



ST.PETE
CLEARWATER, FL

WELCOME

FY27 Elite Event Funding
Public Information Webinar
Wednesday, April 15, 2026





Agenda

1. Quick Facts & Key Resources
2. Guidelines Review & Program Changes
3. Application Walkthrough

Questions?

Post or Email EliteEvents@VisitSPC.com

Quick Facts

Where can I access program resources?

[VisitStPeteClearwater.com/Partners/Event-Funding-Program](https://www.visitstpeteclearwater.com/Partners/Event-Funding-Program)

When is FY27?

October 1, 2026 to September 30, 2027

What is the program budget?

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

What is the criteria for consideration?

1. Total Attendance + Total Tourists generated by event
2. Broadcast Viewership + Assets Available to VisitSPC





Key Resources

- Website: [Click Here](#)
- Guidelines: [Click Here](#)
- Timeline: [Click Here](#)
- Application Requirements & Instructions: [Click Here](#)
- County Contract Sample: [Click Here](#)
- Application: [Click Here](#)



GUIDELINES REVIEW

Program Changes

- Guidelines: [Click Here](#)
- Definitions: Tourists, Broadcast Assets
- Funding Categories & Eligibility
- 3rd Party Data
- Conditions of Funding

Application Walkthrough

- Application Requirements & Instructions: [Click Here](#)
- Application: [Click Here](#)
 - Section C: Attendance Data & Broadcast
 - Section D: Marketing
 - Section E: Sponsorship



USE OF FUNDS

- Marketing vs Sponsorship
- Category 1-2: up to 100% funding towards marketing/sponsorship at VisitSPC's discretion
- Category 3-5: 50% funding towards marketing/sponsorship at VisitSPC's discretion + 50% towards event costs
- For FY27 ONLY, funding for a returning FY26 Elite Event may not drop below 50% of its previous





ST.PETE
CLEARWATER, FL

THANK YOU