

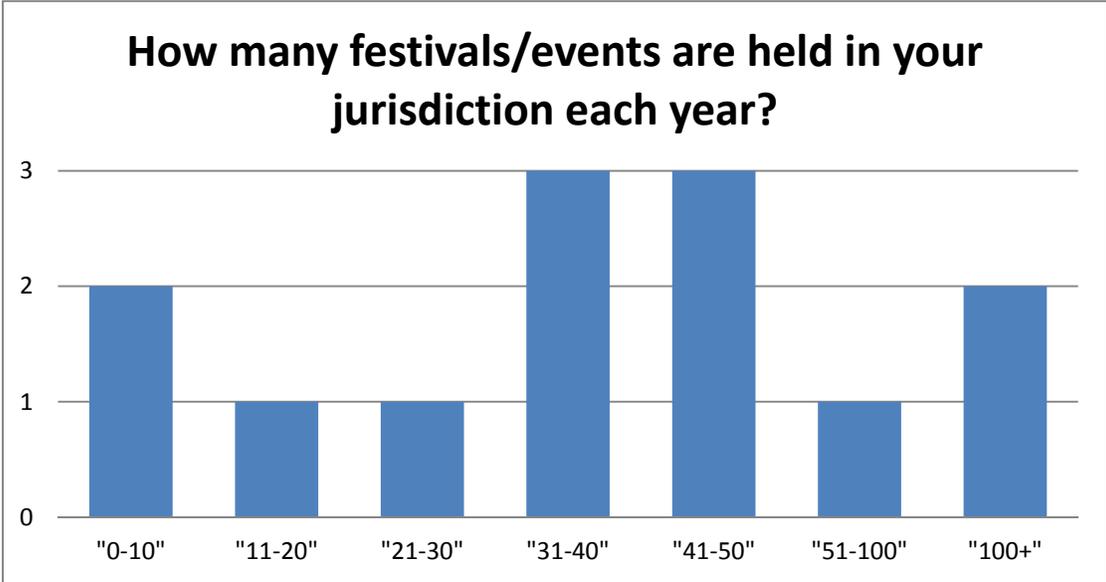


Tampa Bay Regional Planning Council

Public Subsidy of Special Events Survey Results

In September 2016, the Tampa Bay Regional Planning Council conducted a survey of its member jurisdictions to assess the current state of public subsidy policies for public events in the Tampa Bay Area. Sixteen jurisdictions answered the survey and the results are provided below.

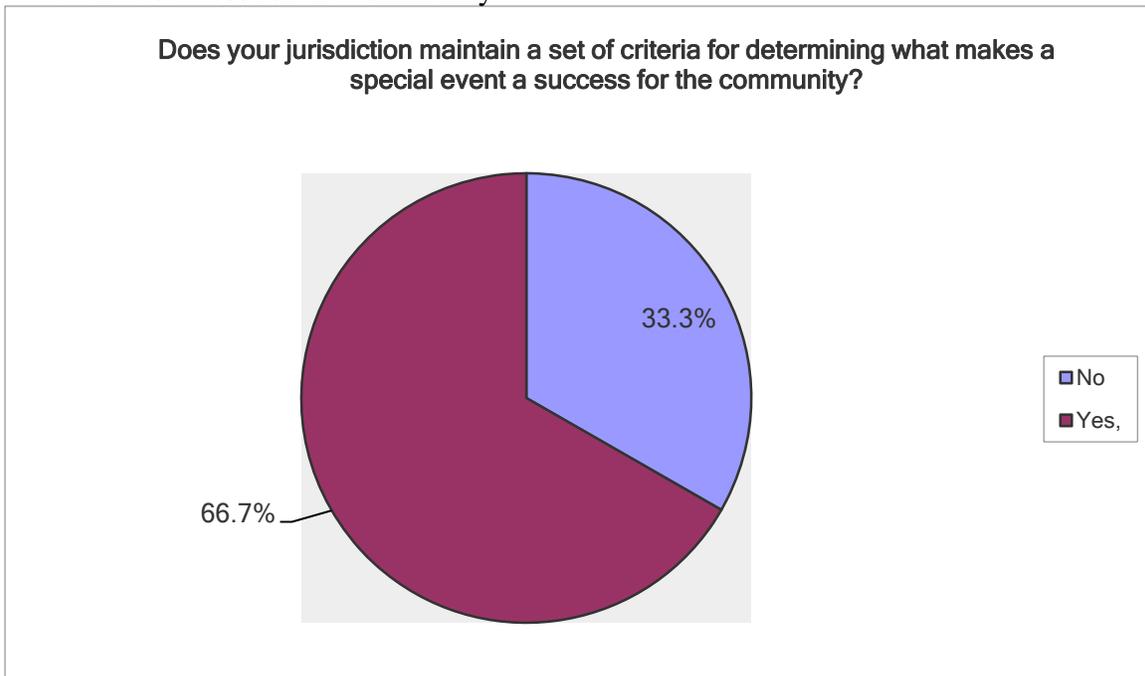
- 1. How many festivals/events are held in your jurisdiction each year?



2. Of the total number of festivals, how many are sponsored by



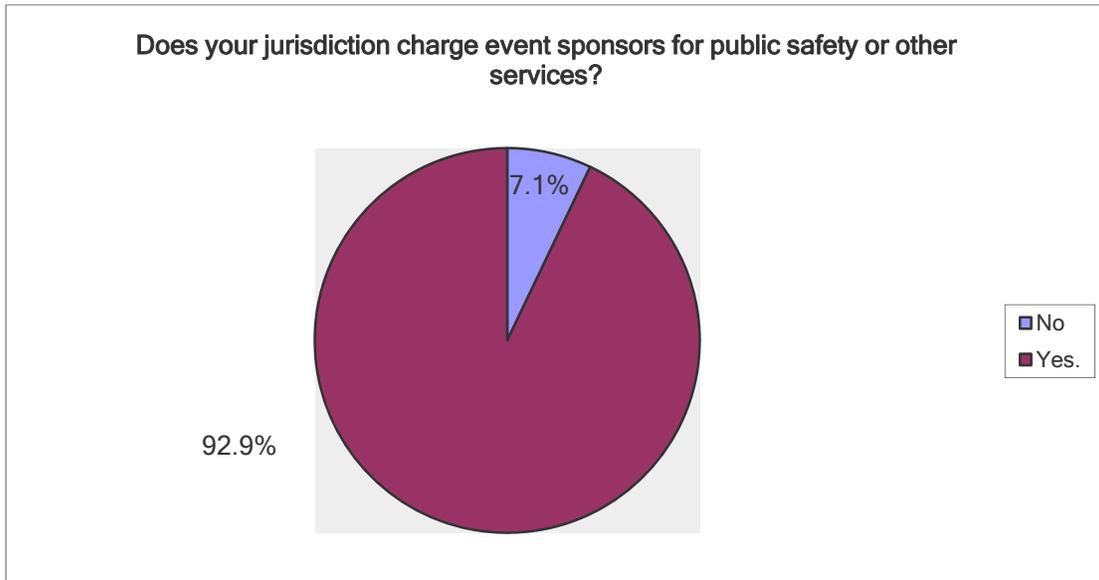
3. Does your jurisdiction maintain a set of criteria for determining what makes a special event a success for the community?



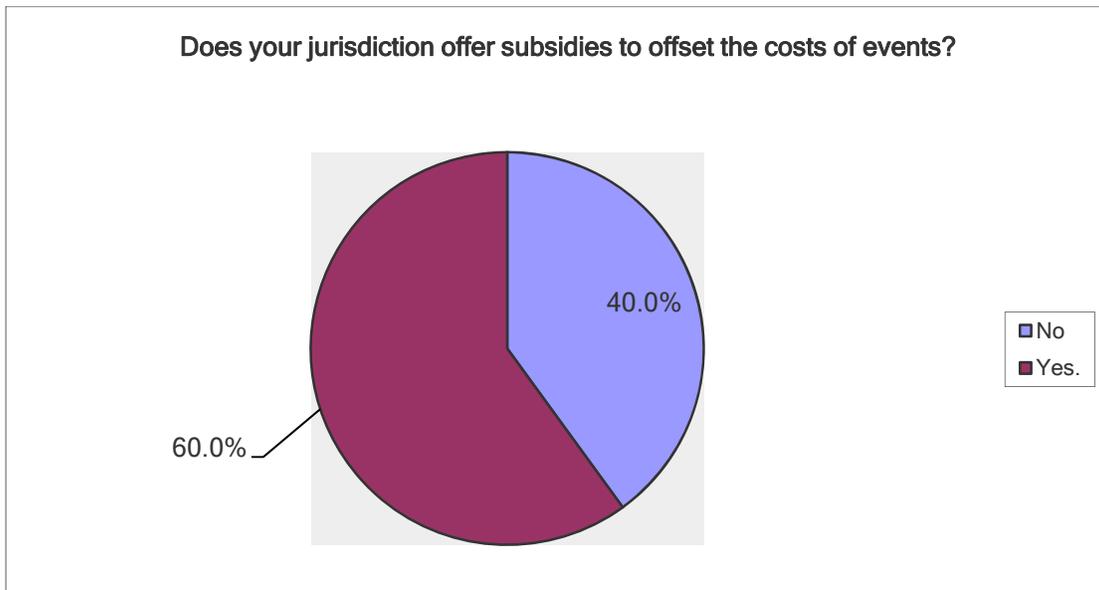
4. Which services does your jurisdiction provide for special events? (E.g, traffic control, parking management, public safety).

Services jurisdictions provided include event/city liaison, EMS, traffic, parking and crowd control, sanitation, barricades, stages and logistics assistance.

5. Does your jurisdiction charge event sponsors for public safety or other services?



6. Does your jurisdiction offer subsidies to offset the costs of events?



7. If your jurisdiction offers subsidies for events, which criteria do you use?

| Answer Options | Response Percent | Response Count |
|---|------------------|----------------|
| We do not offer subsidies, and therefore do not have any criteria | 33.3% | 5 |
| We do offer subsidies, but we do not have fixed criteria | 26.7% | 4 |
| Attendance estimates | 13.3% | 2 |
| Potential to increase local sales activity | 13.3% | 2 |
| Potential for room-nights at local hotels | 20.0% | 3 |
| Potential for return visits by tourists | 13.3% | 2 |
| Sound business plan | 20.0% | 3 |
| Prior experience | 20.0% | 3 |
| Other (please specify) | 26.7% | 4 |
| <i>answered question</i> | | 15 |
| <i>skipped question</i> | | 1 |

8. If your jurisdiction does offer subsidies, to which categories can those subsidies be applied?

| If your jurisdiction does offer subsidies, to which categories can those subsidies be applied? | | |
|--|------------------|----------------|
| Answer Options | Response Percent | Response Count |
| We do not offer subsidies | 35.7% | 5 |
| Print, Radio, Digital, TV ads | 35.7% | 5 |
| Outdoor signage and banners | 35.7% | 5 |
| Direct mail | 21.4% | 3 |
| Site costs or fees | 50.0% | 7 |
| Public safety | 28.6% | 4 |
| Other (please specify) | | 5 |
| <i>answered question</i> | | 14 |
| <i>skipped question</i> | | 2 |

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