



BOARD OF COUNTY COMMISSIONERS

DATE: January 15, 2013

AGENDA ITEM NO. 25

Consent Agenda ☐

Regular Agenda ☒

Public Hearing ☐

County Administrator's Signature

Subject:

Recommendation of the Tourist Development Council (TDC) to Waive the Funding Contingency and Provide \$125,000 in Support of the PGA Tour Tournament Elite Event.

Department:

Convention and Visitors Bureau (CVB)

Staff Member Responsible:

D.T. Minich, Director

Recommended Action:

THE TDC HAS REQUESTED THE BOARD OF COUNTY COMMISSIONERS (BCC) TO CONSIDER THE TDC'S DECISION TO WAIVE THE PREVIOUSLY APPROVED FUNDING CONTINGENCY AND PROVIDE \$125,000 IN SUPPORT OF THE PGA TOUR TOURNAMENT ELITE EVENT.

THE COUNTY ADMINISTRATOR AND THE DIRECTOR OF CVB DO NOT RECOMMEND APPROVAL OF THIS ACTION.

Summary Explanation/Background:

On August 21, 2012, the BCC approved the TDC's funding recommendations for Fiscal Year 2013 Elite Events. The PGA Tour Tournament was approved for \$125,000 in funding with the contingency that the funding would be reduced by \$50,000 if a 30-second spot for the St. Petersburg/Clearwater destination was not aired on NBC during Saturday or Sunday of the event.

On December 12, 2012, Kevin Krisle and Doug Graska from Copperhead Charities, Inc., the event producer, appeared before the TDC to request a waiver of the funding contingency. Although the 30-second spot was included in last year's sponsorship agreement, it was provided to Copperhead Charities by Transitions, the title sponsor as part of their inventory of deliverables. To date, Copperhead Charities has been unable to secure a title sponsor and the TDC was advised that it was unlikely that a title sponsor would be secured for this year's tournament due to the time constraint. Therefore, the spot will not be aired. The TDC raised concern over the future of this event given the lack of a 2013 title sponsor.

The TDC has recommended the full \$125,000 be granted due to the value of the coverage on NBC and the charitable nature of Copperhead Charities.

The matter is before the BCC for consideration. If approved, the agreement will be finalized and executed by the Administrator as a delegated item.

Fiscal Impact/Cost/Revenue Summary:

Funding to support Elite Events is provided through the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax.

Exhibits/Attachments Attached:

None