

VSPC
ELITE EVENT FUNDING PROGRAM
FY25 FUNDING RECOMMENDATIONS

	Official Event Name	Community	Event Type	Event Start Date	Projected Attendees	Projected Room Nights	FY25 Funding Request	Category	FY25 Funding Recommendation
1	Valspar Championship	Palm Harbor	Pro Golf	03-17-2025	106644	31176	\$ 150,000.00	Elite 1	\$ 150,000.00
2	Firestone Grand Prix of St. Petersburg presented by RP Funding	St. Petersburg	Pro Motorsports	02-28-2025	95,000	15,250	\$ 150,000.00	Elite 1	\$ 150,000.00
3	The ANNIKA driven by Gainbridge at Pelican	Belleair	Pro Golf	11-11-2024	55,000	17,000	\$ 150,000.00	Elite 1	\$ 150,000.00
4	St Petersburg Powerboat Grand Prix	St. Petersburg	Pro Boat Racing	10-18-2024	50000+	7500	\$ 150,000.00	Elite 1	\$ 100,000.00
5	St Pete Pride	St. Petersburg	Parade	06-01-2025	175,000	50,000	\$ 75,000.00	Elite 2	\$ 75,000.00
6	16th Annual Sanding Ovations	Treasure Island	Sand Sculpture Fest	11-21-2024	50,000	10,000	\$ 75,000.00	Elite 2	\$ 75,000.00
7	Reggae Rise Up Florida	St. Petersburg	Music Festival	03-13-2025	24000	9500	\$ 75,000.00	Elite 2	\$ 75,000.00
8	Dunedin Highland Games & Festival	Dunedin	Scottish Games	04-04-2025	26000	8000	\$ 75,000.00	Elite 2	\$ 75,000.00
9	ReliaQuest Bowl Clearwater Beach Day	Clearwater	College Football	12-29-2024	5000	12000	\$ 75,000.00	Elite 2	\$ 75,000.00
10	Clearwater Jazz Holiday	Clearwater	Music Festival	10-17-2024	26,000	5049	\$ 75,000.00	Elite 2	\$ 75,000.00
11	The Pier 60 Sugar Sand Festival	Clearwater	Sand Sculpture Fest	04-11-2025	70,000	18,304	\$ 150,000.00	Elite 2	\$ 75,000.00
12	Rise Up Concert Series	St. Petersburg	Music Festival	10-01-2024	37000	9600	\$ 75,000.00	Elite 2	\$ 75,000.00
13	XInsurance Clearwater Offshore Nationals	Clearwater	Pro Boat Racing	09-26-2025	150000	15000	\$ 150,000.00	Elite 2	\$ 75,000.00
14	32nd Annual Spring King of the Beach	Madeira Beach	Fishing	04-24-2025	20,000	5,000	\$ 75,000.00	Elite 2	\$ 50,000.00
15	St Pete Run Fest	St. Petersburg	Running Festival	11-15-2024	18695	3311	\$ 75,000.00	Elite 2	\$ 50,000.00
16	2025 John's Pass Seafood Festival	Madeira Beach	Food Festival	01-17-2025	65000	15000	\$ 75,000.00	Elite 2	\$ 50,000.00
17	FESTIVALS OF SPEED	St. Petersburg	Exotic Car Show	01-26-2025	18500	10000	\$ 75,000.00	Elite 2	\$ 50,000.00
18	Clearwater Sea-Blues Festival	Clearwater	Music/Food Fest	02-28-2025	25,000	50,000	\$ 75,000.00	Elite 2	\$ 50,000.00
19	St Pete BikeFest	Pinellas Park	Music Festival	11-20-2025	30,000	15,000	\$ 75,000.00	Elite 2	\$ 50,000.00
20	2024 MLK Dream Big Parade	St. Petersburg	Parade	01-20-2025	45,000	15,000	\$ 75,000.00	Elite 2	\$ 50,000.00
21	31st Annual Fall King of the Beach	Madeira Beach	Fishing	11-07-2024	15500	4700	\$ 25,000.00	Elite 3	\$ 25,000.00
22	Holiday Lights in the Gardens	Largo	Holiday Event	11-25-2024	60,000	4,800	\$ 40,000.00	Enhancement 3	\$ 25,000.00
23	St Pete Tacos & Tequila Festival	St. Petersburg	Food Festival	05-09-2025	12000	1500	\$ 25,000.00	Enhancement 3	\$ 25,000.00
24	SHINE St. Petersburg Mural Festival	St. Petersburg	Mural/Arts	10-11-2024	20,000	3,000	\$ 75,000.00	Enhancement 3	\$ 25,000.00
25	St Pete Bacon & BBQ Festival	St. Petersburg	Food Festival	01-10-2025	15000	2000	\$ 75,000.00	Enhancement 3	\$ 25,000.00
26	OCC Invitational Bike Show	Pinellas Park	Music Festival	05-16-2025	17,000	5,000	\$ 25,000.00	Enhancement 3	\$ 25,000.00
27	Tampa Bay Blues Festival	St. Petersburg	Music Festival	04-10-2025	25,000	21,000	\$ 150,000.00	Enhancement 3	\$ 25,000.00
28	American Stage "Hair" the Musical in the Park 2025	St. Petersburg	Arts	03-26-2025	16000	400	\$ 20,000.00	Enhancement 4	\$ 20,000.00
29	LOCALTOPIA, "A Community Celebration of All Things Local"	St. Petersburg	Shopping	02-22-2025	60,000	7,500	\$ 25,000.00	Enhancement 4	\$ 20,000.00
30	NYE at the Pier	St. Petersburg	Holiday Event	12-31-2024	30000	1000	\$ 25,000.00	Enhancement 4	\$ 20,000.00
31	Rays Music Festival	St. Petersburg	Music Festival	11-09-2024	34,000	4,000	\$ 75,000.00	New	\$ 15,000.00
	St. Pete Pier Bundle 1 (Piertoberfest, Fall Fest, Spring Fest)	St. Petersburg	Multiple				\$ 65,000.00	Enhancement 3	\$ 25,000.00
	St. Pete Pier Bundle 2 (All July Events for 5-year Anniversary)	St. Petersburg	Multiple				\$ 90,000.00	New	\$ 15,000.00
BUNDLED EVENTS									
32	Piertoberfest	St. Petersburg	Holiday Event	10-05-2024	9000	500			
33	St Pete Pier Fall Festival and Pumpkin Patch	St. Petersburg	Holiday Event	10-11-2024	30,000	1,000			
34	St Pete Spring Festival & Easter Egg Hunt	St. Petersburg	Holiday Event	04-20-2025	9000	500			
35	The Fourth & Pier 5yr Anniversary Celebration	St. Petersburg	Holiday Event	07-04-2025	30000	500			
36	Tampa Bay Ice Cream Festival Presented by Visit St Pete Clearwater	St. Petersburg	Food Festival	07-20-2025	10000	NA			
37	St Pete Pier 5 Year Anniversary Drone Show	St. Petersburg	Holiday Event	07-12-2025	30000	1000			
38	St Pete Pier 5yr Anniversary Concert	St. Petersburg	Holiday Event	07-19-2025	20000	1000			
39	St Pete Pier 5yr Anniversary Water Light Show	St. Petersburg	Holiday Event	07-26-2025	30000	1000			

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	DID NOT QUALIFY								
40	Savor St. Pete	St. Petersburg	Food Festival	11-02-2024	7000	1140	\$ 25,000.00		
41	Dunedin Pride Week	Dunedin	Parade	06-22-2025	10,000	1200	\$ 15,000.00		
42	Gulf Beaches Rotary Spring Break Waterfront Festival	Madeira Beach	Festival	03-13-2025	8000	100	\$ 20,000.00		
43	Merry Beach Market & Holiday festival	Treasure Island	Holiday Event	12-13-2024	12,000	1,500	\$ 25,000.00		
44	Dunedin Mardi Gras	Dunedin	Parade	02-28-2025	N/A - free event	6000	\$ 25,000.00		
45	There's Snow Place Like Tarpon Springs	Tarpon Springs	Holiday Event	12-06-2024	0	3,000	\$ 35,000.00		
46	SALSA at the District	Clearwater	Dance	10-12-2024	10000	unknown yet	\$ 50,000.00		
47	Shopapalooza 2024	St. Petersburg	Shopping	11-30-2024	20,000	100	\$ 30,000.00		
48	First Night St Pete- NYE 2025	St. Petersburg	Holiday Event	12-31-2024	15,000	2-3	\$ 25,000.00		
49	St Petersburg Conference on World Affairs	St. Petersburg	Conference	02-11-2025	850	50	\$ 15,000.00		
50	Tide Fest	St. Petersburg	Festival	01-18-2025	3000	100	\$ 15,000.00		
51	The 2024 PWRTRC Juneteenth Literacy Festival	St. Petersburg	Holiday Event	06-18-2025			\$ 15,000.00		

TOTAL BUDGET	\$ 2,000,000.00		
TOTAL REQUEST	\$ 2,960,000.00	51	# of Applications
TOTAL RECOMMENDED	\$ 1,865,000.00	33	# of Events Recommended

ALLOCATIONS			
Elite Event 1 Allocation	\$ 550,000.00	4	# of Elite 1
Elite Event 2 Allocation	\$ 1,025,000.00	16	# of Elite 2
Elite Event 3 Allocation	\$ 25,000.00	1	# of Elite 3
Destination Enhancement 3 Allocation	\$ 175,000.00	7	# of Enhancement 3
Destination Enhancement 4 Allocation	\$ 60,000.00	3	# of Enhancement 4
New Events	\$ 30,000.00	2	# of New

ELITE TOTAL	\$ 1,600,000.00
DESTINATION ENHANCEMENT TOTAL	\$ 265,000.00
REMAINING FOR CYCLE 2	\$ 135,000.00