**Notes/Major Changes to Elite Event Guidelines**

**Funding Categories & Eligibility**

* Under Category 1 expanded national broadcast to include streaming and other platforms
* Renamed Cultural/Heritage to Category 4
* Created Category 5 which would be for new first-time events to Pinellas County
* Changes in Attendance, Room Nights and Funding Level
  + Category 1: Attendance more than **50,000** or generates over **15,000 room nights**. *Currently 50,000 people and 25,000 room nights*. **Maximum funding eligibility up to $200,000**
  + Category 2: Attendance over **15,000** or generates over **4,500 room nights**. *Currently 20,000 people and 10,000 room nights.* No change in **maximum funding level, up to $75,000**
  + Category 3: Attendance over **10,000** and generates over **3,000 room nights**. *Currently 10,000 people and 5,000 room nights.* No change in **maximum funding level, up to $25,000**
  + Category 4: Attendance over **7,500**. No change in **maximum funding level, up to $20,000**
  + Category 5: **Maximum funding level, up to $15,000**

*Notes*

* *Attendance numbers are provided by the event and is either based on an estimate or actual ticket sales*
* *Room nights determined by using data from Destination Analysts reports. Current data is from overall visitation results. Future changes can be based on actual category results (limited data set currently). The data used to estimate room nights is estimated event attendance, party size (2.5), length of stay (2.2 nights) and % stayed overnight (36%)*

**Application Process & Review**

* VSPC staff and our agency of record (BVK) will review each application for accuracy and detail, back-up material and the appropriate tourism/marketing value
* After review VSPC staff will make funding recommendations to the TDC based on the information in the application
* VSPC staff will present recommendations to the TDC members for discussion and approval. Upon approval the TDC will provide their recommendations to the BCC.
* The BCC will review the TDC and VSPC recommendations and approve before negotiations begin with the events.

**Rating Criteria**

* Added economic impact to the list of criteria for evaluation