

# FY26 ELITE EVENT FUNDING

Public Information Webinar  
Wednesday, March 12, 2025



**ST.PETE  
CLEARWATER, FL**

# Agenda

1. Quick Facts & Key Resources
2. Guidelines Review & Program Changes
3. VisitSPC Committee & Priorities
4. Application Walkthrough

Post or email your questions to [Craig@VisitSPC.com](mailto:Craig@VisitSPC.com).

## Quick Facts

Q: Where can I find program resources?

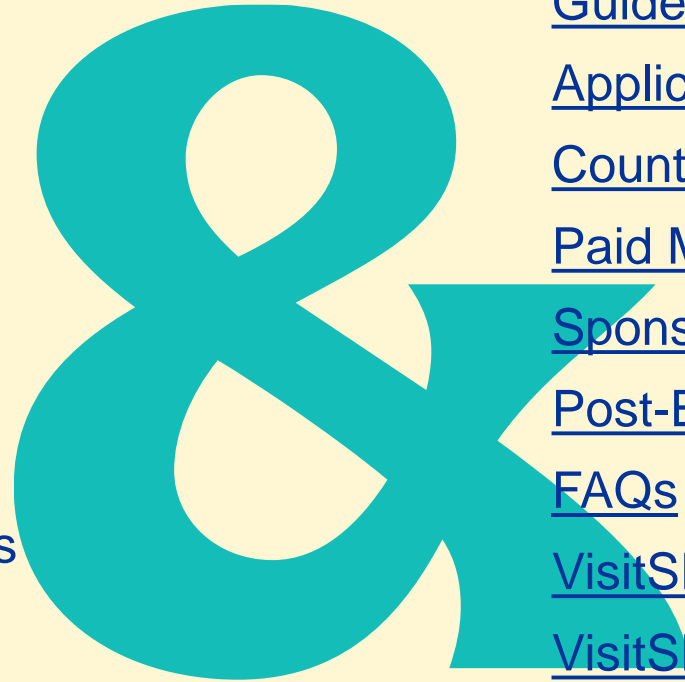
A: [visitstpeteclearwater.com/partners](https://visitstpeteclearwater.com/partners)  
and Project Funding Tab

Q: When is FY26?

A: Oct. 1, 2025 - Sept. 30, 2026

Q: What is the program budget?

A: Up to \$3M annually; funding ranges  
from “up to” \$25k to \$250k per event



## Key Resources

[Timeline](#)

[Guidelines](#)

[Application Requirements & Instructions](#)

[County Contract Template](#)

[Paid Media Advertising Template](#)

[Sponsorship Proposal Template](#)

[Post-Event Worksheet](#)

[FAQs](#)

[VisitSPC Media Plan](#)

[VisitSPC Executive Summary](#)

[Webinar Link](#)

[Application](#)

# Review Committee & Priorities

## Executive Staff

- Brian Lowack, President & CEO
  - Steve Grimes, Chief Marketing Officer
  - Kylie Diaz, Vice President Community Engagement
  - Kathryn Reagan, Vice President Business Development
  - Teri Tuxhorn, Vice President Finance & Admin
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# Review Committee & Priorities

## Senior Staff

- Craig Campbell, Director Community & Brand Engagement
  - Katie Bridges, Director Advertising & Promotions
  - Eddie Kirsch, Director Digital & Data
  - Jason Latimer, Director Public Relations
  - Jessica Morrow, Marketing Project Manager
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# Review Committee & Priorities

## Support

- BVK, Agency of Record
  - Future Partners, Data & Research Vendor
  - County Attorney
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# Review Committee & Priorities

## Priorities

- 51 Applications in FY25; \$2.96M requested
- Award events with proven ability to generate visitation, impacts, and exposure
- Out-of-market spending in VisitSPC strategic markets
- Projections substantiated via previous studies or hard data
  - Zip code report (Ticketed Events)
  - Jacobs Method (Non-Ticketed Events)

**APPLY NOW**

**THANK YOU**



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