Visit St. Pete/Clearwater is the department of Pinellas County Government that functions as the official tourism marketing and management organization for the entire county and its 24 municipalities. Visit St. Pete/Clearwater (VSPC) is the consumer-friendly name by which The Pinellas County Convention & Visitors Bureau (CVB) does business. VSPC’s charge is to:

**ENHANCE THE COUNTY’S ECONOMY BY INCREASING DIRECT VISITOR EXPENDITURES AND JOB DEVELOPMENT, TRAINING AND RETENTION IN THE TOURISM INDUSTRY.**

VSPC has an in–house staff of 45 in its home office, in addition to contracted sales and PR representatives in Washington, D.C., Chicago, New York, the United Kingdom, Germany, South America and China. For the full staff directory, see PinellasCVB.com/staff-directory

**TOURISTS PAY FOR TOURISM PROMOTION**

VSPC is funded exclusively by a portion of the tourist development tax, which is commonly referred to as the “bed tax,” a self-imposed six percent (6%) tax collected on accommodations in Pinellas County rented for less than six months. Our purpose is to strengthen the county’s economy and employment level by investing the Bed Tax in innovative marketing programs. The Pinellas County Board of County Commissioners (BOCC) is responsible for oversight of these funds. VSPC reports to the Tourist Development Council (TDC), a 12-member council appointed as an advisory committee by the Pinellas County BOCC to oversee the operations of VSPC. TDC members are responsible for making recommendations to the Pinellas County BOCC on matters relating to the Bed Tax and the development and oversight of VSPC’s strategic program direction and budget.

**TOURIST DEVELOPMENT TAX “BED TAX”**

Proceeds from Pinellas County’s Tourist Development Tax not only fund tourism marketing programs but also several important community functions, including beach nourishment, construction on stadiums and museums, and reserves to be used in the event of an emergency. The funds are delegated to a 60/40 split with 60% of the funding allocated to marketing dollars and 40% of the funding allocated to capital projects. The marketing dollars are further divvied up as follows:

**ALLOCATION OF TOURIST DEVELOPMENT TAX**

- Marketing & Elite Events & Ops: 42%
- Debt Service: 2%
- Beach Nourishment: 5%
- Tax Collector: 1%
- Reserves/Capital Projects: 50%

**2017 TOURIST DEVELOPMENT COUNCIL MEMBERS**

- Janet Long, Chair
  Pinellas County Board of County Commissioners
- Russ Kimball, Vice-Chairman
  Sheraton Sand Key Resort
- Anthony Satterfield
  Alden Suites
- George N. Cretekos, Mayor
  City of Clearwater
- Phil M. Henderson, Jr.
  StarLite Cruises
- Timothy R. Bogott
  TradeWinds Island Resorts
- Trisha Rodriguez
  Clearwater Ferry
- Eric Waltz
  Sandpearl Resort
- Jen Carlisle
  Clearwater Marine Aquarium
- Charlie Gerdes, Councilman
  City of St. Petersburg
- Doug Bevis, Mayor
  City of Oldsmar
- Joanne “Cookie” Kennedy, Commissioner
  City of Indian Rocks Beach
VSPC works domestically and internationally to develop and enhance sustainable tourism for the St. Petersburg/Clearwater area in both the leisure and meetings markets and targets consumers, media, the travel industry, meeting and conference planners, sports promoters and film producers with research-driven marketing programs touting beaches, sports, arts and culture, and nature-based opportunities. VSPC also works with local stakeholders to market the benefits of tourism to local residents while working with varied interests to assist in tourism development. VSPC also partners with the local airports on air service development initiatives and chambers of commerce for visitor services.

WHY WE DO IT

TOURISM IS THE ECONOMIC LIFE-BLOOD IN PINELLAS COUNTY
The St. Pete/Clearwater area is the leading destination on the Gulf Coast in the U.S., drawing more than 6.5 million overnight visitors in fiscal year 2017 (October 2016 - September 2017). Tourism impacts every aspect of our community. Its revenue is vital to the success of our businesses. There is great value in visitors telling their friends and family about St. Petersburg/Clearwater. It generates billions of dollars in revenue that is the driving force of our economy. Pinellas County has enjoyed unprecedented growth over the past several years with annual increases in bed tax collections each calendar year since 2011. In fiscal 2017, bed tax collections topped the prior year by 10.7%.

$45B over the past 5 years, visitors to the area have contributed over $45.3 billion to the local economy.

$54.8M In fiscal year 2017, bed tax collections reached a record-breaking total of $54.8 million.

#1 Tourism is the area’s #1 employer. Also, the area is the number 1 tourism destination on the Gulf Coast of the United States.

102.5K There are 102,500* Pinellas County residents who have jobs related in some way, to our visitors. From restaurants to flower shops, to education programs to museums, tourism impacts it all.

$4.7B Our local economy benefited from $4,668,582,300* in visitor-generated wages in 2016.

In short, tourism is the economic life-blood of Pinellas County.

WITH AN ANNUAL ECONOMIC IMPACT OF MORE THAN $10.3 BILLION
TOURISM CONTRIBUTES $328 TO OUR LOCAL ECONOMY EVERY SECOND OF EVERY DAY.

FIND US ONLINE:
LOCAL TOURISM INDUSTRY
pinellascvb.com
CONSUMER
visitstpeteclearwater.com (Domestic Consumer)
visitstpeteclearwater.com/es (Spanish)
visitstpeteclearwater.com/de (German)
visitstpeteclearwater.com/br (Portuguese)
MEETINGS
meetings.visitstpeteclearwater.com
MEDIA
media.visitstpeteclearwater.com
TRAVEL AGENTS
leisure.visitstpeteclearwater.com
SPORTS
sportsspc.com
FILM
filmspc.com
Where They Come From

- **73%** Domestic U.S. and Opportunity
- **19%** Europe
- **5%** Canada
- **3%** Latin America

HOW THEY GET HERE
Visitors Arrived By

- **Airplane 69.8%**
- **Personal Car 29%**

DEPLANED:
- **74.7%** Tampa (TPA)
- **16.1%** St. Pete/Ciw (PIE)
- **6.9%** Orlando (MCO)
- **2.3%** Miami (MIA)

Top 10 U.S. Markets of Origin in 2016:}

- Chicago
- New York
- 7
- 6
- 2
- 10
- 9
- 8
- 13
- 14
- 2
- 5
- 4
- 1
- 8
- 7
- 6
- 4
- 10
- 9
- 8
- 1
- 5
- 4
- 1

- **EUROPE**
- **CANADA**
- **LATIN AMERICA**

Visitors Arrived By:

- **73%** Domestic U.S. and Opportunity
- **19%** Europe
- **5%** Canada
- **3%** Latin America

Top 10 U.S. Markets of Origin in 2016:

- **74.7%** Tampa (TPA)
- **16.1%** St. Pete/Ciw (PIE)
- **6.9%** Orlando (MCO)
- **2.3%** Miami (MIA)
Why They Come

89% Vacation / Leisure

18% Visiting Friends/Relatives

21% Meetings/Conference

Average Party Size

Who Loves Us?

17% BOOMERS (1946-1964)
45% GEN X (1965-1979)
38% MILLENNIALS (1980-early 2000s)

Lifestyle Segments

Family; Couples; Florida Resident; Cultural Interests

PROFILE OF OUR VISITORS

Our Visitors define themselves as Upbeat, full of life and wonder; want to live life to the fullest

Visit: DOMESTIC MEDIA TARGET

6,609,000 (MRI 2016)

Visitors cited as why they chose to visit the St. Pete/Clearwater area:

• White, sandy beaches
• Clear water
• Warm weather
• Safe destination
• Good dining out
• Lively arts scene
• Activities for all ages
• Good value for the money
• Family atmosphere
• Reasonably priced lodging
• Resort atmosphere
• Very safe beaches for children
• Upscale accommodations
• Variety of attractions

Domestic Media Target/National Base 6,609,000 (MRI 2016)
VSPC monitors distinct metrics to provide a solid foundation for performance evaluation and action planning to support and increase the economic impact of tourism in Pinellas County.

**PERFORMANCE REPORTING GIVES US THE BENCHMARK AND PLATFORM FROM WHICH TO ARTICULATE OUR CONTRIBUTIONS TO THE INDUSTRY AND TO THE LOCAL COMMUNITY.**

Pinellas County tourism has enjoyed increases of unprecedented measures over the last several years. Since 2010, Bed Tax collections have been steadily increasing annually. Our key business metrics and marketing measures also continue to tell the story of a healthy industry, with Pinellas County leading the competitive set in many categories.
THE 2017 BRAND POSITION?

A Creative Evolution

In 2017 we kept the momentum going by evolving our creative and messaging approach to work harder to fuel consumer connection to the brand. Positioning the brand on a potent human value that matches the brand usage experience and fits with current and prospective consumer values allows Visit St. Pete/Clearwater to become the antidote for what people feel is missing in their lives. Our Vibrancy Brand Platform is purpose-built to connect with visitors on a deeper, emotional level. With that foundation, we will continue to focus on delivering:

- An energetic, compelling campaign with a youthful, inspiring voice
- A “big idea” that can smoothly transition to different business units, applications, audiences, etc.

VISIT ST. PETE/CLEARWATER BRAND PROMISE

Visit St. Pete/Clearwater is a Florida Gulf Coast gem that represents a place where visitors can experience America’s Best Beaches alongside a surprisingly diverse gathering of experiences. Composed of a collection of unique communities and neighborhoods that form their own distinct character, the destination offers a combination of urban upscale, low-key trendy, authentic and beachy lifestyle experiences where visitors can find their vibe, no matter what it is. The area boasts 35-miles of white-sand spectacular world-class beaches, of unequaled character and many prestigious “best of ratings.”

The ‘things to do and see” in the area are a rich tapestry of unexpected and unusual sites, activities and attractions, each with their own defined personality and heritage. The therapeutic and inspiring effects of being in surroundings with unrivaled natural beauty coupled with a happening, artsy urban setting enables visitors to indulge, live in the moment, and enjoy life to the fullest.

VISITOR/PROSPECT PERSONAL VALUES

- Feeling more alive, full of energy
- Being fully present, completely in the moment
- Experiencing things in a full-bodied manner
- Heightened appreciation of sights, sounds, flavors, events, and people
- Indulging one’s passion for water, sun and sand
- Immersing oneself in vivid, saturated sensations
- Appreciating concentrated experiences that one doesn’t normally experience side-by-side
- Feeling a full range of experiences and emotions that flow effortlessly together
- Expecting the unexpected
- Amplifying or magnifying the range of emotions one feels
- Seeking experiences that provoke a deep range of self-expression
KEY TAKEAWAYS FROM THE VIBRANCY BRAND PLATFORM
DELIVERING THE AMPLIFIED LIFESTYLE

MINDSET BRAND PERCEPTIONS:
Alive, whole, complete, immersive, self-expressive, textured, contour and contrast, fully-present, intense, heightened.

BRAND PERSONALITY AND PROMISES:
Happening, therapeutic, diverse, artsy, inspiring.

VISIT ST. PETE / CLEARWATER’S DIFFERENTIATED BRAND BENEFIT:
Nowhere else can you be as fully present in the moment and connect with the wonder all around you, and feel so truly alive. Here, you can LIVE AMPLIFIED.
When you Live Amplified, you live life to the fullest. You make the most of your life in every moment. You go deep rather than skim the surface. You relish texture, contour and contrast over superficiality. You are fully present and all-in.

THE EVOLUTION
In 2017, we evolved our creative and messaging strategy to focus more tightly on the personal feeling you get from allowing yourself to Live Amplified. That vibe you get in those moments when you go all in. That feeling only a place like St. Pete/Clearwater - full of juxtapositions of amazing, crazy and wow - can give you.

LIVE AMPLIFIED
is still our rallying cry, our call to action, our mantra to fuel the charge for consumers to...

Craft It. Love It. Live It.
Advertising Platforms

Florida represents one of the top origins for visitors annually for Pinellas County with special emphasis on:

IN-STATE 2017-2018 FOCUS

- Gulf to Bay Magazine Inserts
- Guerrilla Campaigns
- High Traffic Digital Billboards
- NPP Radio (state-wide, seasonal)

TAMPA BAY
- TPA Annual Program: Shuttle Interior Wraps, Lobby Posters and Baggage Claim Displays
- PIE Annual Program: Baggage Claim Displays
- High Impact Billboards
- iHeart Media Partnership
- Fully Wrapped PSTA Buses
- International Plaza Elevator Wraps and Displays
- TV & Radio Campaigns: Summer Focused

SECONDARY MARKETS:
Jacksonville, West Palm Beach, Sarasota, Miami/Ft. Lauderdale

Primary In-State Markets

ANNUAL PROGRAMS 2017-2018

- Destination Magazine Distribution: Over 580,000 copies distributed via targeted newspaper inserts.
- Connected TV: 1.56 million views
- Streaming Audio Programs: Over 7 million impressions
- Digital Programmatic Ad Program: 20.3 million impressions
- Email Travel Interest Programs: Over 4.1 million impressions
- NPR – National Public Radio: 379 million impressions

Primary Broad-Reach Brand Campaigns
HOW TO PARTICIPATE

STEP 1: Obtain a password. If you already have a password, go to Step 2. Obtain a password by emailing the Data Department at Miles at data@milespartnership.com.

FOR YOUR CONVENIENCE: use the lines below to record your access information. If at any time you lose your username and/or password please contact Miles at 800-348-3809 or by email at data@milespartnership.com.

My username is: ___________________ My password is: ___________________

Log on to the partnership site at coop.pinellascvb.com.

STEP 3: Enter your username and password and select your property/attraction to gain access to the online co-op forms.

If you represent more than one property, each property should be listed under your login. If not, please contact the data department at Miles at 800-348-3809. You must submit a co-op form for each property individually.

STEP 4: Register by filling out the participation form and save it for submission day.

• You will be able to fill out and modify your form at any time between December 7 and December 18, 2017. Fill out the form and click save to log your selections and contact information.

• Once you click save, you will see a message that your form has been successfully saved—but not submitted—and a reminder that you must return to the site to submit your forms at 9 a.m. Tuesday, Dec. 19, 2017.

STEP 5: Submission day begins promptly at 9 a.m. and runs through 11:59 p.m. on Tuesday, Dec. 19, 2017.

• Return to coop.pinellascvb.com, enter your username and password and select your property/attraction to gain access to the co-op forms.

• Review/modify your previous selections and submit your form.

Once your forms have been submitted, you will not be able to modify or change your selections.

• You will not be able to submit prior to 9 a.m. on Tuesday Dec. 19, 2017.

• You will receive a confirmation that your co-op forms have been successfully submitted.

• Please submit only for those programs in which you are interested. Once a partner is accepted into a program cancellations will not be permitted.

STEP 6: Wait to find out which co-op programs you secured. You will receive notification from the Visit St. Pete/Clearwater team on or before Friday, Jan. 5, 2018, instructing you to log back on to the co-op site to see what programs you secured.

STEP 7: Upload creative materials and returned signed contracts by Friday, Jan. 19, 2018.

• Return to coop.pinellascvb.com, enter your username and password and select your property/attraction to gain access to the co-op forms.

• Follow the step-by-step process to print out and return your contract and upload your creative materials.

You will be required to only upload materials for the programs which you have been accepted to participate.

STEP 8: Payment for co-op programs is due by Feb. 28, 2018. If payment is not received by this date, the contract will be declared null and void and your space(s) will be filled by other partner requests.

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Program Opportunity Overview

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>PROGRAM DATES</th>
<th>RATE</th>
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<tr>
<td>Visit Florida Official Florida Vacation Guide</td>
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<td>Meredith Publishing: Better Homes &amp; Gardens, Traditional Home, Martha Stewart Living</td>
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<td>March-Sept. 2018</td>
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</table>
We are an authentic independent brand and our roots lie in the communities in which our clients live. Our local knowledge will help you make informed real estate decisions when buying or selling your home.

We hope your visit to Tampa Bay is exceptional!

Call our Concierge Services at 855.292.6556 for more information.