and The Villages. VSPC will have a strong presence on site with logo placement throughout the course, live mentions, social and digital mentions, and signage around the course

Media value

Applicant did not provide enough detailed information to provide an estimated media value for the grant request/program.



Pier 60 Sugar Sand Festival

April 7–23, 2023

Organization Name: Sunsets at Pier 60 Society, Inc.

The request is for \$150,000 with projected attendance of 75,000. The CPA is \$2.00 which is competitive for funding requests this size. The last available E.I. figures from 2019 showed a \$32.8 million dollar impact based on attendance of 72,427. The media plan is aimed at Tampa and Orlando with a combination of digital, social, out of home and television with Spectrum cable and OTT. VSPC will have logo inclusion and mentions on broadcast along with an on-site presence. This event has been covered with national television from a PR standpoint on a number of different networks.

Media value

The proposed media mix looks reasonable; however, they have not provided enough detailed information to give an estimated media value for this grant request/program.

St. Pete Pride Festivals and Parade

May 20 – June 30, 2023

Organization Name: St Pete Pride

This is the largest event with 170,000 attendees. The funding request is for \$150,000 resulting in a very cost-efficient CPA of .88 cents. The 2019 E.I. was the second highest at \$67.2 million. The marketing plan will primarily focus on Tampa and Central Florida. The out-of-state marketing will be in the Northeast, Atlanta and Chicago which are all key markets for VSPC. The media used to communicate the message will be a mix of digital, social, print and radio.

This is a six-week program with multiple signature events leading up to the parade on June 25. VSPC will have logos in all advertising and collateral along with two full pages in the Pride Guide. There will be on air mentions on the radio portion of the buy. At the parade, VSPC will have signage and branding elements along with the opportunity to have a float in the parade.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$194,875 (130 ROI Index).



Offshore St. Pete Grand Prix

September 2-4, 2023

Organization Name: Powerboat P1 USA, LLC

This event is part of the American Power Boat Association National Championship Series. The request is for \$150,000 for 50,000 attendees at a CPA of \$3.00 which is an average CPA for all the programs. The Grand Prix is held over the Labor Day weekend.

In addition to local radio, digital and social are used to promote the event along with print. The proposal stated the funding will be used for out-of-market advertising. There is also coverage on CBS Cable and Bally Sports. VSPC Will receive the usual support within the media buy.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$328,309 (219 ROI Index).

2022 Publix Rock 'n' Roll Running Series Clearwater

October 1-2, 2022

Organization Name: The IRONMAN Group

This request is for \$75,000 for a projected attendance of 10,000. The CPA is a very high \$7.50. The funding will be used for both operations and marketing costs which includes paid advertising, event logistics, entertainment and non-retail items featuring Clearwater. The media will have social activity on Instagram and Facebook, Search, You Tube along with some traditional advertising and billboards. VSPC will have logo placement, ad space in the program along with a presence on site at the event. While it is a niche audience of runners, the amount of the funding request seems high for the attendance of 10,000 when compared to the other events.

Media value

The proposed media mix looks reasonable; however, they have not provided enough detailed information to give an estimated media value for this grant request/program.



Clearwater Jazz Holiday

October 14–16, 2022

Organization Name: Clearwater Jazz Holiday Foundation, Inc.

The timing of this event falls in the shoulder season which can help bring visitors to the market. The funding request is for \$75,000 and projected attendance is 24,000. This is in the same ballpark as most of the other \$75,000 funding requests. The CPA is \$3.13. The 2022 E.I. Figure is \$5.1 million.

The media is wide ranging with print in the Times, magazine support in the Orlando city magazine, Southern Living, AAA, and others. There is a wrapped bus and some radio and modest television. VSPC would again have the similar support we have seen with the other programs with logo placement, mentions etc.

Because of the uniqueness of the jazz music format, one suggestion would be to reallocate some of the dollars to jazz stations in various Florida markets to promote the event and try to increase out of market visits.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$95,500 (127 ROI Index).

2023 MLK Dream Big Parade

January 16–17, 2023

Organization Name: Advantage Village Academy

The parade is scheduled around the Martin Luther King holiday weekend. The funding request is for \$75,000 with a projected attendance of 35,000 for a \$2.14 CPA. This is a unique funding opportunity as the money is to be used for hotel rooms for youth participants in the parade to compete for scholarships. The economic impact in 2022 was listed at \$8.4 million. The funding request also specified if there was no funding, the parade would not be held in 2023.

Media value

Applicant did not provide enough detailed information to provide an estimated media value for the grant request/program.



Reggae Rise Up

March 16-19, 2023

Organization Name: Live Nite Events, LLC

The \$75,000 request has a projected attendance of 20,000 which is a CPA of \$3.75. This is more than double the average CPA for all the events of \$1.67. For this funding level, the event has one of the lower attendance figures.

The marketing plan consisted of digital and social with a strong email component. There is local print and Tampa radio. One suggestion would be to find radio stations in other markets with the reggae format and use them both from a broadcast and digital execution. This would help drive out of market visitation.

VSPC will have logo placement in all media, ad space in the program and on-site opportunities with both display space and signage

Media value

Applicant did not provide enough detailed information to provide an estimated media value for the grant request/program.

Tall Ships

March 30 – April 2, 2023

Organization Name: American Sail Training Association

This event will come to St Pete with an anticipated 30,000 attendees. With the funding request of \$75,000, the CPA is \$2.50 which is in line with most of the funding requests at this level.

Most of the marketing is in Tampa with print, web, social, direct mail, and activity on WTSP. There are also features on the local newscasts. It is suggested that some dollars be allocated to other Florida markets to build an out-of-town visitation. This is a very unique event that cannot be replicated in a market such as Orlando for example. VSPC will have logo placement, mentions and on-site displays, banners, and booth space.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$138,094 (184 ROI Index).



Hooters Clearwater Offshore Nationals

September 29 – October 1, 2023

Organization Name: Tampa Bay Charities Inc

This is a multiple day event with a boat parade and a downtown block party prior to the boat races. The funding request is for \$75,000 with a projected attendance of 155,000. The resulting CPA is one of the most efficient at .48 cents. The economic impact in 2021 was nearly \$7.5 million in the second year of the pandemic.

The timing is good for this event as it is during the shoulder season and the organizers state that 55% of the attendees are from outside the market. The event will be promoted in Tampa and Central Florida via digital, social, radio and outdoor. It will also be promoted in Hooters restaurants in 49 locations in Florida and 14 in the Chicago market. The organizers are attempting to get the event promoted in Hooters locations all over the country. VSPC would be the sponsor with logo placements and mentions along with display space and signage at the event.

Media value

The proposed media mix looks reasonable; however, they have not provided enough detailed information to give an estimated media value for this grant request/program.

Annual Fall King of the Beach

November 3-5, 2022

Organization Name: Old Salt Fishing Foundation

This is one of the longer-term events with this being the 29th year. In 2022, it was one of the smaller events in terms of attendance at a little over 11,000 but still generated nearly \$5.8 million in economic impact. The projection for this year is 21,200 attendees. At a \$25,000 request, the CPA is \$1.18.

The event is promoted in fishing publications along with digital and social media aimed at fishing enthusiasts. There will also be some radio support. VSPC will have logo placements and mentions along with on-site displays and signage. The media is very targeted to the attendees with little waste coverage.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$135,544 (542 ROI Index).



St. Pete Run Festival

November 11-13, 2022

Organization Name: EndorFun Sports

This event will consist of races of various lengths along with entertainment with food vendors, craft beers and music. The request is for \$25,000 and with attendance at 12,500, the CPA is \$2.00. Media support consists of radio in Tampa and Orlando, print and digital in running magazines, the Tampa Bay Times and a small tv schedule. On the digital side, there will be website advertising, social and email blasts targeted to runners.

VSPC will be the Official Tourism Partner and will have logo inclusion and mentions on broadcast along with a strong event presence with on-site opportunities and signage.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$33,282 (133 ROI Index).

Sanding Ovarions

November 17–20, 2022

Organization Name: City of Treasure Island

This is the 14th year for the event. The request is for \$25,000 and attendance at 35,000. The cost per attendee or CPA is a very efficient .71 cents. Last year, Sanding Ovarions generated an economic impact of \$9.4 million. VSPC will be featured on all collateral and media support. There is a digital component and broadcast. This includes radio in Tampa and Orlando along with newspaper in both markets. The Tampa Bay Times is a sponsor of the event. The timing is good as it is just prior to Thanksgiving and the out of market media will help bring in overnight visitors. One suggestion on the radio buy would be to negotiate a radio remote where the event can be promoted both over the air and digitally. Based on the economic impact, the funding requests of \$25,000 certainly pays out.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$29,250 (117 ROI Index).



Gasparilla Bowl Beach Invasion

December 19–24, 2022

Organization Name: ESPN Productions Inc./ESPN Events – Gasparilla Bowl

The funding request is for \$25,000 and the projected attendance is 35,000 for a very low CPA of .71 cents. VSPC will receive b roll coverage during the telecast of the game, 2 spots to run at the stadium during the game, mentions in social posts and digital media, in stadium signage, contents in VIP gift bags and space at the stadium for an activation program at a booth or van. The funding will be used to promote VSPC in the markets of the participating teams' fans and residents. Again, there is the risk that the teams may be out of the VSPC marketing areas, but this request is much less than the other bowl game and has a much better CPA.

Media value

Applicant did not provide enough detailed information to provide an estimated media value for the grant request/program.

John's Pass Seafood Festival

January 13-15, 2023

Organization Name: City of Madeira Beach

This is a long-term event in the market. The funding request is for \$25,000 and the projected attendance is 30,000. This results in a CPA of .83 cents. There are no E.I. Numbers available. However, based on the attendance, the requested funding amount seems in-line with the other events. VSPC is a presenting sponsor and will have logo placement, mentions and an on-site presence. The digital and social will run in Tampa and Central Florida along with radio and cable television.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$44,325 (177 ROI Index).



Festivals of Speed

January 22, 2023

Organization Name: Festivals of Speed LLC

This event is aimed at a higher income demographic showcasing luxury autos, motorcycles, and other high-end products. The request of \$25,000 has a projected attendance of 5,500 for a CPA of \$4.55. While this is high, we are also dealing with a smaller niche audience of the upscale. The Economic Impact last year was a little over \$3 million.

The media support is focused on upscale lifestyle magazines, car club publications and web-based marketing. This will help eliminate waste coverage communicating with the whole market. VSPC will receive that standard support of logo placement, mentions and on site displays and a booth/tent.

Media value

Applicant did not provide enough detailed information to provide an estimated media value for the grant request/program.

Dunedin Highland Games and Festival

March 26, 2023 – April 1, 2023

Organization Name: Dunedin Scottish Arts Foundation

This is an ongoing event started many years ago with steady attendance except for a slight decrease during Covid. The request is for \$25,000 and the attendance is estimated to be 25,000. The CPA is an efficient \$1.00.

The marketing plan is a bit ambitious as it is multiple markets and media for a modest budget. There is a combination of print, digital, social, and out of home in Florida markets, Savannah, Atlanta, and Charleston. Because of the uniqueness of the Highland games, we would suggest pinpointing the digital and social in the outlying markets to those who have an interest in Scotland and Scottish customs. VSPC will have logo placement and mentions along with on-site signage and with our collateral being distributed at out of market Highland Games Festivals.

Media value

The proposed media mix looks reasonable; however, they have not provided enough detailed information to give an estimated media value for this grant request/program.



Spring King of the Beach

April 27–29, 2023

Organization Name: Old Salt Fishing Foundation

This event falls between the time the winter visitors return home and before schools let out for the start of the summer season. It too is a long-term event as this is the 30th year. Economic impact figures were not available for 2022, but in 2021 during the pandemic, it generated \$4.4 million. The funding request is for \$25,000 and the media and VSPC coverage is approximately the same as fall. With a projected attendance of 28,000, the CPA is \$.89 cents which is very cost efficient. Again, due to the niche nature of the program, the media is aimed at a smaller target audience of fishing enthusiasts. For both King events, the amount of the funding requests correlates well to the economic impact.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$144,096 (576 ROI Index).

St. Pete Tacos and Tequila Festival

May 13–14, 2023

Organization Name: Event Tree LLC

This is a smaller event designed more for the local residents rather than out of town visitors. The funding request is for \$25,000 for a projection of 10,000 attendees. The CPA is \$2.50 which is higher than the events average of \$1.67. The event is promoted in Tampa media consisting of social on Facebook and Instagram, local websites, radio, and MOR TV. VSPC will receive logo placement ads and collateral, mentions on broadcast spots, and will have an on-site presence.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$24,453 (99 ROI Index).



St. Pete Pier Fall Festival

October 8-9, 2022

Organization Name: Pier Events, LLC

This is another local event for residents versus out-of-town visitors. The request is for \$20,000 resulting in a \$2.00 CPA for 10,000 attendees. The marketing plan is similar to other Pier events with reliance on local Tampa St Pete websites, social, posters, TV with Hulu and WTSP, radio, newspaper and a digital board. VSPC would have the regular contribution of logo inclusion, mentions on air and display space at the event.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$54,200 (271 ROI Index).

Holiday Lights in the Garden

November 18, 2022 – January 1, 2023

Organization Name: Florida Botanical Gardens Foundation

While the event did not provide a projected attendance for the 2022 event, based on their 2019 attendance of 59,300 and the funding request of \$15,000, this would result in the lowest CPA of .25 cents. This is a longer running event going for nearly six weeks. There will be 1 million LED holiday lights to view along with entertainment and food vendors. The marketing plan had quite a few elements to it and the event may want to consider condensing it to fewer media types. There are social and digital plans with some coverage outside of Tampa. The event proposal mentioned that 20 percent of the visitors are out of the market. As part of the digital, You Tube, and Google are used. There is also print support in the Times and Tampa Bay magazine. There will also be PR efforts on TV.

One area of concern is the declining attendance over the years. In 2017, it was at 95,000, 2018 was 83,118, 2019 was 66,256 and 2021 was 59,000. The decline occurred prior to the pandemic.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$16,000 (107 ROI Index).



St. Pete Bacon and BBQ Festival

January 14–15, 2023

Organization Name: Event Tree, LLC

This too is more of a local event for residents with a projected attendance of 7,500. The funding request is for \$20,000 which leads to a CPA of \$2.67. This is an ongoing event and attendance has steadily grown. The media plan is the same as the Spring Beach Bash with local websites, social, email, radio, MOR TV, and print. VSPC will received logo placement, mentions and on-site signage at the event.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$19,713 (99 ROI Index).

LOCALTOPIA

February 18, 2023

Organization Name: Keep Saint Petersburg Local

This is an ongoing event that promotes local businesses which includes stores, restaurants, arts and culture along with entertainment. The request is for \$20,000 and an anticipated attendance of 40,000 for a very low CPA of .50 cents. In 2021, the E.I. was \$1.8 million. However, this was during Covid, and the attendance was 20,000 or half the projection for this event.

All the promotion is local in market using digital, social, and print. VSPC is a presenting sponsor with logo inclusion and a booth at the event with signage.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$20,500 (103 ROI Index).



The Fourth on St. Pete Pier

July 4, 2023

Organization Name: Pier Events, LLC

This all-day event starts early on Independence Day and ends with the fireworks show after dark. There are food trucks, vendors, entertainment, and movie screenings during the day. The request is for \$20,000 and there's an anticipated attendance of 25,000 for a CPA of .80 cents. This is one of the lowest CPAs for a Pier event. The marketing plan is similar to other Pier events with local market digital, social, radio, a digital board and TV with Hulu and WTSP. VSPC will be the Stage Naming Right Sponsor and will have space at the event for on-site activation and will receive tickets. Media support will consist of the logo inclusion and mentions.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$54,200 (271 ROI Index).

Fall Beach Bash

October 29, 2022

Organization: Event Tree LLC

This is another of the smaller events where the attendance is 3,500 and the funding request is for \$15,000 resulting in a CPA of \$4.29. In addition to media in Tampa (radio, social, digital), the funding will be used to market in Orlando, Ft Myers, and Miami. One suggestion would be to pare back spending in Ft Myers and Miami as they have beaches and probably hold similar entertainment and food events. Orlando does not have a beach and residents might be more willing to travel for an event like this.

VSPC will get the logo placements and mentions along with a presence at the event where there will be musical entertainment, food vendors and breweries.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$21,453 (143 ROI Index).



Banyan Music Festival

November 19, 2022

Organization Name: Pier Events, LLC

This is a new event in 2022. The funding request is for \$15,000 and the projected attendance is 5,000. This is a \$3.00 CPA. The event will be promoted via radio, print, social, digital, posters and on television with WTSP as a media partner. VSPC will have logo placement, naming rights, tickets and on- site signage.

The event appears to be much more of a local one as it estimates that only 17% of the attendees will be from out-of-town. The request did state that without the funding, the event will not be held.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$54,200 (361 ROI Index).

Holiday Putt Putt on the Pier

December 2–24, 2022

Organization Name: Pier Events, LLC

This is a new event for St Pete and like most of the events at the Pier, it is more of a local event for residents. Miniature golf comes to the St Pete Pier for the month of December. The request is for \$15,000 and the attendance is 2,000 which generated an expensive \$7.50 CPA. It will be supported via local websites, 15 second radio, one digital board, social activity on Facebook and Instagram and support from WTSP TV and the Tampa Times. VSPC will be the presenting sponsor with logo inclusion on the marketing support and an on-site presence.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$54,200 (361 ROI Index).



Sunshine City Smokeout

December 3, 2022

Organization Name: Pier Events, LLC

This is a new event on the St Pete Pier with a request of \$15,000 for 3,500 attendees. The resulting CPA is very high at \$4.29. It will be supported with the usual Pier marketing plan of radio, local websites, social using Facebook and Instagram along with support from the Tampa Bay Times and WTSP. VSPC will have logo inclusion along with mentions on the broadcast spots. The on-site support for the country music entertainment and food vendors will be signage and displays. The organizer of the event mentioned in their request that if funding was not available, the event would not be held.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$54,200 (361 ROI Index).

NYE on the Pier

December 31, 2022

Organization Name: Pier Events, LLC

The funding request is for \$15,000 and the projected attendance is 5,000 for a CPA of \$3.00. Like the other events at the Pier, this is a local event for residents of the market. This is a free, family friendly event with entertainment and food. VSPC would be a sponsor with signage and on-site presence. Logo placements and mentions would also be included on the radio, digital, social, outdoor board, posters, and print. The proposal stated that the funding would be used for both marketing and deposits for the entertainment.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$54,200 (361 ROI Index).



Shamrock Festival

March 11, 2023

Organization Name: Pier Events, LLC

This is another event at the St Pete Pier which again is more designed for residents versus out-of-town visitors. The request is for \$15,000 for 5,000 attendees at a \$3.00 CPA which is high. VSPC will be a main stage sponsor with a local activation tent, on-site signage plus logo placement and mentions on the advertising. As we have seen for all of the Pier requests, the media scheduled is the same with radio, TV through WTSP, print in the Times and Creative Loafing along with online and social support

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$54,200 (361 ROI Index).

Spring Beach Bash

March 11–12, 2023

Organization Name: Event Tree LLC

This event will have food vendors, breweries, craft vendors and bands. The request is for \$15,000 for 6,000 projected attendees. The result is a \$2.50 CPA. Like the events at the St Pete Pier, this event is more aimed at the local residents. The marketing plan is focused on the Tampa St Pete market with social, local websites, print, email, and broadcast. VSPC will have logo inclusion, mentions along with on-site signage and activity.

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$20,453 (136 ROI Index).



Clearwater Sangria Festival

November 5, 2022

Organization Name: Tampa Wines LLC

This is one of the smaller events with a projected attendance of 3,500 and funding of \$15,000. With the lower attendance, the CPA is \$4.29. This is very much a local event with the media support centered in Tampa using print, radio, and digital/social one to two weeks prior to the event. VSPC would be a presenting sponsor and have logo placements and mentions in the advertising along with event display space and signage opportunities. The attendance for this event is at the bottom end for all the events.

****Not eligible for cat.5 because it is not a new event*

Media Value

Based on the information provided within the media/marketing plan it is estimated that the media value for this program is approximately \$18,188 (121 ROI Index).

ELITE EVENT FUNDING PROGRAM
FY23 APPLICATION OVERVIEW

APPLICATIONS		FY23 DATES, PROJECTIONS & REQUEST						
Event	Category	Event Start	Event Days	Broadcast	Room Nights	Attendance	Funding Request	New?
1 Pelican Women's Championship	1	11/7/2022	7	Y	30,000	55,000	\$150,000	
2 St. Pete BikeFest	1	11/17/2022	4	Y	13,000	50,000	\$150,000	
3 Clearwater Beach Day & Tampa Bay Bowl	1	12/30/2022	4	Y	12,000	50,000	\$150,000	
4 Valspar Championship	1	3/13/2023	7	Y	30,073	103,125	\$150,000	
5 Pier 60 Sugar Sand Festival	1	4/7/2023	17	Y	16,465	75,000	\$150,000	
6 St Pete Pride Festivals and Parade	1	5/20/2023	42	Y	50,000	170,000	\$150,000	
7 P1 Offshore St. Pete Grand Prix	1	9/1/2023	3	Y	7,500	50,000	\$150,000	
8 Publix Rock 'n' Roll Running Series Clearwater	2	10/1/2022	2		13,000	10,000	\$75,000	
9 Clearwater Jazz Holiday	2	10/14/2022	3		4,198	24,000	\$75,000	
10 MLK Dream Big Parade	2	1/15/2023	2	Y	10,000	35,000	\$75,000	
11 Reggae Rise Up Florida	2	3/16/2023	4		5,000	20,000	\$75,000	
12 Tall Ships(R) St. Petersburg 2023	2	3/30/2023	4	Y	350	30,000	\$75,000	Y
13 Hooters Clearwater Offshore Nationals	2	9/29/2023	3	Y	12,000	155,000	\$75,000	
14 29th Annual Fall King of the Beach	3	11/3/2022	3		5,000	21,200	\$25,000	
15 St Pete Run Fest	3	11/11/2022	3		3,100	12,500	\$25,000	
16 14th Annual Sanding Ovations	3	11/17/2022	4		10,000	35,000	\$25,000	
17 Gasparilla Bowl	3	12/19/2022	6	Y	3,500	35,000	\$25,000	
18 John's Pass Seafood Festival	3	1/13/2023	3		10,000	30,000	\$25,000	
19 Festivals of Speed	3	1/22/2023	1		10,000	5,500	\$25,000	
20 Dunedin Highland Games & Festival	3	3/26/2023	7		7,500	25,000	\$25,000	
21 30th Annual Spring King of the Beach	3	4/27/2023	3		5,480	28,000	\$25,000	
22 St Pete Tacos and Tequila Festival	3	5/13/2023	2		750	10,000	\$25,000	
23 St Pete Pier Fall Festival	4	10/8/2022	2		0	10,000	\$20,000	
24 Holiday Lights In The Gardens	4	11/18/2022	44		3,500	14,000	\$15,000	
25 St Pete Bacon & BBQ Festival	4	1/14/2023	2		500	7,500	\$20,000	
26 Localtopia	4	2/18/2023	1		1,500	40,000	\$20,000	
27 The Fourth on the St Pete Pier	4	7/4/2023	1		100	25,000	\$20,000	
28 Fall Beach Bash	5	10/29/2022	1		200	3,500	\$15,000	Y
29 Banyan Music Festival	5	11/19/2022	1		250	5,000	\$15,000	Y
30 Holiday Putt Putt on the Pier	5	12/2/2022	23		0	2,000	\$15,000	Y
31 Sunshine City Smokeout	5	12/3/2022	1		100	3,500	\$15,000	Y
32 NYE on the Pier	5	12/31/2022	2		500	5,000	\$15,000	Y

ELITE EVENT FUNDING PROGRAM
FY23 APPLICATION OVERVIEW

33	Shamrock Fest	5	3/11/2023	1	150	5,000	\$15,000	Y
34	Clearwater Sangria Festival	n/a*	11/5/2022	1	20	3,500	\$15,000	
35	Spring Beach Bash	n/a*	3/11/2023	2	400	6,000	\$15,000	
					Totals	266,136	1,159,325	\$1,940,000

* Event Does Not Meet Minimum Criteria

	CRITERIA			
	Room Nights	Attendance	Broadcast	Up To Funding
Category 1	15,000	50,000	Yes	\$150,000
Category 2	4,500	15,000	No	\$75,000
Category 3	3,000	10,000	No	\$25,000
Category 4	0	7,500	No	\$20,000
Category 5	0	0	No	\$15,000

	COMMUNITY BREAKDOWN			
	# of Events	Room Nights	Attendees	Funding
St. Petersburg	18	90,000	439,500	\$770,000
Clearwater	5	57,663	314,000	\$525,000
Madeira Beach	3	20,480	79,200	\$75,000
Treasure Island	2	13,500	70,000	\$50,000
Dunedin	1	7,500	25,000	\$25,000
Palm Harbor	1	30,073	103,125	\$150,000
Largo	1	3,500	14,000	\$15,000
Pinellas Park	2	13,400	56,000	\$165,000
Belleair	2	30,020	58,500	\$165,000
TOTALS	35	266,136	1,159,325	\$1,940,000