



COMMUNITY AND BRAND ENGAGEMENT

Community Relations December 2023 Recap

Prepared By: Oliver Kugler – Community Relations Mgr.



- December 1: Monthly Meeting with the Clearwater Innkeeper's Association, networked with 45+ accommodation and industry partners from north county.
- December 5: Attended the annual Marriott Hotels of the Tampa Bay Region Industry Appreciation event at the JW Marriott on Clearwater Beach. Met and networked with around 125 Pinellas County Marriott hoteliers including general managers and directors of sales and marketing promoting the VSPC programs and co-op opportunities and also met with many travel advisors and meeting planners promoting visitation to Pinellas County.
- December 6: Tampa Bay Beaches Chamber monthly Tourism Allies meeting at Residence Inn Tierra Verde, presentation to industry partners on the co-op opportunities and a briefing of the VSPC sales and marketing initiatives.
- December 7: Along with Brian Lowack, I represented VSPC at the annual ReliaQuest Bowl Contract Signing Event at Raymond James Stadium, networked with around 75 of the 350+ attendees, introduced Brian to a few on my longtime contacts from Hillsborough County as well as industry partners from both sides of The Bay and promoted the Battle of the Bands on Clearwater Beach.



- December 8: Attended the Annual Pinellas Park/Gateway Chamber Holiday Luncheon, networked with over 70 attendees of the total 125+ in attendance.
- December 8: Stopped in on the Tampa Bay Automobile Museum in the Gateway area to introduce myself and the programs and opportunities to partner with VSPC. Coordinating a VSPC site tour in the future.
- December 8: Dropped off 12 cases of the Gulf to Bay Destination Magazines at the Tampa International Airport for their Visitor Information Booths to promote VSPC.
- December 11: Dropped off 4 cases of the Gulf to Bay Destination Magazines at the Amplify Clearwater Chamber Poinsettia Visitor Information Store to promote VSPC.
- December 11: Attended a tour of the AC Hotel on Clearwater Beach to meet the new Director of Sales and Marketing and to become more familiar with this resort, promoted the VSPC co-op programs.
- December 11: Attended the FRLA – Florida Restaurant & Lodging Associations monthly meeting, networked with about 40 industry partners.



- December 11: Attended the monthly meeting of the tourism group Skai International – Tampa Bay Chapter, networked with around 60 industry partners and executives from all over the Tampa Bay region.
- December 12: Following the VSPC Staff Meeting, I hosted the General Manager and his executive team from the Karol Hotel for a tour of the VSPC offices and to meet the Team at VSPC in an effort to increase our participation in the VSPC co-op marketing opportunities from this hotel.
- December 12: Attended a zoom style meeting with Destinations International on “The Current State of Visitor Centers: Where They Are, Where They’re Headed, and The Future of the Visitor Information Experience”.
- December 12: Along with other VSPC Team Members from the Brand Activations Department, I attended and participated in the annual “Making Spirits Bright” Clearwater Beach Street Holiday Parade handing out VSPC logo’d swag to residents and visitors.
- December 13: Attended the Tarpon Springs Chamber of Commerce Annual Membership Luncheon and new board installation, networked with around 55+ businesses and industry partners.



- December 13: Along with Brian Lowack, Kylie Diaz and Jason Latimer, hosted the inaugural Chamber CEO Round Table meeting with our area chamber CEO's/Presidents to learn more about their needs and to create open communication and transparency leading to increase in future partnerships promoting the VSPC destination with one unified voice.
- December 14: Attended the Annual Central Pinellas Chamber of Commerce's Holiday Luncheon and Trade Show, manned a booth and gave out VSPC Destination Magazines and other logo'd swag, networked with around 75 businesses and industry partners, promoted FromVisitorsWithLove.com campaign.
- December 14: Attended the monthly Clearwater Jazz Holiday Foundation Board of Directors meeting as a non-voting board member to give updates on VSPC opportunities and programs.
- December 15: Attended the Keep Pinellas Beautiful's Holiday Open House, networked with 75+ businesses and industry partners, toured the KPBB offices.
- December 15: With Kylie Diaz, toured the Finance Park at the Stavros Center to learn more about our partnership and improve upon promoting the Value of Tourism to Pinellas County School students.



- December 20: Did a presentation to about 25+ attendees of the Business Development Group Meeting of the Central Pinellas Chamber and provided an update on FY 2023 achievements, FY 2024 goals and objectives and The Value of Tourism to our Pinellas County residents & businesses.
- December 20: Attended the monthly TDC Meeting and holiday luncheon.
- December 21: Along with Jason Latimer, attended the Winter's Garden unveiling at CMA, networked with CMA executives as well as Amplify Clearwater, City of Clearwater, other industry partners and local area businesses and residents.
- December 21: Was a co-sponsor for the annual Palm Harbor Chamber Annual Holiday Luncheon, networked with 100+ business and industry partners, gave a short update on the VSPC highlights from FY 2023 and goals and objectives for FY2024.