

PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL
ELITE EVENT FUNDING SUBCOMMITTEE
MEETING MINUTES
August 7, 2020

The Pinellas County Tourist Development Council (TDC) Elite Event Subcommittee met online using the Zoom virtual meeting platform at 9:12 A.M. on this date with the following members present:

Pat Gerard, Board of County Commissioners (BCC) Chair, Chair
Russ Kimball, Sheraton Sand Key Resort, Vice-Chair
Julie Ward Bujalski, City of Dunedin Mayor
Joanne “Cookie” Kennedy, City of Indian Rocks Beach Mayor
Trisha Rodriguez, Clearwater Ferry
Anthony Satterfield, Alden Suites

Others Present

Steve Hayes, Visit St. Pete/Clearwater (VSPC) President and CEO
Tim Ramsberger, Chief Operating Officer
Leroy Bridges, Digital and Communications, Vice-President (Zoom Technology Moderator)
Craig Campbell, Director of Community and Brand Engagement
Liz McCann, Executive Administrative Assistant
Teri Tuxhorn, Administrative Director
Michael Zas, Managing Assistant County Attorney
Jim Abernathy, Pinellas County Office of Management and Budget
Other Interested Individuals
Jenny Masinovsky, Senior Board Reporter, Deputy Clerk

AGENDA

- I. CALL TO ORDER/ROLL CALL – Chair Pat Gerard
- II. PUBLIC COMMENTS
- III. COUNTY ATTORNEY REPORT – Michael Zas
- IV. APPLICATION REVIEW – Elite Event Evaluation Committee
 - A. Fast Track
 - Valspar Championship

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- Clearwater Jazz Holiday
- Outback Bowl & Clearwater Beach Day
- Pier 60 Sugar Sand Festival
- Hooters Clearwater Offshore Nationals

B. Category 1

- Pelican Women's Championship – November 2020
- Pelican Women's Championship – May 2021

C. Category 2

- Enchant St. Petersburg
- Martin Luther King Jr. Parade Weekend
- St. Pete Pride

D. Category 3

- John's Pass Seafood Festival
- Rock n Roll Clearwater 5K Half Marathon
- 27th Annual Fall King of the Beach
- 28th Annual Spring King of the Beach
- DTSP Songwriters Festival
- 12th Annual Sanding Ovations Master Cup
- Gasparilla Bowl
- Tall Ships St. Petersburg 2021

E. Category 4

- LOCALTOPIA, "A Community Celebration of All Things Local"
- 2nd Annual Pier Fest

F. Does not meet funding requirements

- St. Pete Run Fest
- Martin Luther King Jr. Culture & Arts Festival

V. ADJOURNMENT

All documents provided to the Clerk have been made a part of the record.

CALL TO ORDER/CHAIR COMMENTS

Chair Gerard called the meeting to order at 9:12 A.M. and conducted a roll call of the members; whereupon, she asked Attorney Zas to outline the Elite Event review process.

COUNTY ATTORNEY REPORT

Attorney Zas related that he provided a memorandum regarding the parameters for the Elite Event funding review and arranged the events into three categories: those that are fast-track eligible, ones that are eligible for scoring and funding consideration under the category requirements, and applicants that did not meet the minimum requirements for committee review.

PUBLIC COMMENTS

No one responded to the Chair's call for public comment.

APPLICATION REVIEW

(MINIMUM AVERAGE SCORE OF 700 REQUIRED FOR CONSIDERATION OF FUNDING)

Mr. Ramsberger explained that the scoring recommendations determined today will be presented to the full TDC and BCC for approval; whereupon, he indicated that four applications have been withdrawn: Rock n Roll Clearwater 5K Half Marathon, Tall Ships St. Petersburg 2021, DTSP Songwriters Festival, and Clearwater Sea-Blues Festival, which was not listed on the agenda.

Mr. Ramsberger explained that COVID-19 impacts will not be considered when scoring the applications; whereupon, in response to queries and comments by the members, Messrs. Ramsberger and Bridges indicated that information provided by Destination Analysts could be taken into consideration; and that the numbers are derived from both self-reported attendance figures and information from vendors and sponsors, and discussion ensued.

FAST TRACK

Mr. Ramsberger related that the following applications qualify for the Fast-Track provision:

- Valspar Championship (funding request: \$125,000)
- Clearwater Jazz Holiday (funding request: \$75,000)
- Outback Bowl & Clearwater Beach Day (funding request: \$75,000)
- Pier 60 Sugar Sand Festival (funding request: \$75,000)
- Hooters Clearwater Offshore Nationals (funding request: \$75,000)

Mayor Bujalski moved, seconded by Ms. Rodriguez, that the applications stated be approved for evaluation bypass consideration. Upon call for the vote, the motion carried unanimously.

CATEGORY ONE EVENTS

Pelican Women's Championship Events – November 2020 (funding request: \$125,000) – Average score: 724 and May 2021 (funding request: \$125,000) – Average score: 724

Mr. Ramsberger indicated that the Pelican Women's Championship has two events this fiscal year, one in November and a second in May, that need to be scored separately; whereupon, Chair Gerard expressed concern with the lack of background information regarding attendance and other matters in both applications, and lengthy discussion ensued with input by Attorney Zas.

Eiger Marketing Group Vice President Kyle Draper stated that his company oversees various Ladies Professional Golf Association (LPGA) events; that the spectator count ranges from 25,000 to 100,000 people; and that he could provide more details regarding the projections for the May and November events; whereupon, responding to query by Mr. Satterfield, he provided details regarding parking.

A motion was made by Mayor Bujalski, seconded by Mr. Satterfield, that scoring on the Pelican Women's Championship events be deferred to provide staff time to gather supplemental information regarding room nights and attendance. The motion failed by a vote of 3 to 3 with Mayor Kennedy, Mr. Kimball, and Ms. Rodriguez dissenting.

Following further discussion and upon Chair Gerard's call for scoring for the November event, the members responded as follows: Chair Gerard, 725; Mayor Kennedy, 770; Mr. Kimball, 820; Ms.

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Rodriguez, 705; and Mr. Satterfield, 600. Mayor Bujalski deferred scoring pending further review. Mr. Ramsberger tabulated the numbers and announced an average score of 724 points.

Upon Chair Gerard's call for scoring for the May event, the members responded as follows: Chair Gerard, 725; Mayor Kennedy, 770; Mr. Kimball, 820; Ms. Rodriguez, 705; and Mr. Satterfield, 600. Mayor Bujalski deferred scoring pending further review. Mr. Ramsberger tabulated the numbers and announced an average score of 724 points.

CATEGORY TWO EVENTS

Enchant St. Petersburg (funding request: \$75,000) – Average score: 765.8

In response to query by Mr. Satterfield, Enchant Christmas Vice-President of Operations Jayson Babel explained the event's economic impact analysis.

Upon Chair Gerard's call for scoring, the members responded as follows: Chair Gerard, 725; Mayor Bujalski, 725; Mayor Kennedy, 770; Mr. Kimball, 765; Ms. Rodriguez, 910; and Mr. Satterfield, 700. Mr. Ramsberger tabulated the numbers and announced an average score of 765.8 points.

Martin Luther King Jr. Parade Weekend (funding request: \$75,000) – Average score: 808.3

Upon Chair Gerard's call for scoring, the members responded as follows: Chair Gerard, 800; Mayor Bujalski, 825; Mayor Kennedy, 900; Mr. Kimball, 845; Ms. Rodriguez, 780; and Mr. Satterfield, 700. Mr. Ramsberger tabulated the numbers and announced an average score of 808.3 points.

St. Pete Pride (funding request: \$75,000) – Average score: 927.5

Upon Chair Gerard's call for scoring, the members responded as follows: Chair Gerard, 950; Mayor Bujalski, 975; Mayor Kennedy, 930; Mr. Kimball, 890; Ms. Rodriguez, 895; and Mr. Satterfield, 925. Mr. Ramsberger tabulated the numbers and announced an average score of 927.5 points.

CATEGORY THREE EVENTS

John's Pass Seafood Festival (funding request: \$25,000) – Average score: 797.5

Mr. Ramsberger indicated that the event has been postponed but is expected to be rescheduled in January 2021; whereupon, in response to query by Ms. Rodriguez, Johns Pass Village Association President Sonny Flynn indicated that the Festival is an annual event.

Upon Chair Gerard's call for scoring, the members responded as follows: Chair Gerard, 950; Mayor Bujalski, 750; Mayor Kennedy, 860; Mr. Kimball, 890; Ms. Rodriguez, 710; and Mr. Satterfield, 625. Mr. Ramsberger tabulated the numbers and announced an average score of 797.5 points.

27th Annual Fall King of the Beach (funding request: \$25,000) – Average score: 854.2

Upon Chair Gerard's call for scoring, the members responded as follows: Chair Gerard, 900; Mayor Bujalski, 750; Mayor Kennedy, 855; Mr. Kimball, 875; Ms. Rodriguez, 845; and Mr. Satterfield, 900. Mr. Ramsberger tabulated the numbers and announced an average score of 854.2 points.

28th Annual Spring King of the Beach (funding request: \$25,000) – Average score: 816.7

Upon Chair Gerard's call for scoring, the members responded as follows: Chair Gerard, 850; Mayor Bujalski, 725; Mayor Kennedy, 835; Mr. Kimball, 870; Ms. Rodriguez, 745; and Mr. Satterfield, 875. Mr. Ramsberger tabulated the numbers and announced an average score of 816.7 points.

12th Annual Sanding Ovarions Master Cup (funding request: \$25,000) – Average score: 862.5

Upon Chair Gerard's call for scoring, the members responded as follows: Chair Gerard, 900; Mayor Bujalski, 800; Mayor Kennedy, 935; Mr. Kimball, 910; Ms. Rodriguez, 905; and Mr. Satterfield, 725. Mr. Ramsberger tabulated the numbers and announced an average score of 862.5 points.

Gasparilla Bowl (funding request: \$25,000) – Average score: 736.7

In response to queries by Mr. Satterfield, ESPN Gasparilla Bowl Executive Director Scott Glaser provided information regarding funding contributions received by the Tampa Bureau, marketing efforts, and projected benefits to Pinellas County.

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Upon Chair Gerard's call for scoring, the members responded as follows: Chair Gerard, 850; Mayor Bujalski, 850; Mayor Kennedy, 890; Mr. Kimball, 725; Ms. Rodriguez, 680; and Mr. Satterfield, 425. Mr. Ramsberger tabulated the numbers and announced an average score of 736.7 points.

CATEGORY FOUR EVENTS

LOCALTOPIA, "A Community Celebration of All Things Local" (funding request: \$25,000) – Average score: 610

In response to query by Chair Gerard, Mr. Ramsberger indicated that the TDC supported the event last fiscal year.

Upon Chair Gerard's call for scoring, the members responded as follows: Chair Gerard, 725; Mayor Bujalski, 725; Mayor Kennedy, 700; Mr. Kimball, 710; Ms. Rodriguez, 400; and Mr. Satterfield, 400. Mr. Ramsberger tabulated the numbers and announced an average score of 610 points.

Later in the meeting, Keep Saint Petersburg Local Executive Director Olga Bof expressed concern regarding the average score for the event; whereupon, Attorney Zas and Chair Gerard indicated that she could contest the scoring at the next TDC meeting.

2nd Annual Pier Fest (funding request: \$25,000) – Average score: 752.5

In response to queries by Chair Gerard and Mr. Kimball, Mr. Ramsberger and Attorney Zas indicated that the event was previously funded and was cancelled due to the delay with the pier opening; and that since it is a Category 4 application, the event does not require room nights.

Upon Chair Gerard's call for scoring, the members responded as follows: Chair Gerard, 675; Mayor Bujalski, 725; Mayor Kennedy, 750; Mr. Kimball, 780; Ms. Rodriguez, 835; and Mr. Satterfield, 750. Mr. Ramsberger tabulated the numbers and announced an average score of 752.5 points.

DOES NOT MEET FUNDING REQUIREMENTS

St. Pete Run Festival (funding request: \$25,000) and Martin Luther King Jr. Culture and Arts Festival (funding request: \$25,000)

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Attorney Zas indicated that the applications failed to meet the minimum requirements for committee review, and the members concurred with his conclusion.

In response to query by Advantage Village Academy Chief Executive Officer Toriano Parker regarding why the Martin Luther King Jr. Culture and Arts Festival did not qualify for Category 4 funding, Chair Gerard explained that the minimum attendance to qualify for funding is 20,000 people.

ADJOURNMENT

Chair Gerard adjourned the meeting at 10:38 A.M.