

# ELITE EVENT FUNDING

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# PROGRAM PRIORITIES

1. Drive Visitation, Awareness, & Economic Impact
  2. Data-Informed Decision-making
  3. Transparency
  4. Eliminate Subjectivity
  5. Incentivize Events to Increase Promotional Spending
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# PROPOSED CHANGES

1. Revise Funding Categories & Eligibility
  2. Attendee & Visitor figures based on data gathered by VSPC
  3. Clarify allowable Marketing expenses & Broadcast viewership/assets
  4. One Year Only: Events may not reduce more than 50%
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# USE OF FUNDING

## 1. Category 1 Events

- a. 100% of funds allocated towards Marketing and/or Sponsorship at VSPC's discretion

## 2. All Other Events

- a. 50% of funds allocated towards Marketing and/or Sponsorship at VSPC's discretion
  - b. 50% of funds towards event hosting fees with no restriction.
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# PROPOSED CRITERIA

Category	Eligibility	Criteria	Funding
1	Meet both requirements	40,000 Attendees & 40% of Attendees are Tourists -AND- 500,000 Broadcast Views & Broadcast Assets of Value to VSPC	Up to \$250,000
2	Meet (1) of (2) requirements	40,000 Attendees & 40% of Attendees are Tourists -OR- 250,000 Broadcast Views & Broadcast Assets of Value to VSPC	Up to \$150,000
3	Meet requirements	15,000 Attendees & 40% of Attendees are Tourists	Up to \$75,000
4	Meet requirements	7,500 Attendees & 40% of Attendees are Tourists	Up to \$50,000
5	Meet (1) of (2) requirements	5,000 Attendees & 40% of Attendees are Tourists -OR- 7,500 Attendees	Up to \$25,000

# COMPARISON

Category	FY26 Criteria	FY27 Criteria	Up to Funding
1	3 of 3: 50k Attendees, 15k Room Nights, 500k Views	2 of 2: 40k Attendees & 40% Tourists -AND- 500k Views, Broadcast Assets	\$250,000
2	2 of 3: 50k Attendees, 15k Room Nights, 100k Views	1 of 2: 40k Attendees & 40% Tourists -OR- 250k Views & Broadcast Assets	\$150,000
3	1 of 3: 20k Attendees, 7,500 Room Nights, 500k Views	1 of 1: 15k Attendees & 40% Tourists	\$75,000
4	1 of 2: 10k Attendees, 3k Room Nights	1 of 1: 7,500 Attendees & 40% Tourists	\$50,000
5	1 of 1: 5k Attendees	1 of 2: 5k Attendees & 40% Tourists -OR- 7,500 Attendees	\$25,000

# POTENTIAL IMPACTS

Category	Current Program		Proposed Program	
	# of Events	Category Funding	# of Events	Category Funding
1	2	\$500,000	2	\$500,000
2	4	\$560,000	6	\$900,000
3	11	\$775,000	5	\$375,000
4	6	\$270,000	1	\$50,000
5	7	\$150,000	9	\$260,000
DNQ	n/a	n/a	7	\$122,500
<b>TOTAL</b>	<b>30 Events</b>	<b>\$2,255,000</b>	<b>30 Events*</b>	<b>\$2,207,500</b>

\* 10 Events to receive 50% adjustment

# NEXT STEPS

**March 24-** BCC Guideline Review & Approval

**April to May-** FY27 Application Cycle Open

**April-** Public Webinar

**July-** TDC Review & Recommendations

**August-** BCC Final Review & Approval

360 DAYS OF SUN & CLEARWATER BEACH & MUSEUMS & MELTING CLOCKS & ST. PETE BEACH & PRISMATIC MURALS & DALÍ'S MUSTACHE & MADEIRA BEACH & ART GALLERIES & EMERALD-GREEN WATER & CUTE MANATEES & DOLPHINS PLAYING & TREASURE ISLAND & THE CHIHULY COLLECTION & HONEYMOON ISLAND & THE JAMES MUSEUM & BREEZY BIKE PATHS & SUGAR-WHITE SAND & LUSH GREEN GOLF COURSES & FORT DE SOTO PARK & MANGROVE & TUNNELS & WATERFRONT CONCERTS & HIDDEN BEACHES & PARTY BEACHES & BLOWN GLASS CLASSES & FINE ARTS & CRAFT BREWS & ROOF TOP COCKTAILS & SUNSETS & SUNRISES & PRIDE FEST & PADDLEBOARDS & SAILBOATS & GROUPER SANDWICHES & 200 MPH INDY CARS & TIKI BARS & SEASHELLS & SANDCASTLES & SWIMSUITS & SUNGLASSES & FLIP-FLOPS & BEACH NAPS & CANNONBALLS IN THE POOL & SNORKELING & PALM TREES & VISIT ST. PETE-CLEARWATER & 360 DAYS OF SUN & CLEARWATER BEACH & MUSEUMS & MELTING CLOCKS & ST. PETE BEACH & PRISMATIC MURALS & DALÍ'S MUSTACHE & MADEIRA BEACH & ART GALLERIES & EMERALD-GREEN WATER & CUTE MANATEES & DOLPHINS PLAYING & TREASURE ISLAND & THE CHIHULY COLLECTION & HONEYMOON ISLAND & THE JAMES MUSEUM & BREEZY BIKE PATHS & SUGAR-WHITE SAND & LUSH GREEN GOLF COURSES & FORT DE SOTO PARK & MANGROVE & TUNNELS & WATERFRONT CONCERTS & HIDDEN BEACHES & PARTY BEACHES & BLOWN GLASS CLASSES & FINE ARTS & CRAFT BREWS & ROOF TOP COCKTAILS & SUNSETS & SUNRISES & PRIDE FEST & PADDLEBOARDS & SAILBOATS



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