



# FY 25 ELITE EVENT FUNDING

Prepared By:

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# OVERVIEW

## 1. Applications

Event	FY22	FY23	FY24	FY25
# of Applications	20	35	47	<b>51</b>
Total Funding Requested	\$1,035,000	\$1,940,000	\$2,593,800	<b>\$2,960,000</b>
# Applications Reviewed	18	33	39	<b>51</b>
# Applications Recommended	18	31	33	<b>33</b>
Total Funding Recommendation	\$1,000,000	\$1,460,000	\$1,820,000	<b>\$1,865,000</b>

## 2. Materials

- Funding Recommendations Spreadsheet

# REVIEW PROCESS

## 3. VSPC Review Committee

- Executive Staff: Brian Lowack, Steve Grimes, Kylie Diaz, Teri Tuxhorn
- Senior Staff: Katie Bridges, Craig Campbell, Eddie Kirsch, Jason Latimer, Jessica Morrow
- Agency Support/Resources: BVK (media valuations), Destination Analysts (historical data)

## 4. Priorities

- Prioritize Exposure & Impacts
- Out-of-Market Spending in Strategic Markets
- Confidence in Methodology

# RATING CRITERIA

## **Data / History**

- Attendees
- Room Nights
- Economic Impact

## **Marketing / Sponsorship**

- Value of Marketing Plan
- Value of Sponsorship Proposal

## **Other Considerations**

- Timing of Event: Peak vs Non-Peak, Conflicting
- Charitable Contributions
- Ability to Attract Visitors to Unique Venues in Pinellas

# RECOMMENDATIONS

**51 Total Applications**

**33 Applications Recommended for Funding**

**FY25 Recommended Funding: \$1,865,000**

- Elite Events Allocation: \$1,600,000 (21 events)
- Destination Enhancement Allocation: \$265,000 (12 events)

**Remaining for Cycle 2 Destination Enhancements:  
\$135,000**



ST.PETE  
CLEARWATER

# THANK YOU

