



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 [Here](#) for Resource

Application Launch

Friday, March 3

Application Close

Friday, March 31 @ 4pm

Internal Review

April – May

TDC Review

Wednesday, May 17 @ 9am

BCC Review

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 [Sunbiz.org](#)
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 [Here](#) 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 [Here](#) for Resource

Boilerplate agreement generated by Pinellas County for all Elite Events.

Changes to the agreement are not accepted.

Exhibits are event-specific:

1. Exhibit A – Sponsorship
2. Exhibit B – Marketing Plan



POST-EVENT WORKSHEET

Click [Here](#) 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

