

VISIT ST. PETE-CLEARWATER
FY27 Elite Event Recommendations
7/15/26

		APPLICANT	VSPC VERIFICATION				VSPC RECOMMENDATIONS		
	Event	Funding Request	Total Attendees	# of Tourists	Broadcast Meet Eligibility Criteria	Category Eligibility	Funding Maximum	FY27 Funding Recommendation	+/- from FY26
1	Firestone Grand Prix of St. Petersburg	\$250,000	66,724	34,798	Yes	1	\$250,000	\$250,000	-
2	Valspar Championship	\$250,000	44,200	21,300	Yes	1	\$250,000	\$250,000	-
3	Ocean Race St. Pete	\$250,000	40,000	16,000	Yes	1	\$250,000	\$250,000	New
4	The ANNIKA Driven by Gainbridge at Pelican	\$150,000	7,000	2,600	Yes	2	\$150,000	\$150,000	-
5	St. Pete Powerboat Grand Prix	\$150,000	16,867	9,096	Yes	2	\$150,000	\$150,000	\$25,000
6	Sketchers World Champions Cup	\$150,000	3,300	1,500	Yes	2	\$150,000	\$150,000	\$75,000
7	The Pier 60 Sugar Sand Festival	\$150,000	83,670	67,707		2	\$150,000	\$150,000	\$25,000
8	Reggae Rise Up 2026	\$150,000	41,317	27,774		2	\$150,000	\$150,000	\$75,000
9	St. Pete Pier Bundle (Fall Festival, Pumpkin Patch, Putt the Pier, NYE at the Pier, The Fourth)	\$300,000	66,032	30,456		2	\$150,000	\$150,000	\$85,000
10	St. Pete Country Fest	\$150,000	42,927	26,397		2	\$150,000	\$150,000	\$125,000
11	Enchant St. Petersburg	\$150,000	193,216	134,168		2	\$150,000	\$150,000	New
12	Red Bull Cliff Diving	\$100,000	25,127	7,263	Yes	2	\$150,000	\$97,500	\$72,500
13	Holiday Lights in the Gardens	\$40,000	71,328	22,752		2	\$150,000	\$40,000	\$15,000
14	Clearwater Offshore Nationals	\$250,000	14,375	11,136		3	\$75,000	\$62,500	(\$62,500)
15	Dunedin Highland Games	\$75,000	17,436	6,345		3	\$75,000	\$52,500	(\$22,500)
16	St. Pete BikeFest	\$75,000	15,114	8,048		3	\$75,000	\$52,500	(\$22,500)
17	Sanding Ovations, The Gallery of Sand	\$75,000	28,233	13,359		3	\$75,000	\$52,500	(\$22,500)
18	St. Pete Run Fest	\$75,000	18,326	8,300		3	\$75,000	\$52,500	(\$12,500)

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19	Haunted Fest	\$75,000	16,572	6,923		3	\$75,000	\$52,500	New
20	APBA St. Petersburg Offshore National Championship	\$150,000	16,867	9,096		3	\$75,000	\$52,500	New
21	John's Pass Seafood Festival	\$75,000	10,220	5,363		4	\$50,000	\$30,000	(\$20,000)
22	St. Pete Tacos & Tequila Festival	\$50,000	7,721	3,108		4	\$50,000	\$30,000	(\$10,000)
23	Dunedin Mardi Gras	\$40,000	11,161	3,052		4	\$50,000	\$30,000	-
24	Flanagan's St. Patrick's Day Celebration	\$50,000	10,569	3,078		4	\$50,000	\$30,000	New
25	Frenchy's Stone Crab Weekend	\$65,000	10,444	4,882		4	\$50,000	\$30,000	New
26	SunSky 10k	\$40,000	9,089	5,299		4	\$50,000	\$30,000	New
27	Clearwater Jazz Holiday	\$50,000	10,467	2,504		5	\$25,000	\$37,500	(\$37,500)
28	Tampa Bay Barbeque Festival	\$50,000	7,002	3,022		5	\$25,000	\$20,000	(\$20,000)
29	Halloween on Central	\$50,000	11,909	2,568		5	\$25,000	\$12,500	(\$2,500)
30	St. Pete Distance Classic	\$50,000	6,076	2,415		5	\$25,000	\$12,500	(\$12,500)
31	OCC Invitational Bike Show	\$25,000	6,756	3,427		5	\$25,000	\$12,500	(\$12,500)
32	33rd Annual Fall King of the Beach	\$25,000	8,400	1,200		5	\$25,000	\$12,500	(\$12,500)
33	American Stage "Shrek" the Musical	\$25,000	13,910	2,730		5	\$25,000	\$12,500	(\$12,500)
34	Asian Mega Night Market Food & Music Festival	\$80,000	5,375	2,215		5	\$25,000	\$12,500	New
35	Winter Wonder	\$85,000	7,500			5	\$25,000	\$12,500	New
36	St. Pete Luxury Automotive Experience	\$250,000	7,500			5	\$25,000	\$12,500	New

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37	Mustang Week Florida	\$125,000	7,500			5	\$25,000	\$12,500	New
38	MLK Parade	\$75,000	6,249	1,002		DNQ / 50% Rule	\$0	\$32,500	(\$32,500)
39	Festivals of Speed	\$32,500	4,989	1,844		DNQ / 50% Rule	\$0	\$32,500	(\$32,500)
40	Tampa Bay Blues Festival	\$55,000	4,212	2,436		DNQ / 50% Rule	\$0	\$27,500	(\$27,500)
41	Savor St. Pete	\$50,000	5,006	1,616		DNQ / 50% Rule	\$0	\$25,000	(\$25,000)
42	34th Annual Spring King of the Beach	\$25,000	6,866	1,252		DNQ / 50% Rule	\$0	\$25,000	(\$25,000)
43	SALSA and Bachata at the District - Halloween	\$25,000	2,100	716		DNQ / 50% Rule	\$0	\$10,000	(\$10,000)
44	Dunedin Celtic Music Festival	\$25,000	3,200	900		DNQ / 50% Rule	\$0	\$10,000	(\$10,000)
45	Merry Beach Market & Holiday Festival	\$25,000	4,520	839		DNQ / 50% Rule	\$0	\$7,500	(\$7,500)
46	Paddy Fest St. Pete	\$25,000	3,006	839		DNQ / 50% Rule	\$0	\$7,500	(\$7,500)
47	Treasure Island Kite Festival	\$25,000	3,260	2,240		DNQ / 50% Rule	\$0	\$7,500	(\$7,500)
			1,023,637	523,566				\$3,000,000	

		Category Breakdown					
Total Applications	63		Category	# of Events	Recommendation		
# Not Meeting Legal/Minimum Criteria/First Time	12	Not 50% Rule eligible	1	3	\$750,000	Funding Breakdown	
# Projects Receiving Recommendation	47	Bundled 5 events	2	10	\$1,337,500	Flat	4
			3	7	\$377,500	Increase	8
Total Request	\$5,112,500		4	6	\$180,000	Decrease	11
Total Recommendation	\$3,000,000		5	11	\$170,000	New Event	11
Total Attendees	1,023,637		DNQ / 50% Rule	10	\$185,000	50% Rule	13
Total Tourists	523,566		TOTAL	47	\$3,000,000	TOTAL	47

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Does not meet legal or minimum criteria to be considered:

St. Pete Pride	\$150,000
Winter Pride	\$150,000
Dunedin Pride	\$15,000
Central Florida Food Truck Wars	\$25,000
Rock the Rocks & Rock the Harbor	\$20,000
Showdown in St. Pete	\$10,000
Tampa Bay Ice Cream Festival	\$50,000
Dunedin Wines the Blues	\$25,000
Gulfport Geckofest	\$5,000

Late Application:

We Belong Here	\$50,000
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Move to Alternate Funding:

SHINE Mural Festival	\$25,000
ReliaQuest Bowl Beach Day	\$75,000