

ELITE EVENT FUNDING PROGRAM
FUNDING AND PERFORMANCE SUMMARY
FY 2018

	FY18 DEAL TERMS					PERFORMANCE / ACTUALS								
	Event Title	Approved "UP TO" Funding	Cash Contribution	V.I.K. Contribution	TOTAL Contribution	Exhibit A	Unique Attendees			Room Nights			Other Data	
							Projected	Actuals	Variance	Projected	Actuals	Variance	Economic Impact	Research Vendor
1	Clearwater Jazz Holiday	\$100,000	\$75,000	\$40,000	\$115,000	Click Here	36,400	39,000	2,600	11,086	10,374	(712)	\$ 7,280,700	Research Data Services
2	John's Pass Seafood Festival	\$100,000	\$50,000	\$30,000	\$80,000	Click Here	247,500	247,340	(160)	17,900	12,812	(5,088)	\$ 10,665,990	Michigan St. University
3	Old Salt (FALL) King of the Beach	\$60,000	\$45,000	\$5,000	\$50,000	Click Here	29,808	27,194	(2,614)	5,000	3,449	(1,551)	N/A	
4	Gasparilla Bowl	\$135,000	\$40,000	\$0	\$40,000	Click Here	19,700	16,363	(3,337)	14,500	11,550	(2,950)	N/A	
5	Outback Bowl & Clearwater Beach Day	\$150,000	\$150,000	\$8,000	\$158,000	Click Here	55,000	45,687	(9,313)	13,000	12,777	(223)	N/A	
6	East-West Shrine Game	\$100,000	\$35,000	\$5,000	\$40,000	Click Here	24,547	22,775	(1,772)	7,200	6,422	(778)	N/A	
7	City of Clearwater Seafood & Blues Festival	\$100,000	\$55,000	\$15,000	\$70,000	Click Here	25,295	23,745	(1,550)	11,857	9,075	(2,782)	N/A	
8	Valspar Championship	\$250,000	\$200,000	\$25,000	\$225,000	Click Here	90,000	123,939	33,939	23,870	33,026	9,156	N/A	
9	Firestone Grand Prix of St. Petersburg	\$250,000	\$175,000	\$5,000	\$180,000	Click Here	160,000	151,336	(8,664)	35,000	41,919	6,919	N/A	
10	Pier 60 Sugar Sand Festival	\$100,000	\$75,000	\$28,000	\$103,000	Click Here	40,763	41,378	615	16,100	12,106	(3,994)	\$ 20,539,612	Destination Analysts
11	St. Pete Pride	\$52,900	\$45,000	\$30,000	\$75,000	Click Here	220,000	235,000	15,000	14,000	14,100	100	\$ 22,231,700	Self-Reported
12	Clearwater Super Boat Championship	\$100,000	\$85,000	\$29,800	\$114,800	Click Here	160,000	130,000	(30,000)	11,500	10,700	(800)	\$ 17,812,100	Research Data Services
		\$1,497,900	\$1,030,000.00	\$220,800	\$1,250,800.00		1,109,013	1,103,757	(5,256)	181,013	178,310	(2,703)	\$ 78,530,102	

ELITE EVENT FUNDING PROGRAM
FUNDING AND PERFORMANCE SUMMARY
FY 2019

	FY19 DEAL TERMS					PERFORMANCE / ACTUALS								
	Event Title	Approved "UP TO" Funding	Cash Contribution	V.I.K. Contribution	TOTAL Contribution	Exhibit A	Unique Attendees			Room Nights			Other Data	
							Projected	Actuals	Variance	Projected	Actuals	Variance	Economic Impact	Destination Analysts Report
1	Clearwater Jazz Holiday	\$75,000	\$75,000	\$16,500	\$91,500	Click Here	40,000	23,567	(16,433)	10,640	7,869	(2,771)	\$ 12,063,895	Click Here
2	King of the Beach (FALL)	\$25,000	\$25,000	\$14,500	\$39,500	Click Here	30,000	14,907	(15,093)	5,000	2,837	(2,163)	\$ 4,848,167	Click Here
3	Sanding Ovations Masters Cup	\$25,000	\$25,000	\$16,500	\$41,500	Click Here	30,000	20,000	(10,000)	5,000	7,479	2,479	\$ 6,473,660	Click Here
4	Outback Bowl & Clearwater Beach Day	\$75,000	\$75,000	\$17,500	\$92,500	Click Here	50,000	5,000	(45,000)	12,000	3,482	(8,518)	\$ 6,194,383	Click Here
5	Clearwater Sea-Blues Festival	\$75,000	\$55,000	\$26,712	\$81,712	Click Here	25,000	13,250	(11,750)	10,937	6,100	(4,837)	\$ 3,711,472	Click Here
6	Valspar Championship	\$125,000	\$125,000	\$23,550	\$148,550	Click Here	123,939	100,262	(23,677)	33,026	34,950	1,924	\$ 69,352,971	Click Here
7	Pier 60 Sugar Sand Festival	\$75,000	\$70,000	\$32,500	\$102,500	Click Here	42,822	72,427	29,605	16,110	21,799	5,689	\$ 32,837,920	Click Here
8	King of the Beach (SPRING)	\$25,000	\$25,000	\$14,500	\$39,500	Click Here	30,000	14,119	(15,881)	5,000	2,725	(2,275)	\$ 5,179,973	Click Here
9	St. Pete Pride	\$52,900	\$52,900	\$42,500	\$95,400	Click Here	170,000	157,845	(12,155)	14,000	64,734	50,734	\$ 67,231,244	Click Here
10	Hooters Clearwater Offshore Nationals	\$75,000	\$75,000	\$36,300	\$111,300	Click Here	155,000	41,039	(113,961)	12,000	12,694	694	\$ 8,041,951	Click Here
		\$627,900	\$602,900.00	\$241,062	\$843,962.00		696,761	462,416	(234,345)	123,713	164,669	40,956	\$215,935,636	

ELITE EVENT FUNDING PROGRAM
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FY 2020

	FY20 DEAL TERMS						PERFORMANCE / ACTUALS									
	Event Title	Approved "UP TO" Funding	Cash Contribution	V.I.K. Contribution	TOTAL Contribution	Exhibit A	Amendment due to COVID-19	Unique Attendees			Room Nights			Other Data		
								Projected	Actuals	Variance	Projected	Actuals	Variance	Economic Impact	Destination Analysts Report	
1	Clearwater Jazz Holiday	\$75,000	\$75,000	\$15,645	\$90,645	Click Here		40,000	14,211	(25,789)	13,260	3,673	(9,587)	\$ 8,081,847	Click Here	
2	SHINE St. Petersburg Mural Festival	\$25,000	\$25,000	\$16,675	\$41,675	Click Here		20,000	8,333	(11,667)	1,529	1,529		\$ 2,078,536	Click Here	
3	DTSP Songwriters Festival	\$25,000	\$25,000	\$22,675	\$47,675	Click Here		15,000	7,308	(7,692)	5,000	1,187	(3,813)	\$ 2,383,078	Click Here	
4	King of the Beach (FALL)	\$25,000	\$25,000	\$15,625	\$40,625	Click Here		27,000	13,266	(13,734)	5,200	2,199	(3,001)	\$ 4,544,871	Click Here	
5	Sanding Ovations Masters Cup	\$25,000	\$25,000	\$17,625	\$42,625	Click Here		30,000	21,052	(8,948)	7,479	8,738	1,259	\$ 6,700,933	Click Here	
6	St. Pete Beach Bike Fest	\$25,000	\$25,000	\$16,675	\$41,675	Click Here		75,000	25,926	(49,074)	6,000	18,228	12,228	\$ 23,260,255	Click Here	
7	Outback Bowl & Clearwater Beach Day	\$75,000	\$75,000	\$17,625	\$92,625	Click Here		50,000	4,500	(45,500)	12,000	3,769	(8,231)	\$ 5,729,494	Click Here	
8	MLK Family Fun Day & Parade	\$25,000	\$25,000	\$12,625	\$37,625	Click Here		100,000	40,000	(60,000)	3,000	4,148	1,148	\$ 11,082,909	Click Here	
9	Clearwater Sea-Blues Festival	\$25,000	\$25,000	\$24,625	\$49,625	Click Here		23,000	8,238	(14,762)	10,000	4,303	(5,697)	\$ 4,608,500	Click Here	
10	Localtopia	\$25,000	\$25,000	\$14,625	\$39,625	Click Here		25,000	30,000	5,000	1,000	1,434	434	\$ 3,611,519	Click Here	
11	Valspar Championship	\$125,000	\$30,200	\$3,125	\$33,325	Original Deal Terms	Amended Deal Terms	107,291			30,199			N/A		
12	Pier 60 Sugar Sand Festival	\$75,000	\$45,822.45	\$3,125	\$48,947.45	Original Deal Terms	TBD	45,208			12,106			N/A		
13	King of the Beach (SPRING)	\$25,000	\$17,109.37	\$3,125	\$20,234.37	Original Deal Terms	Amended Deal Terms	30,000			5,100			N/A		
14	Pier Fest	\$25,000	\$10,080	\$3,325	\$13,405	Click Here		25,000			2,500			N/A		
15	St. Pete Pride	\$75,000	\$37,090.88	\$3,125	\$40,215.88	Partially Executed	TBD	170,000			14,000			N/A		
16	Hooters Clearwater Offshore Nationals	\$75,000	No agreement. Event did not occur. Organizer has not submitted request for reimbursement.						150,000			12,000			N/A	
Cancelled Events		\$750,000	\$490,302.70	\$190,245	\$680,547.70			932,499	172,834	(232,166)	138,844	49,208	(13,731)	\$ 72,081,942		
COVID-19 Revised Deal Terms																
COVID-19 Reimbursement Request																

ELITE EVENT FUNDING PROGRAM
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FY 2021

	FY21 DEAL TERMS					PERFORMANCE / ACTUALS								
	Event Title	Approved "UP TO" Funding	Cash Contribution	V.I.K. Contribution	TOTAL Contribution	Exhibit A	Unique Attendees			Room Nights			Other Data	
							Projected	Actuals	Variance	Projected	Actuals	Variance	Economic Impact	Destination Analysts Report
1	Clearwater Jazz Holiday	\$75,000	\$15,000	\$12,625	\$27,625	Click Here	40,000			12,185				
2	King of the Beach (FALL)	\$25,000	\$25,000	\$12,625	\$37,625	Click Here	27,000			5,200				
3	Pelican LPGA Women's Championship	\$125,000	\$37,230	\$12,625	\$49,855	Click Here	50,000			30,000				
4	Sanding Ovations Masters Cup	\$25,000	\$25,000	\$15,625	\$40,625	Click Here	40,000	14,334	(25,666)	8,738	8,685	(53)	\$ 6,097,859	Click Here
5	Gasparilla Bowl	\$25,000					20,000			5,000				
6	Outback Bowl & Clearwater Beach Day	\$75,000	\$60,000	\$12,625	\$72,625	Click Here	50,000			12,000				
7	MLK Family Fun Day & Parade	\$75,000					75,000			10,000				
8	John's Pass Seafood Festival	\$25,000					100,000			8,370				
9	Localtopia	\$25,000	\$25,000	\$12,625	\$37,625	Click Here	25,000			1,000				
10	Pier 60 Sugar Sand Festival	\$75,000					70,000			16,645				
11	Valspar Championship	\$125,000	\$125,000	\$12,625	\$137,625	Click Here	107,291			30,199				
12	King of the Beach (SPRING)	\$25,000					28,000			5,200				
13	Pier Fest	\$25,000					25,000			2,500				
14	St. Pete Pride	\$75,000					160,000			49,508				
15	Hooters Clearwater Offshore Nationals	\$75,000					155,000			12,000				
	Cancelled Events	\$875,000	\$312,230.00	\$91,375	\$403,605.00		972,291	14,334	(25,666)	208,545	8,685	(53)	\$ 6,097,859	