



# Town of Belleair

901 Ponce de Leon Blvd.  
Belleair, FL 33756

## Meeting Agenda

### Public Meeting

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Wednesday, January 22, 2020

10:00 AM

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#### LPGA AD HOC COMMITTEE

Welcome. We are glad to have you join us. If you wish to speak, please wait to be recognized, then step to the podium and state your name and address. We also ask that you please turn-off all cell phones.

#### ROLL CALL

#### CITIZENS COMMENTS

*(Discussion of items not on the agenda. Each speaker will be allowed 3 minutes to speak.)*

#### GENERAL AGENDA

[20-0004](#) Approval of December 18, 2020 Meeting Minutes

Attachments: [LPGA Minutes 12-18-2019](#)

[20-0005](#) Discussion of Draft Ordinance and Parking Map for the Pelican Women's Championship

Attachments: [1.16.20 Ordinance Draft\\_Pelican Women's Championship](#)  
[1.16.20 Parking Availability Map Draft\\_Pelican Women's Championship](#)  
[Economic Impact Study\\_ShopRite\\_FINAL](#)

[20-0010](#) Presentation and Event Update by Eiger

#### ADJOURNMENT

ANY PERSON WITH A DISABILITY REQUIRING REASONABLE ACCOMMODATIONS IN ORDER TO PARTICIPATE IN THIS MEETING, SHOULD CALL (727) 588-3769 OR FAX A WRITTEN REQUEST TO (727) 588-3767.



## Legislation Details (With Text)

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**File #:** 20-0004      **Version:** 1      **Name:**

**Type:** Action Item      **Status:** General Agenda

**File created:** 1/16/2020      **In control:** Public Meeting

**On agenda:** 1/22/2020      **Final action:**

**Title:** Approval of December 18, 2020 Meeting Minutes

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** [LPGA Minutes 12-18-2019](#)

Date	Ver.	Action By	Action	Result
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# Town of Belleair

901 Ponce de Leon Blvd.  
Belleair, FL 33756

## Meeting Minutes Public Meeting

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Wednesday, December 18, 2019

10:00 AM

Town Hall

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### LPGA AD HOC COMMITTEE

Welcome. We are glad to have you join us. If you wish to speak, please wait to be recognized, then step to the podium and state your name and address. We also ask that you please turn-off all cell phones.

Meeting called to order at 10:02 am with Chairman Cromer presiding.

### ROLL CALL

Present: Jerry Collman, Lil Cromer, Justin Helmus, Peter Kyers, Molly DuPont Schaffer

### CITIZENS COMMENTS

None to be heard.

### GENERAL AGENDA

[19-0348](#)

Discussion of LPGA Event

Ryan Dever-Tournament Manager-Played a film advertising event in St Pete/Clearwater area; event schedule still in the works; ticket designs done soon; worked w/ Cathy DeKarz to complete a FAQ page on town website; preliminary site plan for hospitality suites was shown; construction schedule shown;

Discussion ensued regarding parking, suggested contacting Publix; contacted city of largo and clearwater; use of school parking lots

Mr Dever continued presentation by discussing miscellaneous vendors that coordinate ecology, sanitary tations, temporary power.

Sam Mok-Volunteer Coordinator-Provided volunteer update, seeking 600 total; newsletter will go out after the new year.

Chief Doyle suggested a booth at sunset race and concerts

Discussions regarding potential volunteer resources such as schools.

Mr. Murphy discussed necessary ordinance; April 7th will be second and final reading; discussed overview of what ord will contain; special relief permit process will be involved; first draft shell will be done soon.

Chairman Cromer questioned player deadline; Mr. Dever stated finalization occurs a week prior to event;

Mr. Collman commented on possibility of a rainy year; Mr. Dever stated will work with

Pelican staff to identify areas of potential drainage concerns.

Ricky Allison-Director of Parks, Recreation & Public Works- Stated banners can be put up; Mr. Dever will reach out for more details.

Discussion ensued regarding marketing and reachout; potential for bulk mailing; use of nextdoor; process for volunteer reach out; potential for info surveys on site; advertising in St Pete airport area.

[19-0347](#)

Approval of November 13, 2019 Meeting Minutes

**Mr. Helmus moved to approve; seconded by Ms. Schaffer. Motion carried unanimously.**

## **ADJOURNMENT**

No further business; meeting adjourned in due form at 10:46 AM.

## **APPROVED:**

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**Chairman**



## Legislation Details (With Text)

**File #:** 20-0005      **Version:** 1      **Name:**  
**Type:** Discussion Items      **Status:** General Agenda  
**File created:** 1/16/2020      **In control:** Public Meeting  
**On agenda:**      **Final action:**  
**Title:** Discussion of Draft Ordinance and Parking Map for the Pelican Women's Championship  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** [1.16.20 Ordinance Draft Pelican Women's Championship](#)  
[1.16.20 Parking Availability Map Draft Pelican Women's Championship](#)  
[Economic Impact Study ShopRite FINAL](#)

Date	Ver.	Action By	Action	Result
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### Summary

To: LPGA Ad Hoc Committee  
From: Town of Belleair Administration and Police Departments  
Date: 1/22/2020

### Subject:

Discussion of Draft Ordinance and Parking Map for the Pelican Women's Championship

### Summary:

As the Pelican Women's Championship nears, the two largest discussions for Town staff are focusing around (1) writing and approving an ordinance to permit the tournament's activities and (2) solidifying parking plans for the week of the tournament. The below information and today's presentations seek the Committee's input on both topics.

**Previous Commission Action:** At previous meetings, the LPGA Ad Hoc Committee heard possible ordinance adjustments and possible parking locations from Eiger Marketing and the Town of Belleair. As plans become more solidified, more detailed drafts of both have been provided to the committee today.

### Background/Problem Discussion:

#### Ordinance No. 529 - Pelican Women's Championship Exemptions and Restrictions

The attached draft of Ordinance No. 529 was written by Town staff and will ultimately be reviewed and adopted by the Town Commission upon two readings in March and April. The draft addresses the following sections of the Town's Code of Ordinances, as pertaining to the below-referenced topics.

- Chapter 58, Article II, Division II: Commercial and domestic equipment and private passenger motor vehicles: Parking on pre-approved and designated unpaved surfaces shall be allowed. This section of the Code will also be addressed in order to restrict parking on certain pre-approved and designated streets

within the Town of Belleair.

- Chapter 74, Article IX: Signs: Multiple temporary exemptions from this section of the Code may include wayfinding signs, location-identifying signs, street banners, promotional signs, flags. Additional signs could include town street light banners, the overhead Indian Rocks Road banner, and informational signage.
- Section 38-70: Street sales restrictions; ornamental shrubs
- Section 58-2: Operation of golf carts on public streets
- Section 74-293: Light posts
- Section 74-484: Public nuisance noises
- Section 74-485: Noisy work prohibited during certain hours

#### Parking

Town staff, Eiger Marketing, and the LPGA Ad Hoc Committee have discussed several local options for parking, and have attached a map of possible locations per these discussions. The use of the majority of the marked locations have not been discussed with local business or property owners and are purely for discussion purposes at this point.

**Expenditure Challenges** N/A

**Financial Implications:** N/A

**Recommendation:** N/A

**Proposed Motion** N/A

**ORDINANCE NO. 529 - PELICAN WOMEN'S CHAMPIONSHIP  
EXEMPTIONS AND RESTRICTIONS**

**(1-16-20 DRAFT)**

**AN ORDINANCE OF THE TOWN OF BELLEAIR, FLORIDA...**

**WHEREAS**, it is the responsibility of the Town Commission of the Town of Belleair, Florida to ensure and promote the health, safety, and welfare of the Town's residents; and

**WHEREAS**, the Commission shall prioritize this health, safety, and welfare while making decisions for the betterment and advancement of the Belleair community; and

**WHEREAS**, the Town Commission adopted Section 74-34: Special Relief Permits in 2019 as an approval mechanism to provide relief from pre-determined sections of the Code for the purpose of short-term special events; and

**WHEREAS**, the Code of Ordinances is presently silent to any exclusive processes or procedures for the approval and permitting of special events with a duration exceeding 72 hours; and

**WHEREAS**, when opportunities for events with this longer duration arise, the Commission may consider these opportunities on a case-by-case basis and may provide relief from sections of the Code for this longer duration via the adoption of an ordinance; and

**WHEREAS**, an opportunity for a special event of a greater duration than 72 hours arose in 2019 through the Ladies Professional Golf Association's (LPGA) partnership with the Pelican Golf Club and their creation of the Pelican Women's Championship event; and

**WHEREAS**, this event is set to take place from May 11 to May 17, 2020, and to bring thousands of guests and a substantial economic impact to the greater Belleair and Tampa Bay area; and

**WHEREAS**, a golf event of this prestige and magnitude will highlight the Town of Belleair's long-standing history as golf community dating back to 1919, when famed golf course architect Donald Ross designed all three of Belleair's golf courses; and

**WHEREAS**, the Commission wishes to work with the Pelican Golf Club and its agencies, the LPGA, and the Belleair community to organize and host the Pelican Women's Championship in the most advantageous way for all involved; and

**WHEREAS**, the Town Commission proactively established an ad hoc advisory committee to organize the event and its components in a way that best ensures the health, safety, and welfare of Belleair's residents; and

**WHEREAS**, the entities listed above have jointly created the following ordinance to grant relief from various sections of the Code of Ordinances for this event; and

**WHEREAS**, the Town Commission seeks to adopt this ordinance in order to approve the following plans concerning parking, traffic control, public safety, security, noise, signage, temporary facilities, and sanitation for the Pelican Women's Championship;

**NOW, THEREFORE BE IT ORDAINED BY THE TOWN COMMISSION OF THE TOWN OF BELLEAIR, FLORIDA:**

**SECTION 1. ORDINANCE RELIEF.** The purpose of this section is to provide relief from the Code of Ordinances for the time period described in Exhibit C and at the location(s) specific in Exhibit E.

(a) The following sections of the Code of Ordinances shall be relieved:

- (1) Chapter 58, Article II, Division II: Commercial and domestic equipment and private passenger motor vehicles. Equipment and passenger motor vehicles shall be permitted to park on grass or other unpaved surfaces that are clearly identified for such purposes and as approved in Exhibit G.
- (2) Chapter 74, Article IX: Signs. REGULATIONS TO BE ADDED AT A LATER DATE
- (3) Section 38-70: Street sales restrictions; ornamental shrubs. REGULATIONS TO BE ADDED AT A LATER DATE
- (4) Section 58-2: Operation of golf carts on public streets. REGULATIONS TO BE ADDED AT A LATER DATE
- (5) Section 74-293: Light posts. REGULATIONS TO BE ADDED AT A LATER DATE



(6) Section 74-484: Public nuisance noises. REGULATIONS TO BE ADDED AT A LATER DATE

(7) Section 74-485: Noisy work prohibited during certain hours. REGULATIONS TO BE ADDED AT A LATER DATE

- (b) The Town Commission reserves the right to attach conditions of issuance as deemed necessary to further the health, safety, comfort, convenience, and welfare of all guests, employees, residents, and vendors, and to protect the Town of Belleair from any undue liability.

**SECTION 2. REQUIRED SUBMITTALS.** Authorized representatives of the Pelican Women's Championship have submitted the following information, which has been reviewed and accepted by Town staff, the LPGA Ad Hoc Committee, Largo Fire Rescue, and the St. Pete Clearwater Film Commission. All below-listed documentation shall be considered approved upon the adoption of this ordinance by the Town Commission.

(a) Required plans and documents

- (1) Exhibit A: An executive summary letter addressed to the Town Commission that details the event and its intent
- (2) Exhibit B: Contact information for the applicant, per a prescribed Town form
- (3) Exhibit C: The specific dates and times for which relief is being requested
- (4) Exhibit D: Master Schedule Plan
- (5) Exhibit E: Master Site Plan
- (6) Exhibit F: Traffic Control Plan
- (7) Exhibit G: Parking Control Plan
- (8) Exhibit H: Life Safety Plan
- (9) Exhibit I: Sanitary Plan
- (10) Exhibit J: Certificate of Liability Insurance

(b) Required permits

- (1) Exhibit K: All necessary Town of Belleair Building Permits pertaining to accessory structures, tents, bleachers, and/or temporary grandstands
- (2) Exhibit L: All necessary permits granted by Largo Fire Rescue
- (3) Exhibit M: All necessary permits provided by the St. Pete Clearwater Film Commission

- (c) All approved uses shall only be valid during the times approved and shall expire immediately following the permitted times provided in Exhibit C.

**SECTION 3. FEES.** The applicant shall be required to pay any and all applicable permit fees prior to the Commission hearing this ordinance. These fees are nonrefundable. The applicant shall also pay a \$200.00 nonrefundable “Appeal to the Commission” fee per Section B: Fee Schedule in advance of this ordinance’s consideration. In addition, the applicant shall incur all direct costs of the noticing of this ordinance prior to the hearing of the ordinance.

**SECTION 4. APPROVAL OF ORDINANCE.** The Town Commission reserves the sole right to approve and condition this ordinance through two readings at publicly-noticed Commission hearings. Upon approval, the Commission grants enforceability and revocation rights to the Town Manager. Within five (5) business days of approval, the Town Manager shall provide a letter to the applicant detailing the Commission’s decision, any imposed conditions, and copies of all plans and permits approved therein.

**SECTION 5. SPECIAL RESTRICTIONS AND EXEMPTIONS.** Additional restrictions and exemption shall be enacted for the duration of the event provided in Exhibit C regarding the following sections of the Code of Ordinances.

(a) Section 58-57 - Parking of domestic equipment prohibited in certain areas; exceptions and Section 58-58 - Parking of commercial equipment prohibited in certain areas; exceptions. Parking shall be restricted on the following roads for the tournament week of the Pelican Women’s Championship. Any existing roads properly marked “no parking” that are not on the following list will additionally not allow parking during the tournament week.

- a. Althea Road
- b. Bayview Drive
- c. DeSoto Place
- d. Golfview Drive (south of Poinsettia Road)
- e. Hibiscus Road
- f. Osceola Road
- g. Palm Avenue
- h. Pineland Avenue
- i. Pinellas Road
- j. Poinsettia Road
- k. Rosery Road

**SECTION 6. REVOCATION.** At any time, the Town Manager may, after notice to the applicant, revoke this ordinance on a finding that the preparations for the event have not been carried out as stated or if the conditions imposed by the ordinance have not been met.

**SECTION 7. SEVERABILITY.** In the event that any word, phrase, clause, sentence or paragraph hereof shall be held invalid by any court of competent jurisdiction, such holding shall not affect any other word, clause, phrase, sentence, or paragraph hereof.

**SECTION 8. SUPERSEDING CLAUSE.** All ordinances, resolutions, or parts thereof in conflict or inconsistent with this ordinance are hereby superseded insofar as there is conflict or inconsistency.

**SECTION 9. EFFECTIVE DATE.** This ordinance shall take effect immediately upon passing and remains in effect until the expiration date of Monday, June 1, 2020.

**PASSED ON FIRST READING:** MARCH, 2020

**PASSED AND ADOPTED ON SECOND AND FINAL READING:** APRIL, 2020

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Mayor Gary H. Katica

**ATTEST:**

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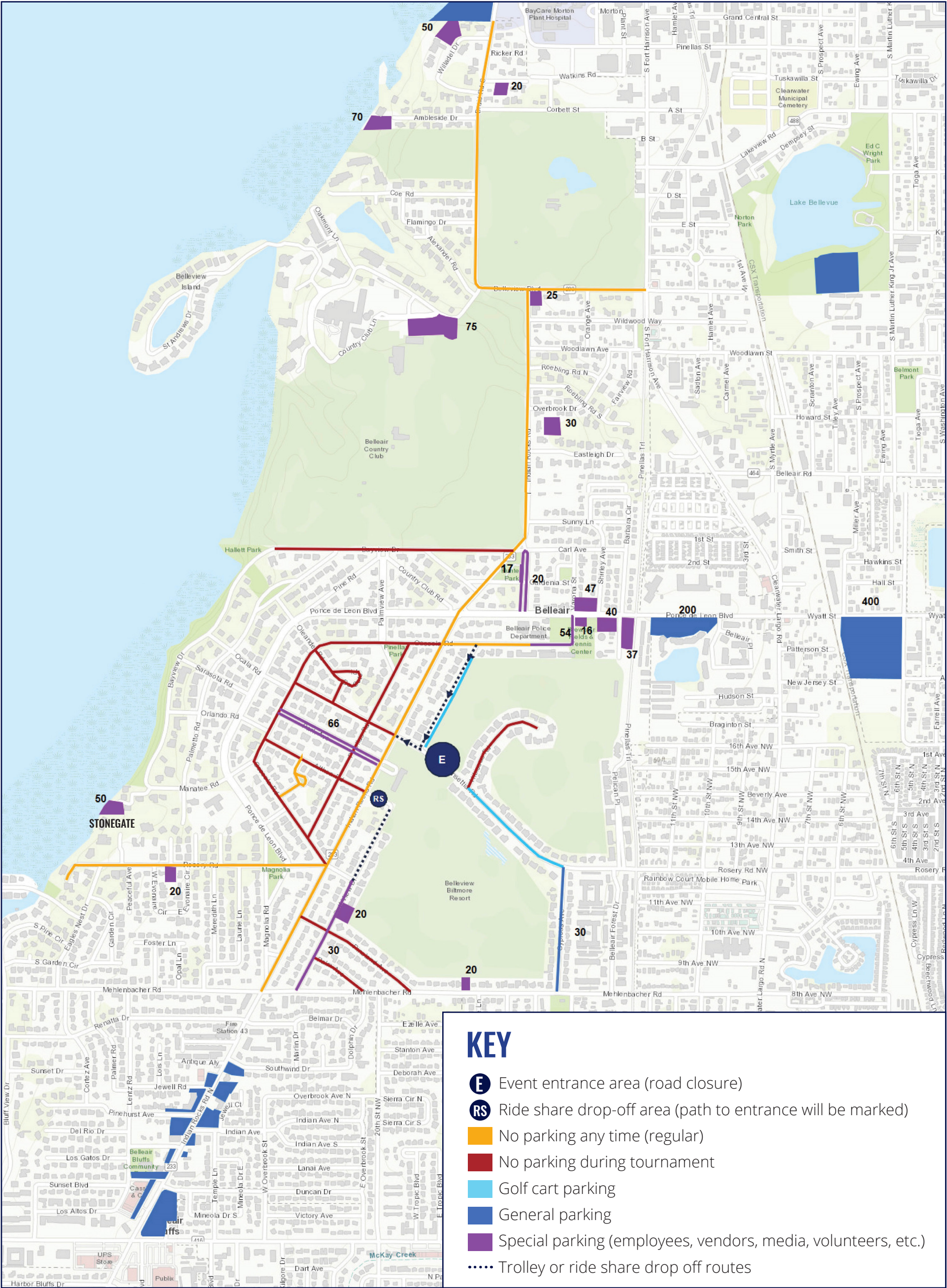
Town Clerk, Christine Nicole



# PELICAN WOMEN'S CHAMPIONSHIP

## POTENTIAL PARKING MAP (1-16-20 DRAFT)

ESTIMATED NUMBER OF SPACES MARKED BELOW





# STOCKTON

NEW JERSEY'S  
DISTINCTIVE  
Public College



## "A Shore Tradition"

# 2013 ShopRite LPGA Classic Economic Impact Findings

LLOYD D. LEVENSON INSTITUTE  
OF GAMING, HOSPITALITY & TOURISM  
THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

In partnership with:



## ShopRite LPGA Classic “A Shore Tradition”

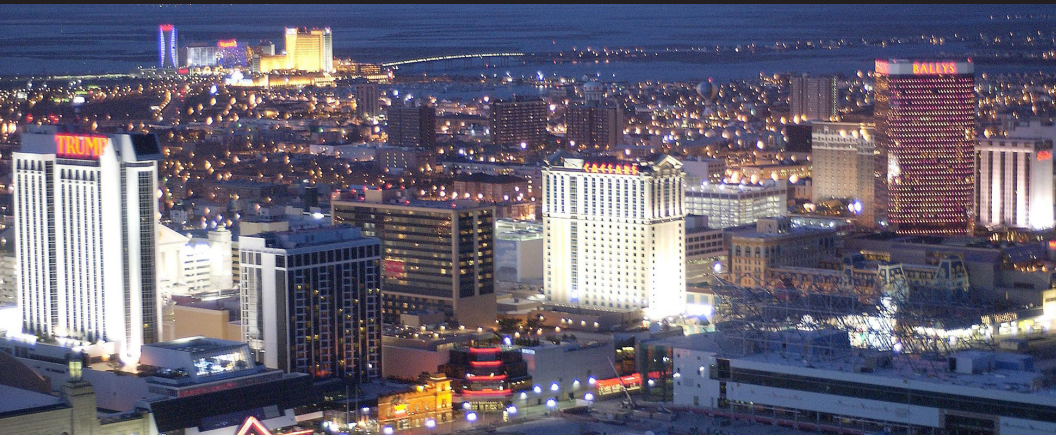


## TOURNAMENT HISTORY

The LPGA professional golf tournament now known as the **ShopRite LPGA Classic** debuted in 1986 as the “Atlantic City LPGA Classic” and was won by World Golf Hall of Fame member Juli Inkster. Each year the tournament showcases the sport’s top performers and boasts legendary winners such as Nancy Lopez, Betsy King and 3-time winner Annika Sorenstam. The 2013 event proved no different, as World Golf Hall of Fame member Karrie Webb entered the winner’s circle by defeating a truly international field.

In 1992, the strong partnership with Wakefern Food Corp. began and the tournament was renamed the **ShopRite LPGA Classic**. The partnership continues to stand after 22 years and is one of the longest-tenured title sponsors on the LPGA Tour. In their 22 year association with the LPGA, Wakefern has donated more than \$26 million to charity. In 2013, the event raised more than \$1.2 million for local and national organizations.

Since 1998, the **ShopRite LPGA Classic** has been hosted by the Stockton Seaview Hotel and Golf Club in Galloway, New Jersey. In 2013, officials estimated that the Classic attracted an estimated 62,555 participants which included staff, spectators and business partners (vendors, media, sponsors, etc.) who patronized the local restaurants, lodging places and tourism attractions.



## THE LOCAL ECONOMY

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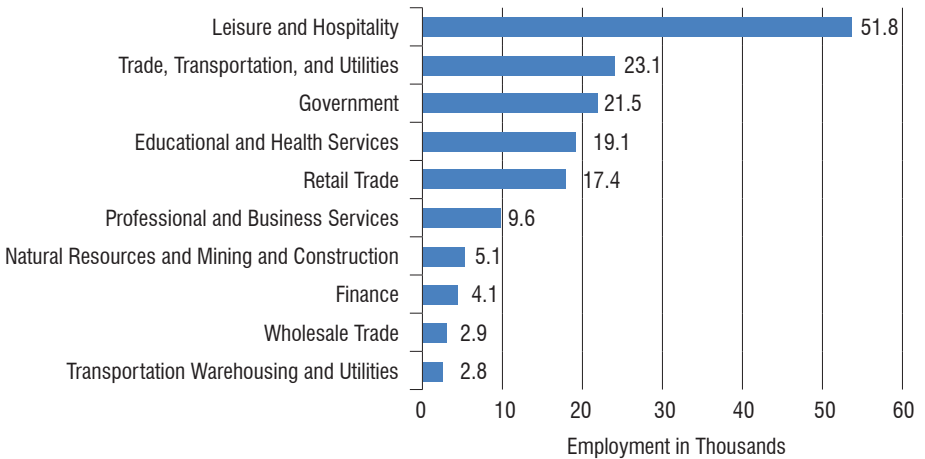
The Atlantic City Metropolitan Statistical Area (MSA) is defined as all of Atlantic County, New Jersey. The county has a population of approximately 275,000 people and attracts approximately 27 million visitors per year to its many leisure industries which include the casino hotels in Atlantic City. The population includes many retirees and second-home owners who, in addition to the many visitors, contribute to seasonal fluctuations which reach their peak in the summer months.

As the chart at the top of the next page illustrates, the Leisure and Hospitality industry dominates the metropolitan area's economy with almost 52,000 employees. Since leisure represents a very large portion of the economy, the regional economy's ups and downs are dictated by this industry's performance.

In addition, because spending on leisure activities is mostly discretionary, the region has been slow to recover from the 2007 recession. Local unemployment runs as high as 14% in the off-season, making any positive economic impact all the more important.

## ShopRite LPGA Classic “A Shore Tradition”

### 10 Largest Industries by Employment Atlantic County, NJ - August, 2013



Therefore, it is vital to the local economy that the summer tourism season begins on a high note and that the shoulder months include events which attract visitors to enable businesses to successfully operate on a yearly basis.

The 2013 ShopRite LPGA Classic was held from May 27th through June 2nd, a perfect time to help the region kick-off the summer season. With an estimated 62,555 participants, the Classic provided regional businesses with over \$13.6 million in direct spending.





## THE ECONOMIC IMPACT OF THE 2013 SHOPRITE LPGA CLASSIC

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The economic impact of any event, business or development on a region is calculated by determining the new spending that this particular economic stimulus brings into the region. For a golf tournament, this “new” spending is determined by the dollars spent by attendees, staff, or business partners from outside the region. In this case, the region is defined as Atlantic County, NJ. In order to determine this level of spending, it is necessary to determine whether or not the spender is from the area.

To determine the place of origin of those involved as well as the average spending per person, a survey was conducted with 336 being sampled. Of these, more than 90% of respondents were from outside of Atlantic County. This is extremely high for an event, mostly due to the number of LPGA fans that follow tournaments in their region. The most common counties of residence included Monmouth, Middlesex, Essex, Sussex, Camden and Ocean in New Jersey, and Montgomery County in Pennsylvania. This added substantially to the economic impact as many of the tournament participants sought lodging in the region, most frequently in Absecon, Atlantic City and Galloway Township. Some of the characteristics of the attendees are shown in the table on the top of the next page:



## ShopRite LPGA Classic “A Shore Tradition”

**Economic Impacts: ShopRite LPGA Classic**  
**All Non-Local Attendees: 56,425**  
**Impact Input Data, All Non-Local Attendees**  
**CRBR, October 2013**

<b>Total Participants</b>	62,555
<b>% Non-Local</b>	90.2
<b>Non-Local Participants</b>	56,425
<b>Non-Local Surveys</b>	258
<b>Avg. People Per Party</b>	3.15
<b>Average Days Attending</b>	2.465

The impacts of this spending are calculated in three distinct categories, for this study using the RIMS (Regional Industrial Multiplier) II multipliers from the U.S. Department of Commerce, Bureau of Economic Analysis:

1. **Direct spending** by the participants. In this case, each person spent an average of \$241.09 over a 2.46 day period. This level of spending reflects the relatively high incomes and educational levels of the participants. It reflects a high level of discretionary income.
2. **Indirect spending** by supporting businesses to purchase food, material and services to support the tournament.
3. **Induced spending** by workers. The earnings of those paid by the tournament and supporting businesses is spent as household income, thus induced by the tournament activity itself.

The table on the next page summarizes direct spending patterns of participants as well as the economic impacts from this spending. The economic impacts are the consequences of three types of spending defined above.

**Economic Impacts: ShopRite LPGA Classic**  
**All Non-Local Attendees: 56,425**  
**RIMS II Type II Multipliers, 2010 Benchmark, Bureau of Economic Research,**  
**U.S. Dept. of Commerce**  
**CRBR, October 2013**

RIMS II Industry	Economic Impacts:				
	Direct Spending/Attendee	Total Direct Spending	Economic Activity	Earnings	Employment
Food Services and Drinking Places	\$63.00	\$3,554,750	\$4,961,365.18	\$1,200,083.75	51.8
Amusements and Recreation, Other	\$18.21	\$1,027,492	\$1,449,174.93	\$381,096.84	18.0
Retail Trade	\$16.60	\$936,649	\$1,285,643.77	\$306,658.73	9.8
Gambling	\$58.78	\$3,316,639	\$4,677,787.05	\$1,230,141.25	58.2
Performing Arts, Spectator Sports, etc.	\$6.73	\$379,738	\$557,834.57	\$147,262.25	4.8
Transit and Ground Passenger Transportation	\$11.66	\$657,911	\$883,574.41	\$286,914.97	8.3
Accommodations	\$66.11	\$3,730,231	\$5,433,454.43	\$1,197,404.14	32.3
<b>Total Spending Per Attendee</b>	<b>\$241.09</b>	<b>\$13,603,409</b>	<b>\$19,248,834.32</b>	<b>\$4,749,561.92</b>	<b>183.3</b>

Overall, as the table reports, the total direct spending of those from outside the region amounted to an estimated \$13.6 million. Adding the economic activity due to indirect and induced spending, the Classic:

- Created an estimated \$19.2 million in new economic activity in Atlantic County.
- Generated over \$4.7 million in wages and salaries.
- Is responsible for supporting 183 annual jobs in the County.

It is **CLEAR** from these results that the **ShopRite LPGA Classic** provided a **SUBSTANTIAL ECONOMIC IMPACT** to the region as a kick-off to the 2013 summer tourism season.

LLOYD D. LEVENSON INSTITUTE  
OF GAMING, HOSPITALITY & TOURISM

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THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

CARNEGIE CENTER

35 S. Dr. Martin Luther King Jr. Blvd. Atlantic City, NJ 08401  
609.347.2168 [www.stockton.edu/levenson](http://www.stockton.edu/levenson)

**STOCKTON**  
NEW JERSEY'S  
**DISTINCTIVE**  
Public College

Stockton College is an AA/EQ institution



## Legislation Details (With Text)

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**File #:** 20-0010      **Version:** 1      **Name:**

**Type:** Discussion Items      **Status:** General Agenda

**File created:** 1/17/2020      **In control:** Public Meeting

**On agenda:** 1/22/2020      **Final action:**

**Title:** Presentation and Event Update by Eiger

**Sponsors:**

**Indexes:**

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**Attachments:**

Date	Ver.	Action By	Action	Result
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