



ST.PETE  
CLEARWATER

# FY 25 EVENT FUNDING PROGRAM

Public Information Webinar  
Thursday, April 18, 2024

# AGENDA

1. Quick Facts
2. Program Changes
3. Key Resources
  - Timeline
  - Guidelines & Funding Criteria
  - Application Requirements + Instructions
  - Standard Funding Agreement
  - Post-Event Worksheet
4. VSPC Priorities & Rating Criteria
5. Review Committee
6. Application Walkthrough

*Post or Email Your Questions to  
[Craig@VisitSPC.com](mailto:Craig@VisitSPC.com)!*



# QUICK FACTS

Q: Where can I find program resources?

A: [Partners.VisitStPeteClearwater.com](https://Partners.VisitStPeteClearwater.com)

- Timeline
- Guidelines
- Requirements & Instructions
- Standard Funding Agreement
- Post-Event Worksheet
- FAQs
- Marketing Plan Template
- Sponsorship Proposal Template
- VSPC Executive Summary
- VSPC Media Plan
- Webinar Presentation + Video
- Application Link

Q: When is FY25?

A: Oct. 1, 2024 – Sept. 30, 2025

Q: What is the Program Budget?

A: Up to \$2M annually; funding ranges from “up to” \$15k to \$150k per event



# PROGRAM CHANGES

## 1. Re-Brand: Elite Events & Destination Enhancement Events

- Elite Event – Categories 1, 2 and applicable 3 (3,000 room nights)
- Destination Enhancement – Applicable 3 (10,000 attendees), and Categories 4 and 5
- No Changes to Funding Criteria/Thresholds or Funding Maximums

## 2. Two Funding Cycles for Destination Enhancement Events

- Cycle 1 – Elite Events (all) and Destination Enhancement Events (Oct. – Mar.)
- Cycle 2 – Destination Enhancement Events (Apr. – Sep.)

## 3. Adjustments / Clarifications

- Clearly define “Marketing” as pre-event expenditures (not in-kind) designed to drive awareness and visitation/attendance
- Clearly define “Sponsorship” as VSPC brand exposure (onsite, social, logo placements, etc.)
- Define “Broadcast” and criteria for Category 1

# TIMELINE

Application Launch (Cycle 1)

Monday, April 15

Application Close

Friday, May 17 @ 4pm

Internal Review

May / June

Recommendations to TDC

Wednesday, July 17 @ 9am

Final BCC Review

July / August

Application Launch (Cycle 2)

September / October



# GUIDELINES

<b>Funding Categories &amp; Criteria</b>	<b>Max “up to” Funding</b>
Category 1: 15,000 room nights or 50,000 attendees National Broadcast to exceed 100,000 views	\$150,000*
Category 2: 4,500 room nights or 15,000 attendees	\$75,000*
Category 3: 3,000 room nights or 10,000 attendees	\$25,000*
Category 4: 7,500 attendees	\$20,000*
Category 5: New Event	\$15,000*

\* Subject to negotiation with VSPC

# APPLICATION REQUIREMENTS & INSTRUCTIONS

Step-by-Step Guide to completing your application.

Have issues or questions during application process? Contact:

Strongly encouraged to have your documentation ready at the onset:

1. Proof of Registration (Sunbiz.org)
2. Most Recent Economic Impact Study or Visitor Profile Study
3. Marketing Plan (see Exhibit C Template)
4. Sponsorship Proposal (see Exhibit D Template)
5. Event Map

Craig Campbell

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# STANDARD FUNDING AGREEMENT

Boilerplate agreement generated by Pinellas County for all Elite Events.

Changes to the agreement are not accepted.

Exhibits are event-specific:

1. Exhibit A – Sponsorship
2. Exhibit B – Marketing Plan





# POST-EVENT WORKSHEET

Within 45 days of conclusion of event, organizers must complete & submit:

1. Signed Worksheet
2. Invoice
3. W-9
4. Proof of Performance: Sponsorship (Ex. A)
5. Proof of Performance: Marketing (Ex. B)

Digital or Hard Copy is accepted.



# VSPC PRIORITIES

## **Manage Flat Budget**

- 47 Applications in FY24; \$2.6M request
- Critical eye during review process

## **Prioritize Exposure, Impacts & Alignment**

- Award Elite Events with proven ability to generate exposure and impacts (room nights and/or attendance)
- Remainder in funds allocated to Destination Enhancement Events, if available
- Alignment: Out-of-market spending in VSPC strategic markets (see Executive Summary & Media Plan)

## **Methodology**

- Provide hard data and/or previous studies to substantiate projections
- Ticketed Events vs Non-Ticketed Events (Jacobs Method)

# RATING CRITERIA

## **Data/History**

- Attendees
- Room Nights
- Economic Impact

## **Marketing/Sponsorship**

- Value of Marketing Plan
- Value of Sponsorship Proposal

## **Other Considerations**

- Timing of Event: Peak vs Non-Peak
- Conflicting Events
- Charitable Contributions benefitting the Pinellas County community

# REVIEW COMMITTEE

## **Executive Staff**

- Brian Lowack, President & CEO
- Steve Grimes, Chief Marketing Officer
- Kylie Diaz, Vice President Community Engagement
- Teri Tuxhorn, Vice President Finance & Admin

## **Senior Staff**

- Craig Campbell, Director Community & Brand Engagement
- Katie Bridges, Director Advertising & Promotions
- Eddie Kirsch, Director Digital & Data
- Jason Latimer, Director Public Relations

## **Support**

- BVK, Agency of Record
- Future Partners, Data & Research Vendor
- County Attorney



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# THANK YOU

