

ELITE EVENT FUNDING PROGRAM
ECONOMIC IMPACT STUDY
PERFORMANCE SUMMARY
FY 2021

FY21 PERFORMANCE							
Event Title	Approved "UP TO" Funding	Attendees (Actuals per organizer)	Room Nights* (per D.A. report)	Economic Impact (per D.A. report)	Category Awarded	Category Performed	Destination Analysts Report
1 Clearwater Jazz Holiday	\$75,000				2	N/A	Study Not Performed
2 King of the Beach (FALL)	\$25,000	6,985	1,872	\$ 3,108,676	3	N/A	Click Here
3 Pelican LPGA Women's Championship	\$125,000	3,430	2,974	\$ 3,646,539	1	N/A	Click Here
4 Sanding Ovations Masters Cup	\$25,000	14,334	8,685	\$ 6,097,859	3	3	Click Here
5 Gasparilla Bowl	\$25,000				3	N/A	
6 Outback Bowl & Clearwater Beach Day	\$75,000	11,025	3,367	\$ 1,996,666	2	N/A	Click Here
7 MLK Family Fun Day & Parade	\$75,000				2	N/A	
8 John's Pass Seafood Festival	\$25,000				3	N/A	
9 Localtopia	\$25,000	20,000	781	\$ 1,795,832	4	4	Click Here
10 Pier 60 Sugar Sand Festival	\$75,000				2	N/A	
11 Valspar Championship	\$125,000	67,326	22,870	\$ 56,535,756	1	2	Click Here
12 King of the Beach (SPRING)	\$25,000	8,768	2,039	\$ 4,437,248	3	N/A	Click Here
13 Pier Fest	\$25,000				3	N/A	
14 St. Pete Pride	\$75,000	16,777	2,303	\$ 5,232,211	2	N/A	Click Here
15 Hooters Clearwater Offshore Nationals	\$75,000				2	TBD	Study Pending

Cancelled Events due to COVID-19

* Room Nights + Vacation Rental/Home Share Rental Nights

ELITE EVENT FUNDING PROGRAM
ECONOMIC IMPACT STUDY
PERFORMANCE SUMMARY
FY 2020

FY20 PERFORMANCE							
Event Title	Approved "UP TO" Funding	Attendees (Actuals per organizer)	Room Nights* (per D.A. report)	Economic Impact (per D.A. report)	Category Awarded	Category Performed	Destination Analysts Report
1 Clearwater Jazz Holiday	\$75,000	14,211	3,673	\$ 8,081,847	2	N/A	Click Here
2 SHINE St. Petersburg Mural Festival	\$25,000	8,333	1,529	\$ 2,078,536	4	N/A	Click Here
3 DTSP Songwriters Festival	\$25,000	7,308	1,187	\$ 2,383,078	3	N/A	Click Here
4 King of the Beach (FALL)	\$25,000	13,266	2,199	\$ 4,544,871	3	N/A	Click Here
5 Sanding Ovations Masters Cup	\$25,000	21,052	8,738	\$ 6,700,933	3	3	Click Here
6 St. Pete Beach Bike Fest	\$25,000	25,926	18,228	\$ 23,260,255	3	2	Click Here
7 Outback Bowl & Clearwater Beach Day	\$75,000	4,500	3,769	\$ 5,729,494	2	N/A	Click Here
8 MLK Family Fun Day & Parade	\$25,000	40,000	4,148	\$ 11,082,909	4	4	Click Here
9 Clearwater Sea-Blues Festival	\$25,000	8,238	4,303	\$ 4,608,500	3	N/A	Click Here
10 Localtopia	\$25,000	30,000	1,434	\$ 3,611,519	4	4	Click Here
11 Valspar Championship	\$125,000				1	N/A	
12 Pier 60 Sugar Sand Festival	\$75,000				2	N/A	
13 King of the Beach (SPRING)	\$25,000				3	N/A	
14 Pier Fest	\$25,000				3	N/A	Study Not Performed
15 St. Pete Pride	\$75,000				2	N/A	
16 Hooters Clearwater Offshore Nationals	\$75,000				2	N/A	

Cancelled Events due to COVID-19

* Room Nights + Vacation Rental/Home Share Rental Nights

ELITE EVENT FUNDING PROGRAM
 ECONOMIC IMPACT STUDY
 PERFORMANCE SUMMARY
 FY 2019

FY19 PERFORMANCE							
Event Title	Approved "UP TO" Funding	Attendees (Actuals per organizer)	Room Nights* (per D.A. report)	Economic Impact (per D.A. report)	Category Awarded	Category Performed	Destination Analysts Report
1 Clearwater Jazz Holiday	\$75,000	23,567	7,869	\$ 12,063,895	2	3	Click Here
2 King of the Beach (FALL)	\$25,000	14,907	2,837	\$ 4,848,167	3	N/A	Click Here
3 Sanding Ovations Masters Cup	\$25,000	20,000	7,479	\$ 6,473,660	3	3	Click Here
4 Outback Bowl & Clearwater Beach Day	\$75,000	5,000	3,482	\$ 6,194,383	2	N/A	Click Here
5 Clearwater Sea-Blues Festival	\$75,000	13,250	6,100	\$ 3,711,472	2	3	Click Here
6 Valspar Championship	\$125,000	100,262	34,950	\$ 69,352,971	1	1	Click Here
7 Pier 60 Sugar Sand Festival	\$75,000	72,427	21,799	\$ 32,837,920	2	2	Click Here
8 King of the Beach (SPRING)	\$25,000	14,119	2,725	\$ 5,179,973	3	N/A	Click Here
9 St. Pete Pride	\$52,900	157,845	64,734	\$ 67,231,244	2	2	Click Here
10 Hooters Clearwater Offshore Nationals	\$75,000	41,039	12,694	\$ 8,041,951	2	2	Click Here

* Room Nights + Vacation Rental/Home Share Rental Nights