

PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL

February 19, 2020

The Pinellas County Tourist Development Council (TDC), as created under Pinellas County Ordinance 78-20 pursuant to Section 125.0104, Florida Statutes, met in regular session in the Board of County Commissioners (BCC) Assembly Room, 315 Court Street, Fifth Floor, Clearwater, Florida, on this date at 10:02 A.M. with the following members present:

Pat Gerard, BCC Chair, Chair

Russ Kimball, Sheraton Sand Key Resort, Vice-Chair

George Cretekos, City of Clearwater Mayor

Phil Henderson, Jr., StarLite Cruises

Joanne "Cookie" Kennedy, City of Indian Rocks Beach Mayor

Doreen Moore, Travel Resort Services, Inc.

Charles Prather, The Birchwood Inn

Trisha Rodriguez, Clearwater Ferry

Anthony Satterfield, Alden Suites

Not Present

Julie Ward Bujalski, City of Dunedin Mayor

Rick Kriseman, City of St. Petersburg Mayor

Others Present

Steve Hayes, Visit St. Pete/Clearwater (VSPC) President and CEO

Tim Ramsberger, Chief Operating Officer

Leroy Bridges, Vice-President Digital & Communications

Liz McCann, Executive Administrative Assistant

Michael Zas, Managing Assistant County Attorney

Other Interested Individuals

Chris Bartlett, Senior Board Reporter, Deputy Clerk

Agenda

- I. CALL TO ORDER/ROLL CALL – Chair Pat Gerard
- II. CHAIR COMMENTS
- III. APPROVAL OF TDC MINUTES – January 15, 2020 TDC Meeting
- IV. PUBLIC COMMENTS
- V. ELITE EVENT FUNDING PROGRAM – Tim Ramsberger
  - A. Guidelines

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- VI. PRESENTATIONS
  - A. 2021 Super Bowl – Rob Higgins, Super Bowl Host Committee President and CEO
  - B. St. Pete Arts Alliance – John Collins, Executive Director
- VII. SUBCOMMITTEE REPORTS – Steve Hayes
  - A. Finance Subcommittee
- VIII. DEPARTMENT REPORTS
- IX. VSPC PRESIDENT AND CEO REPORT – Steve Hayes
  - A. Tourism Economics Snapshot – December 2019
  - B. Pinellas County Bed Tax – December 2019
  - C. CVB Budget Workshop Date
- X. BOARD MEMBER COMMENTS
- XI. ADJOURNMENT

All documents and presentations provided to the Clerk’s Office have been made a part of the record.

CALL TO ORDER/ROLL CALL

Chair Gerard called the meeting to order at 10:02 A.M.

CHAIR COMMENTS – None

MINUTES OF THE JANUARY 15, 2020 MEETING – APPROVED

Upon motion by Ms. Rodriguez, seconded by Mayor Kennedy and carried unanimously, the minutes of the January 15 meeting were approved.

PUBLIC COMMENT

Creative Pinellas Arts and Culture Outreach Manager Leigh Davis provided information regarding the upcoming *Glass in the Gallery* and *Gialanella in the Gardens* exhibits to be held at The Gallery at Creative Pinellas and the Florida Botanical Gardens, respectively; whereupon, she submitted a pamphlet titled *Art Works!* and shared updated information regarding the economic impact of the arts in Pinellas County.

## ELITE EVENT FUNDING PROGRAM

### Guidelines

Mr. Ramsberger provided information regarding proposed changes to the program, relating that during the past funding cycle, there was a need to clarify that any portion of funds awarded to an event for marketing must be used solely for marketing expenses and cannot be used for operating expenses of the event; and that the rating criteria points for marketing and media within the guidelines have been combined to maintain consistency with the application process.

Mr. Satterfield moved, seconded by Mr. Prather and carried unanimously, that the TDC recommend the proposed changes to the BCC for approval.

Mr. Henderson stated that the requirement calling for a 100-percent return on investment is likely a deterrent to smaller events that would otherwise wish to participate in the program; and that lowering the percentage could help attract new and growing events or support a wider variety of worthy ones. Mr. Ramsberger, with input by Mr. Hayes, indicated that a workshop will be scheduled to review the guidelines for the next funding cycle.

## PRESENTATIONS

### 2021 Super Bowl

Mr. Hayes introduced Tampa Bay Super Bowl LV Host Committee CEO and President Rob Higgins, who conducted a PowerPoint presentation and played a short video regarding the hosting of Super Bowls in the Tampa Bay region.

Mr. Higgins related that in 2021, Tampa Bay will host its fifth Super Bowl game, its first since 2009; that the Host Committee is working with the National Football League (NFL) to build an overall plan for the game and to help showcase the region; and that it includes collaborating with stakeholders throughout Pinellas County to maximize the economic and social impact of the event.

Mr. Higgins indicated that the projected economic impact would include:

- \$400 to \$450 million in local gross spending
- Approximately 300,000 room nights booked over 10 days
- 1,600 private jet landings

- Up to 70,000 game attendees
- 100,000 travelers on the day after the game

Mr. Higgins discussed the social impact and marketing visibility in relation to hosting the event, noting that over 100 million viewers will watch the game from around the world; and that 6,000 credentialed media personnel will be reporting on the related events for their organizations and followers. He stated that there is a 12-month-long opportunity to work with NFL corporate partners and their 35 global brands, as well as their constituencies and clients.

Mr. Higgins referred to Pinellas County's investment in the 2017 College Football Playoff National Championship and related that the County initially invested \$650,000; and that in return, hotel revenue increased over \$4.5 million when compared to the previous year. He stated that the Host Committee has received commitments from organizations within Hillsborough County and the State of Florida for approximately \$6.5 million in public funding; and that the Committee is asking for an investment of \$1.5 million from Pinellas County to help offset hosting expenses, and Mr. Hayes provided input.

In response to query by Mr. Satterfield, Mr. Higgins explained that the transfer of funds does not need to happen immediately. Mr. Satterfield noted that the amount could be part of next year's budget, and several members concurred.

Responding to queries by Mayor Cretekos, Mr. Higgins indicated that Pinellas County will be showcased as one of the three or four locations available for game-related events; that creating a local connection to the Super Bowl experience is important for visitors staying in areas outside of the City of Tampa; and that it is important to maximize the number of hotel rooms that will be made available to anyone wishing to stay along the Gulf Coast and its beaches.

Following discussion, Mr. Satterfield moved, seconded by Mr. Kimball and carried unanimously, that the TDC be in favor of supporting the event and authorize Mr. Hayes to draft a working plan for presentation and formal approval at a future meeting.

#### St. Pete Arts Alliance

St. Pete Arts Alliance Executive Director John Collins conducted a PowerPoint presentation titled *SHINE St. Petersburg Mural Festival – Year Five* and provided background information on the project and the accomplishments in 2019. He stated that the project is designed to illuminate the power of art in public places; that the work of over 120 artists from around the world has been featured; that 21 new murals were created and 12 Corner Canvas wraps were installed around the

area in the past year; and that a total of 93 murals have been created since 2015; whereupon, he referred to photographs and described several of the new murals and other installations.

Mr. Collins related that the Arts Alliance partnered with PixelStix and other partners to develop a mobile app, allowing patrons to interact with the murals and find parking near each location; that the app provides recordings and other information that describes the art in more detail; and that it can be used locally by tapping one's phone on a marker attached to the mural directly, or worldwide by anyone unable to visit the physical locations. He noted that any interested person may choose to visit the murals on their own or through designed tours via walking, bicycle, or trolley.

Mr. Collins stated that the project has had a direct economic impact of over \$2 million, generating \$79,000 in tax revenue, 1,320 hotel room nights, and over 200 vacation home rentals. He related that applying for Elite Funding last year required considerable time and effort; and that as a result, the organization will not be submitting an application for new funding this year, and Chair Gerard noted that the guidelines have changed and encouraged him to reconsider; whereupon, discussion ensued regarding a City of Clearwater program to paint storm drains throughout the community and a mural project located in Flint, Michigan.

### SUBCOMMITTEE REPORTS

Mr. Hayes provided a recap of the Finance Subcommittee meeting held earlier in the morning. He related that a current financial statement was provided; that the members discussed the need for the TDC to regularly receive financial summaries regarding capital projects, beach nourishment, and other spending, as well as other high-dollar items such as advertising; and that a budget workshop will be held in early May.

Noting that subcommittees meet every other month, Mr. Hayes indicated that the Marketing Subcommittee will meet in March; and that the TDC will receive ongoing updates at its regular meetings.

### DEPARTMENT REPORTS

Mr. Hayes indicated that all VSPC department reports are available online at [partners.visitstpeteclearwater.com](http://partners.visitstpeteclearwater.com).

### VSPC PRESIDENT AND CEO REPORTS

Mr. Hayes noted that certain information in the Tourism Economic Snapshot Report has been consolidated; and that Room Nights Sold and Revenue per Available Room (RevPAR) increased in December 2019 by 5.7 and 9.5 percent, respectively, when compared to December of the previous year.

Responding to queries by Mr. Henderson, Mr. Bridges indicated that the Market Comparison Report includes only STR data; that some hoteliers in Pinellas County do not report their data through STR; and that the data may not always tell a complete story when comparing Pinellas to other counties.

Mr. Hayes indicated that tax revenue continues to increase each month; and that current year-to-date revenue is up 14.2 percent. He noted that Home Share room nights increased 21 percent in 2019 compared to the previous year; and that RevPAR was up 12 percent; whereupon, responding to query by Mr. Satterfield, he stated that Home Share data is based on unit rentals regardless of the number of rooms in the unit.

Mr. Hayes related that VSPC met with most of its agency partners on February 18 to strategize and collaborate with regard to marketing and messaging, and Mr. Bridges introduced the following participants, who each provided brief comments:

- BVK President Bret Stasiak
- Miles Partnership Account Director Scott Bacon
- NJF Account Supervisor Alyssa Almeida
- Destinations Analyst Founder and Managing Director David Bratton

### BOARD MEMBER COMMENTS

Chair Gerard congratulated Mr. Kimball on celebrating his 45th anniversary with Sheraton Hotels and Resorts.

### ADJOURNMENT

The meeting was adjourned at 11:17 A.M.