



FY24 ELITE EVENT FUNDING

Public Information Webinar March 8, 2023

AGENDA

- 1. Introduction / Quick Facts
- 2. Program Overview & Resources
 - Timeline
 - Guidelines
 - Application Requirements & Instructions
 - Standard Funding Agreement
 - Post-Event Worksheet
- 3. Application Walkthrough
- 4. Post or Email Your Questions



QUICK FACTS

Q: Where can I find program resources?

A: Partners.VisitStPeteClearwater.com

Q: What has changed?

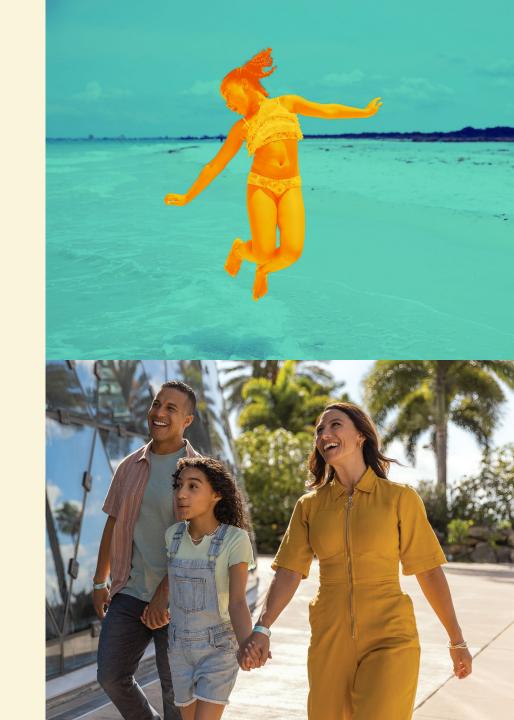
A: No changes to the Guidelines

Q: When is FY24?

A: Oct. 1, 2023 – Sept. 30, 2024

Q: What is the Program Budget?

A: Up to \$2M annually; max. \$150k per event



TIMELINE

Click <u>Here</u> for Resource

Application Launch

Application Close

Internal Review

TDC Review

BCC Review

Friday, March 3

Friday, March 31 @ 4pm

April – May

Wednesday, May 17 @ 9am

Tuesday, June 13 @ 2pm (to be confirmed)



GUIDELINES

Click Here for Resource

- 1. No changes from last year.
- 2. Organizer must be registered with State of Florida Division of Corporations.
- VSPC must be able to verify status on <u>Sunbiz.org</u>
- 3. VSPC not obligated to provide funding or reimbursement if agreement is not executed.

- 4. Definition of "Conflicting" Events
- 5. Post-Application Communication with VSPC
- 6. May NOT utilize Elite Event Funds towards other VSPC programs
- 7. Definition of "Broadcast"
- 8. Post-Event submittals within 45 days

APPLICATION REQUIREMENTS & INSTRUCTIONS

Click <u>Here</u> for Resource

Step-by-Step Guide to completing your application.

Strongly encouraged to have your documentation ready at the onset:

- 1. Proof of Registration (Sunbiz.org)
- 2. Most Recent Economic Impact Study or Visitor Profile Study
- 3. Marketing Plan (see Exhibit C Template)
- 4. Sponsorship Proposal (see Exhibit D Template)
- 5. Event Map

Have issues or questions during application process? Contact:

Craig Campbell

(727) 464-7254

Craig@VisitSPC.com

STANDARD FUNDING AGREEMENT

Click <u>Here</u> for Resource

Boilerplate agreement generated by Pinellas County for all Elite Events.

Changes to the agreement are not accepted.

Exhibits are event-specific:

- Exhibit A Sponsorship
- 2. Exhibit B Marketing Plan



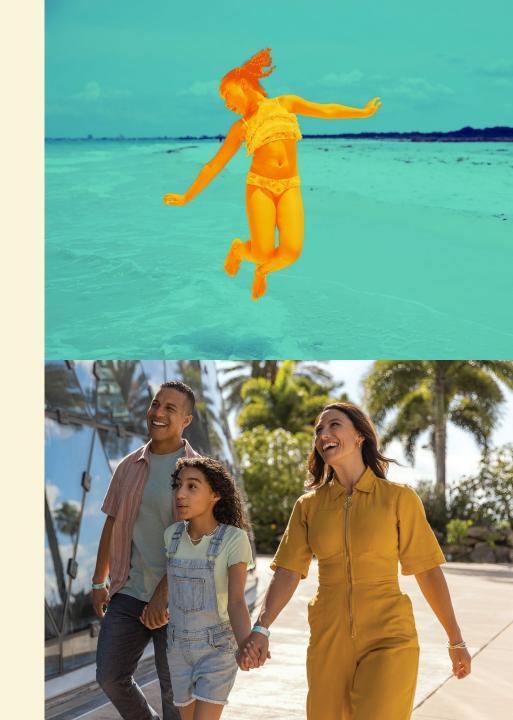
POST-EVENT WORKSHEET

Click <u>Here</u> for Resource

Within 45 days of conclusion of event, organizers must complete & submit:

- 1. Signed Worksheet
- 2. Invoice
- 3. W-9
- 4. Proof of Performance: Sponsorship (Ex. A)
- 5. Proof of Performance: Marketing (Ex. B)

Digital or Hard Copy is accepted.





THANK YOU

