



FY27 ELITE EVENT RECOMMENDATIONS

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PROGRAM RESPONSE

Number of Applications: 63

Funding Requested: \$5,112,500

Available Funding: \$3,000,000

CRITERIA

Category	Eligibility	Criteria	Funding
1	Meet both requirements	40,000 Attendees & 16,000 Tourists -AND- 500,000 Broadcast Views & Broadcast Assets	Up to \$250,000
2	Meet (1) of (2) requirements	40,000 Attendees & 16,000 Tourists -OR- 250,000 Broadcast Views & Broadcast Assets	Up to \$150,000
3	Meet requirements	15,000 Attendees & 6,000 Tourists	Up to \$75,000
4	Meet requirements	7,500 Attendees & 3,000 Tourists	Up to \$50,000
5	Meet (1) of (2) requirements	5,000 Attendees & 2,000 Tourists -OR- 7,500 Attendees	Up to \$25,000

CONSIDERATIONS

Data

- Placer AI utilized for all events to ensure apples-to-apples comparison
- For non-ticketed events in public places *attendance uptick* was used

Special Circumstances

- 3-Year Attendance Average (Clearwater Jazz, Spring King of the Beach)
- Relocation (Winter Wonder, St. Pete Luxury Automotive, Mustang Week)
- Pier Events Bundle (Attendees/Tourists across 5 events)

50% Rule

- Funding for a returning Elite Events may not drop below 50% of its previous year's funding level.
- This only applies to FY27 cycle

TIERED FUNDING

Categories 1 and 2 events are eligible for the max funding in the category.

- **Cat 1: Up to \$250,000**
- **Cat 2: Up to \$150,000**

Categories 3 through 5 have a tiered funding structure.

- **Cat 3: 70% of the category max (up to \$52,500)**
- **Cat 4: 60% of the category max (up to \$30,000)**
- **Cat 5: 50% of the category max (up to \$12,500)**

Goal: Maximize ROI by prioritizing the highest impact events while investing in as many eligible events as possible.

SUMMARY

63 Total Applications

46 Applications + 1 Bundle Recommended for Funding

FY27 Recommended Funding : \$3,000,000

Program Impacts

- 1,023,637 Attendees
- 523,566 Tourists
- Broadcast Exposure across 7 Events

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RECOMMENDATIONS

Adjusted Cap

Category	Maximum	Adjusted Cap	New Max	# of Events	Recommendation
1	\$250,000		\$250,000	3	\$750,000
2	\$150,000		\$150,000	10	\$1,337,500
3	\$75,000	70%	\$52,500	7	\$377,500
4	\$50,000	60%	\$30,000	6	\$180,000
5	\$25,000	50%	\$12,500	11	\$170,000
DNQ	50% Rule		50% Rule	10	\$185,000
				47	\$3,000,000

Use of Funds

- Category 1-2: Negotiable
- Category 3-5: 50% marketing / 50% sponsorship

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