



ELITE EVENT FUNDING PROGRAM

FY25 Launch

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ELITE EVENTS

Guidelines - Proposed Changes

1. Elite Events vs Destination Enhancement Events
2. Two Funding Cycles for Destination Enhancement Events
3. Adjustments/Clarifications
 - Clearly define "Marketing" as pre-event expenditures designed to drive awareness and visitation/attendance
 - Clearly define "Sponsorship" as on-site exposure
 - Define "Broadcast" and criteria for Category 1

ELITE EVENTS

Funding Categories & Eligibility

Max Funding

Category 1: 50,000 attendees or 15,000 room nights
National Broadcast to exceed 100,000 views

\$150,000

Category 2: 15,000 attendees or 4,500 room nights

\$75,000

Category 3: 10,000 attendees or 3,000 room nights

\$25,000

Category 4: 7,500 attendees

\$20,000

Category 5: New Event

\$15,000

ELITE EVENTS

Application Timeline

1. TDC Kickoff - Wednesday, March 20
2. BCC Review - Tuesday, April 23
3. Application Launch - Wednesday, May 1
4. Public Info Meeting - Thursday, May 2
5. Application Deadline - Friday, May 31
6. VSPC/Internal Review - June
7. TDC Review - July
8. BCC Review - August



ST.PETE
CLEARWATER

THANK YOU

