



Legislation Text

File #: ID#20-7446, Version: 1

SUBJECT/RECOMMENDATION:

Approve Host Venue Agreement between the City and Competitor Group, Inc. (CGI) to conduct Rock 'n' Roll running events in Clearwater Florida for five years, beginning October 23-25, 2020 through October 2024, approve an estimated cost of \$40,000 of in-kind contributions to be included as a co-sponsored special event for Fiscal Year 2020/21 operating budgets and authorize the appropriate officials to execute same. (consent)

SUMMARY:

The City Council approves the annual co-sponsorship list and funding for budget purposes in April of each year. However, the City has been asked to partner with CGI to conduct a world class Rock 'n' Roll running event in Clearwater in October 2020. In order to do so, approvals must be granted ahead of the City's normal budgeting process.

The City has a history of providing world class running events in Clearwater, most notably the Ironman World Championships in 2004 through 2009. In 2019 twenty-two racing events were approved by the Special Events Committee and held in Clearwater. Eight of these races, three being half marathons, were held in downtown.

The City has co-sponsored Clearwater for Youth (CFY) Phil Doganiero Three Bridge Run for the past several years, providing approximately \$12,100 of in-kind support each year. CGI has negotiated a separate agreement with CFY to buy out the Three Bridge Run held in October so they could produce a Rock 'n' Roll race in its place at the same location and on the same date as CFY.

CGI runs world class running events throughout the United States and around the world. Their schedule for 2020 includes New Orleans, Medellin, Santiago, Oaxaca, Washington DC, San Francisco, Madrid, Nashville, Atlantic City, Liverpool, San Diego, Seattle, Chicago, Dublin, Virginia Beach, Philadelphia, Denver, Savannah, etc. They would like to add Clearwater and our number one beach to this schedule.

CGI proposes to conduct a 5K race on Saturday, October 24th beginning at 7:00 am and a half marathon on Sunday, October 25th beginning at 7:00 am. Maintenance of traffic plans (MOT) will be developed depending on the size of each race. The maximum number of runners in each event will be 7,500; however, since it is a first-year event, staff is estimating a smaller, more manageable number of runners.

Races will begin and end at Coachman Park, unless the park is not available due to construction activities for Imagine Clearwater, which will require the race to move to Sand Key Park.

As in the past with these types of races, a portion of the roadways will be blocked off with limited vehicular travel during the race. This will be a temporary inconvenience for residents, guests, and businesses along the course which includes not only Clearwater but also Belleair Beach, City of Belleair, Belleair Bluffs, and Pinellas County. Agreements with each of these municipalities and Pinellas County, as well as FDOT will be needed.

Staff is recommending approval based on the positive impacts the race will produce which include support for Clearwater for Youth, worldwide publicity for Clearwater, positive economic impact to the city, as well as residents can participate in a world class event and the event will help support new facilities in downtown.

APPROPRIATION CODE AND AMOUNT: N/A

USE OF RESERVE FUNDS: N/A