



**ST.PETE
CLEARWATER**



**TOURIST DEVELOPMENT COUNCIL
FY 2021 BUDGET WORKSHOP**

Table of Contents

02 VSPC Summary

Department Recaps, Budget Summaries and Sales Plans

16 Film Commission
28 Advertising & Promotions
38 Digital & Communications
48 Meetings & Conventions
63 Community & Brand Engagement
75 Sports & Events
87 Latin America
98 Leisure Travel
116 Executive Sales

119 International Marketing: UK, Ireland, Scandinavia / Central Europe
143 Decision Package





ST.PETE CLEARWATER

VSPC Summary

FY 2021 BUDGET WORKSHOP



Convention & Visitors Bureau

Department Purpose: The Convention & Visitors Bureau (CVB), doing business as Visit St. Pete/Clearwater (VSPC), is the official countywide Destination Marketing Organization (DMO) and is fully accredited by Destinations International, the global DMO accreditation organization. The CVB partners with numerous local stakeholders across the county's 24 municipalities and works regionally, nationally, and internationally to develop and implement year-round domestic and international sales and marketing programs aimed at leisure travelers, conventions, trade shows, corporate meetings, sports organizers, and film producers. The ultimate goal of the CVB is to grow the overall economic impact of tourism to the County, which supports the BCC's strategic goal of Fostering Continual Economic Growth and Vitality.

Florida Statute 125.0104 establishes the rights of Florida counties to collect a Tourist Development Tax (TDT) on short-term accommodations within a county, and Chapter 118, Article 3, of the Pinellas County Code outlines the Tourist Development Plan (TDP) and tax revenue allocations. The CVB has the primary objective to market Pinellas County as a tourist destination in accordance with the TDP. Consistent with the Article, the CVB is directed to promote and advertise tourism on state, national, and international levels, and to fund convention and tourist bureaus as County agencies or by contract with chambers of commerce or similar associations in the county.

Performance Summary:

- CVB's performance focuses on measures related to Pinellas County tourism. All CVB measures and workplan initiatives are expected to be impacted by COVID-19 in some capacity.
- The recently-appointed Director of CVB is currently reviewing performance measures with his team and SPM to determine what should continue to be measured, and what may need to be retired or added. The development of additional key performance indicators (KPIs) will be a byproduct of this analysis as well.

COVID-19 Performance Impacts:

- Data collection for some CVB measures began to subside in April 2020 due to COVID-19, however, the department is testing alternative data collection methods to utilize during the pandemic. As a result, data for some measures are currently unavailable for April and May 2020, which means the full impact of the pandemic is not yet fully understood for CVB.
- With air travel restricted, beaches closed, conferences cancelled, and businesses either closed or restricted, COVID-19 disrupted every aspect of Pinellas County's tourism





economy. As tourism has declined, so too have the collected TDT, sales tax, average daily rate (ADR) for a hotel room, and hotel occupancy.

- Reductions in TDT and sales tax revenues will have negative impacts on the County's budget and ability to meet projected revenue and performance for FY20. As the pandemic continues, we expect to see impacts to year over year comparisons and revenue projections. The full impact and pace of recovery is not yet fully understood; however, the most recent data for April is below.
 - TDT revenue saw a reduction of 48.1% in March FY20 from March FY19. It is expected to have an even greater decrease in the months of April and May, which will decrease CVB's projected revenue for FY20.
 - A decrease in hotel revenue could result in layoffs or furloughs for hotel staff as hotels missed expected quarterly revenues as well. Hotel revenue was down 90.8% for the month of April 2020 when compared to April 2019. March 2020 also saw a reduction of 47.7% from March 2019.
 - ♦ The average daily rate (ADR) also saw a significant reduction of 59.8% for April 2020 when compared to April 2019. Pinellas County was also above Florida's overall ADR reduction of 51.2%. Pinellas County also saw a reduction of 13.6% in March 2020 from FY19.
 - Hotel occupancy saw a reduction of 73.8% for the month of April 2020 when compared to April 2019. This was slightly higher than Florida's overall decrease of 72.1% for the same period. Pinellas County also saw a reduction of 40.6% in March 2020 when compared to March 2019.
 - ♦ This is a trend that is being seen across Florida's beach and tourist heavy communities. It is expected to have a ripple effect through Pinellas County's tourist related jobs, resulting in layoffs, furloughs, and in extreme cases, closures of businesses. A decrease in visitors (and their spending) leads to less spending power for Pinellas County citizens who rely on them for income, which leads to a further reduction in sales tax revenue.
 - ♦ The payroll for visitor related jobs (hotel, restaurant, and attraction staff) was already showing a decline of 6.1% in Quarter II of FY20 when compared to Quarter II of FY19. In 2019 there were over 90,000 tourist related jobs identified in Pinellas County that will be impacted by these reductions.
- As seen in the data above, there is a decrease in all of the measures in Quarter II and then a significant decrease in Quarter III. The measures below show the beginning of that same trend, a decrease in Quarter II of FY20 when compared to Quarter II of FY19. These measures are expected to have a more significant decrease in Quarter III of FY20



as well, however, the full impact will not be known until CVB collects the data. These measures are also meant to support the comments and data for April FY20.

- Total hotel room nights booked was down 12.6%.
 - ♦ This was further supported by April FY20's significant reduction in hotel occupancy and revenue.
- Total visitor count was down 1.4%.
 - ♦ This was further supported by April FY20's significant reduction in hotel occupancy. Visitor numbers for April FY20 are expected to have a similar dramatic decrease.
 - ♦ Days spent by visitors was also down 24.4%, which means not only are our total visitor counts declining, so too are the average number of days they are staying. Both of these measures are expected to have more significant declines in April FY20.

Opportunities for Efficiencies:

- Funding decision process for the Elite Events Program should be revamped to provide consistent and transparent scoring for all applicants.

Decision Packages:

CVB submitted one Decision Package.

- Sponsorship of Super Bowl LV – 7-Feb-2021 in Tampa at Raymond James Stadium (\$1.5M).
 - As a comparison, CVB paid:
 - ♦ \$750,000 as part of the Super Bowl XLIII sponsorship in 2009.
 - ♦ \$650,000 sponsorship fee for the 2017 College Football Playoff National Championship game in 2017.

Potential Threats:

- Continued impact from COVID-19 and the resulting economic slowdown.
- Reduced amount of federal and state funding available for beach renourishment projects.
- Reduction in state funding for Visit Florida.
- Expanded allowable uses of Tourist Development Tax revenue.





Budget Summary:

The CVB is funded entirely by the Tourist Development Tax Fund, with 97.8% of funding coming from the Tourist Development Tax, also known as the 'bed tax'. The County taxes all temporary accommodations at 6.0%, the highest allowable rate.

Revenues

| | FY17 Actual | FY18 Actual | FY19 Actual | FY20 Budget | FY20 Estimate | FY21 Request |
|--------------------------------|--------------|--------------|--------------|--------------|---------------|--------------|
| Tourist Development Tax | \$54,787,340 | \$59,718,098 | \$63,082,989 | \$61,390,010 | \$37,471,944 | \$51,976,270 |
| Grants | \$54,000 | \$ - | \$83,953 | \$ - | \$ - | \$ - |
| Interest | \$272,171 | \$628,949 | \$1,889,755 | \$570,000 | \$600,000 | \$570,000 |
| Misc. | \$659,795 | \$775,884 | \$640,829 | \$580,300 | \$220,000 | \$263,000 |
| Total Revenue | \$55,773,306 | \$61,122,931 | \$65,697,526 | \$62,540,310 | \$38,291,944 | \$52,809,270 |

Revenue Budget Highlights:

- Total revenues decrease by \$9.7M (40.0%) to \$52.8M, with budget at 95% of projected.
 - TDT revenue decreases by \$9.4M (40.3%) to \$52.0M.
 - ♦ Due to COVID-19 and the resulting travel restrictions put in place, this highly sensitive revenue source is expected to perform at a much lower level than previous years.
 - ♦ Miscellaneous revenues decrease by \$317,300 (54.7%) to \$263,000.

Expenditures

| | FY17 Actual | FY18 Actual | FY19 Actual | FY20 Budget | FY20 Estimate | FY21 Request |
|---------------------------------|--------------|--------------|--------------|--------------|---------------|--------------|
| Personal Services | \$3,844,565 | \$4,155,769 | \$4,537,582 | \$5,590,430 | \$4,997,079 | \$5,426,160 |
| Operating Expenses | \$24,617,378 | \$26,958,821 | \$29,600,004 | \$37,005,700 | \$28,264,760 | \$32,794,040 |
| Capital Outlay | \$5,589 | \$55,433 | \$25,315 | \$21,050 | \$13,140 | \$3,230 |
| Grants & Aids | \$1,087,650 | \$19,752,252 | \$30,454,877 | \$37,587,650 | \$33,600,820 | \$1,544,900 |
| Transfer to Capital Fund | \$3,980,290 | \$4,659,510 | \$5,228,240 | \$5,115,830 | \$3,121,413 | \$4,329,630 |
| Total Expenditures | \$33,535,472 | \$55,581,786 | \$69,846,018 | \$85,320,660 | \$69,997,212 | \$44,097,960 |



**Staffing Summary:**

| | FY17 | FY18 | FY19 | FY20 | FY21 |
|----------------------|-------------|-------------|-------------|-------------|-------------|
| Total CVB FTE | 47.0 | 49.0 | 52.0 | 52.0 | 48.0 |

Expenditure Budget Highlights:

- Total expenses for CVB are decreasing in the FY21 Request by \$42.5M (49.8%) to \$42.8M.
 - Personal services decrease by \$164,270 (2.9%).
 - ♦ FTE decrease by 4.0 to 48.0.
 - CVB de-funded four vacant positions in FY21 due to reduced revenues as a result of COVID-19.
 - Operating expenses (including payment to the Tax Collector) decreases by \$4.2M (11.4%) to \$32.8M.
 - ♦ Includes contracts with BVK (up to \$14.5M) and Miles Partnership (up to \$5.5M), contractors used for advertising and promotional services with both print and digital marketing activities.
 - ♦ Reductions were made to travel, direct sales, professional development, and professional contracts due to COVID-19 related reduction in revenue.
 - Grants & Aids decrease by \$36.0M (95.9%) to \$1.5M.
 - ♦ The County's commitments to various Capital Funding Program projects end in FY20.
 - City of Dunedin/Blue Jays Spring Training - \$33.2M
 - Dali Museum - \$500,000
 - American Craftsman Museum - \$2.0M
 - ♦ FY21 budget request includes:
 - City of Clearwater Countryside Sports Complex - \$950,000
 - Florida Holocaust Museum - \$350,000
 - City of Clearwater Phillies Spring Training Complex - \$244,900
 - Transfer to the Capital Fund decreases by \$786,200 (15.4%) to \$4.3M.
 - ♦ This transfer is used as matching contributions for Federal and State grants to fund County beach renourishment projects and is equal to the value of ½ of one of the six percentages of TDT.





Pinellas County
Fund Revenue & Expenditures Summary
Fund: F1040 Tourist Development Tax Fund
Program : Total Program
Version : Proposed Budget

| | FY17 Actual | FY18 Actual | FY19 Actual | FY20 Budget | FY20 Estimate | FY21 Request | FY21 Adjusted |
|-------------------------------------|------------------------|------------------------|------------------------|------------------------|--------------------------|-------------------------|--------------------------|
| RESOURCES | | | | | | | |
| Beginning Fund Balance | 28,790,452 | 51,028,286 | 56,569,426 | 48,266,140 | 52,420,934 | 20,715,670 | 20,715,670 |
| REVENUE | | | | | | | |
| Taxes | 54,787,340 | 59,718,098 | 63,082,989 | 61,390,010 | 37,471,944 | 54,711,890 | 51,976,270 |
| Intergovernmental Revenue | 54,000 | 0 | 83,953 | 0 | 0 | 0 | 0 |
| Interest Earnings | 272,171 | 628,949 | 1,889,755 | 570,000 | 600,000 | 600,000 | 570,000 |
| Other Misc Revenue | 659,795 | 775,884 | 640,829 | 580,300 | 220,000 | 276,850 | 263,000 |
| TOTAL REVENUE | 55,773,307 | 61,122,931 | 65,697,527 | 62,540,310 | 38,291,944 | 55,588,740 | 52,809,270 |
| TOTAL RESOURCES | 84,563,758 | 112,151,217 | 122,266,953 | 110,806,450 | 90,712,878 | 76,304,410 | 73,524,940 |
| REQUIREMENTS | | | | | | | |
| EXPENDITURES | | | | | | | |
| Personal Services | 3,844,565 | 4,155,769 | 4,537,582 | 5,590,430 | 4,997,079 | 5,425,930 | 5,426,160 |
| Operating Expenses | 24,081,352 | 26,437,500 | 29,028,847 | 36,304,370 | 27,614,760 | 32,092,688 | 32,092,710 |
| Capital Outlay | 5,589 | 55,433 | 25,315 | 21,050 | 13,140 | 3,230 | 3,230 |
| Debt Service | 587,650 | 587,650 | 0 | 0 | 0 | 0 | 0 |
| Grants & Aids | 500,000 | 19,164,602 | 30,454,877 | 37,587,650 | 33,600,820 | 1,544,900 | 1,544,900 |
| Transfers to Other Funds | 3,980,290 | 4,659,510 | 5,228,240 | 5,115,830 | 3,121,413 | 4,329,630 | 4,329,630 |
| Constitutional Officers Transfers | 536,026 | 521,321 | 571,157 | 701,330 | 650,000 | 701,330 | 701,330 |
| TOTAL EXPENDITURES | 33,535,472 | 55,581,786 | 69,846,018 | 85,320,660 | 69,997,212 | 44,097,708 | 44,097,960 |
| Reserves | 0 | 0 | 0 | 25,485,790 | 0 | 29,426,980 | 29,426,980 |
| TOTAL REQUIREMENTS | 33,535,472 | 55,581,786 | 69,846,018 | 110,806,450 | 69,997,212 | 73,524,688 | 73,524,940 |
| REVENUES MINUS EXPENDITURES | 22,237,834 | 5,541,145 | (4,148,491) | (22,780,350) | (31,705,268) | 11,491,032 | 8,711,310 |
| RESOURCES MINUS REQUIREMENTS | 51,028,286 | 56,569,431 | 52,420,935 | 0 | 20,715,666 | 2,779,722 | 0 |




TOURIST DEVELOPMENT TAX FUND FORECAST
Fund 1040

| Forecast Assumptions | FY22 | FY23 | FY24 | FY25 | FY26 |
|--|-------------|-------------|-------------|-------------|-------------|
| REVENUES | | | | | |
| Tourist Development Taxes | 72.6% | 3.0% | 3.0% | 3.0% | 3.0% |
| Interest | 3.4% | 3.4% | 3.4% | 3.2% | 2.9% |
| Other revenues | 2.3% | 2.3% | 2.3% | 2.3% | 2.3% |
| EXPENDITURES | | | | | |
| Personal Services | 3.2% | 3.2% | 3.2% | 3.2% | 3.2% |
| Operating Expenses | 2.2% | 2.2% | 2.2% | 2.2% | 2.2% |
| Advertising Expense | 2.2% | 2.2% | 2.2% | 2.2% | 2.2% |
| Capital Outlay | 2.2% | 2.2% | 2.2% | 2.2% | 2.2% |
| Projected Economic Conditions / Indicators: | | | | | |
| Consumer Price Index, % change | 2.2% | 2.2% | 2.2% | 2.2% | 2.2% |
| FL Per Capita Personal Income Growth | 1.7% | 1.1% | 0.9% | 0.7% | 0.7% |




TOURIST DEVELOPMENT TAX FUND FORECAST
Fund 1040

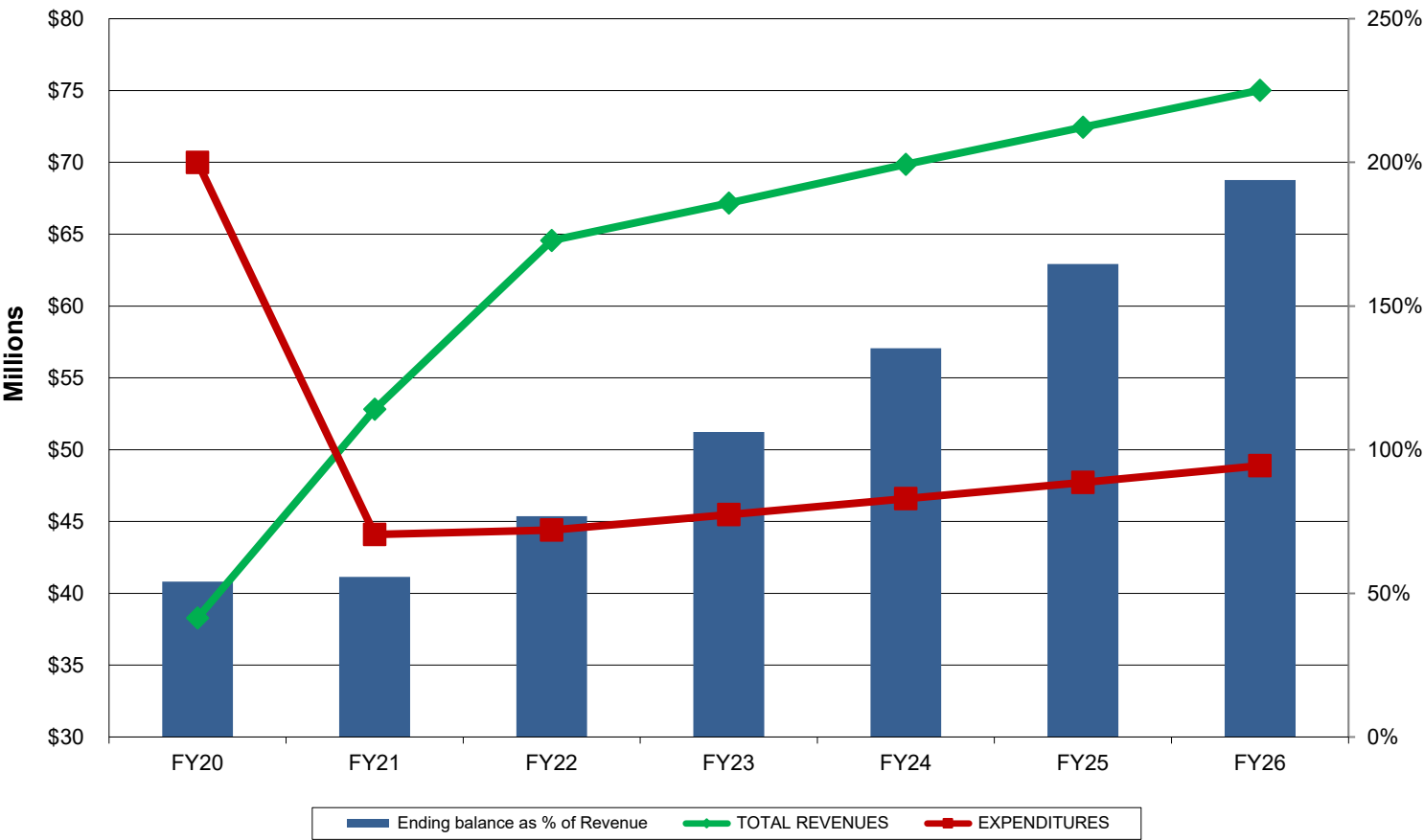
(in \$ thousands)

| (in \$ thousands) | | | | | FORECAST | | | | |
|--|----------------|----------------|-------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | Actual FY19 | Budget FY20 | Estimated FY20 | Request FY21 | Estimated FY22 | Estimated FY23 | Estimated FY24 | Estimated FY25 | Estimated FY26 |
| BEGINNING FUND BALANCE | 56,569.4 | 48,266.1 | 52,421.0 | 20,715.7 | 29,427.0 | 49,594.3 | 71,276.7 | 94,555.9 | 119,281.2 |
| REVENUES* | | | | | | | | | |
| Tourist Development Taxes | 63,083.0 | 61,390.1 | 37,472.0 | 51,976.3 | 63,289.1 | 65,187.8 | 67,143.4 | 69,157.7 | 71,232.4 |
| Interest | 1,889.8 | 570.0 | 600.0 | 570.0 | 1,006.4 | 1,696.1 | 2,437.7 | 2,997.4 | 3,494.9 |
| Other revenues | 724.8 | 580.3 | 220.0 | 263.0 | 269.0 | 275.2 | 281.6 | 288.0 | 294.7 |
| TOTAL REVENUES | 65,697.6 | 62,540.4 | 38,292.0 | 52,809.3 | 64,564.6 | 67,159.1 | 69,862.6 | 72,443.2 | 75,022.0 |
| % vs prior year | | -4.8% | -41.7% | -15.6% | 22.3% | 4.0% | 4.0% | 3.7% | 3.6% |
| TOTAL RESOURCES | 122,267.0 | 110,806.5 | 90,712.9 | 73,525.0 | 93,991.5 | 116,753.5 | 141,139.3 | 166,999.1 | 194,303.3 |
| EXPENDITURES | | | | | | | | | |
| Personal Services | 4,537.6 | 5,590.4 | 4,997.1 | 5,426.2 | 5,598.7 | 5,776.7 | 5,960.5 | 6,150.3 | 6,346.3 |
| Operating Expenses | 3,216.8 | 4,344.8 | 3,227.7 | 3,400.1 | 3,474.9 | 3,551.4 | 3,629.5 | 3,709.3 | 3,790.9 |
| Advertising/Sales/Promotions | 25,812.1 | 31,959.6 | 24,387.1 | 28,692.7 | 29,323.9 | 29,969.1 | 30,628.4 | 31,302.2 | 31,990.9 |
| Capital Outlay - Operating | 25.3 | 21.1 | 13.1 | 3.2 | 3.3 | 3.3 | 3.4 | 3.5 | 3.6 |
| Transfer - Tax Collector | 571.2 | 701.3 | 650.0 | 701.3 | 722.3 | 744.0 | 766.3 | 789.3 | 813.0 |
| Transfer - Beach Renourishment | 5,228.2 | 5,115.8 | 3,121.4 | 4,329.6 | 5,274.1 | 5,432.3 | 5,595.3 | 5,763.1 | 5,936.0 |
| Capital Spending Program | 17,750.0 | 3,300.0 | 2,950.0 | 1,300.0 | - | - | - | - | - |
| Capital Outlay - Dali Museum | 500.0 | 500.0 | 500.0 | - | - | - | - | - | - |
| Capital Outlay - Dunedin | | | | | | | | | |
| Spring Training Facility | 11,617.2 | 33,200.0 | 29,563.2 | - | - | - | - | - | - |
| Capital Outlay - Clearwater | | | | | | | | | |
| Spring Training Facility | 587.6 | 587.7 | 587.7 | 244.9 | | - | - | - | - |
| EXPENDITURES | 69,846.0 | 85,320.8 | 69,997.2 | 44,097.9 | 44,397.2 | 45,476.8 | 46,583.4 | 47,717.8 | 48,880.7 |
| % vs prior year | | 22.2% | 0.2% | -48.3% | 0.7% | 2.4% | 2.4% | 2.4% | 2.4% |
| ENDING FUND BALANCE | 52,421.0 | 25,485.8 | 20,715.7 | 29,427.0 | 49,594.3 | 71,276.7 | 94,555.9 | 119,281.2 | 145,422.6 |
| Ending balance as % of Revenue | 79.8% | 40.8% | 54.1% | 55.7% | 76.8% | 106.1% | 135.3% | 164.7% | 193.8% |
| TOTAL REQUIREMENTS | 122,267.0 | 110,806.5 | 90,712.9 | 73,524.9 | 93,991.5 | 116,753.5 | 141,139.3 | 166,999.1 | 194,303.3 |
| REVENUE minus EXPENDITURES (NOT cumulative) | (4,148.4) | (22,780.4) | (31,705.2) | 8,711.4 | 20,167.4 | 21,682.4 | 23,279.2 | 24,725.3 | 26,141.3 |

*Typically, revenue is budgeted at 95% of expected collections, per State Statute.



Tourist Development Tax Fund Forecast FY21 - FY26



Pages 3-10 from Board of County
Commissioners Budget Information
Session held on June 3, 2020



Tourist Development Tax Fund Fund 1040

| | Actual FY19 | Budget FY20 | Estimate FY20 | 100.0% Budget FY21 | 95.0% Budget FY21 |
|-----------------------------------|--------------------|--------------------|-------------------|--------------------------|-------------------------|
| AVAILABLE FUNDS | | | | | |
| Resources | | | | | |
| Beginning Fund Balance | 56,569,426 | 48,266,140 | 52,420,934 | 20,415,670 | 20,415,670 |
| Total Beginning Balance | 56,569,426 | 48,266,140 | 52,420,934 | 20,415,670 | 20,415,670 |
| Revenue | | | | | |
| Tourist Dev Tax - Pledged | 5,254,813 | 5,115,830 | 3,121,413 | 4,557,506 | 4,329,630 |
| Tourist Dev Tax - Unpledged | 26,280,373 | 25,579,170 | 15,610,812 | 22,792,974 | 21,653,320 |
| Tourist Dev Tax - 4th Cent | 10,515,934 | 10,231,670 | 6,246,573 | 9,120,470 | 8,664,440 |
| Tourist Dev Tax - 5th Cent | 10,515,934 | 10,231,670 | 6,246,573 | 9,120,470 | 8,664,440 |
| Tourist Dev Tax - 6th Cent | 10,515,934 | 10,231,670 | 6,246,573 | 9,120,470 | 8,664,440 |
| Subtotal Tourist Dev Tax Revenues | 63,082,989 | 61,390,010 | 37,471,944 | 54,711,890 | 51,976,270 |
| Interest | 1,889,755 | 570,000 | 600,000 | 600,000 | 570,000 |
| Co-op Advertising Rev | 610,240 | 580,300 | 220,000 | 276,850 | 263,000 |
| Misc | 114,542 | - | - | - | - |
| Total Revenue | 65,697,527 | 62,540,310 | 38,291,944 | 55,588,740 | 52,809,270 |
| Total Resources | 122,266,953 | 110,806,450 | 90,712,878 | 76,004,410 | 73,224,940 |

\$ 31,185,762 60% of TDT Revenue
Available
\$ 20,790,508 40% of TDT Revenue

| | | | | | |
|----------------------------|-------------------|--------------------|-------------------|-------------------|-------------------|
| Requirements | 25,233,196 | 24,556,004 | | | |
| Expenditures | | | | | |
| Personal Services | 4,537,582 | 5,590,430 | 4,997,079 | 5,425,930 | 5,426,160 |
| Operating Expenses | 29,028,847 | 36,304,370 | 27,614,760 | 32,092,808 | 32,092,830 |
| Capital Outlays | 25,315 | 21,050 | 13,140 | 3,230 | 3,230 |
| Capital Program | 15,696,840 | | | | |
| Dali Museum | 500,000 | 500,000 | 500,000 | - | - |
| American Craftsman Museum | 2,000,000 | 2,000,000 | 2,000,000 | - | - |
| Countryside Sports Complex | | 950,000 | 950,000 | 950,000 | 950,000 |
| Dunedin Spring Training | 11,670,387 | 33,200,000 | 29,563,170 | - | - |
| Florida Holocaust Museum | - | 350,000 | - | 350,000 | 350,000 |
| Tampa Bay Watch | - | - | 300,000 | - | - |
| Beach Re-nourishment | 5,228,240 | 5,115,830 | 3,121,413 | 4,329,630 | 4,329,630 |
| Clearwater Spring Training | 587,650 | 587,650 | 587,650 | 244,900 | 244,900 |
| Tax Collector | 571,157 | 701,330 | 650,000 | 701,330 | 701,330 |
| Total Expenditures | 69,846,018 | 85,320,660 | 70,297,212 | 44,097,828 | 44,098,080 |
| Reserves | - | 25,485,790 | | 31,906,582 | 29,126,860 |
| Total Requirements | 69,846,018 | 110,806,450 | 70,297,212 | 76,004,410 | 73,224,940 |

| Capital Reserves Calculation | |
|------------------------------|-----------------|
| FY16 Rev | \$ 15,455,972 |
| FY17 Rev | \$ 18,266,099 |
| FY16 Exp | \$ (662,145) |
| FY17 Exp | \$ (587,650) |
| FY18 Beg Cap Res | \$ 32,472,277 |
| FY18 Cap Rev (Actual) | \$ 23,887,239 |
| FY18 Cap Exp (Actual) | \$ (24,411,762) |
| FY19 Cap BFB | \$ 31,947,754 |
| FY19 Cap Rev (Est) | \$ 25,233,196 |
| FY19 Cap Exp (Est) | \$ (35,683,117) |
| FY20 Cap BFB | \$ 21,497,832 |
| FY20 Cap Rev (Est) | \$ 14,988,778 |
| FY20 Cap Exp (Est) | \$ (37,022,233) |
| FY21 Cap BFB | \$ (535,623) |
| FY21 Cap Rev (Budget) | \$ 20,790,508 |
| FY21 Cap Exp (Budget) | \$ (5,874,530) |
| FY21 Cap Res (Budget) | \$ 14,380,355 |

| | | | | | |
|---|-------------------|----------|-------------------|----------|----------|
| GROSS ENDING BALANCE/ RESERVES | 52,420,935 | - | 20,415,666 | - | - |
| | 122,266,953 | | | | |

| | | | | | |
|-----------------------|------------|---|------------|-------|-------|
| Reserve Contingencies | 10,969,830 | - | 7,249,260 | 9.9% | 13.7% |
| Reserve Fund Balance | 8,836,010 | - | 11,930,020 | 16.3% | 22.6% |
| Reserve Future Years | | - | | 0.0% | |
| Reserves - Capital | 5,679,950 | | 9,947,580 | 13.6% | 18.8% |

*Typically, revenue is budgeted at 95% of expected collections, per State Statute.





Convention Visitors Bureau FY 2021 Budget

| Account Name | Approved FY 2020 Budget | Estimate FY 2020 Budget | Variance FY 2020 Budget | Proposed FY 2021 Budget | %Δ FY21 v. FY20 Budget |
|--|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|
| Personal Services | | | | | |
| Exempt Salaries | \$3,371,600 | \$3,004,937 | -\$366,663 | \$3,215,460 | -5% |
| Classified Salaries | \$381,160 | \$379,882 | -\$1,278 | \$407,230 | 7% |
| Employee Benefits/Taxes | \$1,803,740 | \$1,576,330 | -\$227,410 | \$1,769,540 | -2% |
| REM Capital Invoice Processing/Activations | \$33,930 | \$35,930 | \$2,000 | \$33,930 | - |
| Total Personal Services ⁽¹⁾ | \$5,590,430 | \$4,997,079 | -\$593,351 | \$5,426,160 | -3% |
| Operating Expenses | | | | | |
| Other Contractual Services ⁽²⁾ | \$1,405,870 | \$1,076,170 | -\$329,700 | \$764,440 | -46% |
| Intergovernmental Services | \$1,105,610 | \$1,105,610 | - | \$1,357,030 | 23% |
| Rents and Leases ⁽²⁾ | \$393,140 | \$391,440 | -\$1,700 | \$384,720 | -2% |
| Repairs and Maintenance ⁽²⁾ | \$12,000 | \$5,000 | -\$7,000 | \$12,000 | - |
| Printing | \$25,000 | \$25,000 | - | \$25,000 | - |
| Office Supplies ⁽²⁾ | \$45,000 | \$40,000 | -\$5,000 | \$40,000 | -11% |
| Credit Card Fees/Vacancy Advertisements ⁽³⁾ | \$5,600 | \$34,000 | \$28,400 | \$5,600 | - |
| Training & Education ⁽⁴⁾ | \$103,050 | \$16,750 | -\$86,300 | \$38,810 | -62% |
| PC Purchases Under \$1,000 | \$9,520 | \$9,520 | - | \$9,070 | -5% |
| | \$3,104,790 | \$2,703,490 | -\$401,300 | \$2,636,670 | -15% |
| Promotional | | | | | |
| Advertising & Promotions ⁽⁵⁾ | \$15,688,020 | \$12,851,140 | -\$2,836,880 | \$14,100,000 | -10% |
| Elite Events ⁽⁶⁾ | \$902,000 | \$681,700 | -\$220,300 | \$1,000,000 | 11% |
| Chambers Visitor Services Support | \$500,000 | \$500,000 | - | \$500,000 | - |
| Digital Marketing Contract | \$5,500,000 | \$5,500,000 | - | \$5,500,000 | - |
| International Sales ⁽⁷⁾ | \$650,000 | \$600,000 | -\$50,000 | \$600,000 | -8% |
| Inquiry Services ⁽⁸⁾ | \$95,000 | \$90,000 | -\$5,000 | \$95,000 | - |
| Direct Sales ⁽⁴⁾ | \$8,404,550 | \$3,946,260 | -\$4,458,290 | \$5,925,650 | -29% |
| Research ⁽⁹⁾ | \$220,000 | \$217,980 | -\$2,020 | \$972,000 | 342% |
| | \$31,959,570 | \$24,387,080 | -\$7,572,490 | \$28,692,650 | -10% |
| Shipping/Postage/Communications ⁽¹⁰⁾ | \$169,700 | \$121,720 | -\$47,980 | \$136,880 | -19% |
| Travel ⁽⁴⁾ | \$962,470 | \$294,630 | -\$667,840 | \$429,750 | -55% |
| Associations/Memberships | \$107,840 | \$107,840 | \$0 | \$196,880 | 83% |
| | \$1,240,010 | \$524,190 | -\$715,820 | \$763,510 | -38% |
| Total Operations | \$41,894,800 | \$32,611,839 | -\$9,282,961 | \$37,518,990 | -10% |
| Capital Outlay | | | | | |
| Capital Outlay Equip/PCs over \$1,000 ⁽¹¹⁾ | \$21,050 | \$13,140 | -\$7,910 | \$3,230 | -85% |
| | \$21,050 | \$13,140 | -\$7,910 | \$3,230 | -85% |
| Total Operations and Capital Outlay | \$41,915,850 | \$32,624,979 | -\$9,290,871 | \$37,522,220 | -10% |
| Capital Funding Commitment | \$37,587,650 | \$33,900,820 | -\$3,686,830 | \$1,544,900 | -96% |
| Beach Nourishment | \$5,115,830 | \$3,121,413 | -\$1,994,417 | \$4,329,630 | -15% |
| Transfer to Tax Collector | \$701,330 | \$650,000 | -\$51,330 | \$701,330 | - |
| Ending Fund Balance/Reserves Operating | \$19,805,840 | \$20,951,289 | \$1,145,449 | \$19,179,280 | -3% |
| Ending Fund Balance/Reserves Capital | \$5,679,950 | -\$535,623 | -\$6,215,573 | \$9,947,580 | 75% |
| Total Other | \$68,890,600 | \$58,087,899 | -\$10,802,701 | \$35,702,720 | -48% |
| Total TDT Fund | \$110,806,450 | \$90,712,878 | -\$20,093,572 | \$73,224,940 | -34% |

FY2020 Actual Budget:

(1) position freezes; (2) adjust to anticipated costs; (3) CVB Director recruitment; (4) conference/event cancellations/budget reductions; (5) budget reductions; (6) cancelled events; (7) elimination of opportunity funds; (8) anticipated decrease in fulfillment costs; (9) net decrease due to cancelled event studies & additional data sets; (10) adjust to anticipated shipping/postage costs; (11) eliminated office changes.





| Account Name | Final | Final | Final | Final |
|---|----------------------|----------------------|----------------------|----------------------|
| | FY 2018 Budget | FY 2018 Actuals | FY 2019 Budget | FY 2019 Actuals |
| Personal Services | | | | |
| Exempt Salaries | \$2,959,580 | \$2,517,503 | \$3,235,370 | \$2,819,146 |
| Classified Salaries | \$409,260 | \$389,607 | \$416,300 | \$348,052 |
| Employee Benefits/Taxes | \$1,543,180 | \$1,248,659 | \$1,747,900 | \$1,370,384 |
| REM Capital Invoice Processing | - | - | \$30,720 | - |
| Total Personal Services | \$4,912,020 | \$4,155,769 | \$5,430,290 | \$4,537,582 |
| Operating Expenses | | | | |
| Other Contractual Services | \$898,170 | \$661,752 | \$1,235,570 | \$948,352 |
| Intergovernmental Services | \$908,760 | \$915,589 | \$975,290 | \$980,361 |
| Rents and Leases | \$371,920 | \$379,786 | \$390,490 | \$386,296 |
| Repairs and Maintenance | \$40,000 | \$2,551 | \$12,000 | \$7,813 |
| Printing | \$28,000 | \$14,048 | \$25,000 | \$26,874 |
| Credit Card Fees/Vacancy Advertisements | \$3,000 | \$973 | \$45,000 | \$37,749 |
| Office Supplies | \$45,000 | \$39,600 | \$5,600 | \$40,720 |
| Training & Education | \$103,050 | \$36,084 | \$103,050 | \$26,594 |
| PC Purchases Under \$1,000 | \$3,710 | \$5,993 | \$15,600 | \$16,924 |
| | \$2,401,610 | \$2,056,376 | \$2,807,600 | \$2,471,683 |
| Promotional | | | | |
| Advertising & Promotions | \$15,064,940 | \$13,874,170 | \$15,117,770 | \$14,861,472 |
| Elite Events | \$1,525,000 | \$945,000 | \$1,525,000 | \$698,400 |
| Chambers Visitor Services Support | \$310,090 | \$299,116 | \$320,940 | \$309,969 |
| Digital Marketing Contract | - | - | \$4,500,000 | \$4,512,443 |
| International Sales | \$650,000 | \$600,000 | \$650,000 | \$640,000 |
| Inquiry Services | \$325,000 | \$73,895 | \$95,000 | \$72,800 |
| Direct Sales | \$9,659,300 | \$7,786,569 | \$7,566,300 | \$4,694,940 |
| Research | \$250,000 | \$55,197 | \$115,000 | \$22,041 |
| | \$27,784,330 | \$23,633,947 | \$29,890,010 | \$25,812,065 |
| Shipping/Postage/Communications | \$168,600 | \$177,269 | \$164,900 | \$150,910 |
| Travel | \$924,380 | \$473,450 | \$927,410 | \$499,015 |
| Associations/Memberships | \$67,360 | \$96,459 | \$95,820 | \$95,174 |
| | \$1,160,340 | \$747,178 | \$1,188,130 | \$745,099 |
| Total Operations | \$36,258,300 | \$30,593,270 | \$39,316,030 | \$33,566,429 |
| Capital Outlay | | | | |
| Capital Outlay Equipment | \$21,140 | \$55,433 | \$35,260 | \$25,315 |
| | \$21,140 | \$55,433 | \$35,260 | \$25,315 |
| Total Operations and Capital Outlay | \$36,279,440 | \$30,648,703 | \$39,351,290 | \$33,591,744 |
| Capital Funding Commitment | \$20,282,650 | \$19,752,252 | \$35,987,650 | \$30,454,877 |
| Beach Nourishment | \$4,659,510 | \$4,659,510 | \$5,228,240 | \$5,228,240 |
| Transfer to Tax Collector | \$633,100 | \$521,321 | \$666,340 | \$571,157 |
| Ending Fund Balance/Reserves Operating | \$44,535,740 | \$24,621,676 | \$23,353,980 | \$30,923,103 |
| Ending Fund Balance/Reserves Capital ⁽¹⁾ | | \$31,947,754 | \$13,775,440 | \$21,497,832 |
| Total Other | \$70,111,000 | \$81,502,513 | \$79,011,650 | \$88,675,209 |
| Total TDT Fund | \$106,390,440 | \$112,151,216 | \$118,362,940 | \$122,266,953 |

(1) Capital Fund Balance/Reserves for FY18 Budget are combined in the total for FY18 Operating Reserves - \$44,535,740.



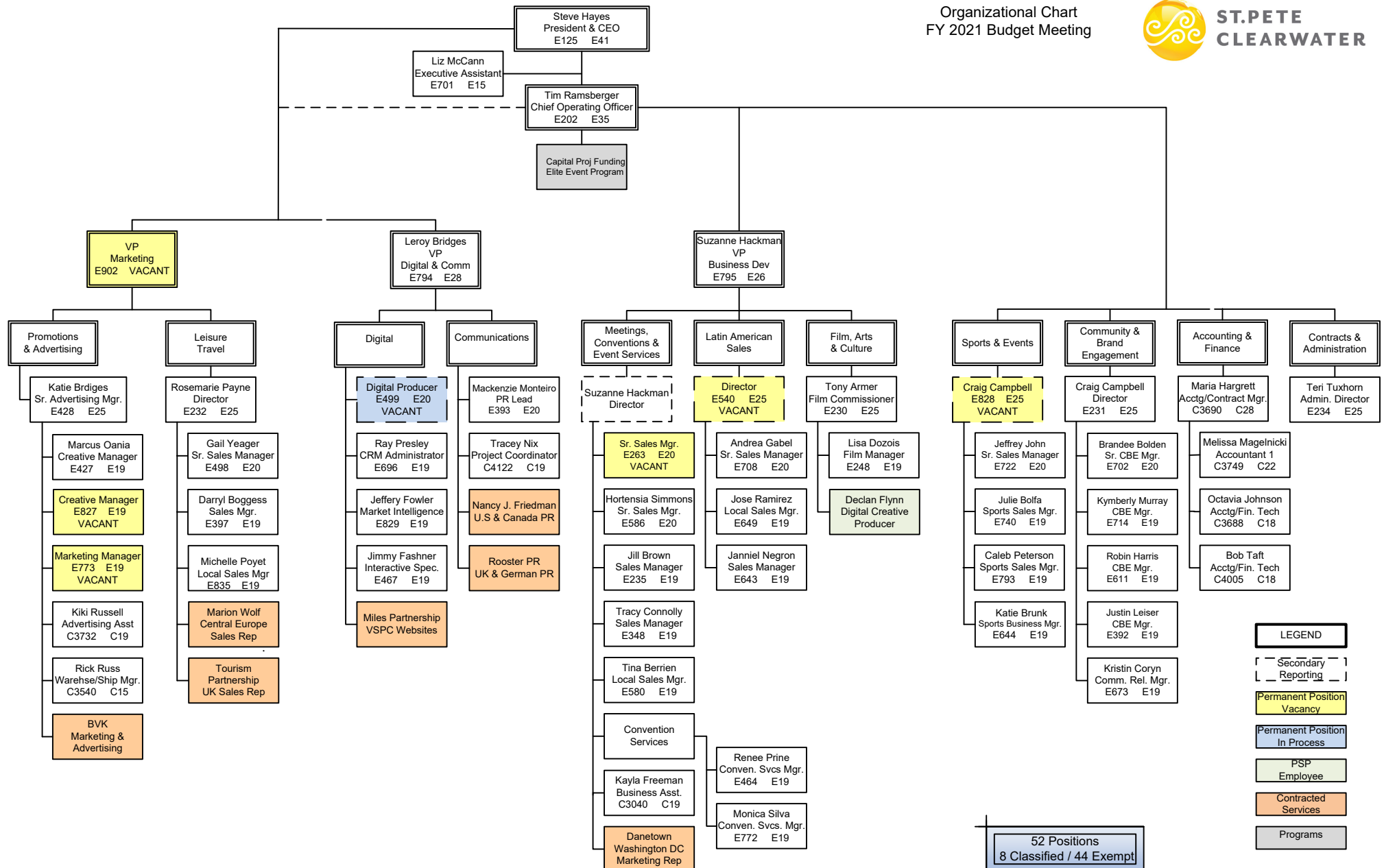
DEPARTMENT BUDGET OVERVIEW

| FY21 Proposed Budgets | | | | | | | | | | | |
|---------------------------------------|-----------------------|---------------|-----------------------|-----------------------------|------------------|-------------------------|-----------------------|---------------|-------------------------|-------------------------------|---------------------|
| Department | FY21 Personal Svcs | FY21 Staff | Sales/ Promotional | Professional Development | Travel | FY21 Total Budget | FY20 Personal Svcs | FY20 Staff | FY20 Total Budget | FY21 Variance over FY20 | Percent Variance |
| Advertising & Promotions ¹ | \$644,990 | 7 | \$14,100,000 | \$4,500 | \$6,000 | \$14,755,490 | \$709,610 | 7 | \$16,412,630 | -\$1,657,140 | -10.10% |
| Community & Brand Engagement | \$636,730 | 6 | \$243,000 | - | \$38,500 | \$918,230 | \$577,960 | 6 | \$1,087,960 | -\$169,730 | -15.60% |
| Digital & Communications ² | \$760,310 | 7 | \$5,930,600 | \$10,200 | \$30,500 | \$6,731,610 | \$719,290 | 7 | \$6,829,250 | -\$97,640 | -1.43% |
| Executive Sales | \$143,630 | 2 | - | \$6,380 | \$53,500 | \$203,510 | \$147,060 | 2 | \$306,970 | -\$103,460 | -33.70% |
| Film, Arts & Culture | \$267,820 | 2 | \$1,607,800 | \$1,500 | \$34,600 | \$1,911,720 | \$257,390 | 2 | \$2,326,290 | -\$414,570 | -17.82% |
| Latin America Sales | \$346,100 | 4 | \$255,500 | - | \$45,100 | \$646,700 | \$470,670 | 4 | \$1,578,920 | -\$932,220 | -59.04% |
| Leisure Travel | \$474,780 | 4 | \$251,900 | \$500 | \$46,900 | \$774,080 | \$500,520 | 5 | \$999,120 | -\$225,040 | -22.52% |
| Meetings & Conventions | \$805,270 | 9 | \$2,082,750 | \$14,400 | \$124,550 | \$3,026,970 | \$797,430 | 8 | \$3,889,580 | -\$862,610 | -22.18% |
| Sports & Events | \$392,680 | 5 | \$1,054,100 | - | \$47,600 | \$1,494,380 | \$485,410 | 5 | \$1,887,710 | -\$393,330 | -20.84% |
| Admin | \$953,850 | 6 | - | \$1,330 | \$2,500 | \$957,680 | \$925,090 | 6 | \$930,090 | \$27,590 | 2.97% |
| Totals | \$5,426,160 | 52 | \$25,525,650 | \$38,810 | \$429,750 | \$31,420,370 | \$5,590,430 | 52 | \$36,248,520 | -\$4,828,150 | -13.32% |

(1) Sales/Promotional includes advertising agency costs \$13,695,000; (2) Sales/Promotional includes digital agency costs \$5,500,000, Total does not include Research costs of \$972,000.



Organizational Chart
FY 2021 Budget Meeting



LEGEND

- Secondary Reporting
- Permanent Position Vacancy
- Permanent Position In Process
- PSP Employee
- Contracted Services
- Programs

52 Positions
8 Classified / 44 Exempt





ST.PETE CLEARWATER

Film Commission

FY 2021 BUDGET WORKSHOP



Film Commission FY 2020 Sales Plan

RECAP

Moving forward in FY20 post COVID numbers across the board will be down. There should be an uptick in commercial productions as everyone gets back to work. Summer is typically slow but should be busier this year with the number of productions. Overall spend will be down as budgets are being cut. Postponed events will take place near the end of FY20. Incentive support of feature film productions could still pickup but is yet to be determined.

GOAL 1:

Arts & Culture Department Expansion: Codify all the elements Visit St. Petersburg Clearwater already does with Film Arts & Culture by consolidating film, arts, culture and community relations under one department.

- FY 2020 Creative Pinellas contract executed. Deliverables are being fully executed via the contract agreement.
- Community relations moved to Community & Brand Engagement during FY19.

GOAL 2:

Respond to and fulfill 45 leads for feature and independent films.

- Responded to 42 leads as of February 2020. On track to surpass this goal. FY17 - 313 (goal 45), FY18 - 73 (goal 45), FY19 - 51 (goal 45).
- Lead creation and marketing development at the following events/trade shows to date:
 - American Film Market Los Angeles, CA – November 2019.
 - Focus Location Show London – December 2019.
 - Dunedin Film Festival – January 2020.
 - Sunshine City Film Festival – January 2020.
 - Sundance/Slamdance Film Festivals - January 2020.





GOAL 3:

Continue to support the growth of a signature film festival event as a major tourism draw and showcase the area to out-of-town producers and filmmakers.

- Directly communicated and individually pitched the benefits and programs Film SPC can offer to over 120 filmmakers (local and out of town) attending the Sunscreen Film Festival.
- Showcased destination to over 75 producers, directors and filmmakers who travelled to the destination for Festival.
- Filmmakers traveled from Los Angeles, New York, Europe, South America and other areas to attend the event.
- Film SPC was fully branded on all PR and marketing for the event.
- Participated in Dunedin Film Fest, Tampa Bay Latin Film Fest, Sunshine City Film Fest, Gasparilla, and Tampa International Gay and Lesbian Film Festivals. Held multiple FAM's with attending filmmakers.

GOAL 4:

Secure 65 commercials and direct-response videos (infomercials) to be filmed in Pinellas County.

- 35 commercial projects have filmed through April 2020 including major brands like Publix, Trek Bikes and Dick's Sporting Goods. FY17 – 71 projects (goal 52), FY18 – 55 (goal 65), FY19 – 71 (goal 65).

GOAL 5:

Generate and respond to 150 qualified leads from producers of network, cable television.

- Generated and responded to 48 leads to date – on target to meet FY20 goal.
- FY17 - 297 leads (goal 150), FY18 - 258 (goal 150), FY19 - 125 (goal 150).

GOAL 6:

Create branded digital media content and develop in-destination digital media content for YouTube, Vimeo, Amazon, etc.

- Created informative insurance video, informing productions on best practices for insurance during the permitting process.
- Created PSA in partnership with St. Petersburg Police Department that covered the importance of using Police services when filming scenes with prop weapons, simulated fights, road closures, etc.





- Created videos of ongoing educational workshops including Film Finance and Screenwriting-The First 10 Pages.
- Supported web series and digital content of special events like *Film Jams* and *Bernie the Dolphin 2* Film Premiere.

GOAL 7:

Generate and respond to 40 qualified leads for print photography projects.

- To date, the Film Commission has responded to 38 (As of April 2020) leads from print photography. On track to surpass this goal. FY17 – responded to 37 leads (goal 40), FY18 – 42 (goal 40), FY19 – 54 (goal 40).

GOAL 8:

Host a minimum of 2 in-destination events utilizing recognizable entertainment industry talent to draw media and public attention to the area.

- Partnered with Digital Department to host Andrew Huang to create branded video content promoting the destination.
- The Film Commission is in discussion with potential industry talent that fits the parameters of the program for the current fiscal year.
- FY17 – hosted 2 events (goal 2), FY18 - 2 (goal 2), FY19 - 2 (goal 2).

GOAL 9:

Support a minimum of 3 projects via the Film Business Development Program.

- On track to support 6 projects this fiscal year, including 2 Hallmark Channel films, 3 Independent Features and in discussions with others.
- FY17 – 6 projects (goal 3), FY18 - 5 (goal 3), FY19 - 6 (goal 3).





Film Commission FY 2021 Budget Summary

| | |
|---------------------------------|------------------------|
| Sales | |
| (7) Trade Shows/Conferences | \$45,300 |
| Marketing Support | \$132,500 |
| Business Development | \$1,425,000 |
| Other | \$5,000 |
| Total Sales | \$1,607,800 |
| Travel | \$34,600 |
| Professional Development | \$1,500 |
| <hr/> | |
| Total Budget Request | \$1,643,900 |
| FY20 Budget | \$2,068,900 |
| Variance* | -21% |

*Variance due to Covid-19 reductions.





**Film Commission
FY 2021 Budget Request**

| Show/Event/Organization | Location | Dates | Travel | Sales Cost | Professional Development | Total |
|--|-----------------|---------------|-----------------|--------------------|-----------------------------|--------------------|
| Direct Marketing Programs | | | | | | |
| Sunscreen Film Fest West | Los Angeles, CA | October | \$3,500 | \$5,000 | | \$8,500 |
| New Orleans Film Festival | New Orleans, LA | October | \$2,100 | \$5,000 | | \$7,100 |
| American Film Market | Los Angeles, CA | November | \$4,000 | \$1,200 | | \$5,200 |
| FOCUS Locations Show | London, UK | December | \$4,000 | \$11,000 | | \$15,000 |
| Marche du Film | Cannes, France | May | \$8,000 | \$20,000 | | \$28,000 |
| Slamdance Miami* | Miami, FL | May | \$2,000 | \$1,500 | | \$3,500 |
| Produced by Conference | Los Angeles, CA | June | \$3,500 | \$1,600 | | \$5,100 |
| Total Direct Marketing Programs | | | | | | \$72,400 |
| Marketing Support | | | | | | |
| Film SPC Advertising, Marketing | | All year | | \$22,500 | | \$22,500 |
| Sunscreen Film Fest | St. Petersburg | May | | \$45,000 | | \$45,000 |
| Film Commission Digital Industry Destination Marketing | Local | Spring & Fall | | \$30,000 | | \$30,000 |
| Film Commission Video Content Development | Pinellas | All year | | \$35,000 | | \$35,000 |
| Total Marketing Support | | | | | | \$132,500 |
| Development Marketing | | | | | | |
| Film Business Development Program | | Various | | \$1,400,000 | | \$1,400,000 |
| In-bound Scouting Trips | Pinellas | All year | | \$25,000 | | \$25,000 |
| Total Development Marketing | | | | | | \$1,425,000 |
| Other | | | | | | |
| Film Permit/Research Software | | | | \$4,000 | | \$4,000 |
| Film Florida Committee Meetings, Local Mileage | Various | All year | \$5,000 | \$1,000 | | \$6,000 |
| Association of Film Commissions International | Los Angeles, CA | April | \$2,500 | | \$1,500 | \$4,000 |
| Total Other | | | | | | \$14,000 |
| Film Commission Totals | | | \$34,600 | \$1,607,800 | \$1,500 | \$1,643,900 |
| | | | | | | |
| * Indicates New Initiative | | | | | Total Budget Request | \$1,643,900 |





| Film Commission | | | |
|--|-----------------|---------------|---|
| Direct Marketing Programs | Location | Dates | Benefit |
| Sunscreen Film Fest West | Los Angeles, CA | October | Annual business development event in the industry hub for the film, TV, commercial, digital media business. One to one appointments and follow up meetings from previous tradeshows. 20+ appointments. |
| New Orleans Film Festival | New Orleans, LA | October | Annual business development event in a Southeastern U.S. based industry hub. One to one appointments, sales calls, destination presentations. |
| American Film Market | Los Angeles, CA | November | Largest international tradeshow in United States. One to one appointments, sales calls, destination presentations. 20+ meetings, follow ups from previous tradeshows. |
| FOCUS Locations Show | London, UK | December | Global location specific tradeshows for commercial, digital and film production. Partnering with 2-3 other Florida Film Commissions to have an expanded presence at the event. 54 one to one appointments in 2019. |
| Marche du Film, Film Market | Cannes, France | May | One of 4 major film tradeshows held annually. One of 3 major markets with a Film Commission specific and location specific component to promote destinations around the world for commercial, digital and film production. Over 260 one to one appointments at previous show film commission had a booth at. Follow up meetings from previous tradeshows. \$1 million in direct spend in the destination resulting from this show. |
| Slamdance Miami* | Miami, FL | May | Annual business development event in a Southeastern U.S. based industry hub. One to one appointments, sales calls, destination presentations. New Show. |
| Produced by Conference | Los Angeles, CA | June | Annual educational and business development conference. Hosted by the Producers Guild. Continuing education sessions and one to one appointments. Over 20 appointments in 2019. |
| Marketing Support | | | |
| Film SPC Advertising, Marketing | | All year | Advertising and Marketing in Regional, National and International Publications and Digital Platforms promoting St. Pete Clearwater. Reaching a broad range of content creators from commercial, digital media, TV and film production. Measuring effectiveness via advertising metrics like publication reach, CPM's, exposure, online views, and impressions. |
| Sunscreen Film Fest | St. Petersburg | May | Enables direct interaction with dozens of out of town filmmakers to showcase the destination, is an internationally known event that attracts tourism from across North America and internationally. This event has resulted in numerous productions coming to the area as a result of filmmakers first visiting due to attendance at the film festival. Attendees traveling to St. Pete stay for an average of 3 days and book lodging in the area. The event has past economic impact reports showing an impact of over \$1 million each year. Continuing to promote the destination to out town attendees. Conduct a location FAM tour of attendees showcasing the area. Broad exposure on all PR, marketing and advertising materials in print, broadcast and online. Video presentations prior to all screenings for all attendees, verbal mentions and the opportunity to speak to all attendees at screenings and events. Measureable effectiveness of attending will be determined by the number and quality of sales meetings, leads from engaging attendees. Measuring effectiveness via advertising metrics like publication reach, CPM's, exposure, online views, and impressions. Hosted over 20 filmmakers for a custom FAM tour in 2019. |
| Film Commission Digital Industry Destination Marketing | Local | Spring & Fall | Creation of destination specific digital campaigns that expand the awareness and favorable impression of the destination. Engaging content creation to maximize impressions and broad reach marketing the destination. Measuring effectiveness via advertising metrics like publication reach, CPM's, exposure, online views, and impressions. |
| Film Commission Video Content Development | Pinellas | All year | Reaching a broad range of content creators from commercial, digital media, TV and film production. Video specific advertising and marketing materials used as sales tools and promotional pieces attracting production and tourism to the area. Measuring effectiveness via advertising metrics like publication reach, CPM's, exposure, online views, and impressions. |





| Development Marketing | | | |
|-----------------------------------|-------------|----------|---|
| Film Business Development Program | | Various | Continuation of this highly successful program that has attracted 31 productions to the area in 5 years that have spent over \$12 million in the destination. Continue to market this program to Executives, Producers, Directors and film investors. The goal of attracting at least 3 productions via the program each year. Measure effectiveness by how many productions come to the area and film, the number of inquiries about the program, the number of FAM tours and location scouts that result from marketing and engaging about the program. |
| In-bound Scouting Trips | Pinellas | All year | Bringing potential film, TV and digital creators to the area is the best way to showcase Pinellas County. Using the sales missions, local film festivals, events and marketing initiatives, to attract a wide array of content creators in commercial, digital, TV and film. Hosting customized FAM tours and location scouts to secure new business. Measure effectiveness by the number of FAM's and scouts, the number of people taken on these tours and productions that come to the area and film as a result of the tours. |
| Other | | | |
| Film Permit/Research Software | | | The main tool utilized by the Film Commission in processing permits and tracking all pertinent economic data. |
| Film Florida Committee Meetings | Various | All year | Working with the Statewide organization for film in Florida, statewide film commissions and businesses to create more opportunities and bring more production to the area. Engaging with stakeholders across the State in the production industry. Deepening relationships with stakeholders and the Statewide organization to further enhance St. Pete Clearwater's business practices and effectiveness as a Film Commission. Measuring effectiveness by the number of Film Florida events attended, strategies and tools developed for furthering the film commission's goals. |
| Professional Development, AFCI | Los Angeles | April | Founded in 1975, Association of Film Commissioners International (AFCI) is the only global non-profit professional organization representing city, state, regional, provincial and national film commission members on six continents. AFCI Week is a multi-day event open to AFCI Members, Affiliates and sponsors includes networking opportunities with entertainment industry decision makers, educational opportunities targeted at enhancing business practices and prime opportunities for lead-generation. |

* Indicates New Initiative





Film Commission FY 2021 Sales Plan

GOAL 1:

Increase awareness and knowledge of the St. Petersburg Clearwater area as a destination location for Commercial, Film, TV, Unscripted and Digital Content Production. Engage projects of all budget levels by actively soliciting projects from at least 7 trade shows and events.

STRATEGIES:

- Participate in direct marketing and sales missions at major film markets, festivals, trade shows and in the Los Angeles market. Content Producers at these events work across multiple platforms including; Commercials, Feature Films, TV, Unscripted Programming, and Digital Content. Focus on not just North America but expand International reach:
 - Attend these 2 major market trade shows:
 - ♦ American Film Market (November 2020) – Exposure to over 7,000 attendees. Meet with decision makers to bring productions to St. Pete Clearwater. Attend continuing education workshops that are a part of the market.
 - ♦ Marche du Film (May 2021) - The IPW of film Trade Shows. The direct economic spend as a result of attending for 3 years is an ROI of more than 9 times the cost of attendance. Additionally, overall exposure from past attendance has expanded St. Pete Clearwater's profile aiding in the record-breaking productions in destination during FY 2019.
 - Sunscreen West, Los Angeles (festival and seminars, October 2020) Provides marketing and advertising exposure in the Los Angeles market. Participate with filmmakers to sell St. Pete Clearwater as the destination for independent films budgeted at \$2 million or less. Attend continuing education workshops that are a part of the event.
 - New Orleans Film Festival (Oct. 2020) - Due to its proximity to Florida focus on Southern and Florida-made films. Convert films budgeted at \$2 million or less from New Orleans productions to St. Pete Clearwater.
 - FOCUS Locations Show (December 2020) - Exposure to over 2,000 producers, directors, location & production managers This is one of only a few global location specific trade shows for commercial, digital and film production. Meet with decision makers to close deals to bring production to St. Pete Clearwater. Partner with 2-3 other Florida Film Commissions to have an expanded presence at the event. Engage in direct sales marketing to this group that will result in destination exposure and future production in Pinellas County.





- Slamdance Miami (May 2021) – Slamdance is considered one of the top independent film festivals in the Country. Starting in 2020 Miami is a brand-new location for an offshoot of the event that occurs in Park City every January. Focus on branding and marketing St. Pete Clearwater to attract business to this area.
- Produced by Conference (June 2021) – The only conference hosted by the PGA (Producer's Guild of America). Provides marketing and advertising exposure and meetings with decision makers to close deals and bring productions to St. Pete Clearwater. Attend continuing education workshops that are a part of the conference.
- Organize a minimum of 4, or as many as possible, custom scouting trips and meetings with creators who have projects that would fit in Pinellas locations. Scouting trips include showing off appropriate locations, introducing participants to key individuals and providing hotel accommodations and ground transportation while in destination.

GOAL 2:

Continue to support the growth of a signature film festival event as a major tourism draw and showcase the area to out-of-town producers and filmmakers.

STRATEGIES:

- Leverage exposure from participation to increase brand awareness and recognition of the destination.
 - Headline Sponsor of the Sunscreen Film Festival.
 - Sunscreen is the longest running mainstream film festival in all of Tampa Bay and Pinellas County's only major international film event. It is a tourism, marketing and branding draw to the area that brings in filmmakers and visitors from across North America, Europe, Central and South America, and Asia.
 - There is no better way to showcase the destination than having people actually in the destination. Conduct FAM tours for filmmakers to showcase the area. Conduct one on one and group informational sessions informing attendees of the benefits of filming in the area.
 - Filmmakers have produced numerous films in destination as a result of being introduced to the area at the Sunscreen Film Festival. Nine productions of note spending close to \$2 million in the local community.
- Participate as a sponsor in Dunedin International Film Fest, Gasparilla Film Fest, Tampa Bay Latin Film Fest, Sunshine City Film Fest and Tampa International Gay and Lesbian Film Festival in order to meet and showcase the destination to any filmmakers whose work is screened at those festivals.





GOAL 3:

Increase awareness and knowledge of the St. Petersburg Clearwater area as a filming destination to in-State based production companies.

STRATEGIES:

- Continue to build relationships among producers on the Gulf Coast of Florida to grow the number of projects coming to St. Pete Clearwater from Hillsborough, Pasco, Manatee and Sarasota Counties.
- Participate in Film Florida, Women in Film and other industry trade association events to actively recruit projects from other areas of the State.

GOAL 4:

Create branded digital media content and develop in-destination digital media content for YouTube, Vimeo, Amazon, etc.

STRATEGIES:

- Create original Film Commission specific video content to market the destination as a filming location. Create social media and YouTube content in the form of promotional videos, workshops, and informational pieces. Integrate and add more video content to social channels, YouTube and the website to highlight locations and unique experiences for film, television, digital content, commercials and print photography.
- Continue initiative of shooting music videos in the destination using nationally and internationally recognized artists. Destination highlights will be included in the music videos, which generally get extensive online viewing. Work with Advertising & Promotions Department.
- Continue the existing Digital/YouTube Partner program with digital content creators that have a broad viewership and social media reach. Work with Digital & Communications Department to expand influence, reach, branding and marketing of destination on digital platforms.





GOAL 5:

Host a minimum of 2 in-destination events utilizing recognizable entertainment industry talent to draw media and public attention to the area.

STRATEGY:

- Host 2 in-destination events or Digital/TV series shoots per year (such as the Smarter Every Day-Destin Sandlin YouTube video shoot, George Takei event from October 2014, Freddie Wong from November 2015, Gary Busey and Paul Sorvino from 2016, and Joe Pantoliano and Robert Davi from 2017, Bernie the Dolphin 1 & 2 Film Premieres in 2018, 2019 and the Andrew Huang partnership from 2019). Create branded video content with recognizable and marketable entertainment industry talent. Create a branded event open to the public with talent to generate traditional and social media exposure. Create branded videos and still photographic content for use as a marketing and branding tool highlighting the destination with industry talent.

GOAL 6:

Support a minimum of 3 projects via the Film Business Development Program.

HISTORY:

- The State of Florida discontinued its film incentive program in 2016. As a result, States that do have incentive programs like Georgia and Louisiana have been very successful at drawing business away from Florida. Several highly publicized projects that were slated to be produced in our area have been filmed in Georgia (Live by Night, Gifted). Numerous other not so publicized projects have left the state and other projects will not even consider filming in Florida without a State film incentive program. With this in mind, VSPC's Film strategy is to focus on attracting projects budgeted at \$2 million or less. Moonlight which filmed in Miami and won the Academy Award for Best Picture is the perfect example of the type of film the program is working to attract. The company behind Moonlight, A24 filmed Zola in FY2019 locally. That film premiered at Sundance 2020 to rave reviews.
- Since 2015, the Pinellas County Film Business Development Program has attracted 31 projects that have spent \$12,961,000 in the area. The Film Business Development Program paid \$1,583,800 to these projects, which results in a direct ROI of over 8.1 times the funds spent.
- An additional \$1.2 million was added to this program in FY2020 due to increased demand. In the first quarter of 2019 two Hallmark films each budgeted at over \$2 million filmed in Pinellas County because of the Business Development Program.





STRATEGY:

- Review applications for and administer the Film Business Development Program to ensure marketing partnerships fulfill the mission of providing exclusive destination exposure for St. Pete/Clearwater as an area with a growing reputation for filmmaking and television programming, great locations, and excellent crew and equipment resources. Target: 5 projects





ST.PETE CLEARWATER

Advertising & Promotions

FY 2021 BUDGET WORKSHOP



Advertising & Promotions

FY 2020 Sales Plan

RECAP

GOAL 1:

Assist in the development of two in-depth, stakeholder-driven, 5-year strategic plans – one for the destination and one for Visit St. Pete/Clearwater that supports the destination plan.

- Year to date, the Visit St. Pete/Clearwater staff has completed a SWOT analysis (deep dive into the organization, brand and stakeholders), alignment of SWOT analysis results with the Board of County Commissioner's Strategic Plan, and development of values and vision statement.
- We are currently in the process of finalizing the organization's Mission Statement.
- Next piece, administered by the Executive Team, is bringing in a facilitator to administer meetings throughout the county with stakeholders (businesses, elected officials, citizens) to assess what is valuable to them and where we need to be going forward. It will be important to attend and listen to the discussions during these meetings.

GOAL 2:

Create brand awareness and metric movement by differentiating the St. Pete/Clearwater area from its competitors and deliver the right message to the right person at the right time in the planning and visitation cycle.

- In line with our Tourism Economics research and VISIT FLORIDA'S efforts to regain market share in Canada, we launched a 12-week \$440,000 advertising campaign in Toronto, partnering with Brand USA, that began October 2019. The goal was to influence visitation between January – June. We will evaluate our efforts upon the release of Tourism Economics next annual release, as well as administering a follow-up survey to our Awareness, Attitudes & Usage (AAU) Brand Tracking Study originally completed in December 2019.
- Our research (AirSage, Arrivalist and website visitation data) showed an opportunity for us to expand advertising efforts in Atlanta, so in Fall 2019 we launched a large campaign in Atlanta targeting VSPC's busy, on-the-go target audience with newspaper, radio and OOH components. The campaign will continue throughout FY20, with quarterly performance checks of our research (AirSage, Arrivalist and website visitation data).





GOAL 3:

Strengthen the brand through creative approach to media, promotions and ad design.

- We continue to utilize MRI research, the industry standard in identifying lifestyles, media habits, consumption behavior, and interests, to uncover insights on our key target audience that may further guide our media buying decisions.
- We are in the process of developing new creative for launch by January 2021.

GOAL 4:

Continue to better understand the Orlando market and develop marketing programs that will reach this important audience.

- In December 2019, we administered a follow-up survey to our Awareness, Attitudes & Usage (AAU) Brand Tracking Study originally completed in January 2018. The research was specifically designed to measure the performance of the St. Pete/Clearwater area destination brand amongst the Orlando market and to continue to explore consumer perceptions and understanding of the destination brand. The research showed that St. Pete/Clearwater has made substantial gains in increasing awareness, familiarity and excitement as an overnight beach getaway destination amongst Orlando residents. Below are statistics comparing results from 2018's AAU study to 2019:
 - When Orlando residents were asked to think specifically about the Gulf Coast of Florida and name the beach destinations that are top-of-mind, 68.4 percent wrote-in a Pinellas County community (up significantly from 56.0% in 2018).
 - Ad recall for the destination is also up considerably. In total, 39.2 percent of Orlando travelers surveyed said they recalled seeing or hearing some form of travel promotion for St. Pete/Clearwater in the last three months (up from 25.2 percent who said the same in 2018).

GOAL 5:

If necessary, successfully execute Advertising & Promotional Services agency transition.

- In February 2019, Pinellas County executed a 60-month contract with Birdsall, Voss and Associates (BVK) to provide advertising and promotional services for the CVB, d/b/a Visit St. Pete/Clearwater (VSPC). BVK has been the CVB's agency of record since October 2008 so transition services were minimal. To accommodate a new contract during the fiscal year, budget planning was divided into two halves to cover old contract and new contract expenses.





GOAL 6:

Develop new editorial and photo content for the *Gulf to Bay* Issue No. 8 destination magazine that can be used across all our marketing channels and will influence visitation and extended stays in destination.

- Visit St. Pete/Clearwater released the *Gulf to Bay* Issue No. 8 destination magazine in April 2020. The 112-page, glossy magazine offers locals and potential visitors a resource for dreaming about that next staycation or getaway to St. Pete/Clearwater. In the magazine, you'll find "The Best of St. Pete/Clearwater" – honoring winners in 28 categories voted on by thousands of residents and visitors alike. This content is also heavily promoted on our website.
- New destination images included in the *Gulf to Bay* destination magazine have been uploaded to our digital asset management system for further marketing uses.

GOAL 7:

Implement improved workflow system for team.

- We continue to utilize JotForm for Marketing Request submissions and constantly assess ways to make improvements.
- Implemented Microsoft Teams during Covid-19 to allow for better communication with team while working from home.
- We continue to use Canto as our digital asset management system and follow system updates and schedule training calls with Canto Support to insure we're using the system to its full capacity.
- Working with advertising agency on updates to make the Media Watch report more user friendly. Also, working to incorporate electronic estimates into agency workflow.
- Continue to look for best practices when for agency management.





Advertising & Promotions FY 2021 Budget Summary

Advertising & Promotions

| | |
|---|---------------------|
| Promotional Activities | \$155,000 |
| Agencies (Fixed Contracts) | \$13,945,000 |
| Total Advertising & Promotions | \$14,100,000 |
| Travel | \$6,000 |
| Professional Development | \$4,500 |
| Total FY21 Budget Request | \$14,110,500 |

FY20 Budget **\$15,703,020**

Variance* **-10%**

*Variance mainly due to allocating previously budgeted items to another account line and reductions due to Covid-19.





| Advertising & Promotions FY 2021 Budget Request | | | | | | | |
|--|-------------|-------------|----------------|---------------------------|---------------------|-----------------------------|---------------------|
| | Location | Dates | Travel | Promotional Activities | Contracts | Professional Development | Total |
| Conferences/Meetings | | | | | | | |
| Adobe MAX - The Creativity Conference | Los Angeles | October | \$3,000 | | | \$2,000 | \$5,000 |
| Destinations Intl or ESTO Conference | TBD | Summer 2021 | \$2,000 | | | \$1,500 | \$3,500 |
| Florida Governor's Conference | Florida | Fall 2021 | \$1,000 | | | \$1,000 | \$2,000 |
| Total Conference/Meetings | | | | | | | \$10,500 |
| Agencies (Fixed Contracts) | | | | | | | |
| Advertising & Promotional Services | | | | | \$13,695,000 | | \$13,695,000 |
| Promotional & Novelty Items | | | | | \$250,000 | | \$250,000 |
| Total Contracts | | | | | | | \$13,945,000 |
| Other | | | | | | | |
| Promotional Activities | | | | \$55,000 | | | \$55,000 |
| Capital Project Production Expenses | | | | \$100,000 | | | \$100,000 |
| Total Other | | | | | | | \$155,000 |
| Total Advertising & Promotions Budget | | | \$6,000 | \$155,000 | \$13,945,000 | \$4,500 | \$14,110,500 |
| | | | | | | Total Budget Request | \$14,110,500 |





| Advertising & Promotions | | | |
|---|-------------|-------------|--|
| Conferences | Location | Dates | Benefit |
| Adobe MAX - The Creativity Conference | Los Angeles | October | Adobe MAX brings together graphic designers; art and creative directors; illustrators; video and photography professionals; and other creative pros. Hands-on training from Adobe product experts and best-in-the-business creatives help attendees ignite their creativity and grow their careers. |
| Destinations International OR ESTO U.S. Travel Conference | TBD | Summer 2021 | The association for DMOs, DI is a platform for us to present our great projects and see what others around the country are doing. U.S. Travel's leading conference, ESTO brings together innovative travel and tourism marketing minds to share the latest and greatest in the industry. We also use this as a platform to present our latest innovations. |
| Florida Governor's Conference | Florida | Fall 2021 | Visit Florida's mainstay conference gives an opportunity to network, present and see what others around the state are doing. |
| Agencies (Fixed Contracts) | | | |
| Advertising & Promotional Services | | | Traditional media and creative agency that provides integrated marketing communications services for the organization, developing multi-platform, integrated programs to support VSPC's overall mission and goals. |
| Promotional & Novelty Items | | | Promotional items, which may be imprinted or embroidered with Visit St. Pete/Clearwater (VSPC) logos/messages, and ordered on an as needed basis. Promotional products are used at tradeshow, conferences and events to increase brand recognition and generate strong loyalty. |
| Other | | | |
| Promotional Activities | | | Supporting the marketing efforts of the sales offices with production hard costs, and project management/tracking tools. |
| Capital Project Production Expenses | | | Supporting the capital project funding agreements where space is provided to Visit St. Pete/Clearwater for development of promotional assets, i.e. digital information kiosks, video screens, plaques, etc., at the expense of Visit St. Pete/Clearwater. |





Advertising & Promotions FY 2021 Sales Plan

The following plan will be dependent on understanding and navigating the environment post-Covid.

GOAL 1:

Help launch and implement the new 5-year strategic plan.

STRATEGIES:

- Identify what aspects of the plan tie back into the Advertising & Promotions department and take a lead role in implementing the plan's action items.
- Continue to be primary liaison and interface with BVK advertising agency.

GOAL 2:

Create brand awareness for the St. Pete/Clearwater area.

STRATEGIES:

- Assist in the development and execution of a research-driven, consumer-focused brand platform to build marketing campaigns and promotions upon that enrich the entire destination and deepen consumer engagement.
 - Create powerful messaging and connection strategies built on a core human value of VIBRANCY that will reach and romance prospects in such a way that they will not only consider the invitation to visit but desire it.
 - Create meaningful promotions that extend marketing spend, create emotional connection, build trust, generate web traffic & email opt-ins, and engage brand advocates.
 - Strengthen the brand through creative approach to ad design and medium planning.
 - Focus on brand consistency and relevancy to consumer targets.
- Use data analytics tools to select media that reaches our target consumers (geographically and demographically) that have the highest propensity to not only visit, but to purchase overnight paid accommodations.





- Review the Destination Analysts 2021 Annual Visitor Profile for Advertising Recall, with the goal to maintain an advertising recall rate of 36% or greater.

GOAL 3:

Develop new editorial and photo content for the *Gulf to Bay* Issue No. 9 destination magazine that can be used across all our marketing channels and publish and distribute the magazine to potential visitors to influence visitation and extended stays in destination.

STRATEGIES:

- Perform studies to understand how our target audience uses the destination magazine and how the content in past issues has been received.
- Create a content plan based on the research from our audience survey.
- Launch magazine by March 1, 2021, with targeted distribution.
- Review the Destination Analysts 2021 Annual Visitor Profile for Travel Planning Resources Used – Before Arrival with the goal to increase the use of St. Pete/Clearwater Gulf to Bay Magazine in pre-planning from 1.1% to 2%.

GOAL 4:

Implement improved workflow system for team.

STRATEGIES:

- Improve the Marketing Request process based on internal department feedback for efficiency.
- Improve the upload/sharing of assets in our digital asset management system based on internal department feedback for efficiency.
- Strive towards making the BVK advertising agency estimate process digitized for more efficiency.
- Strive towards making the BVK advertising agency media watch to be more efficient and effective.
- Attend In-House Agency Forum (IHAF) conference to facilitate establishment of best practices.



GOAL 5:

Source promotional products that align with sustainable/green initiatives.

STRATEGIES:

- In conjunction with promotional/novelty items vendor, source products that are environmentally-friendly.
- Collaborate with Community & Brand Engagement and Digital & Communications to share our best practices for those initiatives with community partners and media.

GOAL 6:

Help in the development of a Value of Tourism campaign for the residents, politicians and businesses of Pinellas County.

STRATEGIES:

- Work with a consultant to survey Pinellas County residents to get their sentiments on tourism.
- Utilize the economic data as it relates to the Value of Tourism to creatively share with the residents of Pinellas County.

GOAL 7:

Collaborate with Capital Project Funding recipients to bring value to the agreements.

STRATEGIES:

- Collaborate on joint marketing initiatives to promote the new venues.
- Discover new technology that can be used in the new spaces that are provided to Visit St. Pete/Clearwater as part of the Capital Project Funding agreements.





GOAL 8:

Collaborate with Elite Event Funding recipients to bring value to the agreements.

STRATEGIES:

- Collaborate on joint marketing initiatives to promote the event to increase attendance and room nights for the destination.
- Collaborate with Community & Brand Engagement on ways to activate the brand at each of the events to build brand awareness and value for the attendees.

GOAL 9:

Relaunch the Live Amplified platform for the Chambers of Commerce.

STRATEGY:

- Collaborate with Community & Brand Engagement on ways to engage the Chambers of Commerce in relaunching the Live Amplified brand platform, including branded creative that would be useful to them.





ST.PETE CLEARWATER

Digital & Communications

FY 2021 BUDGET WORKSHOP



Digital & Communications

FY 2020 Sales Plan

RECAP

DIGITAL

GOAL 1:

Contribute to the organization's development of the 5-year strategic plan and coordinate efforts to tie directly into the plan.

- Actively participated in many of the organization's strategic plan meetings to date.
- Will continue to provide any research or marketing guidance as part of the remaining process.
- Will commit to helping implement final plan for appropriate items.

GOAL 2:

Create a more personalized and sophisticated email marketing strategy to increase engagement rate of email by more than 10%.

- We've successfully implemented Act-On, including automated emails for our destination magazine orders and email list sign-ups.
- Through February, email engagement rate for our complete email program, including opens and clicks, had increased by 12% year-over-year.
 - This includes a 3.5% growth in total list size to more than 315,000 subscribers, an average open rate of 14.6% (+6.2%) and an average click-through rate of 25% (+6.1%).
- Detailed reporting, including open rate and click-through rates, are featured in our department monthly reports.

GOAL 3:

Establish the Business Intelligence Tool as the premiere source of data and KPIs with quarterly industry webinars and monthly staff updates.

- We have enhanced the BI Tool in many ways this year, including:
 - Updated and improved the Tourist Development Tax dashboard, which is both public facing and for internal use.





- Fully integrated all of our social media metrics into Chartio.
- Created and launched an Expedia room production dashboard.
- We have acquired new data from Arrivalist and AirDNA, both of which will be integrated into Chartio by the end of the year.
- We have not started industry webinars or full staff training, but Jeffery has conducted more individualized 1-on-1 training as needed.
- Utilized the BI Tool for integral data visualization during COVID-19 response efforts internally, with the county and with stakeholders.

GOAL 4:

Develop and launch social-media first video strategy to showcase the four main pillars of the Destination---beaches, art, local and culinary---leading to an increase in engagement and completed view rate.

- We successfully launched our social video series and the results have been impressive.
 - Since October 1, we have produced 35 unique videos as part of the social series with a total of 86 different video formats for Facebook, YouTube and Instagram.
 - Those 35 unique videos have generated 2,925,447 views through March and more than 100,000 hours of branded content watched.
- We have integrated complete series metrics, including direct links to platform-specific videos, into Chartio for detailed reporting. In addition, each monthly department report includes performance.

COMMUNICATIONS

GOAL 1:

Showcase the destination to high-profile media from our top key markets, niche outlets in focus areas (culinary, wedding/honeymoon, women's interest) as well as print, online (blog, website, etc.) and broadcast. Generate 300 quality stories and/or 260 million media impressions that promote St. Pete/Clearwater in domestic and international media, including local media coverage.

- Through February, earned media relations efforts resulted in more than 120 media placement and 388 million impressions. Efforts also included hosting 47 different media.





Digital & Communications FY 2021 Budget Summary

Digital & Communications

| | |
|---|------------------------|
| (1) Conference (promotional) | \$1,100 |
| (2) Media Missions | \$3,500 |
| Media FAMS/Domains | \$31,000 |
| Digital Contract | \$5,500,000 |
| Media Contracts | \$395,000 |
| Research Contracts | \$972,000 |
| Total Digital & Communications | \$6,902,600 |
| Travel | \$30,500 |
| Professional Development Conferences | \$10,200 |
| Total FY21 Budget Request | \$6,943,300 |
| FY20 Budget | \$6,109,960 |
| Variance* | 13.6% |

*Variance due to increasing and reallocating research line to department oversight and reductions due to Covid-19.





| Digital & Communications FY 2021 Budget Request | | | | | | | |
|--|------------------------|---------|-----------------|---------------------------|-----------------------------|-----------------------------|--------------------|
| | Location | Dates | Travel | Promotional Activities | Contracts | Professional Development | Total |
| Conferences | | | | | | | |
| SXSW Interactive | Austin | March | \$3,500 | | | \$1,500 | \$5,000 |
| IPW | Chicago | April | \$2,500 | \$1,100 | | | \$3,600 |
| Simpleview Summit (2 staff) | Phoenix | May | \$3,000 | | | \$2,500 | \$5,500 |
| PRSA Travel & Tourism Conference* | TBD | June | \$2,000 | | | \$1,700 | \$3,700 |
| ESTO U.S. Travel Conference (2 staff) | TBD | June | \$3,000 | | | \$2,500 | \$5,500 |
| STR Hotel Data Conference | Nashville | August | \$2,000 | | | \$2,000 | \$4,000 |
| Media Missions | | | | | | | |
| Midwest Media Mission | Chicago & Indianapolis | October | \$2,500 | \$1,500 | | | \$4,000 |
| Visit Florida Media Mission | New York | May | \$2,000 | \$2,000 | | | \$4,000 |
| Total Media Missions/Conferences | | | | | | | \$35,300 |
| Agencies (Fixed Contracts) | | | | | | | |
| UK and Germany PR (includes UK/German mailing houses) | | | | | \$245,000 | | |
| Miles Partnership | | | | | \$5,500,000 | | |
| NJFPR (Domestic and Canada) | | | | | \$150,000 | | |
| Research* | | | | | | | |
| Research RFP | | | | | \$550,000 | | |
| STR | | | | | \$20,000 | | |
| Arrivalist | | | | | \$93,000 | | |
| Tourism Economics | | | | | \$19,000 | | |
| AirDNA | | | | | \$15,000 | | |
| CVB Compensation Study | | | | | \$25,000 | | |
| Countywide Tourism Strategic Plan RFP | | | | | \$200,000 | | |
| Other studies | | | | | \$50,000 | | |
| Total Contracts | | | | | | | \$6,867,000 |
| Other | | | | | | | |
| Local Media Activities (Hosting FAMs) | | | \$10,000 | \$25,000 | | | \$35,000 |
| Domains | | | | \$6,000 | | | \$6,000 |
| Total Other | | | | | | | \$41,000 |
| Total Digital & Communications Budget | | | \$30,500 | \$35,600 | \$6,867,000 | \$10,200 | \$6,943,300 |
| * Indicates New Initiative | | | | | Total Budget Request | | \$6,943,300 |





| Website Contract FY21 | Miles | Pass-Through | Budget |
|---|-------|--------------|-------------|
| Content | | | \$259,760 |
| Personalization for new website | | x | |
| Video Production & Management | x | | |
| New website video production | | x | |
| Google Maps Charges | | x | |
| Threshold 360 | | x | |
| Pixelcaster | | x | |
| Bandwango | | x | |
| New website | x | | |
| Development, Planning & Management | x | | |
| Search, Analytics & Reporting | | | \$880,800 |
| Bright Edge SEO Tool | | x | |
| SEO Updates & Organic Reporting | x | | |
| Panoply | | x | |
| Google Analytics Reporting & Chartio Support | x | | |
| Adara Impact Plus | | x | |
| Search Engine Marketing (SEM) | | x | |
| Email | | | \$52,000 |
| Act-On Email Client | | x | |
| Strategy/Build-out | x | | |
| Website Operations (8 total sites) | | | \$672,600 |
| Hosting | x | | |
| Account Management | x | | |
| Simpleview CRM Support + Maintenance | | x | |
| Website Maintenance | x | | |
| SiteImprove | | x | |
| New website | x | | |
| Development for Scoped Projects | x | | |
| SEO updates & organic reporting | x | | |
| Social Media | | | \$306,000 |
| Sprout Social | | x | |
| Paid Marketing | | x | |
| Media Plan | | | \$3,328,840 |
| Connected TV (i.e. Hulu) | | x | |
| Digital Audio (i.e. Pandora) | | x | |
| Premium Publishers (i.e. AFAR, Lonely Planet) | | x | |
| Meetings (Northstar, Cvent, co-op) | | x | |
| Partner Co-Op (Travel Spike, Trip Advisor, Expedia) | | x | |
| Sojern | | x | |
| Sharethrough | | x | |
| Exponential | | x | |
| Storygize | | x | |
| MIQ | | x | |
| Jun Group | | x | |
| Gum Gum | | x | |
| Omnivert | | x | |
| Travelzoo | | x | |
| Media Management & Reporting | x | | |
| Total | | | \$5,500,000 |





| | | Research |
|---|------------------------|---|
| Projects | Dates | Scope |
| Visitor profile | Ongoing | Research to provide monthly, quarterly and annual (calendar year and fiscal year) profiles on visitors to Pinellas County. Currently in-market visitor intercept surveys throughout the destination contribute to the data. If the firm does not intend to conduct intercept interviews, please detail your approach. |
| Event economic impact | Event based | Research to provide event economic impact, including direct and indirect spending, hotel room nights, visitor demographics and total taxes generated for Pinellas County. |
| Brand awareness | Campaign or city based | Annual attitude, awareness, and usage of the VSPC brand locally or in selected markets of interest. |
| Website return on investment | Ongoing | Annual study to determine the websites total economic impact, including demographic, psychographic, and behavioral information. |
| Value of tourism/resident sentiment | Annual | Research to understand how locals feel about tourism and if they value tourism. |
| International visitor profile | Annual | Detailed annual report of international visitors and expenditures broken down. |
| Topical economic impact (breweries, arts, etc.) | As needed | Research related to tourism themes surrounding visitor interest to understand total economic impact. |





| Digital & Communications | | | |
|-----------------------------------|------------------------|---------|---|
| Conferences | Location | Dates | Benefit |
| SXSW Interactive | Austin | March | One of the largest and most diverse conferences in the world. Thousands of sessions that cover branding, content creation, social media, PR, leadership, etc. |
| IPW Media Mission | Chicago | April | The largest travel show in the U.S. Meetings with dozens of the largest media outlets from across the country. This leads to press trips and high-profile coverage for the destination. |
| Simpleview Summit | Phoenix | May | Our CRM database vendor hosts this annual summit to catch us up on all new things relating to the platform and what's to come. |
| PRSA Travel & Tourism Conference* | TBD | June | The Travel and Tourism Section is for public relations and communication professionals whose specialty is in travel or hospitality-related brands, including those who work in DMOs, Hotels, Airlines, Attractions, Agencies, and other similar organizations. This focused group of more than 500 members is passionate about exchanging knowledge at an industry-leading annual conference and offers additional learning and networking throughout the year with online seminars, social media communities, and exclusive Web resources. |
| ESTO U.S. Travel Conference | TBD | June | U.S. Travel's leading conference, ESTO brings together innovative travel and tourism marketing minds to share the latest and greatest in the industry. We also use this as a platform to present our latest innovations, too. |
| STR Hotel Data Conference | Nashville | August | The Hotel Data Conference is the unique platform which provides STR data presentations, including pipeline, top markets, general session presentations, including the industry outlook and forecast decks. Goal to bring back cutting edge insights to provide to the organization: three take-away insights of where this tool within the industry is heading. |
| Media Missions | | | |
| Midwest Media Mission | Chicago & Indianapolis | October | Used to conduct desk sides with journalists and freelancers who work for Chicago and Indy's largest media outlets. This leads to press trips and high-profile coverage for the destination. |
| Visit Florida Media Mission | New York | May | In collaboration with Visit Florida, Used to conduct desk sides and freelancers who work for New York's largest media outlets. This leads to press trips and high-profile coverage for the destination. |
| Media Agencies (Contracts) | | | |
| UK and Germany PR | | | Daily PR representation for the destination in our two largest international feeder markets. Contract includes oversight of VSPC international mail fulfillment. |
| Miles Partnership | | | Digital agency that handles all web development, hosting and maintenance of the organization's 7 websites, including all of the digital media marketing and buying for the organization. |
| NJFPR (Domestic and Canada) | | | Daily PR representation for the destination in the media capital of the U.S., New York City. |
| Other | | | |
| Local Media Activities | | | Supporting the PR efforts of the international and domestic offices once media are in in market on FAM trips, i.e. transportation, meals, lodging, etc. |



Digital & Communications FY 2021 Sales Plan

GOAL 1:

Help launch and implement the new 5-year strategic plan.

STRATEGY:

- Identify what aspects of the plan tie back into the department and take a lead role in implementing the plan's action items.

GOAL 2:

Develop and launch new VisitStPeteClearwater.com website, which will integrate all department sites, including Film, Meetings, Sports and foreign language sites.

STRATEGIES:

- These six phases outline the complete web build, which began during FY20 and will be finalized and launched in FY21:
 - Discovery (completed before FY21 begins)
 - Design
 - Content audit
 - Content creation
 - Development
 - Programming

GOAL 3:

Help develop organization-wide stakeholder communications plan, including trainings, regular meetings and benefits reporting.

STRATEGIES:

- Create process for regular stakeholder outreach, which includes new businesses and web-based profile information.



- Create VSPC benefits materials that can be delivered to stakeholders on a regular basis.
- Create stakeholder outreach program, including:
 - Front-line staff training
 - Education programs
 - Feedback groups
 - Local resident listening tour

GOAL 4:

Showcase the destination to more than 30 high-profile media from our top key feeder markets and niche outlets in focus areas (culinary, arts, LGBTQ+) to generate destination coverage in print, online (blogs, websites, social media) and broadcast. Generate more than 150 quality media placements resulting in more than 150 million media impressions that promote St. Pete/Clearwater and its stakeholders as a travel destination.

STRATEGIES:

- Conduct a couple key media missions. Missions will include meetings with journalists and freelancers to generate interest for the destination, ultimately resulting in a FAM visit and coverage.
- Coordinate efforts with all three contracted public relations agencies in New York, London and Hannover, Germany.

GOAL 5:

Establish organization-wide research training and insights program.

STRATEGY:

- Using our Business Intelligence Tool as the hub, our team will launch regular training and review of critical key performance indicators (KPIs) and research that is critical to the organization's success.



GOAL 6:

Increase digital marketing return on investment for hotel revenue generated by 5% using Adara Impact Plus analytics tool.

STRATEGY:

- Utilize Adara Impact Plus data to optimize digital media buys and increase hotel revenue year-over-year.

GOAL 7:

Increase total economic impact or the return on investment of VisitStPeteClearwater.com by 5% as measured by the annual website ROI study.

STRATEGIES:

- Conduct annual website ROI study to determine total economic impact or return on investment.
- Optimize the site experience and digital marketing efforts to drive more quality unique users and be the sole source of inspiration to St. Pete/Clearwater.





ST.PETE CLEARWATER

Meetings & Conventions

FY 2021 BUDGET WORKSHOP



Meetings & Conventions

FY 2020 Sales Plan

RECAP

GOAL 1:

Generate 170,000 definite room nights resulting from the leads generated by the Meetings and Conventions Department.

- As of 4/10/20 we have booked 80,772 room nights.
- We have had 10,570 room nights cancel for an economic impact of \$4.4 Million due to COVID-19.

GOAL 2:

Increase awareness and knowledge of the St. Petersburg/Clearwater area by actively soliciting Request for Proposals (RFP) for industry trade shows to be held in Pinellas County in FY20 or FY21.

- We hosted Connect Florida, 325 room nights in November 2019 at the Renaissance Vinoy Resort.
- We hosted Meetings Today Live, 190 room nights in November 2019 at The Wyndham Grand Clearwater Beach.
- We hosted NorthStar's Independent Planner Education Conference (IPEC), 540 room nights at The Don Cesar.
- We obtained the RFP for SITE Classic, 775 room nights in September of 2021 or 2022. Currently waiting on dates for a site inspection at both The Don Cesar and The Renaissance Vinoy Resort.

GOAL 3:

Increase awareness and knowledge of the St. Petersburg/Clearwater area as a meeting destination to the LGBTQ market.

- We joined LGBT Meeting Planners Association and sponsored a reception prior to the opening reception at the annual meeting for Professional Conference Management Association (PCMA).





- We will sponsor a reception during IMEX in September for the members of LGBT Meeting Planners Association which affords us the opportunity to network and provide a presentation on the destination.

GOAL 4:

Increase awareness and knowledge of the St. Petersburg/Clearwater area as a meeting destination to corporations and associations in the Western United States by exhibiting at trade shows and executing sales missions and client events.

- This is the 6th year we have had a sales mission to Arizona where in addition to sales calls, we held 2 separate client events for Helms Briscoe (HB) and Hospitality Performance Network (HPN). We had 5 hotel partners participate and booked 506 room nights for October 2021 as a direct result of this sales mission.
- We attended Meetings Industry Council of Colorado along with 5 of our hotel partners. This was in late February and we are still following up on leads obtained at this show.
- We have a sales mission planned for Texas this fall where we will target Dallas and Houston for corporate, association and incentive business.

GOAL 5:

Focus on our strategic partnerships with third party meeting planner organizations and identify opportunities to build the brand of St. Petersburg/Clearwater.

- Sent out quarterly New & Now emails through each 3rd party company portal to stay front of mind and up to date on all changes in Pinellas County.
- Held 6th Annual HB/HPN Client events.
- Planning 2 potential FAM's for the fall; one in St Pete and one in Clearwater.
- Both Helms Briscoe and Conference Direct have cancelled their Annual Partner Meetings due to COVID-19. We hope to be able to attend when they reschedule these dates.





Meetings & Conventions FY 2021 Budget Summary

Sales

| | |
|-----------------------------------|-------------|
| (33) Trade Shows/Conferences | \$277,500 |
| (14) Sales Missions/Client Events | \$207,000 |
| Contracted Sales Offices | \$256,000 |
| Convention Services & Incentives | \$1,150,000 |
| Other Sales | \$192,250 |

Total Sales **\$2,082,750**

Travel **\$124,550**

Professional Development **\$14,400**

Total Budget Request **\$2,221,700**

Expected Industry Contribution **(\$54,800)**

Net Budget **\$2,166,900**

FY20 Budget **\$3,092,150**

Variance* **-28%**

*Variance due to Covid-19 reductions.





| Meetings & Conventions FY 2021 Budget Request | | | | | | |
|--|----------------------|----------|---------|---------------------|-----------|--------------|
| | Location | Dates | Travel | Event Sales Cost | Prof. Dev | Total Budget |
| Trade Shows | | | | | | |
| IMEX America (2) | Las Vegas, NV | October | \$6,000 | \$150,000 | | \$156,000 |
| FSAE Education Week | Tallahassee FL | October | \$1,000 | \$1,000 | | \$2,000 |
| Meetings Today Live | tbd | October | \$1,500 | \$4,000 | | \$5,500 |
| Joint CVB Holiday Decorating Event* | Minneapolis, MN | November | \$2,000 | \$1,800 | | \$3,800 |
| CMP Conclave | Colorado Springs, CO | November | \$2,000 | | \$2,500 | \$4,500 |
| Connect Faith | tbd | November | \$2,500 | \$5,000 | | \$7,500 |
| FL Encounter | tbd | November | \$1,500 | \$2,500 | | \$4,000 |
| CVB Reps Holiday Event | Washington, D.C. | December | \$1,200 | \$2,000 | | \$3,200 |
| SITE FL & Caribbean BoD Installation | Ft. Lauderdale | January | \$700 | \$150 | | \$850 |
| Helms Briscoe FL CVB's | Multiple Cities | January | \$4,000 | \$8,000 | | \$12,000 |
| Connect Diversity | tbd | January | \$2,500 | \$5,000 | | \$7,500 |
| RCMA | tbd | January | \$2,500 | \$5,000 | | \$7,500 |
| MPI Monthly Meetings and Events | Tampa, FL | March | \$200 | \$1,300 | | \$1,500 |
| SITE FL & Caribbean Sponsor Event | Miami, FL | March | \$700 | \$300 | | \$1,000 |
| IPEC - Independent Planners Educ Conf | tbd | March | \$2,000 | | | \$2,000 |
| Conference Direct Annual Partner Meeting (2) | Las Vegas, NV | March | \$4,000 | \$10,000 | | \$14,000 |
| SITE Incentive Summit | tbd | April | \$4,000 | | | \$4,000 |
| Incentive Live | Tuscon, AZ | April | \$2,000 | | | \$2,000 |
| Helms Briscoe Annual Partner Meeting (2) | Las Vegas, NV | May | \$4,500 | | | \$4,500 |
| Simpleview Summit | Phoenix, AZ | May | \$1,500 | | \$3,000 | \$4,500 |





| Meetings FY 2021 Budget Request | | | | | | |
|--|-----------------|-----------|-----------------|---------------------|-----------------|------------------|
| | Location | Dates | Travel | Event Sales Cost | Prof. Dev | Total Budget |
| NYSAE | New York, NY | May | \$2,500 | \$8,500 | | \$11,000 |
| MPI New Jersey/New York | tbd | June | \$2,000 | \$4,000 | | \$6,000 |
| FSAE Annual Meeting | tbd | July | \$1,300 | \$1,450 | | \$2,750 |
| Destinations International Annual Conference | Chicago, IL | July | \$4,000 | | \$2,500 | \$6,500 |
| MPI WEC (2) | Las Vegas, NV | July | \$4,000 | | \$4,000 | \$8,000 |
| MPI SEC (2) | tbd | July | \$1,500 | | \$2,400 | \$3,900 |
| Destination Southeast | tbd | August | \$1,500 | | | \$1,500 |
| Connect Marketplace (3) | New Orleans, LA | August | \$5,000 | \$15,000 | | \$20,000 |
| ASAE | tbd | August | \$3,000 | \$12,500 | | \$15,500 |
| SMART Meetings (5 events) | tbd | tbd | \$10,000 | \$35,000 | | \$45,000 |
| FICP Fall Symposium | Idaho | September | \$2,000 | \$4,000 | | \$6,000 |
| XSITE | tbd | September | \$1,500 | \$1,000 | | \$2,500 |
| SITE Classic | Seattle, WA | September | \$4,000 | | | \$4,000 |
| Total Trade Shows | | | \$88,600 | \$277,500 | \$14,400 | \$380,500 |
| Sales Missions | | | | | | |
| North/South Carolina Sales Mission * | tbd | tbd | \$2,000 | \$7,000 | | \$9,000 |
| Kentucky/Tennessee Sales Mission* | tbd | tbd | \$2,000 | \$7,000 | | \$9,000 |
| Texas Sales Mission | Dallas/Houston | tbd | \$2,000 | \$7,000 | | \$9,000 |
| N.E. Sales Mission | NY/MA | tbd | \$2,000 | \$10,000 | | \$12,000 |
| Wisconsin or Michigan Sales Mission | WI or MI | tbd | \$2,000 | \$7,000 | | \$9,000 |
| Kansas City/ St. Louis Sales Mission * | Missouri | June | \$2,000 | \$7,000 | | \$9,000 |





| Meetings & Conventions FY 2021 Budget Request | | | | | | |
|--|---------------------|-----------|-----------------|---------------------|-----------|------------------|
| | Location | Dates | Travel | Event Sales Cost | Prof. Dev | Total Budget |
| Minneapolis Sales Mission & Twins Event | Minneapolis, MN | June | \$2,000 | \$13,000 | | \$15,000 |
| Florida Sales Missions (3)* | Tally, Jax, Orlando | tbd | \$4,000 | \$21,000 | | \$25,000 |
| California Sales Mission | LA/SFO | tbd | \$2,200 | \$7,000 | | \$9,200 |
| Total Sales Missions | | | \$20,200 | \$86,000 | | \$106,200 |
| Client Events | | | | | | |
| Gold Cup Client Event | Washington, DC | May | \$2,000 | \$45,000 | | \$47,000 |
| NE Client Event | New York, NY | tbd | \$2,000 | \$12,000 | | \$14,000 |
| Phillies Annual Client Event | Philadelphia, PA | tbd | \$2,000 | \$12,000 | | \$14,000 |
| Local Client Events Tampa Bay | Tampa Bay Area | quarterly | \$250 | \$40,000 | | \$40,250 |
| HB/HPN Annual Client Event | Phoenix, AZ | October | \$2,000 | \$12,000 | | \$14,000 |
| Total Client Events | | | \$8,250 | \$121,000 | | \$129,250 |
| Contract Sales Offices | | | | | | |
| Washington DC Contract Sales | | | | \$225,000 | | \$225,000 |
| Washington DC Office Lease | | | | \$31,000 | | \$31,000 |
| Total Contract Sales Offices | | | | \$256,000 | | \$256,000 |
| Other | | | | | | |
| Helms Briscoe | | | | \$35,000 | | \$35,000 |
| Northstar | | | | \$67,250 | | \$67,250 |
| Customer Advisory Group | St Pete/Clearwater | | | \$25,000 | | \$25,000 |
| Familiarization Tours * | St. Pete/Clearwater | | | \$50,000 | | \$50,000 |
| Local Travel/Sales Calls | Tampa Bay Area | | \$7,500 | \$5,000 | | \$12,500 |





| Meetings & Conventions FY 2021 Budget Request | | | | | | |
|---|---------------------|-------|------------------|---------------------------------------|-----------------|--------------------|
| | Location | Dates | Travel | Event Sales Cost | Prof. Dev | Total Budget |
| Client Educational Site Visits | St. Pete/Clearwater | | | \$10,000 | | \$10,000 |
| Total Other | | | \$7,500 | \$192,250 | | \$199,750 |
| Total Meetings Sales Activities | | | \$124,550 | \$932,750 | \$14,400 | \$1,071,700 |
| Convention Services & Incentives | | | | | | |
| Event Fulfillment Contract | | | | \$30,000 | | |
| Promotional Items | | | | \$20,000 | | |
| Convention Bid Development | | | | \$100,000 | | |
| Convention Incentives | | | | \$700,000 | | |
| Convention Services | | | | \$300,000 | | |
| Total Convention Services & Incentives Expense | | | | \$1,150,000 | | \$1,150,000 |
| *Indicates New Initiative | | | | Total Budget Request | | \$2,221,700 |
| | | | | Expected Industry Contribution | | (\$54,800) |
| | | | | Net Budget | | \$2,166,900 |





| Meetings and Conventions | | | |
|---|----------------------|----------|--|
| Show/Event | Location | Dates | Benefit |
| IMEX America | Las Vegas, NV | October | Largest international appointment based meeting and incentive show in N. America. 5 + partners participate. 2019 110 pre set appts. 17 RFP's 8741 room nights |
| FSAE Education Week | Tallahassee, FL | November | Florida Society of Association Execs, education event. Sales calls with hotels partners and client events. |
| Meetings Today Live | tbd Florida | November | One to one appointment show with meeting planners looking to place business in Florida. Ratio of buyers to suppliers is 1:1 |
| Joint CVB Holiday Decorating Event* | Minneapolis, MN | November | Client event at Bachman's (home decorating store) hosted by VSPC + 3 add'l CVBs. 4 RFPS/1910 (pending) potential room nights from 2019. 2018: 4 contracted meetings, 1120 definite room nights |
| CMP Conclave | Colorado Springs, Co | November | Professional development for CMP's to receive credits towards their certification. Opportunity to network with meeting planners. - 1 Mgr has CMP 2 will be testing in 2021 |
| Connect Faith | tbd | November | One on One appointment show with religious conference planners- typically we receive 10 - 15 RFP's . 2019 definite room nights 2839 - sponsor Breakfast with podium time |
| FL Encounter | tbd | November | Tradeshow of all Florida destinations meeting with planners looking to book meetings in Florida only. 2019 - 1080 possible room nights |
| CVB Reps Holiday Event | Washington, D.C. | December | Annual Client Event hosted by all of the destinations (CVB's) that have representation based in Washington, DC. - Association |
| SITE FL & Caribbean BoD Installation | Ft. Lauderdale | January | VSPC staff Serving on the board to serve the incentive travel business and develop awareness to our destination |
| Helms Briscoe FI CVB's | Multiple cities FI | January | Networking client event hosted by VSPC where HB Associates bring in their customers. Expect 2 - 4 RFP's per event |
| Connect Diversity | tbd | January | One on one appointment show with meeting planners (SMERF& LGBTQ) 5 + RFPS collected - 30 appts. We received 5 RFP's totaling 7174 rm nights - 1 definite booking of 500 rm nights |
| RCMA | tbd | January | Largest Religious conference tradeshow in the US, typically 6 or more RFP's, over 15 years - 2019 - we booked 2839 definite room nights |
| MPI Monthly Meetings and Events | Tampa, FL | March | Monthly Meeting Planners International Tampa Bay chapter meetings. Professional Development and Networking |
| SITE FL & Caribbean Sponsor Event | Miami | March | Marketing sponsorship to Florida area incentive and corporate planners- expect 1-2 RFP's - Tracy is on the Board. Suzanne was on the Board for 4 years |
| IPEC - Independent Planner Educational Conference | tbd | March | One on One appointment show with Independent Meeting Planners (3rd parties with no affiliation) - 5 RFP's Hosted at Don Cesar this year. 2019 One Site 750 roomnights, |
| Conference Direct Annual Partner Meeting | Las Vegas, NV | March | Appointment show and annual meeting of Conference Direct (3rd party) meeting planners. Two comp registrations included in partnership agreement with ConferenceDirect |
| SITE Incentive Summit | tbd | March | Educational and business development conference of incentive buyers-2019 received 5 leads - converted one for 109 RN |
| Incentive Live | Tuscon, AZ | April | One on one appointment show with incentive planners, 30 appointments and podium presentation. 2 hotel partners - 4 RFP's 1400 room nights 2019 |
| HelmsBriscoe Annual Partner Conference (ABC) | Las Vegas, NV | May | Annual meeting of largest 3rd party planner organization in the country. Preferred partnership. Booked 46,356 RN in 2019 |
| Simpleview Summit | Phoenix, AZ | May | CRM Database training for staff |
| NYSAE - NY Society of Association Executives | New York, NY | May | NY Society of Association Executives annual tradeshow and client event. Only event that targets NE assoc meeting planners. 2019 - 1435 Room nights, 3 RFP's. 812 Definite Room nights. |
| MPI New Jersey/New York | tbd | June | Corporate, Incentive, Association and 3rd party meeting planners. 2019 - 2 definite bookings 937 room nights. |
| FSAE Annual Meeting | tbd | July | FL Society of Assoc Execs Annual Tradeshow and education event |
| Destinations International Annual Conference | Chicago, IL | July | Destination Marketing Organization's Annual Education Conference. Professional Development and industry education/networking |





| Show/Event | Location | Dates | Benefit |
|---|---------------------|-----------|--|
| MPI World Education Congress | Las Vegas, NV | July | Annual Educational Conference that offers CEU credits to maintain professional designations and affords opportunities for new business connections. |
| MPI Southeast Conference | tbd | July | Annual Educational Conference that offers CEU credits to maintain professional designations and affords opportunities for new business connections |
| Destination Southeast | tbd | August | One on One appointment show with CMP planners in the Southeast and educational conference- 2019 4 RFP's with total of 1,052 Room nights |
| Connect Marketplace | tbd | August | Appointments Association, Corporate, and Specialty Markets. 2019 Assoc - 11 RFP's - 5057 room nights, Corp - 7 RFP's - 4,922 room nights Definite - 2655 room nights. Specialty - |
| ASAE | Las Vegas, NV | August | American Society of Association Execs Annual education and tradeshow summit 8 RFP's with a 744 definite rm night booking |
| SMART Meetings (5 events) | tbd | tbd | Appointment based tradeshow (over 85) - 2019 resulted in 2 site visits, 117 qualified RFP's and 1 definite booking for 320 RN |
| FICP Fall Symposium | Idaho | September | Financial and Insurance Planners (including incentive). Booked incentive group - 715 RN |
| X-SITE | tbd | September | 14 appointments in 2019 - 5 RP's total 2500 room nights. US meetings planners, one to on appointments, and professional development. |
| SITE Classic | tbd | September | Annual meeting of N. American incentive buyers looking for luxury destinations.VSPC is a sponsor of the event. Bidding to host 2022 or 2023 |
| Sales Missions | | | |
| North/South Carolina Sales Mission * | tbd | tbd | Sales calls and destination presentations with hotel partners. we receive 10 or more RFP's from NC & SC w/definite bookings over 2,000 rm nights |
| Kentucky/Tennessee Sales Mission * | tbd | tbd | Corporate. Emerging Market - 2019- 4,296 rm nts Tennessee - 673 Kentucky - 2018 -1,250 Tennessee - 3,295 Kentucky |
| Texas Sales Mission | Dallas/Houston | tbd | Sales calls, destination presentations and client events hosted in Texas hosting association and corporate clients. |
| N.E. Sales Mission | NY/MA | tbd | Sales calls, destination presentations and client events hosted in Ny/Boston hosting association and corporate (medical, financial, Insurance) |
| Wisconsin or Michigan Mission * | WI or MI | tbd | Association - Emerging Market - 2018 - Room Nts - 5,287 Michigan - 9,292 Wisconsin - 2019 - 1,289 Michigan - 2,369 Wisconsin |
| Kansas City/ St. Louis Sales Mission * | Missouri | June | Association - Growth Market -2019 -905 Rm nts Missouri, 620 Rm Nts Kansas - 2018 - 99 Rm Nts Missouri, 2,369 rm nts. |
| Minneapolis Sales Mission & Twins Event | Minneapolis, MN | June | Twins Client Event. 7517 Definite room nights as a result of this program over several years. 2019 - 2 RFP's 914 room nights |
| Florida Sales Missions * | Tally, Jax, Orlando | tbd | Sales missions performing sales calls and destinations presentations with hotel partners to corporate, association and SMERF clients in the Florida market. |
| California Sales Mission | California | tbd | Sales calls and destination presentation with hotel partners to meeting planners in California t, Corporate and Incentive - Room nts - 2018 - 7,655 2019 - 16,615 (*) |
| Client Events | | | |
| Gold Cup Client Event | Washington, DC | May | Annual Client Event, 10th year, host DC based planners. 7 partners attending - Over the 1st 6 years 17,000 definite room nights from hotel partners. CVB 2800 definite room nights |
| New England Client Event | Boston, MA | tbd | Annual client event hosting Boston meeting professional looking to place business in Florida. In conjunction with Visit Tampa Bay - Have not done in a few years. 2018 - room Nts 645 - 2019 474 |
| Phillies Annual Client Event | Philadelphia, PA | tbd | Annual Client Event in the Northeast Co hosted with the leisure department - 3 RFP's 1,000 room nights 2 Definite bookings 700 room nights - Room Nts 2018 - 9,930 - 2019 - 4,126 |
| Local Client Events Tampa Bay | Tampa Bay Area | Quarterly | Host quarterly client facing events in the Tampa Bay area from the association and corporate markets to present and educate on the destination. |
| HB/HPN Annual Client Event | Phoenix, AZ | tbd | Hosted events for home base of these major 3rd party planner companies. We take 5 partners. 2019 we booked over 51,000 RN from these companies |





| Show/Event | Location | Dates | Benefit |
|---|----------------|----------|---|
| Contract Sales Offices | | | |
| Washington DC Contract Sales | | | Contract Sales office salary and expenses |
| Washington DC Office Lease | | | Office space |
| Other | | | |
| Helms Briscoe/ Conf Direct/HPN Events | | | Partnership fee/Marketing agreements |
| Northstar Travel and Meetings | | contract | Marketing and Show agreements - See specific shows for description |
| Customer Advisory Group | | | Focus Group of meeting planners from different markets hosted in destination for meeting on best practices, trends overall meeting and convention topics. |
| Familiarization Tours* | | | 2-3 destination tours, in conjunction with our hotel partners for group business |
| Local Travel/Sales Calls | Tampa Bay Area | | Local Mileage for Sales Mgrs and Event expenses for office visits/lunch and learns etc. |
| Client Educational Site Visits | tbd | tbd | Funds to support bringing clients in for site inspections |
| Convention Services & Incentives | | | |
| Event Fulfillment Contract | | | Fee for fulfillment center to send out collateral |
| Promotional Items | | | Promotional marketing items purchased to be used at industry tradeshow and client events. |
| Convention Bid Development | | | Monetary commitments to our hotel partners to secure industry tradeshow to be hosted in St Pete/Clearwater. |
| Convention Incentives | | | Monetary commitments to our hotel partners to secure future business - \$800,116 in FY19 |
| Convention Services | | | 237 groups serviced in FY19 |



Meetings & Conventions FY 2021 Sales Plan

GOAL 1:

Generate 85,000 - 120,000 definite room nights resulting from the sales and services efforts of the Meetings and Conventions team.

STRATEGIES:

Given the forecast and the economic slowdown, due to COVID 19, it is vital that we look at our sales efforts and adjust accordingly.

- Continue to build and foster relationships with meeting planners, educating them on the St Pete/ Clearwater area, putting an emphasis on attending more targeted client facing trade shows and conferences.
- Stay up to date on social distancing guidelines for meetings and conventions so that we may answer client questions and concerns as they relate to meeting in St. Pete/Clearwater.
- Historically Florida, and more specifically, the Tampa Bay area, has been the number one market for conferences and meetings coming to St Pete/Clearwater. We will build on these relationships by hosting quarterly in-market client facing events and performing sales calls and lunch-and-learn presentations at corporations throughout Tampa Bay.
- In addition, concentration will be on increasing our presence in Florida, by hosting 2 – 4 familiarization trips. Focus will be on the association and corporate markets to re-introduce and educate planners on additional hotel inventory and attractions.
- Focus will be put on establishing and cultivating relationships in our growth and emerging markets in the Southeast and Midwest, through sales calls/missions, FAM's and client facing educational events.
- Showcasing the destination is essential to secure definite business. Developing, and executing site inspections, in person as well as virtually, through collaboration with our hotel partners and stakeholders will be a top priority.



- Collaborate with Visit Tampa Bay in key markets to partner on sales missions and client events.
- Take advantage of marketing and sponsorship opportunities at conferences as a platform to present the destination to a captive audience of meeting planners.
- Partner with Pinellas County and other municipal Economic Development divisions to retarget top industries for meetings and conventions.
- Collaborate with Digital & Communications to extrapolate information from research datasets to help guide decision making on target markets and customer trends.

GOAL 2:

Increase awareness and knowledge of the St. Petersburg/Clearwater area by actively soliciting Request for Proposals (RFP) for industry trade shows to be held in Pinellas County in 2021, 2022 and 2023.

STRATEGIES:

- Obtain the RFP for SMART Meetings 3 – day conference
 - 1:1 appointment show, networking with corporate, association and incentive meeting planners.
 - 75 – 100 meeting planners attend.
 - Provides opportunities for other hotels to showcase their properties during offsite events or activities.
 - 1:1 buyer to supplier ratio.
- Continue working with Society for Incentive Travel Excellence (SITE) on securing SITE Classic 2022 or 2023.
 - 1:1 appointments with incentive buyers from throughout the United States. These are high level planners typically looking for luxury destinations.
 - This show attracts 100 – 150 incentive buyers and looks to place this meeting in September or October.
 - Provides opportunities for other hotels to showcase their properties during offsite events or activities.





- Work with CVENT to obtain the RFP to host one of their Elite Meetings Alliance conferences.
 - 3-day event that brings in 70 pre-qualified Corporate and Association meeting professionals.
 - Preferred dates: Q3 – August/September or Q4 – November.
 - 1:1 Ratio of buyers to suppliers.
 - One to one appointments and networking.
- Solicit the RFP to host a Prevue event.
 - Meet Well RFP – focused around health and wellbeing in convention programs.
 - 1:1 buyer to supplier ratio.
 - Corporate, Incentive, Financial and Medical.
 - Flexible on dates.

GOAL 3:

Meeting Planner Experience, Sales and Services.

STRATEGIES:

The better the experience the better the chance of return. Exemplary customer service is what sets us apart from other CVB's and we aim to meet and surpass these expectations with each conference that is held in St. Pete/Clearwater. In 2019 we serviced 219 groups.

- Maintain a database of cleanliness and social distancing guidelines utilized by our hotel, transportation and attraction partners, to include in RFP submissions and to answer client questions and concerns.
- Communicate with our hotel partners so they are aware of the services that are available for all groups that book in St Pete and Clearwater, even if the lead did not come through the CVB.
- Establish a customer advisory group, consisting of stakeholders and meeting planners, to foster creativity, strategic thinking and overall industry knowledge.



- Authentic and genuine experiences, that leave a lasting impression, continue to be what meeting planners are seeking. We will strive to keep up on new trends, venues, experiences and overall destination knowledge.
- Focus on building a database of sustainability and CSR projects that meeting planners can incorporate into their conferences. Both topics have become staples in meetings programs, from educational sessions to interactive workshops. CSR projects foster networking among attendees while doing good in the local community.
- Wellness and wellbeing topics and themes continue to trend in the meetings market and are being implemented into the agendas at conferences. Update our services database with wellness ideas, activities and experiences that are unique to our destination.
- Collaborate with Advertising Department to create a new meeting planner guide focusing on services, and the overall destination experience.
- Collaborate with the County's Strategic Performance Management Division to create and implement a post conference survey to send to planners, evaluating our services and the destination experience.
- Develop a stronger focus on interacting through social media within the meetings industry. Work with the digital team on ideas for content. Many CVB's have departmental Facebook and Instagram pages that clients subscribe to.

GOAL 4:

Focus on our strategic partnerships with third party meeting planner organizations and identify opportunities to build the brand of St. Petersburg/Clearwater.

- Maintain a strong presence at all annual meetings and client events.
- Utilize the *New and Now* to send out quarterly email blasts through 3rd party portals to promote the destination and our services and incentives.
- Distribute virtual site inspection videos for associates to present the destination when an in-person site inspection cannot happen.
- Collaborate with our hotel partners to organize and execute familiarization tours to educate and update third parties on hotels and attractions in the destination.



- Reach out to Helms Briscoe (HB), Hospitality Performance Network (HPN) and Conference Direct (CD) to discuss opportunities to participate in their regional meetings.
- Highlight the booking incentive available for prospective business.
- Develop an incentive plan for independent meeting planners that rivals the ones offered to the larger well known third parties. Out of all segments, independent planners were affected the most by reductions in commissions from major hotel chains.





ST.PETE CLEARWATER

Community & Brand Engagement

FY 2021 BUDGET WORKSHOP



Community & Brand Engagement

FY 2020 Sales Plan

RECAP

GOAL 1:

Through the Brand Activations program, identify opportunities to grow the brand of St. Pete/Clearwater related to sports, special events and event promotions and productions.

- Continue to leverage the Elite Event Funding Program through VSPC's role in negotiating deal terms, event activations and providing marketing and promotional assistance to Elite Event organizers to obtain the highest ROI.
- Through the first 2 quarters of the fiscal year, the Brand Activations team was on target to meet or surpass established goals below. At the time of the report (June 10, 2020), all events from mid-March to end of June were cancelled due to Covid-19. The full impacts are to be determined.
 - Target: 1.5 million consumers engaged (on pace)
 - ♦ YTD: 602,949 YTD
 - ♦ Note: Figures do not include recently cancelled events (Valspar Championship, Sugar Sand Festival, Old Salt KOTB and St. Pete Pride) or upcoming events (Clearwater Offshore Nationals, etc.).
 - Target: 7,500 total entries to the consumer database (completed)
 - ♦ YTD: 9,168 YTD
 - ♦ Note: Process for handling consumer database entries is now digital. Previous process included paper entries which required more time to register and significant post-event data entry. This process improvement has produced greater efficiency and results.
 - 1 new promotional attraction (completed)
 - ♦ Giant Coloring Book
 - ♦ Paddleboard Photo Opportunity
 - ♦ Giant Adirondack Chair (plans on hold)
 - 1 new promotional campaign (completed)
 - ♦ Gulf-to-Bay Paddling / Paddleboard Giveaway
 - ♦ Gulp Coast Beercation Sweepstakes
 - ♦ My Golf Vacation





- 5 out-of-market events *defined as outside Pinellas County* (completed)
 - ♦ Great American Beer Festival (Denver, CO; October 2019)
 - ♦ Mid-Florida Amphitheater Concerts x 2 (Tampa, FL; October 2019)
 - ♦ Right Whale Festival (Fernandina Beach, FL; November 2019)
 - ♦ Orlando Weekly Beer Festival (Orlando, FL; November 2019)
 - ♦ Outback Bowl (Tampa, FL; January 2020)
 - ♦ Chicago Ale Fest (Chicago, FL; January 2020)
 - ♦ Atlanta Winter Fest (Atlanta, FL; February 2020)
 - ♦ Honda Classic (Palm Beach Gardens, FL; February 2020)
 - ♦ Arnold Palmer Invitational (Orlando, FL; March 2020)
- The Brand Activations team continues to support other VSPC departments with their business development efforts (e.g. Meetings & Sports at Connect Marketplace).
 - Advertising and Promotions Department: Mid-Florida Amphitheater Concerts, Tampa Bay Rowdies, Major League Soccer (DC United, Philadelphia Union, Orlando City Soccer Club)
 - Meetings Department: Meetings Today Live, Beer Marketing & Tourism Conference
 - Sports & Events Department: UIPM World Championships, St. Pete Run Fest, Canadian Junior Golf Association, Bevolley Showcase, St. Pete Clearwater Elite Invitational
- The Brand Activations team continues to cross promote all sports and special events in the destination. Examples:
 - The VSPC-branded Powerboat has been on display at various local events to promote both the VSPC brand and the upcoming Powerboat P1 racing series event in St. Pete Beach (June 2020). Exposure at King of the Beach, St. Pete Beach BikeFest and MLK Dream Big Parade to over 80,000 attendees.
 - Continued promotion of upcoming events to encourage re-visitation. Examples: promoting Sea-Blues Festival at Clearwater Jazz Holiday; promoting Skyway 10k at St. Pete Run Fest, promoting Pelican LPGA Women's Championship at Valspar Championship, and more.
- The Brand Ambassador Program, created and managed by the Brand Activations team, continues to be a great source of volunteer hours and experience for college students interested in marketing, events, promotions, hospitality and other related industries. The Brand Ambassadors are trained by VSPC staff and tasked with engaging event attendees and promoting the destination.





- Total # of Brand Ambassadors: 61 active students, 30 active adults
- Participating Universities/Colleges: St. Pete College, University of South Florida St. Pete, University of Tampa, St. Leo University and University of Central Florida
- YTD # of VSPC Event Activations featuring Brand Ambassadors: 26
- YTD # of Hours Worked: 588
- *Value of Volunteer Time*: \$14,952.84 (as calculated by the County's Department of Volunteer Services at a rate of \$25.43 per hour)

GOAL 2:

Through the Community Relations team, educate and inform the local community and industry partners on the value of tourism and VSPC as an organization.

- Strengthen VSPC's partnerships with local Chambers and manage Chamber Visitor Center Funding Program.
- Conduct educational familiarization (FAM) trips to support various volunteer ambassador programs and tourism associations, providing necessary training and development as needed.
 - TPA Volunteer FAM on 11/7/19 – Tour of Dunedin including Penny Lane Museum, Tour of the Fenway Hotel and the Dunedin Fine Art Center.
 - Spring 2020 FAM tours postponed to summer/fall 2020.
- Conduct community outreach to educate businesses, organizations and locals of the value of tourism in Pinellas County.
 - Examples: Vacation Rental Alliance, Pinellas Education Foundation, LGBTQ Welcome Center quarterly meetings, Beer Marketing & Tourism Conference, Ocean Allies meetings, and Chamber events.
- Develop, execute and manage a minimum of 1 community-based Promotional Campaign (e.g. "We Love Visitors").
 - Status: Work-in-progress. Originally targeted National Travel & Tourism Week (May 3-9) for campaign launch. Revisiting in light of Covid-19.
- Liaise with various local attractions and events to develop, implement and execute strategic partnerships and campaigns (e.g. "Gulp Coast").
 - Examples: Partnered with Clearwater Marine Aquarium for Right Whale Festival activation. Sponsored Tony Jannus Awards.





Community & Brand Engagement FY 2021 Budget Summary

Summary by Category

| | |
|----------------------------------|------------------|
| Asset Procurement/Management | \$66,000 |
| (8) Activations | \$133,000 |
| Community Relations | \$77,500 |
| Other | \$5,000 |
| <hr/> | |
| Total FY21 Budget Request | \$281,500 |

FY20 Budget **\$510,000**

Variance* **-45%**

*Variance due to Covid-19 reductions.



Community & Brand Engagement
FY 2021 Budget Request

| | Location | Dates | Travel | Event Sales Cost | Production | Business Development | Total |
|--|------------------------|------------|----------|---------------------|------------|-------------------------|------------------|
| Asset Procurement/Management | | | | | | | |
| Activations Van (modifications, upgrades, wraps, etc.) | | | | | \$5,000 | | \$5,000 |
| New Activation * (My Box, Fuel 4, etc.) | | | | | \$25,000 | | \$25,000 |
| Infrastructure (tents, tables, games, etc.) | | | | | \$10,000 | | \$10,000 |
| Brand Ambassador & Internship Programs (recruitment, incentives, uniforms, etc.) | | | | \$1,000 | \$10,000 | | \$11,000 |
| Chamber Guestbook Program | | | | | \$10,000 | | \$10,000 |
| Operations Materials (tools, zip ties, storage, etc.) | | | | | \$5,000 | | \$5,000 |
| Total Asset Procurement/Management | | | | | | | \$66,000 |
| Activations | | | | | | | |
| Super Bowl (2) * | Tampa, FL | February | | | \$10,000 | | \$10,000 |
| SXSW (3) ---> (1) * | Austin, TX | March | \$1,500 | | \$5,000 | | \$6,500 |
| Honda Classic (2) | Palm Beach Gardens, FL | March | \$1,500 | \$8,500 | \$1,000 | | \$11,000 |
| Arnold Palmer Invitational (2) | Orlando, FL | March | \$1,500 | \$8,500 | \$1,000 | | \$11,000 |
| Jacksonville Jazz Festival (2) | Jacksonville, FL | May | \$1,500 | \$5,000 | \$1,000 | | \$7,500 |
| Atlanta Food & Wine Festival (2) * | Atlanta, GA | May | \$3,000 | \$5,000 | \$1,000 | | \$9,000 |
| GayDays Orlando (2) * | Orlando, FL | June | \$1,500 | \$1,500 | \$1,000 | | \$4,000 |
| Atlanta Summer Beer Festival (2) * | Atlanta, GA | June | \$3,000 | \$5,000 | \$1,000 | | \$9,000 |
| Department Support | Multiple | TBD | \$20,000 | \$25,000 | \$20,000 | | \$65,000 |
| Total Activations | | | | | | | \$133,000 |
| Community Relations | | | | | | | |
| Partner Events | Local | Year-Round | | | | \$25,000 | \$25,000 |
| TIA Volunteer FAM (x2) | Local | TBD | | | | \$5,000 | \$5,000 |
| PIE Volunteer FAM | Local | TBD | | | | \$2,500 | \$2,500 |
| FRLA ExTravelganza | Local | October | | | | \$2,500 | \$2,500 |
| Tony Jannus Awards | Local | November | | | | \$2,500 | \$2,500 |
| Stavros Institute Partnership | Local | Year-Round | | | | \$5,000 | \$5,000 |
| Green Initiative | Local | Year-Round | | | | \$10,000 | \$10,000 |
| Community Campaign | Local | Year-Round | | | | \$25,000 | \$25,000 |
| Total Community Relations | | | | | | | \$77,500 |



Community & Brand Engagement
FY 2021 Budget Request

| | Location | Dates | Travel | Event Sales Cost | Production | Business Development | Total |
|--|----------|------------|-----------------|---------------------|-----------------------------|-------------------------|------------------|
| Other | | | | | | | |
| Local Travel | TBD | Year-Round | \$5,000 | | | | \$5,000 |
| Total Other | | | | | | | \$5,000 |
| Total Community & Brand Engagement Budget | | | \$38,500 | \$59,500 | \$106,000 | \$77,500 | \$281,500 |
| | | | | | | | |
| * New Initiatives | | | | | Total Budget Request | | \$281,500 |





| Community & Brand Engagement | | | |
|--|------------------------|----------|--|
| Asset Procurement/Management | Location | Dates | Benefit |
| Activations Van (modifications, upgrades, wraps, etc.) | | | Updates to the Activations Van may be necessary to ensure the asset is fully functional/operational and represent the VSPC brand at events. |
| New Activation * (My Box, Fuel 4, etc.) | | | Acquisition or rental of new activation assets to promote the VSPC brand. |
| Infrastructure (tents, tables, games, etc.) | | | Infrastructure required to produce VSPC brand activations. |
| Brand Ambassador & Internship Programs (recruitment, incentives, uniforms, etc.) | | | Brand Ambassadors & Interns provide a low-cost means to staff and execute the various VSPC brand activations. |
| Chamber Guestbook Program | | | Purchase and installation of tablets to be utilized in all chambers for guests to sign-in. Will replace paper entry and allow for collection/analysis of consumer data. |
| Operations Materials (tools, zip ties, storage, etc.) | | | Materials and tools required to produce VSPC brand activations. |
| Activations | Location | Dates | Benefit |
| Super Bowl (2) * | Tampa, FL | February | Audience: Sports/Leisure; Major National/International Event (50,000+ Attendees) Outcomes: Create Brand Awareness; Promote Destination Measurements: 5,000+ Engagements; 500 Registrations |
| SXSW (3) ----> (1) * | Austin, TX | March | Audience: Major Consumer/Brand/Media Event (100,000+ Attendees) Outcomes: Create Brand Awareness; Promote Destination Measurements: 10,000+ Engagements; 1,000 Registrations |
| Honda Classic (2) | Palm Beach Gardens, FL | March | Audience: Sports/Leisure; Target Market (50,000+ Attendees) Outcomes: Create Brand Awareness; Promote Valspar + Pelican LPGA Measurements: 5,000+ Engagements; 500 Registrations |
| Arnold Palmer Invitational (2) | Orlando, FL | March | Audience: Sports/Leisure; Target Market (50,000+ Attendees) Outcomes: Create Brand Awareness; Promote Valspar + Pelican LPGA Measurements: 5,000+ Engagements; 500 Registrations |





| Jacksonville Jazz Festival (2) | Jacksonville, FL | May | Audience: Concerts/Festivals; Target Market (50,000+ Attendees) Outcomes: Create Brand Awareness; Promote Upcoming Festivals Measurements: 5,000+ Engagements; 500 Registrations |
|------------------------------------|------------------|-------|---|
| Atlanta Food & Wine Festival (2) * | Atlanta, GA | May | Audience: Culinary/Craft Beer Industry Event; (5,000+ Attendees) Outcomes: Create Brand Awareness; Promote Culinary and/or Gulp Coast Measurements: 2,500+ Engagements; 250 Registrations |
| GayDays Orlando (2) * | Orlando, FL | June | Audience: Major LGBTQ Industry Event; Target Market (50,000+ Attendees) Outcomes: Create Brand Awareness; Promote St. Pete Pride Measurements: 5,000+ Engagements; 500 Registrations |
| Atlanta Summer Beer Festival (2) * | Atlanta, GA | June | Audience: Craft Beer Industry Event; Target Market (5,000+ Attendees) Outcomes: Create Brand Awareness; Promote Gulp Coast Campaign Measurements: 2,500+ Engagements; 250 Registrations |
| Department Support | Multiple | TBD | Determined by supported Department. Previous examples include: Major League Soccer (Sports & Events), Broadway in the Park (Marketing), La Cita (LATAM), Mid-Florida Amphitheater (Marketing), Boardmasters (U.K.), Bestival (U.K.). |
| Community Relations | Location | Dates | Benefit |
| Partner Events | Local | | Audience: Industry partners and community stakeholders Outcomes: Foster industry and community relationships through education, collaboration and engagement Measurements: Conduct survey following each event to understand the value provided, obtain feedback and be able to tailor future partner events based upon the feedback received. |
| TIA Volunteer FAM (x2) | Local | | Audience: Tampa International Airport has over 130 volunteers that staff the five information desks throughout the airport and rental car facility. Outcomes: Take 60 of the airport ambassadors on a familiarization tour of Pinellas County twice a year. These educational tours allow the front-line ambassadors to experience the destination and help provide them with the best and most up to date information about our destination. Measurements: Survey the familiarization tour participants after each tour to measure effectiveness and receive feedback for further tours. |





| | | | |
|-------------------------------|-------|--|---|
| PIE Volunteer FAM | Local | | <p>Audience: St. Pete/Clearwater Airport has 15 volunteers who help staff the information desk at Baggage Claim.</p> <p>Outcomes: Take the 15 airport ambassadors on a familiarization tour of Pinellas County annually. These educational tours allow the front-line ambassadors to experience the destination and help provide them with the best and most up to date information about our destination.</p> <p>Measurements: Survey the familiarization tour participants after each tour to measure effectiveness and receive feedback for further tours.</p> |
| FRLA ExTravelganza | Local | | <p>Audience: 250 community members</p> <p>Outcomes: ExTravelganza is a charitable fundraiser to benefit students in the hospitality industry by providing scholarships to students attending area universities studying Hospitality and Tourism</p> <p>Measurements: Supporting Extravelganza is an investment that goes directly back into Pinellas County where these students will potentially work. The sponsorship provides an opportunity to welcome the group and create awareness of VSPC's Brand Ambassador Program, our organizations primary outlet to interact with college students and help them receive in service credit hours.</p> |
| Tony Jannus Awards | Local | | <p>Audience: Local Community</p> <p>Outcomes: Support the Tony Jannus Distinguished Aviation Society, which provides financial support to college level students and high school students to foster interest in commercial aviation.</p> <p>Measurements: Involve TDC, BCC members and VSPC Executives in this event to support the Tony Jannus Distinguished Aviation Society and the community.</p> |
| Stavros Institute Partnership | Local | | <p>Audience: 13,000 eight-grade students</p> <p>Outcomes: Provide learning experience for students in the areas of free enterprise education, personal financial planning, career exploration and ethics education.</p> <p>Measurements: VSPC's message and branding representation are essential to engaging students in a positive learning experience on the value of tourism, career options in the tourism industry an exploration of the area.</p> |
| Green Initiative | Local | | <p>Audience: Local Partners, Local Community</p> <p>Outcomes: Partner with local organizations who specialize in green initiatives, beach clean-ups and other environmental programs.</p> <p>Measurements: VSPC to participate in at least two (2) clean-ups during the year; VSPC to sponsor clean-up programs</p> |
| Community Campaign | Local | | <p>Audience: Local Community</p> <p>Outcomes: Campaign will be designed to educate and inform the local community about the value of tourism.</p> <p>Measurements: 10 local activations; 1,000 registrations</p> |

*Indicates New Initiative



Community & Brand Engagement FY 2021 Sales Plan

GOAL 1:

Brand Engagement: Depending upon the timing and level of which business resumes post-COVID-19, we seek to identify opportunities to promote and grow the brand of St. Pete/Clearwater as it relates to sports, special events and event promotions and activations. The below strategies are based on pre-COVID-19 projections.

STRATEGIES:

- Elite Event Funding Program: Leverage the Elite Event Funding Program through VSPC's role in negotiating deal terms, event activations and providing marketing and promotional assistance to Elite Event organizers to obtain the highest ROI.
- B2C Engagement: Engage 1.5 million consumers by promoting the destination and brand message to participants, spectators and visitors both within and outside the destination in target markets established by Marketing and/or through targeted campaigns and events.
- Collect consumer data via various digital Register-to-Win promotions with the goal of collecting 12,500 total entries for inclusion in consumer database.
- Identify and secure a minimum of 2 new Promotional Attractions to further enhance the VSPC brand.
- Develop and implement at least 2 new Promotional Campaigns.
- Identify and strategically activate a minimum of 12 out-of-market events to promote the destination and upcoming sports, special events, Elite Events and community programming.
- Support other VSPC departments with their business development efforts both in the destination (e.g. LATAM w/ La Cita) and outside (e.g. Sports w/ Major League Soccer).
- Increase cross promotion of all sports and special events throughout the community.
- Conduct community-wide engagements and seminars with local organizers.



GOAL 2:

Community Relations: Engage and collaborate with industry partners and stakeholders on the value of tourism, the resources VSPC can offer, green initiatives and educational community outreach programs.

STRATEGIES:

- **Chamber Events:** Strengthen VSPC's partnerships with local Chambers by actively participating in Chamber events and involving all VSPC departments to participate.
- **B2B Engagement:** Via Chamber events and other opportunities, network with local business community, providing VSPC partner resources and information. Actively track, manage and follow-up with businesses via CRM (Simpleview).
- **Chamber Funding Program:** Manage Chamber Visitor Center Funding Program, including budget, contracting and deliverables. Identify opportunities for improving the program and partnership with Chambers. Provide opportunity for Chambers to provide year-end presentation to TDC to demonstrate value of Chamber Funding Program.
- **Partner Events:** Host regular VSPC-organized events to engage and network with industry partners, such as:
 - Quarterly networking opportunities with local chambers, businesses and partners
 - Targeted meetings with local General Managers, Directors of Sales, etc.
 - National Travel & Tourism Week
 - Annual Meetings
- **FAM Tours:** Conduct educational familiarization (FAM) tours to support various volunteer ambassador programs and tourism associations, providing necessary training and development as needed.
 - Tampa International Airport (2 FAMs)
 - St. Pete Clearwater International Airport (1 FAM)



- Sponsorships: Sponsor local or other relevant tourism industry events and opportunities.
 - Tony Jannus Awards
 - Stavros Institute
 - FRLA Extravelganza
- Memberships: Explore and/or retain memberships with hospitality and other industry trade organizations.
 - Florida Restaurant & Lodgings Association (FRLA)
 - Bay Area Concierge Association (BACA)
 - SKAL
- Green Initiative: Engage and partner with sustainability organizations (e.g. Keep Pinellas Beautiful, Ocean Allies). Coordinate beach clean-ups or other Corporate Social Responsibility (CSR) opportunities.
- B2C Engagement: Develop, execute and manage a minimum of one (1) community-based Promotional Campaign (e.g. “We Love Visitors”) to educate locals and visitors on the value of tourism to Pinellas County.
- Local Attractions: Liaise with various local attractions to develop, implement and execute strategic partnerships and campaigns (e.g. “Gulp Coast”).



ST.PETE CLEARWATER

Sports & Events

FY 2021 BUDGET WORKSHOP



Sports & Events FY 2020 Sales Plan

RECAP

GOAL 1:

Hotel Room Nights: Generate 130,000 – 140,000 room nights from sports and events-tourism business.

- Through the first 2 quarters of the fiscal year, Sports & Events was on target to meet or surpass established room nights goal with over 75,000 room nights generated.
- At the time of this report (June 10, 2020), all events from mid-March to end of June were cancelled due to COVID-19. The full impacts on room nights are to be determined. The Sports & Events team continues to work with event organizers and local municipal partners to reschedule and salvage as many events as possible, whether in the current or next fiscal year.
- The Sports & Events team continues to explore new business opportunities with facility partners and cities.
- FY 2020 Programming Highlights:
 - MLS Spring Training (Philadelphia Union, D.C. United)
 - St. Pete Clearwater Elite Invitational (Softball in partnership with ESPN Events and City of Clearwater)
 - UIPM Biathle/Triathlon World Championship (International Pentathlon)
 - ACAT North American Championship (Sailing)
 - Lacrosse Spring Training
 - SALT Series (Open Water Swimming)
 - PWBA Players Championship (Bowling)

GOAL 2:

Brand: Identify 3 national or international event opportunities with VSPC brand integration to promote St. Pete/Clearwater both domestically and internationally as a premier sports destination.

- In its second year, the St. Pete Clearwater Elite Invitational featured 16 top collegiate softball teams, as well as exhibitions from Team USA. The event, in partnership with ESPN





Events and City of Clearwater, grew in attendance and coverage on ESPN's various platforms from its inaugural year.

- Attendance increased from 3,603 to 12,089 (as provided by ESPN).
- Broadcast coverage increased from 26 games in 2019 to 40 games in 2020 on the ESPN family of networks.
- 2020 Destination Analysts report is pending.
- The partnership with UIPM (Union Internationale de Pentathlon Moderne), the international governing body for modern pentathlon, continues to grow with the first hosted event in the destination. Competitors from around the world participated at Albert Whitted Park in October 2019.
 - 2,495 non-local athletes & spectators; 33 countries represented.
 - Competitor age span of more than 60 years; categories ranging from under9 to 70+.
 - 3,568 room nights generated; over \$1.8 million in economic impact.
- Pinellas County will host both the Canadian Junior Golf Association (CJGA) and American Junior Golf Association (AJGA) throughout the winter and spring, welcoming in participants from throughout North America.
 - CJGA World Challenge, December 2019
 - ♦ 470 non-local athletes & spectators, 613 room nights generated, over \$300k in economic impact.
 - AJGA Se Ri Pak Jr. Championship, April 2020 (postponed to summer/fall)
 - ♦ Anticipated 500 non-local athletes & spectators, 662 room nights generated, over \$300k in economic impact.

GOAL 3:

Facilities and Programming: Evaluate and identify opportunities for upgrading and/or developing new sport facilities to enhance VSPC's ability to program sports and special events, with particular emphasis on retaining and growing current programming (i.e. baseball, lacrosse, soccer, softball and swimming, etc.).

- The team continues to collaborate with local municipal partners to evaluate facilities relative to potential programming. Additionally, the staff continues to advance the feasibility study for development of Pinellas County sports and events facilities relative to potential programming as it relates to key market segments and potential capital funding.





Sports & Events FY 2021 Budget Summary

Sales

| | |
|-------------------------------------|-----------|
| (15) Conferences/Conventions | \$72,600 |
| Business Development & Incentives | \$979,500 |
| Sales Opportunities/Bid Commitments | \$2,000 |

Total Sales **\$1,054,100**

Travel **\$47,600**

Professional Development **\$0**

Total FY21 Budget Request **\$1,101,700**

FY20 Budget **\$1,402,300**

Variance* **-21%**

*Variance due to Covid-19 reductions.





| Sports & Events FY 2021 Budget Request | | | | | | | |
|---|----------------------|-----------|---------|---------------------|-------------------------|-----------------------------|------------------|
| | Location | Dates | Travel | Event Sales Cost | Business Development | Professional Development | Total |
| Show/Event | | | | | | | |
| USA Softball National Convention | tbd | October | \$3,000 | \$3,000 | | | \$6,000 |
| AAU National Convention | tbd | October | \$2,000 | \$1,500 | | | \$3,500 |
| USSSA Annual National Meeting | tbd | November | \$2,000 | \$1,500 | | | \$3,500 |
| IWLCA (Intercollegiate Womens LAX) | tbd | November | \$1,600 | \$1,400 | | | \$3,000 |
| Regional SportAccord Pan-America | Fort Lauderdale, FL | December | \$1,000 | \$10,000 | \$1,500 | | \$12,500 |
| NFCA (National Fastpitch Coaches) Annual Convention | tbd | December | \$3,000 | \$7,000 | | | \$10,000 |
| ABCA (American Baseball Coaches) | tbd | January | \$3,800 | \$4,300 | | | \$8,100 |
| NCAA Convention | tbd | January | \$1,500 | \$1,000 | | | \$2,500 |
| LAXCON (US Lacrosse Annual Convention) | tbd | January | \$2,000 | \$2,000 | | | \$4,000 |
| Connect Sports Diversity Events Summit | tbd | January | \$2,000 | \$10,000 | | | \$12,000 |
| Sports ETA Symposium (1) | tbd | April | \$2,000 | \$1,500 | | | \$3,500 |
| ISC (International Sports Convention) | tbd | June | \$4,000 | \$5,000 | \$1,500 | | \$10,500 |
| Connect Sports Marketplace (2) | tbd | August | \$4,000 | \$20,000 | \$1,500 | | \$25,500 |
| ASCA (American Swim Coaches) | tbd | September | \$2,200 | \$1,400 | | | \$3,600 |
| S.P.O.R.T.S. | tbd | September | \$5,000 | \$3,000 | | | \$8,000 |
| Total Trade Shows | | | | | | | \$116,200 |
| Sales Missions | | | | | | | |
| USOC/NGB (2) | Colorado Springs, CO | October | \$3,000 | \$1,000 | | | \$4,000 |
| PASO (Pan American Sports Organization) (2) | Miami, FL | October | \$1,500 | \$1,000 | | | \$2,500 |
| Philadelphia/City of Clearwater Sales Mission | Philadelphia, PA | June | \$1,500 | | | | \$1,500 |
| Toronto/City of Dunedin Sales Mission | Toronto, Canada | August | \$2,500 | | | | \$2,500 |
| Total Sales Missions | | | | | | | \$10,500 |
| Business Development & Incentives | | | | | | | |
| Incentives & Bid Fees (3rd Party Events) | | | | | \$800,000 | | \$800,000 |
| Sports Conferences & Meetings | | | | | \$50,000 | | \$50,000 |
| Site Visits | | | | | \$25,000 | | \$25,000 |
| Marketing/Advertising/Sponsorships | | | | | \$75,000 | | \$75,000 |
| Customer Advisory Group | | tbd | | | \$25,000 | | \$25,000 |





| Sports & Events FY 2021 Budget Request | | | | | | | |
|---|----------|-------|----------|---------------------|-------------------------|-----------------------------|-------------|
| | Location | Dates | Travel | Event Sales Cost | Business Development | Professional Development | Total |
| Total Business Development & Incentives | | | | | | | \$975,000 |
| | | | | | | | |
| Total Sports & Events Budget | | | \$47,600 | \$74,600 | \$979,500 | \$0 | \$1,101,700 |
| | | | | | | | |
| | | | | | | | |
| | | | | | Total Budget Request | | \$1,101,700 |





| Sports & Events | | | |
|---|---------------------|----------|--|
| Show/Event | Location | Dates | Benefit |
| USA Softball National Convention | tbd | October | Audience: <u>Softball</u> Outcomes: Tradeshaw opportunity with 800+ qualified council members and delegates. Measurements: 2+ Event RFPs |
| AAU National Convention | tbd | October | Audience: <u>Amateur Athletics (Multiple Sports)</u> Outcomes: Tradeshaw opportunity with 1000+ qualified event and sport personnel who plan and facilitate sporting events annually. Measurements: 2+ Event RFPs |
| USSSA Annual National Meeting | tbd | November | Audience: <u>Multiple Sports</u> Outcomes: Tradeshaw opportunity with 300+ qualified national, state and regional directors who plan and facilitate sporting events annually. Measurements: 2+ Event RFPs |
| IWLCA (Intercollegiate Womens LAX) | tbd | November | Audience: <u>Lacrosse</u> Outcomes: Tradeshaw opportunity with collegiate coaches and administrators of women's lacrosse programs. Measurements: 2+ Event RFPs |
| Regional SportAccord Pan-America | Fort Lauderdale, FL | December | Audience: <u>International</u> Outcomes: Global Association of International Sports Federations meeting. Tradeshaw opportunity with rights holders and educational sessions with international industry leaders. Measurements: 2+ Event RFPs |
| NFCA (National Fastpitch Coaches) Annual Convention | tbd | December | Audience: <u>Softball</u> Outcomes: Tradeshaw opportunity with 1400+ college and high school coaches, event organizers, and softball organization attendees. Measurements: 2+ Event RFPs |
| ABCA (American Baseball Coaches) | tbd | January | Audience: <u>Baseball</u> Outcomes: Tradeshaw opportunity with 1500+ college and high school coaches, event organizers, and baseball organization attendees. Measurements: 2+ Event RFPs |
| NCAA Convention | tbd | January | Audience: <u>Collegiate Athletics (Multiple Sports)</u> Outcomes: Tradeshaw and educational opportunities with all NCAA member institutions and industry influencers. Measurements: 2+ Event RFPs |
| LAXCON (US Lacrosse Annual Convention) | tbd | January | Audience: <u>Lacrosse</u> Outcomes: Tradeshaw opportunity with 7000+ college and high school coaches, event organizers, athletes, and lacrosse organization attendees. Measurements: 2+ Event RFPs |





| Sports & Events | | | |
|--|----------|-----------|---|
| Show/Event | Location | Dates | Benefit |
| Connect Sports Diversity Events Summit | tbd | January | Audience: <u>Diversity</u> Outcomes: Appointment-based tradeshow and educational forum with qualified diversity, LGBTQ and adaptive sports event owners and rights holders. Measurements: 2+ Event RFPs |
| Sports ETA Symposium (1) | tbd | April | Audience: <u>Sports Industry</u> Outcomes: Largest and longest running meeting of sports tourism industry partners. Appointment-based tradeshow and authentic educational sessions with 900+ qualified National Governing Bodies, event owners and vendors. Measurements: 6+ Event RFPs |
| ISC (International Sports Convention) | tbd | June | Audience: <u>International</u> Outcomes: Multiple conference tracks combined with tradeshow opportunity. Business, networking and sales opportunities with 2000+ international attendees, representing 60+ countries. Measurements: 2+ Event RFPs |
| Connect Sports Marketplace (2) | tbd | August | Audience: <u>Sports Industry</u> Outcomes: Appointment-based tradeshow and educational forum with qualified National Governing Bodies, event owners and rights holders. Measurements: 4+ Event RFPs |
| ASCA (American Swim Coaches) | tbd | September | Audience: <u>Swimming</u> Outcomes: Tradeshow opportunity with 1500+ national and international coaches and event programmers in the swimming industry. Measurements: 2+ Event RFPs |
| S.P.O.R.T.S. | tbd | September | Audience: <u>Sports Industry</u> Outcomes: SportsEvents Media Group produced educational symposium and appointment-based tradeshow with 100+ qualified event planners. Measurements: 2+ Event RFPs |





| Sales Missions | Location | Dates | Benefit |
|---|----------------------|---------|---|
| USOC/NGB (2) | Colorado Springs, CO | October | Audience: <u>NGBs (Multiple Sports)</u> Outcomes: Meetings in Colorado Springs with USOC and NGBs regarding programming and official Olympic training designation partnership opportunities in destination. Measurements: 2+ Event RFPs |
| PASO (Pan American Sports Organization) (2) | Miami, FL | October | Audience: <u>International (Multiple Sports)</u> Outcomes: Meetings in Miami with PASO regarding international programming and partnership opportunities in destination. Measurements: 2+ Event RFPs |
| Philadelphia/City of Clearwater Sales Mission | Philadelphia, PA | June | Audience: <u>Philadelphia Phillies / City of Clearwater</u> Outcomes: Sales mission with the City of Clearwater to promote the long-standing partnership with Philadelphia sports teams. Measurements: Renewed Partnership |
| Toronto/City of Dunedin Sales Mission | Toronto, Canada | August | Audience: <u>Toronto Blue Jays / City of Dunedin</u> Outcomes: Sales mission with the City of Dunedin to promote the long-standing partnership with Toronto sports teams. Measurements: Renewed Partnership |
| Business Development & Incentives | | | Benefit |
| Incentives & Bid Fees (3rd Party Events) | | | Promotion, growth and hosting opportunities within all sports markets - youth, amateur, collegiate, National Team and international in destination |
| Sports Conferences & Meetings | | | Hosting sports-related conferences and meetings opportunities |
| Site Visits | | | Showcase the destination's competition venues to NGBs, Event Owners and Event Rights Holders |
| Marketing/Advertising/Sponsorships | | | Marketing opportunities to promote the destination as a premier sports tourism host |
| Customer Advisory Group | | tbd | Audience: approx. <u>10 Sports & Events customers</u> Outcomes: Collaboration with customers to improve delivery of Sports & Events services. Involves hosting customers in the destination twice yearly to discuss trends, areas for improvement, etc. Measurements: TBD |



Sports & Events FY 2021 Sales Plan

GOAL 1:

Depending upon the timing and level of which business resumes post-COVID-19, we seek to retain and/or grow aspects of the sports and events business based on pre-COVID-19 projections as follows:

- a. Hotel Room Nights: Generate 165,000 room nights**
- b. Event Retention: Retain 90% of FY20 events**
- c. Event Participant Growth: 5%**
- d. New Events: Secure a minimum of 10 new events**

STRATEGIES:

- Conduct sales meetings with National Governing Bodies (NGB), sports events representatives and sports rights holders throughout the country.
 - Attend a minimum of 15 NGB trade shows/conventions, generating 2 RFP's per show on average.
 - Conduct 30 face-to-face or telephone sales calls with rights holders.
 - Schedule 10 FAM's for sports associated with the destination.
 - Identify 30 relevant leads and submit in a timely fashion.
- Coordinate and conduct meetings with event organizers, city partners, facility managers and accommodations with a primary focus on the retention and expansion of sports tourism business in the destination. Some examples are:
 - Collaborate with regional sports commissions: Pasco, Sarasota, Bradenton, Tampa Bay.
 - Continue partnership with the National Senior Games Association in the development and launch of the biannual beach festival event initiative.
 - Continue partnership with the Florida Sports Foundation for strategic growth of the International Beach Games.
 - Continue partnership with the Florida Sports Hall of Fame on events, meetings and annual enshrinement.



- Continue partnership with Sports ETA (formerly National Association of Sports Commissions) for national, regional and state-wide programming opportunities.
- Identify strategic event owners/operators to develop annualized events, utilizing non-traditional venue opportunities.
- Work with event owners/operators on the development of grassroots and regional events with a focus on 3 – 5 year strategic growth.
- Work with municipal partners and facility owner/operators on the development of grassroots and regional events with a focus on 3 – 5 year strategic growth.
- Collaborate with VSPC Meetings and Conventions Department to target sports industry meetings and meeting planners, to extend the reach of the destination beyond competition venues.
 - Solicit leads and requests for proposals for meetings of the sports tourism industry, including, but not limited to:
 - ♦ US Sports Congress
 - ♦ S.P.O.R.T.S., the Relationship Conference
 - ♦ International Sports Conference
 - ♦ Regional SportAccord
 - ♦ A.C.E.S. (Association of Chief Executives of Sport)
 - Secure bids and proposals to host:
 - ♦ ConnectSports Women in Sports Tourism and Connect Women in Tourism joint show
 - ♦ ConnectSports Diversity Events Summit
 - Leverage partnership with Northstar Travel Group to include marketing at annual TEAMS & Olympic Sports Link tradeshow
 - Explore sports tourism industry niche and specialty market segment meetings
- Collaborate with VSPC Digital & Communications Department and VSPC Film Commission on creation of digital marketing assets, video and web content to promote the destination as a premier sports tourism host, including, but not limited to, social channels (YouTube, Facebook, etc.).



- Collaborate with VSPC Latin America Sales Department on sales missions that target Latin American event owners and key event stakeholders in international events.
- Collaborate with VSPC Advertising & Promotions Department to develop and drive Sports & Events specific content.
- Adjustments to incentive fund spending will correspond with level of post-COVID-19 business.

GOAL 2:

Brand: Identify 3 national or international event opportunities with VSPC brand integration to promote St. Pete/Clearwater both domestically and internationally as a premier sports destination.

STRATEGIES:

- Work with municipalities and private facility operators to develop and create training opportunities for teams and individuals.
- Continue partnership with ESPN Events and the City of Clearwater on the Elite Invitational college softball tournament.
- Continue to identify and develop opportunities for college or elite youth sport event with a public or private facility operator.
- Work with municipal partners and facility owner/operators on the development of a regional shuffleboard festival with a strategic focus on 3 – 5 year growth.
- Continue to collaborate with public or private facility operators and MLS teams to upgrade facilities to meet FIFA/MLS standards for strategic partnerships and expansion of the pre-season programming opportunities in the destination.
- Continue partnership with Sports ETA for national industry education and advocacy.
- Continue expansion of international sports events through attendance at related events and conferences.
 - Continue attending international sports marketplace shows, to continue development of the international sports market.





- Partner with Florida Sports Foundation in identifying opportunities to develop international sports industry meetings, tradeshow and familiarization tour hosting opportunities.
- Develop and implement a strategic diversity sports event plan with local, regional and national organizations which continues to elevate the destination as a diverse and LGBTQ+ friendly sports and events host.

GOAL 3:

Facilities and Programming: Evaluate and identify opportunities for upgrading and/or developing new sport facilities to enhance VSPC's ability to program sports and special events, with particular emphasis on retaining and growing current programming (i.e. baseball, lacrosse, soccer, softball and swimming, etc.).

STRATEGIES:

- Utilize the sports facility feasibility study to understand best strategy moving forward, including consideration of capital funding support.
- Continue to evaluate current facility inventory, especially relative to programming strengths and opportunities.
- Continue to identify programming growth and new opportunities.
- Continue to identify programming-based facility development opportunities.





ST.PETE CLEARWATER

Latin America

FY 2021 BUDGET WORKSHOP



Latin America FY 2020 Sales Plan

RECAP

GOAL 1:

Effectively promote air travel and drive visitation to the destination from top Latin America feeder Markets.

- By the end of September 2020, the Latin America Department will have attended 5 Trade Shows/Workshops and 6 Sales Missions targeting the trade of top producer markets (Brazil, Argentina, Mexico and Colombia).
 - Participated in Festuris, AA Tours, Expo Mayorista, Connect Travel Marketplace and Neextt trade shows and still plan to participate in Hotelbeds Market Hub and La Cita de Las Americas Trade Show.
 - Completed Chile, Costa Rica, Spain, South and North of Brazil, Sao Paulo Missions and still plan to complete Argentina Sales Mission.
 - Did not participate in FIT, Visit USA Uruguay and ANATO Trade Shows. Unable to participate in Agaxtur, WTM-LA, Visit Florida Mexico, IPW, Visit USA Brazil, Expo Mayorista and Flytour Hiper Feirao Shows due to the pandemic.
 - Did not complete Colombia, Mexico, Ecuador, Peru Sales Missions. Unable to complete Central America, Uruguay, Puerto Rico & Dominican Republic and Panama Sales Missions due to the pandemic.
- When promoting our destination at Latin America trade shows, sales missions and workshops, we have carefully evaluated the opportunities of partnership with Brand USA, Visit USA Committees, Visit Florida and Florida West Coast CVB's.
 - Participated in Festuris Trade Show and completed Chile and Spain Sales Missions in partnership with Florida West Coast CVB's.
- Partnered with key Wholesaler, Tour Operator and OTA's (On-line Travel Agencies) to increase awareness and knowledge of our destination by actively working the markets, providing intensive training, and participating in Co-op campaigns. Booked from the Brazilian market - 5,067 room nights by January 2020.

GOAL 2:

Create, produce and place Latin America destination tourism advertising, with the support and guidance of VSPC's Advertising and Digital Departments.





- By the end of September 2020, the Latin America Department will have partnered in 5 Trade and 6 consumer Co-op Marketing Campaigns with the support of the Advertising and Digital Departments.
 - Visit Florida (VF) informed VSPC on June 5, 2020 that All Co-op Programs paused due to the pandemic will end immediately. VF will contact tour operators and provide VSPC with campaign results.
 - In our partnership with Visit Florida, we completed 4 Co-op Campaigns in Latin America key markets with All Seasons in Argentina, Viajes El Corte Inglés in Mexico, Price Travel Colombia and Mexico.
- By the end of February 2020, participated in 2 Co-op marketing campaigns with Brazilian Tour Operator in partnership with Brand USA and Visit Florida.
 - Completed Agaxtur Tour Operator Co-op Program and Viajenet OTA Co-op Program in partnership with Visit Florida.
- Produced a combined total of 24,500 Portuguese and 51,000 Spanish destination marketing magazines and brochures for distribution in Brazil, Argentina, Chile, Spain, Mexico and Colombia.
- By the end of February 2020, the Latin America Department had new destination video content translated to Portuguese and Spanish.

GOAL 3:

Elevate St. Pete Clearwater brand awareness in Latin America through publicity.

- Latin America Department created a digital and media relations radio campaign in Argentina that ran from September to November 2019.
 - Campaign with Mensajeros Producciones, a multiplatform press company, with both trade and consumer-focused publications, websites and radio shows. The radio campaign ran in 21 stations across the country. The online banner reached 9,400 impressions from 4,470 unique users and the generated database reached 1,119 responses with emails. On Instagram, the contest posts had a reach of 1,845 unique users and 3,260 impressions and the St. Pete/Clearwater beach note had a reach of 926 unique users and 1,529 impressions.
- Hosted 1 Tour Operator Brazilian FAM and 3 Latin America Press visits by the end of February 2020.
 - Welcomed Orinter Tour Operator & Copa Airlines FAM in October 2020. FAM was composed of Orinter Tour Operator North America product manager, Copa Airlines Sao Paulo/Brazil sales representative and 10 of their key travel agents.





- Panorama of the Americas Magazine Panama Media Visit in October 2019, it is the on-board magazine of Copa Airlines and can also be found in the Copa Club Airport Lounges for Premier passengers. By hosting Panama Press, our destination received an 8-page editorial of our destination projected to reach approximately 1.5 million travelers during the month of January 2020 (Copa Airlines has more than 350 daily flights from Panama and serves 81 destinations in 33 Countries).
- Hosted Mexico Media Visit in November 2019. In partnership with Visit Florida, welcomed Carlos Arenas, TV host of "Sale el Sol," a dynamic morning program that is part of Grupo Imagen TV. This show was broadcast throughout Mexico Monday through Friday at 9:00AM with a TV audience of 3 Million viewers.
- Flytour Tour Operator (key travel agency) visit to our destination in November 2019.
- Ladevi Trade Argentina Media visit in December 2019. Journalists met with Latin America Director and Vice President of Business Development to review new opportunities for FY21. Ladevi is positioned as the most influential trade magazine and platform for the Latin America and Caribbean travel industry.
- Unable to welcome La Opinion Media visit from Argentina and Roccio Spanish Influencer from Spain in April due to pandemic. Working to set a new date in partnership with Visit Naples, Visit Fort Myers and Visit Tampa Bay.

GOAL 4:

Collaborate with other Florida Gulf Coast CVB's to encourage and increase overall visitations to the Gulf Coast of Florida and to our respective cities.

- Created a 4-destination West Coast of Florida itinerary brochure to promote the Gulf Coast and Visit St. Pete Clearwater area.
- By the end of February 2020, the Latin America Department will have partnered with the West Coast of Florida CVB's on 2 Sales Missions (Chile and Spain).
 - Chile Sales Mission was completed in October 2019.
 - Spain Sales Mission was completed in January 2020.
- By the end of February 2020, the Latin America Department and Florida Gulf Coast CVB's have designed and built itineraries and vacation packages with All Season Tour Operator in Argentina.





Latin America FY 2021 Budget Summary

Sales

| | |
|---------------------|-----------|
| (11) Trade Shows | \$40,500 |
| (14) Sales Missions | \$40,000 |
| Client Events | \$175,000 |

| | |
|--------------------|------------------|
| Total Sales | \$255,500 |
|--------------------|------------------|

| | |
|---------------|-----------------|
| Travel | \$45,100 |
|---------------|-----------------|

| | |
|-----------------------------|------------------|
| Total Budget Request | \$300,600 |
|-----------------------------|------------------|

| | |
|--------------------|--------------------|
| FY20 Budget | \$1,108,250 |
|--------------------|--------------------|

| | |
|------------------|-------------|
| Variance* | -73% |
|------------------|-------------|

*Variance is a result in shift to concentrate on most valuable producing markets in Latin America (Brazil, Argentina, Mexico and Colombia) and reductions due to Covid-19.





**Latin America
FY 2021 Budget Request**

| | Location | Dates | Travel | Sales Cost | Total Budget |
|-------------------------------------|---|------------|-----------------------------|------------------|------------------|
| Trade Shows | | | | | |
| FESTURIS | Gramado, Brazil | November | \$3,500 | \$6,000 | \$9,500 |
| Connect Travel Marketplace | Orlando, FL | February | \$1,900 | \$4,000 | \$5,900 |
| ANATO | Bogota, Colombia | February | \$2,800 | \$5,000 | \$7,800 |
| WTM Latin America (2) | Sao Paulo, Brazil | April | \$4,500 | \$4,000 | \$8,500 |
| Visit USA Brazil | Sao Paulo, Brazil | April | | \$2,000 | \$2,000 |
| IPW 2021 | Chicago, IL | April | \$2,000 | \$10,000 | \$12,000 |
| Hotelbeds Market Hub Americas | Cancun, Mexico | May | \$2,500 | \$6,000 | \$8,500 |
| La CITA de Las Americas | TBD, FL | September | \$1,800 | \$3,500 | \$5,300 |
| Total Trade Shows | | | | | \$59,500 |
| Sales Missions | | | | | |
| Orinter Tour Operator USA Workshop | Sao Paulo, Brazil | October | \$3,000 | \$5,000 | \$8,000 |
| Visit Florida Brazil Roadshow | 3 Cities TBD, Brazil | December | \$3,000 | \$3,000 | \$6,000 |
| ECTU Ladevi Workshop | Buenos Aires, Argentina | March | \$2,800 | \$5,000 | \$7,800 |
| Expo Mayorista Roadshow | Merida, Mexico City and Puebla Mexico | March | \$3,500 | \$3,000 | \$6,500 |
| Price Travel Tour Operator Workshop | Mexico City, Mexico | June | \$2,500 | \$4,000 | \$6,500 |
| Sales Mission Argentina (1) | Buenos Aires and Cordoba | August | \$3,500 | \$10,000 | \$13,500 |
| FRT Tour Operator Workshop* | Foz do Iguacu/ Brazil | September | \$3,000 | \$5,000 | \$8,000 |
| Casa do Agente Workshop* | Sao Paulo, Brazil | TBD | \$2,800 | \$5,000 | \$7,800 |
| Airline Support (1 Trip)* | TBD | TBD | \$2,000 | | \$2,000 |
| Total Sales Missions | | | | | \$66,100 |
| Client Events | | | | | |
| Press Visits | Media, Social Media Influencers | Year Round | | \$25,000 | \$25,000 |
| Familiarization Trips | Partners, Tour Operators, Travel Agent Promotions & Sweepstakes | Year Round | | \$100,000 | \$100,000 |
| Fam Transportation | | Year Round | | \$50,000 | \$50,000 |
| Total Client Events | | | | | \$175,000 |
| Total Latin America Budget | | | \$45,100 | \$255,500 | \$300,600 |
| * Indicates New Initiative | | | Total Budget Request | | \$300,600 |





| Latin America | | | |
|--|--------------------------------|----------------|---|
| Show/Event | Location | Dates | Benefit |
| FESTURIS | Gramado, Brazil | November | Festuris Tourism Trade Show is targeted toward specific niche markets. During this show there are continual destination training workshops. The event draws in more than 10,000 travel professionals annually, and it is Brazil's 2nd largest show for the trade. |
| Connect Travel Marketplace | Orlando, FL | February | Hosted-buyer show that brings together active planners, suppliers and experts in corporate, association, specialty, leisure, sports, meetings and events for preset appointments, general sessions, planner/supplier and quality networking. Attendance from LATAM & Brazil accounts have been very strong, with 40-45 appointments each year. Show provides the opportunity to meet with (40-45) key international buyers. |
| ANATO | Bogota, Colombia | February/March | Colombia key trade show for the tourism industry. This show is attended by 15K+ Colombian and Central American travel professionals along with all major LATAM airlines and press from the region. |
| WTM Latin America | Sao Paulo, Brazil | April | Annual tradeshow, attended by 7,500 travel industry professionals including Corporate, MICE and +500 press. We participate as part of the Visit Florida booth along with other FL destinations including Tampa, Ft. Lauderdale, Fort Myers and Palm Beach. WTM-LA is Brazil's largest and main tourism show in the country. |
| Visit USA Brazil | Sao Paulo, Campinas & Curitiba | April | Only U.S. travel products can be exhibited at this Visit USA event. This tradeshow and workshop presentation is attended by 400-500 travel agent in each city. |
| IPW 2021 | Chicago, IL | April | This show is the premier international marketplace and largest generator of travel to the U.S. One on One appointment show with about 70-80 Latin America meetings. The show attracts each year more than 1,300 exhibitor booths held by U.S. suppliers of USA travel products and destinations and more than 6,200 attendees, including 1,300 international and domestic travel buyers and 500 journalists representing more than 70 countries. Largest tourism trade show in U.S. |
| Hotelbeds Market Hub | Mexico/Caribbean | May | Hotelbeds hosted-buyers show- 350 leading tour operators from 20 different LATAM source markets. Hotelbeds is the largest bed banks. Production for 2019 Campaign 8,605 room nights. |
| La Cita de Las Americas | TBD, FL | September | Annual One on One tradeshow with Latin America buyers. The show counts with 65+ international buyers, 5 receptive tour operators and 35+ international media. Opportunity to meet with buyers from key Latin America markets in 2nd semester of the year. |
| Sales Missions | | | |
| Orinter Tour Operator Workshop | Sao Paulo, Brazil | October | Annual educational workshop with destination presentation and networking event. The event guarantees an attendance of 250+ trade attendance (travel agents). Orinter tour operator works with our destination packages and very strong in Sao Paulo and south of Brazil region. |
| Visit Florida Brazil Capital Cities Roadshow | 3 Cities TBD, Brazil | December | Repeat event with strategic new cities. The roadshow includes workshop, destination training and client networking in Brazil's capital cities that have an increasing number of flights and a considerable growth in the number of passengers. In each city is expected an attendance of 70+ professionals. |
| ECTU Ladevi Workshop | Buenos Aires, Argentina | March | Annual trade fair for travel agents. Expected fair trade attendance of 700 professionals. Opportunity to provide destination presentation to tour operators and travel agents. Show is produced by Argentina key trade media. |
| Expo Mayorista Roadshow | 3 Cities, Mexico | March | Annual Mexico roadshow with presentation and workshop for 1,150 travel agents. Well known show offering destination presentation in reserved area. |
| Price Travel Tour Operator Workshop | Mexico City, Mexico | June | Sales calls and destination presentation with tour operator in Mexico area. Workshop open to trade and final consumer. Expected to have an attendance over 350 professionals and 3,500+ consumers. Price Travel is the largest tour operator in Argentina. |
| Sales Mission Argentina | Buenos Aires and Cordoba | August | Sales calls and destination presentation covering 2 major cities. Each destination presentations for 45+ trade and media for a total of 100+ participants. |





| Show/Event | Location | Dates | Benefit |
|-----------------------------|--|------------|---|
| FRT Tour Operator Workshop* | Foz do Iguacu, Brazil | September | Annual tour operator trade event in Foz do Iguacu area. Workshop brings together 200+ travel agents. FRT tour operator is a strong operator with base in Foz do Iguacu/south of Brazil. |
| Casa do Agente Workshop* | Sao Paulo, Brazil | TBD | Annual trade workshops with presentations and One on One meetings. Presentations to 200 travel agents and one on one meetings to 20 tour operators. |
| Airline Support | TBD | TBD | Sales mission focused on a partnership between destination airport partners and Brazilian Airlines with a vision of expanding the Brazil-Tampa Bay market. |
| Client Events | | | |
| Press Visits | Media, Social Media Influencers | Year Round | Media visits and Influencer are key components to a successful media relations strategy. LATAM press trips consist of individual media visits or small groups, maybe up to 4 or 5 journalists at a time. |
| Familiarization Trips | VP, Partners, Tour Operators, Travel Agent, Promotions & Sweepstakes | Year Round | Welcoming trade familiarization groups is a tool to promote our destination by creating an unique experience including a maximum of activities and site inspections of our hotel and attraction partners. |
| Fam Transportation | | Year Round | Local transportation budget for press and travel industry FAMS. |

*Indicates New Initiative



Latin America FY 2021 Sales Plan

GOAL 1:

Increase awareness and knowledge of the St. Pete Clearwater area as a leisure destination to key markets in Latin America; Brazil, Argentina, Mexico and Colombia.

STRATEGIES:

- Organize and execute sales missions and client events in key Latin America markets. Attend Tradeshows and workshops where there are opportunities to conduct destination presentations.
 - Attend Festuris Trade Show in Gramado/Brazil (November 2020) – Exposure to the luxury niche.
 - Attend ANATO Trade Show in Bogota/Colombia (February 2021) – Exposure to largest trade show in Colombia.
 - Attend World Travel Market – Latin America Trade Show (April 2021) – Exposure to 7,500 trade professionals from Brazil and Latin America.
 - Attend IPW International Pow Wow Trade Show (April 2021) – Exposure to all key clients from our target markets.
- Collaborate with key wholesale, tour and receptive operators, travel agencies and airline representatives to promote our destination packages to drive and air travel demand.
 - Expand our goal by adding 1-2 additional Brazilian tour operators/OTAs (Online Travel Agents) to focus on St. Pete Clearwater area.
- When promoting our destination at trade shows, sales missions and workshops in Latin America, evaluate the opportunities to partner with Brand USA, Visit USA Committees and Visit Florida.
- Assist wholesaler and tour operators as a liaison with hotel partners on potential destination leads.



GOAL 2:

Digital Partnership: Continue to work with the Digital and Advertising Departments to create St. Pete Clearwater brand awareness and metric movement by producing specific content and marketing strategies for key Latin America markets.

STRATEGIES:

- Maintain a year-round media/advertising presence in key Latin America markets.
- In partnership with Digital/Advertising Departments, continue to develop specific content to key markets.
- Create promotional digital content in partnership with tour operators/OTA (Online Travel Agents).
- Ensure clear communication of market needs with Digital/Advertising Departments and third-party advertising agencies.

GOAL 3:

Host a minimum of 3 familiarization groups and Influencer visits to promote destination awareness in key Latin America markets.

STRATEGIES:

- Evaluate groups requesting a familiarization tour to our destination by assessing the tour operator's markets and numbers to Florida.
 - In partnership with an airline (American, Copa, Latam, Aerolíneas Argentinas, United or Azul Airlines), we will host 1 tour operator FAM from each region (Brazil, Mexico and Argentina).
 - In partnership with Visit Florida or Brand USA we will host 1 digital Influencer from Brazil and Mexico. Influencer will be responsible to provide destination digital content in their platform(s).
 - In partnership with Argentina Influencers, we will host 1 digital Influencer from Argentina. Influencer will be responsible to provide destination digital content in their platform(s).
- Create unique experiences including a maximum of activities and site inspections of our hotel and attractions partners. When creating agendas for FAM's,



collaborate with our hotel partners and attractions to create a unique experience for the clients.

- Follow up with past familiarization groups at every opportunity when conducting business in their countries. When travelling to Latin America for Sales Missions and trade shows, follow up with tour operators that were recently here with a FAM tour, to discuss potential future business.

GOAL 4:

Produce collateral in Portuguese and Spanish languages to distribute to our key markets.

STRATEGIES:

- Continue to translate and produce our Gulf to Bay Magazine in Portuguese and Spanish to distribute to our Latin America clients; wholesaler, receptive and tour operator, travel industry, airline industry and consumers.
 - Produce and distribute 8,000 magazines/brochures in Brazil, 8,000 in Mexico, 6,000 in Argentina and 5,000 in Colombia.
- Create and design a new Portuguese and Spanish destination brochure for 2021.
 - Produce and distribute 5,000 destination brochures for Brazil, 5,000 for Mexico, 3,000 for Argentina and 3,000 for Colombia.
- Create, design and update our Latin America partner hotel and attraction brochures in both Portuguese and Spanish.
 - Produce and distribute 3,000 to Brazil, 3,000 to Mexico, 2,000 to Argentina and 2,000 to Colombia.

GOAL 5:

Collaborate with Florida Gulf Coast CVB's to encourage and increase overall visitation to the Gulf Coast of Florida and St. Pete Clearwater.

STRATEGIES:

- Consolidate efforts, budgets and contacts to strengthen our position and partnerships in Latin America top key markets.





- Assist wholesale, receptive and tour operator when they are creating itineraries to ensure partner hotels and attractions that are featured in our packages, are included.
 - Continue to share updated destination content in order to stay relevant in wholesalers/tour operator's programs.





ST.PETE CLEARWATER

Leisure Travel

FY 2021 BUDGET WORKSHOP



Leisure Travel FY 2020 Sales Plan

RECAP

GOAL 1:

Consumer Travel: Increase consumer travel to the destination via participation in 18 consumer initiatives throughout the USA and Canada.

- By the beginning of March 2020, the Leisure Travel Sales Department participated in 13 consumer shows for FY19/20 and distributed over 10,450 Destination Magazines and partner collateral - directly into the hands of consumers (most paid to be at these travel shows).
 - Travel & Adventure Shows – Boston, Chicago, LA, San Diego, Atlanta, DC
 - New York Times Travel Show
 - Travel Expo - Villages / Fall Fiesta in the Park – Orlando
 - Minneapolis Star Tribune Show, AAA Columbus, OH, Morris Murdock Travel Show, Utah, SITV Montreal
- Visit St. Pete/Clearwater had 100% Travel Industry Partner Participation in all shows – either paid brochure distribution or physical participation in each city. Participated in consumer shows in 9 States and Montreal, Canada.
- Travel & Adventure Shows saw a 21% growth in exhibit participation series wide with all their shows forecasting record attendance. Stats from Travel & Adventure – consumer detail:
 - 90% of attendees are in their peak earning years of 35 and up
 - 72% of attendees earn over \$100,000
 - 72% of consumers spend over \$5,000 on each trip
 - 91% will take 3-9 domestic trips in the next 12 months
- Why these shows, why these markets? Non-stop air service to TPA or PIE from all markets, DMO competition attending these shows (Visit Tampa, Fort Myers Sanibel, Fort Lauderdale, Miami, The Keys, Visit Central Florida, Naples and more). Benefit to Pinellas County Hotels & Attractions – increased room revenue potential and overall visitation.
- Market trends – Girlfriend Get-a-ways, Guys' Golf Trips, Extending after Business Trip, Single Travel, Milestone Birthday Celebrations and Destination Weddings.





- After diligent review of all data, these markets are considered for participation based on cost and potential to inspire travel, resulting in increased room nights to St. Pete/Clearwater.
- At 5 of our major consumer shows in FY20, we were able to estimate direct consumer expenditures in our area using room night calculations obtained from consumer feedback at that specific show. This number includes ONLY those clients that relayed their specific travel plans, NOT the overall potential from exhibiting at that show. This was the first year the Leisure Travel Department compiled this information to justify the ROI of these events. The total estimated room night revenue for the 5 shows was \$111,000 and the cost to exhibit at these shows was less than \$11,000. The Leisure Travel Department attended 13 consumer shows in FY20 before COVID-19 and industry partners have confirmed room nights were generated as a direct result of their participation at each event. We will continue to capture these numbers at all consumer shows moving forward.
- St. Pete/Clearwater was presented to consumers as a distinctive, vibrant destination featuring America's #1 Beach, by TripAdvisor in 2018 & 2019. The Leisure Travel Department targeted leisure consumers with travel preferences for family vacations, arts and culture, nature-based activities, sports enthusiasts and beach vacation travelers. Additionally, the Leisure Team was proactive in promoting the diverse accommodation options and attractions available to consumers who visit Pinellas County.
- Due to COVID-19 – all travel was postponed in mid-March.

GOAL 2:

Domestic Travel Trade Market: Participation in 50+ Travel Industry/Tour Operator Trade Shows across USA. Execute Visit St. Pete/Clearwater destination specific sales missions to 11+ top producing domestic markets including Allegiant Air, Southwest Airlines and Alaska Air cities. Create and/or utilize these opportunities to educate the travel industry professional on our destination, accommodation choices, arts & attractions and the benefits of selling St. Pete/Clearwater to their customers.

- Visit St. Pete/Clearwater attended the following Travel Advisor & Tour Operator Shows:
 - ASTA Midwest, ASTA Maine, PTANA Virginia, CCRA Miami & LA, Eastern Travel Assoc., PA – WITS, NY – Peninsula Travel Shows Carolinas & Maritime Travel Show, Halifax, Newfoundland, Canada
 - Florida Huddle Jacksonville, RTO Summit Orlando, Connect Travel Marketplace, Kissimmee & Visit St. Pete/Clearwater Hosted IITA 2020 Summit St. Pete Beach
 - Met with over 1,700 Travel Advisors at these shows and had 280+ one-on-one meetings with tour operators to discuss business for St. Pete/Clearwater. Visit St.





Pete/Clearwater Leisure Staff discussed new sales strategies and potential cooperative marketing opportunities with these partners.

- 2018 Key Tour Operator Production numbers (2019 not in yet) – Apple Leisure Group 36,000 Room Nights, Allegiant 32,000, Hotelbeds 15,000, Delta Vacations 10,000, JetBlue 5,500, Bonotel 4,000, and Sunwing 3,000. Will source these numbers and enter in Simpleview.
- Visit St. Pete/Clearwater Leisure Staff called on 6 AAA Auto Club Group Branch Offices. AAA Auto Club Group covers 13 states and includes 46 Branch Offices in FL with 13.5 million members with headquarters in Tampa, Charlotte, NC and Dearborn, MI. Leisure Travel is working on a sales training platform for AAA's Florida Specialist Program which is being created by the Tampa Sales Support Team. Future visits to AAA Auto Club Group Branch Offices are on-hold due to COVID-19.
- Strategic Tour Operator Shows 2020:
 - Florida Huddle in Jacksonville in January 2020 - **Attended**
 - Connect Travel Marketplace in Orlando in February 2020 - **Attended**
 - IPW in Las Vegas in June 2020 – **Cancelled**
 - Delta University – Atlanta - September 2020 - **Cancelled**
 - Hotelbeds Market Hub Americas in Cancun - Spring 2020 – **Postponed Indefinitely**
 - Apple Leisure Group Summit – City TBD - Summer 2020 – **Postponed**
- Visit St. Pete/Clearwater Hosted the 2020 IITA (International Inbound Travel Association) Receptive Operator Summit - Feb. 1 – 7, St. Pete Beach. Over 300 participants traveled to Sirata Beach Resort for 3-days of meetings, presentations and educational seminars with top selling Receptive Operators from across the USA.
 - Visit St. Pete/Clearwater had one-on-one appointments with 30 operators during the show to discuss potential new business for Pinellas County. Not all Operators at the Summit sell Florida programs, making some meetings unproductive for the destination. IITA is trying to grow the number of Operators that attend each year.
 - Visit St. Pete/Clearwater hosted 3 FAM's during the conference to allow participants the opportunity to learn more about the destination beyond the beach. FAM itineraries included stops at the Dali, Chihuly Collection, James Museum, St. Pete Shuffleboard Courts, Sunken Gardens and a history tour at the Renaissance Vinoy.
 - Visit St. Pete/Clearwater and Visit Tampa Bay also co-hosted a Post FAM for 6 Operators wanting to learn more about the destination for their clients.





- All sales initiatives were suspended mid-March due to COVID-19. The Leisure Travel Department will monitor the ever-changing tourism industry landscape through this crisis and advise industry sales initiatives will be rescheduled for first quarter FY21.

GOAL 3:

Canadian & International Travel Trade Market: The Leisure Travel Department will participate in Tour Operator Product Launches in 10 cities across Canada and execute an annual International Sales Mission that supports other key international markets; explore digital marketing opportunities with Hotelbeds and other key Receptive Tour Operators.

- All major Canadian Product Launches – suspended due to COVID-19. Trade shows, wholesale call center training and missions in Canada postponed. Sunwing Vacations Product Launch, Visit Florida Canada Road Show, WestJet Call Center Training - all moving to fall 2020 or early 2021.
- Liaise with International Directors in the UK and Germany to assist with creating **VIRTUAL FAM** visits and educational trips for the travel industry during this period of restricted travel.

GOAL 4:

Online Partnerships: Work with the Media & Advertising Departments to develop new marketing strategies for Visit St. Pete/Clearwater's online industry partners. Following the direction of Visit St. Pete/Clearwater's national advertising campaigns, will give these online initiatives enhanced brand messaging and increased partner visibility.

- Digital and Advertising Departments are developing all advertising and marketing opportunities with online travel partners for enhanced industry positioning on these travel websites. Visit St. Pete/Clearwater's strategy with Expedia continues to evolve into a global sales effort.
- Continuing to explore opportunities with Asia based Agoda, Priceline's Global Partner Services, to foster a beneficial collaboration with this online partner. Leisure Travel will work with the local Market Manager to identify ways to increase room night production into St. Pete/Clearwater. Initiative on-hold due to COVID-19.





GOAL 5:

Pinellas County Tourism Partnerships: Initiate and execute 71+ creative sales opportunities to reach key Travel Advisors, Receptive Operators, Consumers and Tour Operator partners.

- Invite local tourism partners to attend trade and consumer shows across the USA and Canada with Visit St/ Pete/Clearwater. As of the first week in March, the Leisure Travel Department completed 26 Sales Initiatives.
- As of March 2020, we had 38 Partner Participants and 45 Properties Paying for Collateral Distribution in various cities. All invoicing is current.
- Benchmark the success of Sales Opportunities: **ONGOING**
 - Partner Barometer – Calculated (when available), projected room night production obtained at consumer shows. This information is being entered in Simpleview and has been added to monthly reports.
 - Tour Operator/OTA (Online Travel Agents) - Room Night Production Numbers Available – sourcing 2019 numbers
 - Sales Reports – continue to use consumer feedback, Trade Show Analysis, and Competitive Set to gauge the ROI and success in these markets.
 - VSPC Research Tools – continue to use tools in Chartio to identify key markets and leisure travel trends.
- Create **VIRTUAL FAM'S** that showcase our unique properties, attractions, parks and festivals to both domestic and international travel trade. Benchmark success of these educational opportunities through participant surveys.
- The Leisure Travel Department is “rethinking” and re-evaluating sales strategy for 4th Quarter FY20 (July – Sept.) and 1st Quarter FY21 (Oct. – Dec). How can VSPC help properties that budget on a calendar year recoup some losses for this year?





Leisure Travel FY 2021 Budget Summary

Sales

(24) Trade Shows/Conferences **\$90,100**

(16) Sales Missions/Other Sales **\$161,800**

Total Sales **\$ 251,900**

Travel **\$46,900**

Professional Development **\$ 500**

Total Budget Request **\$ 299,300**

FY20 Budget **\$ 498,600**

Variance* **-40.0%**

*Variance due to shifting focus to AAA and larger shows and reductions due to Covid.





| Leisure Travel FY 2021 Budget Request | | | | | | |
|--|--|-----------|---------|---------------------|-----------------------------|---------|
| Show/Event | Location | Dates | Travel | Event Sales Cost | Professional Development | Total |
| Trade Shows / Conferences | | | | | | |
| Fall Fiesta in the Park | Orlando, FL | November | \$1,000 | \$3,500 | | \$4,500 |
| Maritime Travel Annual Conference | Halifax, NS | November | \$1,000 | \$2,500 | | \$3,500 |
| AAA Great Vacations | Columbus, OH | January | \$1,500 | \$1,500 | | \$3,000 |
| AAA Hoosier Travel Expo* | Indianapolis, IN | January | \$1,000 | \$1,500 | | \$2,500 |
| Florida Huddle | City TBD | January | \$1,000 | \$5,000 | | \$6,000 |
| Travel & Adventure Show | Boston, MA | January | \$1,500 | \$3,600 | | \$5,100 |
| Travel & Adventure Show | Chicago, IL | January | \$1,500 | \$6,500 | | \$8,000 |
| Connect Travel Marketplace | Orlando, FL | February | \$1,000 | \$3,500 | | \$4,500 |
| The Villages Travel Expo | The Villages, FL | February | \$600 | \$600 | | \$1,200 |
| Travel & Adventure Show | Atlanta, GA | February | \$1,500 | \$3,600 | | \$5,100 |
| AAA Marketplace | Foxborough, MA | March | \$2,000 | \$2,500 | | \$4,500 |
| Travel & Adventure Show | Dallas, TX | March | \$2,000 | \$3,600 | | \$5,600 |
| Travel & Adventure Show* | Tampa, FL | March | \$500 | \$3,600 | | \$4,100 |
| Travel & Adventure Show | Philadelphia | March | \$2,000 | \$3,600 | | \$5,600 |
| IPW (paid \$22,905) | Las Vegas, Nevada May 10-14, 2021 | May | \$3,000 | \$5,000 | | \$8,000 |
| Spring Fiesta in the Park | Orlando, FL | April | \$1,000 | \$3,500 | | \$4,500 |
| TravelBrands Agent Appreciation (6 cities) | Toronto, Montreal, Ottawa, Quebec City, Winnipeg, St Johns - Canada | April | \$3,000 | \$5,000 | | \$8,000 |
| Hotelbeds Market Hub Americas | TBD | May | \$2,000 | \$7,000 | | \$9,000 |
| Sunwing Travel Shows (3 cities) | Halifax, Winnipeg & Montreal - Canada | May | \$2,000 | \$5,000 | | \$7,000 |
| Travel Agents of Tennessee (TAT) | Nashville, TN | June | \$1,200 | \$2,000 | | \$3,200 |
| Apple Leisure Group Ascend | Chicago | September | \$1,000 | \$2,500 | | \$3,500 |
| Apple Leisure Group Ascend | King of Prussia | September | \$1,000 | \$2,500 | | \$3,500 |
| Apple Leisure Group Ascend | Milwaukee | September | \$1,000 | \$2,500 | | \$3,500 |





**Leisure Travel
FY 2021 Budget Request**

| Show/Event | Location | Dates | Travel | Event Sales Cost | Professional Development | Total |
|--|---------------------------|-----------|-----------------|---------------------|-----------------------------|------------------|
| Delta University | City TBD - Delta Hub City | September | \$2,000 | \$10,000 | | \$12,000 |
| Total Trade Shows / Conferences | | | \$35,300 | \$90,100 | | \$125,400 |
| | | | | | | |
| Sales Missions | | | | | | |
| Visit Florida Welcome Centers Showcase | I-75 Florida | November | \$500 | \$700 | | \$1,200 |
| AAA Auto Club Group Reception - T&AD. | Chicago Suburbs | January | | \$1,000 | | \$1,000 |
| AAA Auto Club Group Reception - T&AD. | Atlanta, GA | February | | \$1,000 | | \$1,000 |
| Receptive Operator Meetings - Spring | Orlando, FL | March | \$300 | \$2,000 | | \$2,300 |
| AAA/Travel Advisor In-Market Educational Training* | Indiana | April | \$1,000 | \$2,000 | | \$3,000 |
| Allegiant Call Center | Las Vegas, NV | April | \$1,200 | \$1,000 | | \$2,200 |
| AAA/Travel Advisor In-Market Educational Training* | Chicago | May | \$1,000 | \$2,000 | | \$3,000 |
| AAA/Travel Advisor In-Market Educational Training* | Raleigh/Durham/Charlotte | May | \$1,500 | \$2,500 | | \$4,000 |
| Visit Florida Welcome Centers Showcase | I-95 Florida | May | \$500 | \$700 | | \$1,200 |
| AAA/Travel Advisor In-Market Educational Training* | Detroit | June | \$1,000 | \$2,000 | | \$3,000 |
| AAA/Travel Advisor In-Market Educational Training* | Nashville, TN | June | \$1,000 | \$2,000 | | \$3,000 |
| AAA/Travel Advisor In-Market Educational Training* | Minneapolis, MN | July | \$1,000 | \$2,000 | | \$3,000 |
| AAA/Travel Advisor In-Market Educational Training* | Atlanta | August | \$1,000 | \$2,000 | | \$3,000 |
| AAA Auto Club Group Office Visits | Georgia | TBD | \$400 | \$300 | | \$700 |
| AAA Auto Club Group Office Visits | South Florida | TBD | \$400 | \$300 | | \$700 |
| AAA Auto Club Group Office Visits | North Florida | TBD | \$400 | \$300 | | \$700 |
| Total Sales Missions | | | \$11,200 | \$21,800 | | \$33,000 |
| | | | | | | |





| Leisure Travel FY 2021 Budget Request | | | | | | |
|--|---------------|--------|-----------------|-----------------------------|-----------------------------|------------------|
| Show/Event | Location | Dates | Travel | Event Sales Cost | Professional Development | Total |
| Other | | | | | | |
| FL Governor's Conference (1 Rep) | Florida | August | \$400 | \$0 | \$500 | \$900 |
| Customer Advisory Group* | Winter & Fall | TBD | | \$25,000 | | \$25,000 |
| AAA Auto Club Group/CAA Sponsorship* | TBD | TBD | | \$100,000 | | \$100,000 |
| Educational Site Visits | TBD | TBD | | \$15,000 | | \$15,000 |
| Total Other | | | \$400 | \$140,000 | \$500 | \$140,900 |
| Totals | | | \$46,900 | \$251,900 | \$500 | \$299,300 |
| *Indicates New Initiative | | | | Total Budget Request | | \$299,300 |





| Leisure Travel | | | |
|-----------------------------------|------------------|----------|--|
| Trade Shows / Conferences | Location | Dates | Benefit |
| Fall Fiesta in the Park | Orlando, FL | November | Orlando is the #1 drive market for our area. Approximately 100,000 higher income consumers attend Fall Fiesta over 2-days. Visit St. Pete/Clearwater and partners may distribute over 1,000 pieces of collateral and will engage consumers in discussions about the benefits of travel to this area. |
| Maritime Travel Annual Conference | Halifax, NS | November | Maritime Travel is a well known Canadian travel agency with multiple office locations across Canada. This conference is mandatory for the 400 plus Maritime Travel Advisors. During the 3-day conference, the advisors will be required to attend the trade show. Canada represents 57% of all inbound International Travel to the VSPC area. |
| AAA Great Vacations | Columbus, OH | January | AAA Great Vacations, Ohio, draws approximately 18,000 travelers to the trade show. Exclusive deals and same day bookings at the trade show with AAA Travel Advisors provides a great incentive to these potential travelers. |
| AAA Hoosier Travel Expo* | Indianapolis, IN | January | NEW! AAA Hoosier Travel Expo is the largest leisure travel show in Indiana. This show allows consumers to plan their next vacation and AAA Travel Advisors are on location to book it for them. Nonstop flights from Indy include Southwest & Spirit. |
| Florida Huddle | City TBD | January | Largest international & domestic tour operator appointment show in Florida. Buyers from all around the world attend both the trade show. Visit St. Pete/Clearwater will have 80 appointments over the 2-day show. |
| Travel & Adventure Show | Boston | January | Travel & Adventure Shows are among the most well recognized consumer travel show series. This show is marketing through radio, print and TV. The Boston Show drew approximately 28,000+ in attendance last year. This is ultimately an amazing opportunity to directly influence travelers. VSPC expects to contact approx. 100 travel advisors at the opening of this show. |
| Travel & Adventure Show | Chicago, IL | January | Travel & Adventure Shows are among the most well recognized consumer travel show series. This show is marketing through radio, print and TV. On average, this show brings in 20,000 to 30,000 consumers. Chicago is one of the top feeder markets to our destination with 15 nonstop flights into Tampa International Airport (TPA). |
| Connect Travel Marketplace | Orlando, FL | February | 3rd year for this international tour operator show. 40 - one-on-one appointments with buyers from key markets including the UK, Ireland, China, India and Latin America. |
| The Villages Travel Expo | The Villages, FL | February | residents (85,000 permanent residents) of this exclusive and very affluent retirement community. The travel time of less than two hours is another appealing option for drive market, overnight and day tripper visitors. |
| Travel & Adventure Show | Atlanta, GA | February | Travel & Adventure Shows are among the most well recognized consumer travel show series. This show is marketing through radio, print and TV. On average, each show brings in 15,000 to 20,000 consumers. |
| AAA Marketplace | Foxborough, MA | March | AAA Marketplace is one of AAA's most popular travel shows in Massachusetts. Exclusive deals and same day bookings at the trade show draw approximately 28,000 consumers and more than 200 travel advisors. |
| Travel & Adventure Show | Dallas, TX | March | Travel & Adventure Shows are among the most well recognized consumer travel show series. This show is marketing through radio, print and TV. On average, each show brings in 15,000 to 20,000 consumers. Dallas is a growing market to our destination with nonstop flights into Tampa International Airport (TPA) on Southwest, American and Spirit. |
| Travel & Adventure Show* | Tampa | March | NEW! Travel & Adventure Shows are among the most well recognized consumer travel show series. This is a new show in the series. |





| Travel & Adventure Show | Washington DC | March | Travel & Adventure Shows are among the most well recognized consumer show series, this show is marketed through radio, print and TV. On average, this show draws 15,000 to 20,000 consumers. Washington D.C. is an established market to the destination with 9 nonstop flights into Tampa International Airport (TPA). |
|---|---|-----------|---|
| IPW | Chicago, IL | April | US Travel Association - largest domestic & international travel industry trade show in the USA. 160+ business meeting appointments with travel industry buyers and media from around the world and all major US & International markets for St. Pete/Clearwater. |
| Spring Fiesta in the Park | Orlando, FL | April | Orlando is the #1 drive market for our area. Approximately 100,000 higher income consumers attend Fall Fiesta over 2-days. Visit St. Pete/Clearwater and partners may distribute over 1,000 pieces of collateral and will engage consumers in discussions about the benefits of travel to this area. |
| TravelBrands Travel Advisor Appreciation | Toronto, Montreal, Ottawa, Quebec City, Edmonton, Vancouver, Canada | April | This trade show series is specific to TravelBrands top selling Travel Advisors. Visit St. Pete/Clearwater will connect with approximately 1,800 Advisors total. Canada accounts for over 57% of all the International Travelers coming to the destination. There are direct flights from Toronto and Montreal into the destination. |
| Hotelbeds Market Hub Americas | TBD | May | Hotelbeds is the largest Receptive Operator bringing in close to 53,000 room nights to St. Pete/Clearwater. Market Hub Americas brings in 350 of Hotelbeds top clients from 21 markets. Trade Show and Destination Training. |
| Sunwing Travel Shows | Montreal, Halifax, Winnipeg, Canada | May | Visit St. Pete/Clearwater will have the opportunity to provide destination training and travel advisor updates to approximately 500 travel advisors. PIE is attending the shows in Toronto and VSPC will attending the shows in Montreal, Winnipeg and Halifax - cities with nonstop flights. |
| Travel Agents of Tennessee (TAT) | Nashville, TN | June | 150 Top Selling Travel Advisors - very cost effective way to reach Advisors in this market. Key Southwest airlines city. |
| Apple Leisure Group Ascend - Chicago | Chicago/King of Prussia/Milwaukee | September | 300-400 Top Selling Travel Advisors for ALG. Trade Show format. |
| Delta University | TBD - Delta Hub City | September | Delta University - 1,000 top booking Travel Advisors attend. Visit St. Pete/Clearwater sponsorship includes training classes and trade show. Hotel partners attend with Visit St. Pete/Clearwater. |
| | | | |
| Sales Missions | Location | Dates | Benefit |
| Visit Florida Welcome Center Showcase Events | I-75 Florida | November | 2.7 Million Travelers pass through the 5 Florida Welcome Centers Annually. Visit St. Pete/Clearwater will provide Welcome Center Staff training and updates to onsite collateral materials. Many of the travelers that enter Florida on this major highway stop at the Visitor Centers without firm plans for where they intend to go while visiting the State. They defer to the Florida Travel Specialists of the welcome centers for inspiration and advice. |
| AAA Reception - T&AD. - with VTB | Chicago Suburbs | January | Leisure Travel will partner with Visit Tampa Bay to host a AAA Reception at the Travel & Adventure Show in Chicago 2021. |
| AAA Reception - T&AD. - with VTB | Atlanta | February | Leisure Travel will partner with Visit Tampa Bay to host a AAA reception in at the Travel & Adventure Show Atlanta 2021. |
| Receptive Operator Meetings ORL - Spring | Orlando, FL | March | Annual lunch meeting to update key Receptive Operators, based in Orlando, about our area. New business opportunities are explored. Connect with 30-35 Operators. |
| AAA Auto Club Group - In-Market Educational Training* | Indiana/Chicago/Raleigh/Charlotte | April/May | In-market training opportunity with AAA Branch Offices - Membership Reps., Travel Advisors and Leadership Teams. Coordinating these efforts through the Travel Sales Support Team headquarters in Tampa. |
| Allegiant Call Center | Las Vegas, NV | April | Call Center training for 100 Staff. This sales mission provides a way for the hotels and attractions to give updates to the Call Center agents. The Call Center accounts for only 7% of direct sales, so destination training is designed to provide additional support for customer service inquires. |





| Visit Florida Welcome Center Showcase Events | I-95 Florida | May | 2.7 Million Travelers pass through the 5 Florida Welcome Centers Annually. Visit St. Pete/Clearwater will provide Welcome Center Staff training and updates to onsite collateral materials. Many of the travelers that enter Florida on this major highway stop at the Visitor Centers without firm plans for where they intend to go while visiting the State. They defer to the Florida Travel Specialists at the welcome centers for inspiration and advice. |
|---|--|----------------------|---|
| AAA Auto Club Group - In-Market Educational Training* | Detroit, MI/Nashville TN/Minneapolis, MN/Atlanta, GA | June/July/ August | In-market training opportunities with AAA Branch Offices - Membership Reps., Travel Advisors and Leadership Teams. Coordinating these efforts through the Travel Sales Support Team headquarters in Tampa. |
| AAA Auto Club Group Office Visits | Florida/Georgia | TBD | AAA Auto Club Group was founded over 100 years ago for the purpose of lobbying for driver and passenger rights, fair laws and safer vehicles. Since then, AAA Auto Club Group has grown to over 13.5 million members. Leisure Travel continues to maintain our relationships with the influential AAA Travel Advisors in the State of Florida and GA. |
| Other | Location | Dates | Benefit |
| FL Governor's Conference (2) | Florida | August | Professional Development/Continuing Education |
| Customer Advisory Group* | TBD | TBD | Collaboration with customers to improve delivery of Leisure Travel services. Involves hosting clients in the destination twice yearly to discuss trends, areas for improvement, etc. |
| AAA Auto Club Group Sponsorship* | TBD | TBD | Visibility in branch offices, call to action, incentive plan for top selling branches, highest revenue producing offices, possible Annual Meeting Sponsorship. |
| Educational Site Visits - FAM | In County | TBD | development of itineraries for vetted domestic and international travel trade professionals that visit the destination for business educational opportunities. Leisure Travel strives to create a memorable and educational experience for FAM participants in a focused effort to successfully promote the St.Pete/Clearwater area for its excellence as a tourism destination. VSPC averages up to 20 FAM tours per year. |
| | | | |
| *Indicates New Initiative | | | |



Leisure Travel FY 2021 Sales Plan

GOAL 1:

Consumer Travel: Increase consumer travel to the destination via participation in consumer initiatives throughout the USA and Canada.

STRATEGIES:

- Participate in a variety of quality consumer shows throughout the United States and Canada to target a diverse cross-section of potential visitors. The Leisure Travel Department has narrowed its focus on consumer shows that have direct air service into TPA and cities that are ranked in the Top-20 markets for overnight visitor numbers. The Leisure Travel Department also evaluates each market with regards to consumer demographics, travel advisor participation, Tour Operator/OTA (Online Travel Agents) Production Numbers, Partner Stats/Participation and Competition. After diligent review of all data, these markets are considered for participation based on cost and potential to inspire travel, resulting in increased room nights to St. Pete/Clearwater.
 - Travel & Adventure Shows
 - ♦ Chicago
 - ♦ Boston
 - ♦ Atlanta
 - ♦ Philadelphia
 - ♦ Dallas
 - ♦ **NEW** Tampa
 - AAA Travel Shows – Columbus, OH, Indianapolis, Greater Boston/New England Area.
 - In-state Travel Shows including Spring and Fall Fiesta in the Park, Lake Eola/Orlando Festivals, I-75 and I-95 Welcome Center Events, and Villages Travel Show.



- Estimate direct consumer expenditures in our area by calculating room nights based on consumer feedback at specific shows. This number is based on specific travel plans discussed with consumers at the show, NOT the overall potential from exhibiting. This will be the 2nd Year the Leisure Travel Department has compiled this information to evaluate success and justify the ROI of these events.
- St. Pete/Clearwater will be presented as a distinctive, vibrant destination featuring America's Best Beaches – St. Pete Beach #2 by TripAdvisor, Clearwater #5, coming off #1 in 2018 and 2019. The Leisure Travel Department will target leisure consumers with travel preferences for family vacations, arts and culture, nature-based activities, sports enthusiasts and beach vacation travelers. Additionally, the Leisure Team will be proactive in promoting the diverse accommodation options and attractions available to consumers who visit Pinellas County.
- Each year the Leisure Travel Department reviews new consumer sales initiatives based on criteria outlined, market trends, ongoing research and ROI.
- The team will evaluate the attendance, consumer demographics, market potential and feedback received from surveys at all Consumer Shows to measure the effectiveness of motivating potential customers to action during recovery. Cost vs. value of these face-to-face interactions.

GOAL 2:

Domestic Travel Trade Market: Participate in Travel Industry/Tour Operator Trade Shows in key markets across USA. Execute Visit St. Pete/Clearwater - AAA Auto Club Group destination specific sales training to educate AAA travel industry professionals on our destination, accommodation choices, arts & attractions and the benefits of selling St. Pete/Clearwater to their customers.

STRATEGIES:

- Partnering with select professional travel industry associations including Travel Agents of Tennessee for continuing education and/or destination accreditation for members. Call Center Training planned for Allegiant in Las Vegas.
- Creating a new partnership with AAA Auto Club group to educate travel advisors in key markets. The new club includes **FL, GA, TN, IL, IN, MI, IA, MN, ND, NC, SC, WI**. Planning in-market trainings for Membership Reps, Travel Advisors and Leadership Teams for those states highlighted above. Coordinating these efforts through the AAA Travel Sales Support Team headquartered in Tampa.



- Working with AAA on a new Expertise Track – Florida Expert. Possible AAA Branch Office incentives and Annual Meeting Sponsorship. Three new headquarters for this AAA Auto Club – Tampa, FL, Dearborn, MI & Charlotte, NC.
- Strategic Tour Operator Shows 2021:
 - Florida Huddle in January 2021
 - Connect Travel Marketplace in Orlando - February 2021
 - IPW in Las Vegas – May 2021
 - Delta Vacations University in Atlanta - September 2021
 - Hotelbeds Market Hub Americas in Cancun - Spring 2021
 - Apple Leisure Group / Ascend Shows in Chicago, King of Prussia, PA and Milwaukee - Summer 2021
- Develop a collaborative effort to reach the travel industry through events that involve other Visit St. Pete/Clearwater departments, airline partners, local colleagues and travel industry specialists.
- Participate in wholesale product launches and conferences, which attract high-volume retail travel advisors.
- Capitalize on strategic partnerships with Southwest Airlines Vacations, Delta Vacations, JetBlue Vacations, WestJet Vacations, Sunwing Vacations and other domestic/Canadian operators to target their top selling travel advisor partners.
- Schedule in-state AAA Auto Club Group sales calls to meet with the majority of AAA Florida Clubs and update them on seasonal offerings. AAA Travel Counselors sell both Daytripper's and overnight visitors to our area.
- Use ARC (Airline Reporting Company) Global Agency Pro to measure, track, promote and grow Travel Advisor bookings into St. Pete/Clearwater and track Tour Operator & Receptive Operator Room Night production for rebound analysis.
 - Tools like ARC's Global Agency Pro will provide Visit St. Pete/Clearwater a view of global agency distribution, destination performance and market potential. Custom reports can analyze travel agency partnership growth and performance measurements and benchmarking. Leisure Travel Department recommends getting this tool for additional Travel Advisor Research.

- Visit St. Pete/Clearwater will continue to identify what percentage of Tour Operator business comes from Travel Advisors vs. Consumer Direct and poll area hotels to determine market mix including direct Travel Advisor bookings.
- Customer Advisory Council – Collaborate with key Travel Advisors, Tour Operators and RTO's (Receptive Tour Operators) to improve delivery of Leisure Travel Services. Involves hosting clients in the destination twice yearly to discuss trends, areas for improvement, etc.
- Monitor the ever-changing tourism industry through educational conferences, seminars, trade publications, meetings and interaction with key industry staff, including the state's tourism entity, Visit Florida. Maintain an open dialog with other Visit St. Pete/Clearwater Departments and travel industry partners to evaluate new opportunities to increase room night production through our Domestic Travel Trade Partners.

GOAL 3:

Canadian & International Travel Trade Market: The Leisure Travel Department will participate in Tour Operator Product Launches in 10 cities across Canada and execute an annual International Sales Mission that supports other key international markets. Explore new sales initiatives with Hotelbeds and other key Receptive Tour Operators.

STRATEGIES:

- Attend all major Canadian product launches, trade shows, wholesale call center training and missions in Canada. Once again, Visit St. Pete/Clearwater and the St. Pete – Clearwater International Airport (PIE) will partner at events in Halifax and Toronto to support Sunwing Vacations.
- Evaluate production numbers from key operators - Sunwing, Air Canada Vacations, TravelBrands, WestJet Vacations and Air Transat Vacations. Evaluate strategic marketing opportunities (both traditional advertising and digital) with these partners and evaluate travel trends impacting Canadian travel to St. Pete/Clearwater.
- Continue to participate in U.S. Travel Association's IPW, Florida Huddle, and Connect Travel Marketplace.
- Collaborate with VSPC's Latin America Department to host Receptive Operator training initiatives planned for Orlando and Miami.



- UK Sales Mission for 2021. UK & Ireland Call Center Trainings with key tour operators in the region. Opportunity for travel industry partners to present their product or attraction to key staff and product managers.
- Liaise with International Directors in the UK and Germany to assist with in-bound site visits and educational trips for the travel industry; maintain close contact with International Directors for industry updates and additional sales opportunities.
- Continue to track Canadian Tour Operator business to St. Pete/Clearwater and work with CAA (Canadian Automobile Association) on drive traffic statistics for the Tampa Bay Region during recovery.

GOAL 4:

Pinellas County Tourism Partnerships: Initiate and execute creative sales opportunities to reach key Travel Advisors, Receptive Operators, Consumers and Tour Operator partners in top performing markets.

STRATEGIES:

- Invite local tourism partners to attend trade and consumer shows with Visit St/Pete/Clearwater in key markets across the USA and Canada. Create and initiate sales opportunities that will engage industry participation and allow room night production growth for partners. Continue to provide sales initiatives that have a brochure distribution component for partners that are unable to travel to these trade shows and/or missions.
- Retain or grow partner participation in all sales initiatives throughout the fiscal year. Provide strategies to maximize their exposure at shows and industry events. Create a Customer Advisory Group to develop and customize sales strategies during the year.
- Continue to create imaginative and educational FAM events for the travel industry, to provide them with better tools to sell our destination. Investigate opportunities to co-op these FAM's with other Florida DMO's (Destination Marketing Organizations) including Visit Tampa and Visit Florida when appropriate. Benchmark success of these educational opportunities through participant surveys.
- Evaluate the success of Sales Opportunities:





- Partner Barometer – Room Night Production in top Origin Markets, Key Accounts List, Participation, and Emerging Market Opportunities. Host Leisure Travel Forum to evaluate strategies outlined.
 - Tour Operator/OTA - Room Night Production in top Origin Markets, Market Trends/Opportunities/Challenges.
 - Sales Reports – Use Consumer Feedback, Trade Show Analysis, and Competitive Set to evaluate the success of sales opportunities. Utilize in-house research tools and other travel research reporting.
- Collaborate with VSPC Departments and the marketing staff from both, Tampa International Airport and St. Pete - Clearwater International Airport, to assist in the promotion of air service for increased passenger counts and visitation to the destination.
 - Engage stakeholders to evaluate their goals and challenges, create a Council of Travel Industry Advisors to assist Visit St. Pete/Clearwater in short term and long-range Leisure Travel sales planning as markets reopen.





ST.PETE CLEARWATER

Executive Sales

FY 2021 BUDGET WORKSHOP



Executive Sales FY 2021 Budget Summary

Registrations & Travel

(25) Trade Shows/Conferences \$50,300

(2) Sales Missions/Promotions \$3,200

Total Registrations & Travel \$53,500

Professional Development \$6,380

Total Budget Request \$59,880

FY20 Budget \$159,910

Variance* -63%

*Variance due to Covid-19 reductions.





| Executive Sales | | | | | | |
|---|-------|----------------------|----------|---------------------------|-----------------------------|---------|
| FY 2021 Budget Request | | | | | | |
| Trade Shows / Conferences | | | | | | |
| | | Location | Dates | Registrations & Travel | Professional Development | Total |
| Florida Huddle | SH | Orlando, FL | January | \$1,500 | | \$1,500 |
| Destinations Florida - Tourism Day | SH | Tallahassee, FL | March | \$1,200 | \$150 | \$1,350 |
| SXSW (paid registration carried over to 2021) | TR | Austin , TX | March | \$0 | \$0 | \$0 |
| ACES Fall Conference | TR | Colorado Springs, CO | April | \$1,500 | | \$1,500 |
| Destinations International - CEO Summit | SH | TBD | April | \$2,500 | \$1,400 | \$3,900 |
| Sports ETA (NASC) Summit | TR | TBD | April | \$1,200 | \$500 | \$1,700 |
| US Travel - DC Week/Spring Board Meeting | SH | Washington, DC | April | \$1,500 | | \$1,500 |
| US Travel - Fall Board Meeting | SH | New York, NY | April | \$1,500 | | \$1,500 |
| Florida Sports Summit | TR | TBD | May | \$700 | | \$700 |
| Fla. Sports Foundation - Roundtable (x4) | TR | TBD | Various | \$5,700 | | \$5,700 |
| ISC - Int'l Sports Conv.w/FSF (paid reg. carried to 2021) | TR | London, UK | June | \$5,000 | | \$5,000 |
| US Travel - IPW | SH | Washington, DC | June | \$2,500 | | \$2,500 |
| US Travel - Summer Board Meeting | SH | Colorado Springs, CO | July | \$2,000 | | \$2,000 |
| Connect Marketplace/ Connect Sports (2) | SH/TR | TBD | August | \$4,800 | | \$4,800 |
| ESTO (complimentary registration) (2) | SH/TR | TBD | August | \$4,000 | | \$4,000 |
| Florida Hall of Fame Sports BOD meeting (x2) | TR | TBD | August | \$1,000 | | \$1,000 |
| Visit Florida - Gov Conference | SH/TR | Hollywood, FL | August | \$1,200 | \$630 | \$1,830 |
| NASC 4S Summit | TR | Providence, RI | October | \$1,200 | \$1,000 | \$2,200 |
| SBJ - Sports Marketing Symposium | TR | New York City, NY | October | \$1,200 | | \$1,200 |
| Destinations International - Advocacy Summit | SH | TBD | November | \$1,500 | \$1,400 | \$2,900 |





| Executive Sales | | | | | | |
|--|-------|----------------------|----------|-----------------------------|-----------------------------|-----------------|
| FY 2021 Budget Request | | | | | | |
| Trade Shows / Conferences | | | | | | |
| | | Location | Dates | Registrations & Travel | Professional Development | Total |
| TEAMS Conference (invited to speak) | TR | Houston, TX | November | \$1,200 | | \$1,200 |
| Visit Florida Leadership Summit | SH/TR | Orlando, FL | November | \$1,200 | \$500 | \$1,700 |
| World Travel Market | SH | London | November | \$4,000 | | \$4,000 |
| Sport Accord Pan-America | TR | Ft Lauderdale, FL | December | \$1,000 | \$500 | \$1,500 |
| Destinations Florida - Annual Meeting | SH | TBD | TBD | \$1,200 | \$300 | \$1,500 |
| Total Trade Shows / Conferences | | | | \$50,300 | \$6,380 | \$56,680 |
| Sales Missions/Promotions | | | | | | |
| PASO (Pan American Sports Org.) | TR | Miami, FL | October | \$1,500 | | \$1,500 |
| USOC/NGB | TR | Colorado Springs, CO | October | \$1,700 | | \$1,700 |
| Total Sales Missions/Promotions | | | | \$3,200 | | \$3,200 |
| Totals | | | | \$53,500 | \$6,380 | \$59,880 |
| | | | | Total Budget Request | | \$59,880 |





ST.PETE CLEARWATER

International Marketing

FY 2021 BUDGET WORKSHOP



ST.PETE CLEARWATER

UK, Ireland, Scandinavia

FY 2021 BUDGET WORKSHOP

UK, Ireland & Scandinavia Office

FY 2020 Sales Plan

RECAP

GOAL 1:

Proactively and innovatively engage with the travel trade to maximize room nights, increase market share and position St Pete/Clearwater as the premier beach destination.

- Conduct tour operator sales calls to expand, develop and improve existing business. Conducted 25 sales calls from 01 October – 23 March 2020.
- Conduct regular presentations to tour operator reservations & sales staff. Conducted 6 training sessions from 01 October 2019 – 23 March 2020. Trainings planned for April/May postponed.
- Assist our tour operator partners with their own internal staff familiarisation tours of the destination. To date we have assisted Kenwood Travel with an internal staff fam trip.
- Offer, coordinate and conduct tour operator partner in-house staff incentives to push sales to our area. In-house staff incentives arranged with Tour America, USAirtours, Travel Planners and Ocean Holidays - placed on hold due to coronavirus.
- Host VIP tour operator event. Planned event at Hound Lodge on the 14th May -postponed due to coronavirus and UK lockdown restrictions.
- Attend the annual IPW trade show – Scheduled for June 2020.

GOAL 2:

Continue to work closely with our retail travel trade via our tour operator and other trade partners in order to hit the high street consumer directly in a targeted and cost-effective manner.

- Continue our partnership and sponsorship of the Virgin Retail Store in Braehead, Glasgow. Results to date: Quarterly visits conducted, hosted Christmas party in December, in constant contact providing regular updates to staff. Postponed next planned visit, proposed joint event in Braehead Mall and organisation of in-house fam due to coronavirus, store closed until further notice due to UK lockdown requirements.
- Initiate joint national in-store retail campaigns with our tour operator partners to access their retail agency or independent travel agency chains to highlight key messages. Results to date: Joint Gold Medal & Visit Florida Agent initiative 4th quarter 2019. Secured second





campaign (solus initiative) with Gold Medal independent agencies taking place late August to late September 2020.

- Sponsorship of Virgin Holidays Peaks Brochure Launch with 200 top selling Virgin Retail Travel Agents (one of approximately 25 sponsors) as Virgin Holidays is our top producing tour operator – Event took place December 2019. Trained 200 sales staff utilising cornhole game and virtual reality headsets and networked with agents and head office personnel.
- Educate a selection of front-line sales staff on our destination via dedicated training sessions and keep Visit St Pete/Clearwater forefront in their mind as a premier beach destination in Florida. Glen Travel trained November 2019, other agency trainings postponed because of coronavirus.

GOAL 3:

Participate in general travel industry opportunities to ensure we are maximizing our partners in the trade via innovative and diverse ways to distribute our message.

- Attend the Scandinavian Trade Shows as part of the Florida Beaches partnership in conjunction with Fort Lauderdale, Palm Beach County and The Beaches of Fort Myers & Sanibel – Results to date: Attended Explore The World in Oslo, Matka in Helsinki and Ferie for Alle in Denmark January & February 2020. Also attended Swanson's Sweden and FDM Denmark consumer shows in conjunction with Fort Lauderdale.
- Host travel agent and tour operator familiarisation trips for firsthand destination knowledge. Results to date include hosting SeaWorld Mega fam (October 2019) and Product Manager's fam in partnership with Experience Kissimmee (November 2019).
- Conduct joint sales and training mission with Florida partners. Postponed joint week-long training mission with Experience Kissimmee, Visit Tampa Bay and SeaWorld Parks & Entertainment in April 2020 due to coronavirus outbreak.
- Maintain membership and co-ordinate promotional activity with the UK, Irish and Scandinavian Visit USA Committees as well as attending roadshows in conjunction with these committees – Results to date: Attended Discover America Stockholm trade event in January 2020.
- Continue to work closely with the Visit Florida UK & Ireland office on any co-op opportunities. Confirmed participation in the travel trade partners sailing event (June 2020).
- Initiate a series of Irish initiatives such as membership of Travelbiz Directory, participation in the Irish Visit USA workshop (postponed until second half of 2020 dates tbc) and general outreach.





GOAL 4:

Continue with our very proactive tour operator co-op marketing initiatives to maximize destination awareness, increase room nights, promote twin-centre messaging and increase market share.

- Target our top producing tour operators and work with them on bespoke marketing plans to target their consumers and retail trade partners. Co-ops launched with Expedia, Tour America and USAirtours. Co-ops confirmed with BA Holidays, Ocean Holidays, Funway Holidays and Virgin Holidays currently on hold.





**UK, Ireland & Scandinavia Office
FY 2021 Budget Summary**

Sales

| | |
|--------------------------------------|------------------|
| (8) Trade Shows/Conferences | \$25,400 |
| Travel Industry Initiatives & Retail | \$97,550 |
| Memberships | \$8,500 |
| Operations | \$168,550 |
| <hr/> | |
| Total Contract | \$300,000 |





| Global Travel Marketing- UK, Ireland & Scandinavia FY 2021 Budget | | | | | |
|---|--|-------------------------------------|------------------|---------------------|------------------|
| | | Dates | Other | Event Sales Cost | Total |
| Trade Shows | | | | | |
| Travel Bulletin Trade Roadshows | 1 USA Roadshow/1 Luxury Travel Roadshow | February/March | | \$4,200 | |
| Scandinavian Discover America Initiatives | Visit USA Copenhagen/Stockholm/Malmo & Ad Hoc Opportunities | January/February/March | | \$7,200 | |
| Nordic | Florida's Beaches Shows/FDM/Swanson's | January/February/March | | \$8,500 | |
| USA Trade Shows | IPW & Annual VSPPC trip | June/October | | \$5,500 | |
| Total Trade Shows | | | | | \$25,400 |
| Travel Agent Training/Visit Florida Initiatives/Retail In-store Promotions | | | | | |
| Tour Operator VIP Event | UK event | May | | \$19,800 | |
| National Retail In-Store Promotions | 2 in-store travel agent promotions | December/April | | \$22,500 | |
| Visit Florida Initiatives | Trade partner event | June | | \$4,250 | |
| Virgin Retail Braehead | party sponsorship | October - September | | \$11,540 | |
| Operator/Trade Liaison | UK & Ireland | October - September | | \$14,950 | |
| Travel Trade Incentive Prizes & Sweepstakes Holiday | 4 x tour operator in-house sales staff incentives & prize giveaway | Any time throughout the fiscal year | | \$10,000 | |
| Tour Operator Trade Opportunities | Training days, lunch sponsorships, tour operator treats visits | Any time throughout the fiscal year | | \$5,790 | |
| Ireland Initiatives | Travelbiz directory, Visit USA Roadshow, ad hoc Visit USA opportunities | December/April | | \$8,720 | |
| Total Travel Agent Training/Visit Florida Initiatives/In-store Promotions | | | | | \$97,550 |
| Memberships | | | | | |
| Visit USA Memberships | UK, Ireland & Nordic | | | \$8,500 | |
| Total Memberships | | | | | \$8,500 |
| Operations | | | | | |
| Travel Trade Fams | 1 solus/1 partner/ad hoc requests from tour operator partners | | \$12,050 | | |
| Operational Expenses | Phone, rental, usage | | \$6,500 | | |
| Branded Giveaways | Sourcing and production of specific items pertinent to the UK, Irish & Scandinavian travel trade | | \$3,000 | | |
| UK & Ireland Office Services Fee | | | \$147,000 | | |
| Total Operations | | | | | \$168,550 |
| Total Contract Budget | | | \$168,550 | \$131,450 | \$300,000 |





Global Travel Marketing - UK, Ireland & Scandinavia

FY 2021 Action Plan Justification

| | Location | Date | Intended Audience/ Target Market | Anticipated Outcome | Measures of Effectiveness |
|---|--------------|------------------------------|---|--|--|
| Trade Shows | | | | | |
| Travel Bulletin Trade Roadshows | UK | February/March | 120 agents to be trained (approximately 60 per show) | Destination awareness and increased bookings | Room nights booked v previous year, engagement with website and social media channels |
| Scandinavian Discover America Initiatives | Nordic | Jan/Feb/March | 240 Travel agents/sales agents: Malmo = 80, DA Stockholm = 80, DA Gothenburg = 80 | Destination awareness and increased bookings | Room nights booked v previous year, engagement with website and social media channels |
| Consumer Shows Nordic | Nordic | Jan/Feb/March | Consumers: Explore The World = 1,800, Swanson's = 1,350, FDM = 4,000, Ferie For Alle = 63,350 and Matka = 68,300 Total 138,800 consumers | Destination awareness and increased bookings | Room nights booked v previous year, engagement with website and social media channels |
| IPW | USA | May | 18 - 20 Trade partner meetings UK, Ireland & Scandinavia | Provide destination updates with a view to increase product and room nights | Increase product and room nights booked v previous year - increase chances of partnerships |
| Travel Agent Training/Visit Florida Initiatives/Retail In-store Promotions | | | | | |
| Tour Operator VIP Event | UK | May | Target 15 key Tour Operator & trade partners | Provide destination updates with a view to increase product and room nights / thank you for continued business and partnership | Increase product and room nights booked v previous year - increase chances of partnerships |
| National Retail In-Store Promotions | UK | December/April | Retail travel agents & consumers: 2 solus campaigns - consumer reach 42,000 / trade reach 700 travel agents | Destination awareness, area updates, increased bookings | Increase in room nights booked v previous year, direct marketing |
| Visit Florida Initiatives | UK & Ireland | June & July | Tour operators & trade partners: 42 key travel trade personnel attend the sailing event/ 1 consumer event targeting approximately 40,000 consumers | Destination awareness, area updates, increased bookings | Increase product and room nights booked v previous year - increase chances of partnerships |
| Virgin Retail Braehead (additional opportunities, promotions, in-house staff fam trips training visits, xmas party) | UK | October - September | In house staff & consumers: Shopping centre footfall per annum = 16 million consumers / total staff members in store = 11 sales agents | Increased bookings & destination awareness, in-store promotional opportunity attendance | Increase in room nights booked v previous year |
| Travel Trade Incentive Prizes | UK & Ireland | 4 events throughout the year | Tour operator reservations/sales agents & consumer prize giveaway | Increased bookings & prizes | Increase in room nights booked v previous year |





| | Location | Date | Intended Audience/ Target Market | Anticipated Outcome | Measures of Effectiveness |
|-----------------------------------|---------------------------|-------------------------|--|--|--|
| Tour Operator Trade Opportunities | UK & Ireland | Quarterly/Jan/ April | Tour operator trade partners: Visit our top operators on a quarterly basis to update staff on our area (approximately 175 staff seen every quarter) and continue to sponsor and or send sweet treats to 100 Virgin Holidays and 100 British Airways call centre staff on a quarterly basis // Tour Operator training mission will target 87 tour operators that will cover training for 110 front line sales staff. | Destination awareness, area updates, increased bookings | Increase in room nights booked v previous year |
| Ireland Initiatives | Ireland | December/April | Trade Opportunities: Travelbiz annual trade directory distributed to 6,230 Travel Agencies in Ireland // Visit USA Ireland Road Show; two events to be held in Dublin and Cork targeting senior managers, product developers and owner/operators of travel agencies - total of 70 key personal will be trained. | Destination awareness, area updates, increased bookings, advertising | Increase product and room nights booked v previous year - increase chances of partnerships |
| Memberships | | | | | |
| Visit USA Memberships | UK, Ireland, Nordic | Annual | Travel Trade | Essential industry memberships, chance to participate in joint activities, roadshows etc | Increase product and room nights booked, engagement with website and trade partnerships |
| Operational | | | | | |
| Travel Trade Fams | UK & Ireland | October/June | Target 35 travel industry professionals: UK & Ireland travel agents/reservations agents or product managers | Increased product and increased economic impact in destination | Room night booked v previous year |
| Branded Giveaways | UK, Ireland & Scandinavia | Oct- Sept | UK, Irish & Scandinavian travel trade personnel | | |



UK, Ireland & Scandinavia Office FY 2021 Sales Plan

Depending upon the timing and level of which business resumes to the U.S. from international markets post-COVID-19, Global Travel Marketing will seek to identify opportunities to promote and grow the brand of St. Pete/Clearwater throughout the UK, Ireland and Scandinavia. The strategies below are based on pre-COVID-19 projections.

OVERALL GOAL:

Increase room nights generated from UK, Ireland & Scandinavian top tour operators by 3% from 42,000 to 43,260.

GOAL 1:

Proactively and innovatively engage with our tour operator partners to maximize room nights and position St. Pete/Clearwater as the premier Florida beach destination.

STRATEGIES:

- Conduct 35 tour operator sales calls to expand, develop and improve existing business
- Conduct 14 presentations to tour operator reservations & sales staff to keep them updated on our product
- Assist our tour operator partners with their own internal staff familiarisation tours of the destination - 3 in total
- Nurture our top tour operators by visiting their call centres on a quarterly basis to provide update trainings (approximately 175 agents per quarter), participate in tour operator trade opportunities including call centre sponsorships and conduct a training sales mission in conjunction with other Florida partners (Approximately 7 operators visited and 110 agents met and trained face to face)
- Offer, coordinate and conduct 4 x tour operator partner in-house staff incentives to push sales to our area
- Attend IPW and meet with UK, Irish & Scandinavian tour operator partners and other trade suppliers including airlines



GOAL 2:

Continue to work closely with the retail travel trade via our tour operator and other trade partners in order to hit the high street consumer directly in a targeted and cost-effective manner.

STRATEGIES:

- Continue our partnership and sponsorship of the Virgin Retail Vroom Store in Braehead, Glasgow – Store located in Braehead Shopping Mall with a footfall of 16 million consumers per annum. Sponsorship includes hosting in-store events, conducting shopping centre promotions, in-house trainings, quarterly visit to the store to re-train/update staff, provide staff with personal fam trips to destination
- Initiate 2 solus joint national in-store retail campaigns with our tour operator partners to access their retail agency or independent travel agency chains to highlight key messages – Consumer reach estimated at a total of 42,000 and trade reach approximately 700 agents
- Sponsorship of Virgin Holidays Peaks Brochure Launch with 200 top selling Virgin Retail Travel Agents
- Educate a selection of front-line sales staff on our destination via 4 dedicated training sessions and keep St. Pete/Clearwater forefront in their mind as the premier beach destination in Florida reaching a total of approximately 125 travel agents

GOAL 3:

Initiate general travel industry opportunities to ensure we are maximizing our trade partnerships via innovative and diverse ways

STRATEGIES:

- **Trade shows**
 - Participate in 2 travel agent road shows organised by Travel Bulletin a UK Travel Trade Publication reaching a total of approximately 120 front line travel agents.
 - Attend the major Scandinavian Consumer Shows, some as a stand-alone entity and others as part of the Florida Beaches partnership in conjunction with Fort



Lauderdale, Palm Beach County and The Beaches of Fort Myers & Sanibel – A total of 138,800 consumers attend these shows

- **Fam Trips**
 - Host 2 fam trips; 1 standalone and 1 in partnership with a central Florida destination partner hosting a total of 35 travel industry professionals
- **Events**
 - Host key VIP event to thank our trade contacts for their continued partnerships. Target 15 key partners
- **Memberships**
 - Maintain membership and co-ordinate promotional activity with the UK, Irish and Scandinavian Visit USA Committees
 - Continue to work closely with the Visit Florida UK & Ireland office on 2 major co-op opportunities per year
 - Continue our membership of the Ireland Travelbiz Directory, the premier information source for the Irish travel trade

GOAL 4:

Continue with our very proactive tour operator co-op marketing initiatives to maximize destination awareness, increase room nights, promote twin-centre messaging and increase market share.*

STRATEGIES:

- Target our top producing tour operators and work with them on bespoke marketing plans to target their consumers and retail trade partners
 - Operators to target will include Expedia, Virgin Holidays, BA Holidays, Ocean Holidays, Funway Holidays, Tour America, USAirtours and Trailfinders

*Funding to support this goal is through the VSPC Advertising & Promotions budget.



ST.PETE CLEARWATER

Central Europe

FY 2021 BUDGET WORKSHOP



FY 2020 Sales Plan

RECAP

GOAL 1: Travel Trade Training

Engage with travel professionals to educate them on the many features, benefits and unique selling points of the destination, providing them with tools and the confidence to sell St. Pete/Clearwater effectively.

- October: Training workshop in cooperation with tour operator DelTour in Belgium for 100 travel advisors.
- October: USA/Canada Experience in The Netherlands for 87 travel advisors.
- November: Reisewelten training event with tour operator Knecht Reisen in Switzerland for 80 travel advisors.
- December: Visit Florida Road Show in cooperation with FTI Touristik to Zurich, Basel, Heidelberg and Frankfurt training over 200 travel advisors cumulatively.
- December: In-house reservations agent training conducted at Hotelplan Suisse in Switzerland (10 agents).
- December: In-house reservations agent training conducted at DER Touristik Suisse in Switzerland (8 agents).
- January: TUI North America Road Show to three German cities (Stuttgart, Saarbrücken, Pforzheim) training 135 agents cumulatively.
- February: In-house reservations agent training conducted at FTI Touristik in Switzerland (12 agents).
- April: Visit USA Committee Germany dedicated St. Pete/Clearwater eLearning webinar conducted for 172 agents.
- April: TUI Germany fam planned 4/19-20 postponed due to coronavirus.
- Maintain industry memberships and coordinate initiatives with the Visit USA Committees in Germany, Austria, Switzerland, Belgium and Netherlands and attending educational seminars, workshops and road shows in cooperation with these organizations, ensuring cost efficiency. To date: conducted travel advisor training in Germany (October), Austria (November) and Switzerland (February), training 510 travel advisors cumulatively.



GOAL 2: Travel Trade Outreach

Maintain and further develop market visibility and relationships by promoting the destination to key customers at significant travel fairs, conferences and events, ensuring St. Pete/Clearwater is brought front-of-mind.

- Germany: ITB, the world's largest tourism fair scheduled in Berlin March 4th-8th, was cancelled late on the evening of 2/28/20 due to the coronavirus. Preparation for this show is lengthy and quite intensive, starting 6 months out. The annulment sent a shockwave through the tourism industry, as this was among the first major tourism industry related cancellations prompted by the virus. In the aftermath, we conducted 38 scheduled ITB appointments by phone over the course of two ensuing weeks.
- Results of post-ITB communiqués: All tour operators partners reported 2020 was off to an excellent start with bookings to the United States up on 2019, YTD bookings to Florida clearly above 2019's status (+20%), whereby St. Pete/Clearwater tracking ahead of other FL destinations and ranked among top destinations on the Gulf Coast. Generally speaking, it was anticipated that 2020 would become a 'banner year' for travel to the United States based on early 2020-season booking indicators.
- Netherlands: In February, a VIP Client Event for 30 select Dutch travel trade, airline and media partners was hosted in cooperation with Visit Tampa Bay and Tampa International Airport, which was focused on supporting Delta Air Lines' seasonal air service from Amsterdam to Tampa. Tour operators reported January 2020 YTD bookings to the U.S. being ahead of 2019's (approx. 9%). While the first coronavirus case wasn't reported in The Netherlands until 2/27, tour operators indicated having observed a slight flattening of booking activity the middle of February as news of the global (virus) spread began to make headlines.
- USA: IPW scheduled May 31st to June 3rd in Las Vegas was cancelled on 4/15/20 due to the coronavirus.
- Switzerland: Annual VIP Client Event for Swiss tour operator clients scheduled June 30th has been in the preparatory stages since February. With the onset of the coronavirus, the event has been tentatively postponed to August 24th. Co-op partner this year is Visit Florida.
- On an ongoing basis, assisted tour operators, retail travel advisors and industry organizations with their needs for destination information, collateral material, updates, imagery and videos, etc.



GOAL 3: Consumer Outreach

Strive to optimize an increase in consumer awareness, inspire imagination and motivate travel to St. Pete/Clearwater by presenting the destination at key consumer shows.

- Between October and March, St. Pete/Clearwater was presented at the following consumer fairs in cooperation with our Visit USA Committees and VIA Urlaubservice:

| | | |
|------------------------------|-----------------------------|------------------|
| ▪ Reiselust Bremen (DE) | November 6-8, 2019 | 40,205 visitors |
| ▪ T&C Leipzig (DE) | November 18-22, 2019 | 67,000 visitors |
| ▪ CMT Stuttgart (DE) | January 11-19, 2020 | 260,000 visitors |
| ▪ Vakantiebeurs (NL) | January 15-19, 2020 | 103,300 visitors |
| ▪ Vakanz (LU) | January 17-19, 2020 | 29,000 visitors |
| ▪ ABF Hannover (DE) | January 29-February 2, 2020 | 90,000 visitors |
| ▪ Reisen Hamburg (DE) | February 5-9, 2020 | 80,000 visitors |
| ▪ Brussels Holiday Fair (BE) | February 6-9, 2020 | 100,000 visitors |
| ▪ f.r.e.e Munich (DE) | February 19-23, 2020 | 140,000 visitors |
| ▪ R & C Essen (DE) | February 26-March 1, 2020 | 95,000 visitors |
- New this year was the development of tactical offer flyers in cooperation with tour operator Cruising Reise for distribution to consumers at fairs. Several thousand destination magazines made it into the happy hands of travel-hungry customers.
- Continental European consumers continue to rate beach vacations a top priority with Florida being among the U.S. States of primary interest. Spending at least two weeks on their main annual vacation, consumers travel through the State visiting and exploring several destinations and are known for putting more miles on rental cars than many other nationalities. With direct air service to Florida from a number of continental European hubs, St. Pete/Clearwater is easy to reach. A presence at consumer fairs ensures increased awareness for the destination and boosts the potential for increased visitation.



GOAL 4: Cooperative Marketing

Actively leverage partnerships with key travel industry partners to effectively position St. Pete/Clearwater as the premier beach destination on Florida's Gulf Coast, ensuring maximization of budget resources, an increase in awareness bringing the destination front-of-mind and capturing a broad audience with our messaging.

- Between October and March, numerous marketing initiatives have been developed and launched with several co-op partners:
 - Brand USA – Fall Multi-Channel Campaign
 - Brand USA – Spring Multi-Channel Campaign*
 - Brand USA – Expedia Affinity Program*
 - America Unlimited, Germany
 - Canusa Touristik, Germany*
 - DW&T (LGBTQ+), Germany
 - FTI Touristik, Germany
 - Secret Escapes, Germany*
 - TUI, Germany
 - USA Reisen, Germany*
 - Hotelplan Suisse, Switzerland
 - Knecht Reisen, Switzerland
 - Jan Doets, Netherlands*
 - Tenzing Travel, Netherlands
 - The eTraining Company, Netherlands
 - Digital national consumer campaign, Germany*
- With the announcement of President Trump's travel ban from Europe's Schengen countries to the United States on March 12th, a number of programs underway were paused (reference the asterisk) and will be resumed at the appropriate time.
- Tour operator partners reported 2020 was off to an excellent start with bookings to the United States up on 2019, YTD bookings to Florida clearly above 2019's status (+20%), St. Pete/Clearwater tracking ahead of other FL destinations (between + 3% and 5%) and ranked among top destinations on Florida's Gulf Coast.



Central European Office FY 2021 Budget Summary

Sales

| | | |
|--|----|---------|
| (16) Consumer/Trade Shows | \$ | 42,015 |
| (19) Travel Trade Initiatives & Training | \$ | 72,895 |
| Memberships | \$ | 3,490 |
| Operational | \$ | 181,600 |

| | |
|--------------------|-------------------|
| Total Sales | \$ 300,000 |
|--------------------|-------------------|

| | |
|-----------------------------------|-------------------|
| Total Sales Budget Request | \$ 300,000 |
|-----------------------------------|-------------------|





Central Europe
FY 2021 Sales Budget

| Activity | Country | Month | Event Sales Cost | Travel | Other | Total |
|---|-------------|-----------|---------------------|------------------|-------|------------------|
| Consumer Shows | | | | | | |
| Reiselust Bremen | Germany | November | \$ 547 | | | \$ 547 |
| T&C Leipzig | Germany | November | \$ 855 | | | \$ 855 |
| Reisemarkt Dresden | Germany | January | \$ 513 | | | \$ 513 |
| CMT Stuttgart | Germany | January | \$ 547 | | | \$ 547 |
| Vakanz | Luxembourg | January | \$ 568 | | | \$ 568 |
| Reisen Hamburg | Germany | February | \$ 479 | | | \$ 479 |
| ABF Reisemesse Hannover | Germany | February | \$ 855 | | | \$ 855 |
| f.re.e Munich | Germany | February | \$ 479 | | | \$ 479 |
| Reise & Camping Essen | Germany | February | \$ 855 | | | \$ 855 |
| Brussels Holiday Show | Belgium | February | \$ 403 | | | \$ 403 |
| Trade Shows / Conferences / Events / Biz Development | | | | | | |
| DRV 70th Annual Convention | Germany | December | \$ 1,347 | \$ 477 | | \$ 1,824 |
| Vakantiebeurs | Netherlands | January | \$ 1,323 | \$ 564 | | \$ 1,887 |
| International Pow Wow | USA | May | \$ - | \$ 3,766 | | \$ 3,766 |
| VSPC Sales Visit | USA | May | \$ - | \$ 3,330 | | \$ 3,330 |
| VIP Client Event [Co-op Partner: TBA] | Switzerland | June | \$ 6,440 | \$ 1,754 | | \$ 8,194 |
| Brand USA Travel Week Europe | Germany | September | \$ 9,500 | \$ 713 | | \$ 10,213 |
| Business Development | Various | Ongoing | \$ 6,700 | \$ - | | \$ 6,700 |
| Total Consumer / Trade Shows | | | \$ 31,411 | \$ 10,604 | | \$ 42,015 |





Central Europe
FY 2021 Sales Budget

| Activity | Country | Month | Event Sales Cost | Travel | Other | Total |
|---|-------------|-----------|---------------------|------------------|-------|------------------|
| Travel Trade Initiatives, Education & Training | | | | | | |
| Visit USA Workshop | Belgium | October | \$ 575 | \$ 368 | | \$ 943 |
| FTI North America Road Show | Germany | October | \$ 8,211 | \$ 219 | | \$ 8,430 |
| Visit USA Workshop | Germany | October | \$ 3,558 | \$ 69 | | \$ 3,627 |
| Travel Club Workshop | Netherlands | November | \$ 1,029 | \$ 437 | | \$ 1,466 |
| Visit USA Seminar | Austria | November | \$ 2,013 | \$ 656 | | \$ 2,669 |
| Visit Florida Germany Road Show | Germany | November | \$ 4,759 | \$ 1,306 | | \$ 6,065 |
| Visit USA Seminar | Switzerland | February | \$ 2,760 | \$ 1,259 | | \$ 4,019 |
| Hotelplan Suisse Road Show | Switzerland | February | \$ 2,990 | \$ 851 | | \$ 3,841 |
| TUI North America Road Show | Germany | March | \$ 5,281 | \$ 960 | | \$ 6,241 |
| DER Touristik Webinar | Germany | March | \$ 2,053 | \$ - | | \$ 2,053 |
| Visit USA Webinar | Germany | April | \$ 411 | \$ - | | \$ 411 |
| Visit USA Bowling Road Show | Germany | May | \$ 2,326 | \$ 666 | | \$ 2,992 |
| Visit Florida Pan-European Road Show | CH & NL | June | \$ 4,759 | \$ 1,691 | | \$ 6,450 |
| FTI Freestyle Camp | Germany | July | \$ 6,843 | \$ 138 | | \$ 6,981 |
| Cruising Reise USA Workshop | Germany | August | \$ 2,185 | \$ 328 | | \$ 2,513 |
| Visit USA Cinema Road Show | Germany | September | \$ 2,326 | \$ 673 | | \$ 2,999 |
| Visit USA Road Show | Switzerland | September | \$ 3,105 | \$ 1,001 | | \$ 4,106 |
| Visit USA Road Show | Netherlands | September | \$ 1,208 | \$ 1,081 | | \$ 2,289 |
| VSPC FAM Trips | USA | TBD | \$ 4,800 | \$ - | | \$ 4,800 |
| Total Travel Advisor Education & Training | | | \$ 61,192 | \$ 11,703 | | \$ 72,895 |





Central Europe
FY 2021 Sales Budget

| Activity | Country | Month | Event Sales Cost | Travel | Other | Total |
|---|---------|-------|---------------------|------------------|-------------------|-------------------|
| Other: Memberships | | | | | | |
| Visit USA Committees Germany, Switzerland, Austria | | | | | \$ 1,553 | \$ 1,553 |
| Visit USA Committee Belgium | | | | | \$ 633 | \$ 633 |
| Visit USA Committee Netherlands | | | | | \$ 690 | \$ 690 |
| DRV (Assn of German Tour Operators & Travel Agents) | | | | | \$ 614 | \$ 614 |
| Total Memberships | | | | | | \$ 3,490 |
| Other: Operational Expenses | | | | | | |
| IT & Communications, Office Supplies, Printing, Postage, etc. | | | | | \$ 6,600 | \$ 6,600 |
| Promo Items (branded / special use) | | | | | \$ 2,000 | \$ 2,000 |
| Central Europe Marketing Services Fee | | | | | \$ 173,000 | \$ 173,000 |
| Total Operational | | | | | | \$ 181,600 |
| Total Budget | | | \$ 92,603 | \$ 22,307 | \$ 185,090 | \$ 300,000 |





| Activity | Country | Month | Justification |
|---|-------------|----------|--|
| Consumer Shows | | | |
| Reiselust Bremen | Germany | November | Increase destination awareness / generate travel inspiration. Located in the hanseatic city of Bremen near the northern coast, this travel fair attracts 40,000 visitors over three days. |
| T&C Leipzig | Germany | November | Increase destination awareness / generate travel inspiration. Among the most important fairs located in the eastern state of Saxony attracting 67,000 visitors over five days. |
| Reisemarkt Dresden | Germany | January | Increase destination awareness / generate travel inspiration. Another top fair located in the eastern state of Saxony attracting 35,000 visitors over three days. |
| CMT Stuttgart | Germany | January | Increase destination awareness / generate travel inspiration. Located in the state of Baden-Württemberg, this travel fair is among Germany's largest attracting 267,000 visitors over 10 days. |
| Vakanz | Luxembourg | January | Increase destination awareness / generate travel inspiration. Luxembourg's top travel fair attracting 30,000 visitors over three days. |
| Reisen Hamburg | Germany | February | Increase destination awareness / generate travel inspiration. Top travel fair located in northern Germany attracting 80,000 visitors over the course of five days. |
| ABF Reisemesse Hannover | Germany | February | Increase destination awareness / generate travel inspiration. Top travel fair located in northern Germany attracting and 90,000 visitors over the course of five days. |
| f.re.e Munich | Germany | February | Increase destination awareness / generate travel inspiration. Southern Germany's most important travel fair attracting 140,000 visitors over five days in the state of Bavaria. |
| Reise & Camping Essen | Germany | February | Increase destination awareness / generate travel inspiration. Located in the populous state of Northrhine-Westphalia, this travel fair attracts 95,000 visitors over five days. |
| Brussels Holiday Show | Belgium | February | Increase destination awareness / generate travel inspiration. Belgium's most important travel fair attracting 120,000 visitors over four days. |
| Trade Shows / Conferences / Events / Biz Development | | | |
| DRV 70th Annual Convention | Germany | December | Engage with key multipliers, further develop awareness, provide destination updates, sales support, encourage booking increases. DRV Deutscher Reiseverband (German Travel Association) is a key networking conference of 800 - 1,000 attendees during which tourism industry leaders engage related to hot topics and industry challenges. Leads to expanding our scope, leveraging partnerships with several industry sectors (tour operators, airlines, car rental, associations, etc.) and promoting our destination to top-line professionals. |
| Vakantiebeurs | Netherlands | January | Engage with key multipliers, further develop awareness, provide destination updates, sales support, encourage booking increases. The Netherlands' premier travel trade show attracting 12,200 travel professionals and 101,000 consumers. In cooperation with the Visit USA Committee Netherlands; participation in "Best of Florida" stand. |
| International Pow Wow | USA | May | Engage with key multipliers, further develop awareness, provide destination updates, sales support, encourage booking increases. US Travel Association's premier travel industry trade fair for approx. 5,000 suppliers and buyers across the globe. Three days of pre-scheduled appointments with key industry partners from our markets. |
| VSPC Sales Visit | USA | May | Engage with HQ and local industry members related to updates, hot news, site inspections, etc., maintain and further develop relationships essential to promoting the destination in Europe. |
| VIP Client Event [Co-op Partner: TBA] | Switzerland | June | Engage with key multipliers, further develop awareness, provide destination updates, sales support, encourage booking increases. Annual VIP event staged for premier Swiss tour operators and select media. Includes interactive product presentation with a view toward increasing product offers as well as expressing gratitude for continued partnership and business. Anticipated attendance: 15-20 VIP clients. |



Central Europe
FY 2021 Action Plan Justification

| Activity | Country | Month | Justification |
|---|-------------|-----------|--|
| Brand USA Travel Week Europe | Germany | September | Engage with key multipliers, further develop awareness, provide destination updates, sales support, encourage booking increases. Focused on showcasing the diverse range of U.S. travel experiences, the show provides suppliers an efficient platform in which to engage with buyers from across Europe (# of attendees TBA). Three days of pre-schedule appointments with key industry partners from our markets. |
| Business Development | Various | Ongoing | Engage with key multipliers, further develop awareness, provide destination updates, sales support, encourage booking increases. Participation in travel trade opportunities on an adhoc basis, e.g. in-house reservations agent trainings, sponsorships, sales visits, meetings with travel trade multipliers, pursuit of new opportunities, etc. |
| Travel Trade Initiatives, Education & Training | | | |
| Visit USA Workshop | Belgium | October | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Belgium. Premier training platform. Full-day engagement with +/- 100 retail agents. |
| FTI North America Road Show | Germany | October | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with FTI (among Germany's top tour operators). 5 cities; 60-80 dedicated FTI retail agents/city (+/- 350 total). |
| Visit USA Workshop | Germany | October | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Germany. Full workshop weekend with Halloween extravaganza. Raffle incorporation. +/- 130 retail agents expected. |
| Travel Club Workshop | Netherlands | November | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Travel Club, a consortium of independent travel agencies. Full-day engagement with +/- 70 retail agents. |
| Visit USA Seminar | Austria | November | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Austria. Premier training platform. Full-day engagement with +/- 100 retail agents. |
| Visit Florida Germany Road Show | Germany | November | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit Florida. 5 German cities; 80-90 retail agents/city (+/- 425 total). |
| Visit USA Seminar | Switzerland | February | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Switzerland. Premier training platform. Full-day engagement with +/- 400 retail agents. |
| Hotelplan Suisse Road Show | Switzerland | February | Engage with travel advisors and consumers to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Hotelplan Suisse (among Switzerland's top tour operators). Brand new Florida-dedicated initiative. B2B2C platform: Hotelplan's top agencies invite their VIP customers. 2 cities; +/- 200 total. |
| TUI North America Road Show | Germany | March | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with TUI (among Germany's top tour operators). 3 cities; 70-80 retail agents/city (+/- 225 total). |
| DER Touristik Webinar | Germany | March | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with DER Touristik (among Germany's top tour operators). 45-minute destination presentation; +/- 120 agents. |
| Visit USA Webinar | Germany | April | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Germany. 45-minute in-depth destination presentation; +/- 170 agents. |
| Visit USA Bowling Road Show | Germany | May | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Germany. Interactive educational platform. 2-3 cities; 50-60 retail agents/city (+/- 165). |
| Visit Florida Pan-European Road Show | CH & NL | June | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit Florida. 2 Swiss, 2 Dutch cities; 40-50 retail agents/city (+/- 180 total). |
| FTI Freestyle Camp | Germany | July | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with FTI (among Germany's top tour operators). Brand new interactive educational program. Full training weekend. Pre/post marketing activities enhance impact of the event, ensuring repeated VSPC presence on FTI's channels. +/- 280 dedicated FTI retail agents, hand-picked, top turnover producers for the FTI Group. |





Central Europe
FY 2021 Action Plan Justification

| Activity | Country | Month | Justification |
|---|-------------|-----------|---|
| Cruising Reise USA Workshop | Germany | August | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Cruising Reise, a medium-sized tour operator with new USA program. Full-day workshop with +/- 70 agents. |
| Visit USA Cinema Road Show | Germany | September | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Germany. Innovative movie theater presentations. 2 cities; 50-60 agents/city (+/- 110 total). |
| Visit USA Road Show | Switzerland | September | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Switzerland. 4 cities; 40-50 retail agents/city (+/- 180 total). |
| Visit USA Road Show | Netherlands | September | Engage with travel advisors to educate, provide destination updates, sales support, encourage booking increases. In cooperation with Visit USA Committee Netherlands. 4 cities; 30-40 retail agents/city (+/- 140 total). |
| VSPC FAM Trips | USA | TBD | Seeing is believing! Intensify awareness, educate, update, introduce destination characteristics on a firsthand basis with a view toward increasing bookings. 2 FAMs of approx. 20 top-selling agents each in cooperation with tour operator partners. Budget request to help offset accommodations cost in the aftermath of the Coronavirus crisis 2020. |
| Other: Memberships | | | |
| Visit USA Committees Germany, Switzerland, Austria | | | Memberships in key in-market tourism organizations are essential to leveraging partnerships and maximizing budget resources allowing us to participate in joint programs, thereby broadening messaging and network reach. |
| Visit USA Committee Belgium | | | |
| Visit USA Committee Netherlands | | | |
| DRV (Assn of German Tour Operators & Travel Agents) | | | |



Central European Office FY 2021 Sales Plan

Depending upon the timing and level of which business resumes to the U.S. from international markets post-COVID-19, MSWolf Marketing will seek to identify opportunities to promote and grow the brand of St. Pete/Clearwater throughout Central European countries. The strategies below are based on pre-COVID-19 projections.

OVERALL GOAL

Increase room nights generated from European top tour operators by up to 3% from 27,000 to 27,810.

GOAL 1: Travel Trade Training

Engage with travel professionals to educate them on the many features, benefits and unique selling points of the destination, providing them with tools and the confidence to sell St. Pete/Clearwater effectively.

STRATEGIES:

- Collaborate with Visit Florida to participate in missions, educational seminars and road shows bringing St. Pete/Clearwater front-of-mind to a top-level audience of retail travel advisors. FY21: Two educational missions planned.
- Pool resources in partnering with tour operators and other industry organizations on programs such as road shows, interactive roundtables and events to conduct comprehensive training of select retail travel advisors. FY21: Three road shows (2x Germany, 1x Switzerland) and three seminar/workshop events (2x Germany, 1x Netherlands) planned.
- Conduct tour operator sales trainings with in-house reservations staff to keep agents abreast of our newest product offerings. FY21: Four planned.
- Partner with tour operators as well as our Visit USA Committees in conducting dedicated eLearnings. FY21: One-two planned.
- Solicit dedicated fam trip opportunities with tour operators to intensify agent's product knowledge by virtue of firsthand experiences. Explore possibilities to coordinate efforts with Central Florida DMO's (such as Visit Orlando, Visit Tampa



Bay) and attraction partners (such as SeaWorld Parks & Entertainment) to foster multi-center holiday communication. FY21: One-two planned.

- Maintain active industry memberships and coordinate initiatives with the Visit USA Committees in Germany, Austria, Switzerland, Belgium and The Netherlands, participating in and conducting comprehensive educational seminars, workshops and road shows in cooperation with these organizations bringing St. Pete/Clearwater to the forefront to a top-level audience of retail travel advisors while ensuring cost efficiency. FY21: Eight programs planned (1x Austria, 1x Belgium, 3x Germany, 1x Netherlands, 2x Switzerland).

GOAL 2: Travel Trade Outreach

Maintain and further develop market visibility and relationships by promoting the destination to key customers at significant travel fairs, conferences and events, ensuring St. Pete/Clearwater is brought front-of-mind.

STRATEGIES:

- Engage with tourism professionals at important travel trade shows and conferences such as IPW in the United States and Brand USA Travel Week Europe to maximize exposure, provide destination updates, discuss business opportunities and partnership programs.
- Host exclusive VIP event for top clients to preserve and strengthen our relationships and express our appreciation for their strong partnerships. FY21: One planned.
- Support and assist tour operators, retail travel advisors and industry organizations with their needs for destination information, collateral material, updates, imagery and videos, etc. on an ongoing basis.

GOAL 3: Consumer Outreach

Optimize an increase in consumer awareness, inspire imagination and motivate travel to St. Pete/Clearwater by presenting the destination at key consumer shows.

STRATEGIES:

- With the markets being strongly consumer driven and vacations being among European's top priorities (after the necessities of food and shelter), consumers are eager to visit tourism exhibitions for sourcing product, comparing suppliers



and discovering new vacation offers. In cooperation with our Visit USA Committees, we will concentrate efforts on at presence at the most important consumer fairs. FY21: Ten planned.

- Collaborate with strong tour operator multipliers to develop dedicated tactical offer flyers for distribution at consumer fairs to increase awareness and boost potential visitation.

GOAL 4: Cooperative Marketing

Actively leverage partnerships with key travel industry partners to effectively position St. Pete/Clearwater as the premier beach destination on Florida's Gulf Coast, ensuring maximization of budget resources, an increase in awareness bringing the destination front-of-mind and capturing a broad audience with our messaging. *

STRATEGIES:

- Continue to secure alliances and capitalize on relationships with top producing partners who have superior reputations and credibility in the marketplace and have a vested interest in promoting U.S. and Florida product.
- Identify, initiate and develop fully integrated, innovative co-op marketing plans and advertising programs with top partners targeting both consumer and retail trade with a view toward maximizing messaging reach, optimizing budget resources, driving business and ensuring premier positioning for St. Pete/Clearwater.

*Funding to support this goal is through the VSPC Advertising & Promotions budget.



ST.PETE CLEARWATER

Decision Package

FY 2021 BUDGET WORKSHOP



FY 2021 Decision Package

| ID No. | Funding Source | Requested By | Description | FY21 Request |
|--------|----------------|--------------|---|--------------|
| 27 | TDT | CVB | <p>2021 Super Bowl LV Sponsorship (in partnership with Visit Tampa Bay)</p> <p>The purpose of this sponsorship is to increase the economic impact from tourism to the County from Super Bowl attendee visitation and participation in activities that take place within the County.</p> | \$1,500,000 |
| | | | Total Decision Package Request | \$1,500,000 |
| | | | TDT Fund | \$1,500,000 |
| | | | General Fund | -0- |





**FORWARD.
FOREVER.**

TAMPA BAY

Super Bowl LV Host Committee



TAMPA BAY'S OPPORTUNITY

TAMPA BAY HAS BEEN SELECTED TO HOST OUR FIFTH SUPER BOWL.

Only three (3) cities have hosted more times. (Miami, New Orleans, Los Angeles Metro Area)

WHY IS THIS EVENT IMPORTANT FOR OUR HOMETOWN?

- Economic Impact
- Social Impact
- Worldwide Exposure



**FORWARD.
FOREVER.**

TAMPA BAY
Super Bowl LV Host Committee

ECONOMIC IMPACT (SUPER BOWL LI & LII)

- **GAME ATTENDANCE:**
 - 60,000-70,000 depending on stadium capacity
- **ECONOMIC IMPACT ACCORDING TO RECENT CITIES:**
 - \$400- \$450 Million Dollar Local Gross Spending
- **SPENDING PER ATTENDEE PER DAY ACCORDING TO RECENT CITIES:**
 - \$502- \$608 Dollars per day, per visitor
- **HOTEL VISITOR ROOM NIGHTS IN RECENT CITIES:**
 - 266,000-337,000 (during 10-day period)
- **AIRPORT IMPACT IN RECENT CITIES:**
 - 1,600 private jet landings; 100,000 travelers handled on Monday following Super Bowl



**FORWARD.
FOREVER.**

TAMPA BAY
Super Bowl LV Host Committee

SOCIAL IMPACT: FOREVER 55 LEGACY PROGRAM

- Community's primary social legacy initiative
- Will build upon and expand the strong educational social legacy project from Tampa Bay's 2017 College Football National Championship.
- Will include the three surrounding County School System's Superintendents, by focusing on the early childhood education space among key pillars, specifically.
- A minimum of \$2,000,000 will be utilized to fund the Forever 55 Legacy Program in an effort to create a lasting and transformative change in the early development and education of our community's kids.



**FORWARD.
FOREVER.**

TAMPA BAY
Super Bowl LV Host Committee

ALL EYES ON TAMPA BAY

LEVERAGING THE WORLDWIDE EXPOSURE:

- Super Bowl in Miami averaged over 102 Million US viewers
- Record-setting 5,800 credentialed media (Minnesota)
- Credentialed media from 25 countries (Minnesota)
- 170.7 million social media interactions (Minnesota)
- Largest cellular data traffic in sports history
- Atlanta Super Bowl Host Committee Social Media Posts reached 10,685,000 across Facebook, Instagram and Twitter, Super Bowl Week.



**FORWARD.
FOREVER.**

TAMPA BAY
Super Bowl LV Host Committee

WELCOMING THE NFL CORPORATE SPONSORS...

- | | | |
|---------------------------|----------------------|----------------|
| • Anheuser-Busch | • Frito-Lay | • Sleep Number |
| • AWS | • Gatorade | • USAA |
| • Barclay Card | • HP | • Verizon |
| • Bose | • Intel | • Visa |
| • Bridgestone | • Marriott | • Zebra |
| • Campbell's Soup Company | • Mars Snackfood | |
| • Castrol | • Microsoft | |
| • Dannon | • Nationwide | |
| • DMI | • Panini | |
| • Extreme Networks | • Pizza Hut | |
| • FedEx | • Pepsi | |
| • Ford | • Proctor and Gamble | |
| | • Quaker | |



**FORWARD.
FOREVER.**

TAMPA BAY
Super Bowl LV Host Committee

PINELLAS INVESTMENT CASE STUDY:

- 2017 College Football Playoff National Championship Pinellas Investment: \$650,000
- Saturday, Sunday and Monday nights all experienced increases of 23% or more compared to the year prior. Sunday night's occupancy represents an increase of 54% compared to the year prior. Over those peak nights, more than 14,800 additional rooms were picked up over the previous year.
- The night before the 2017 College Football Playoff National Championship hotels saw a 133% increase in revenue from the same day the year prior.
- First time in more than four years that the ADR increased from the year prior by more than 40% for three straight days.
- First time in more than four years that RevPAR increased from the year prior by more than 70% for three straight days.
- Over \$4.5 million more revenue was received by Pinellas County hotels from Saturday to Monday compared to the previous year.



**FORWARD.
FOREVER.**

TAMPA BAY
Super Bowl LV Host Committee

PRIVATE-PUBLIC PARTNERSHIP:

PUBLIC FUNDING SOURCES:

- State: \$1.5 million
 - Florida Sports Foundation: \$1,500,000 (committed)
- Hillsborough County: \$5 million plus COT in-kind
 - Visit Tampa Bay: \$1 million (committed)
 - Tampa Bay Sports Commission: \$1 million (committed)
 - City of Tampa: In-Kind Services (committed)
 - Hillsborough County TDC: \$3 million (committed)

PRIVATE PARTNERS:

- 96 partners participated with the 2017 College Football Playoff National Championship.
- We anticipate roughly two-thirds of the overall host committee event budget coming from private sources.

REQUESTS OF PINELLAS TOURIST DEVELOPMENT COUNCIL:

- Continue to work to maximize included Pinellas hotel room inventory
- Work together on Super Bowl LV event programming located in Pinellas
- Invest \$1.5 million to help offset hosting expenses



**FORWARD.
FOREVER.**

TAMPA BAY
Super Bowl LV Host Committee

COLLABORATION OPPORTUNITIES:

- Super Bowl LIV Promotion
- Business Connect
- Forever 55
- Host Committee Inclusion
- Broadcast Set and Beauty Shot Locations
- Event Programming (Signature events, Host Committee events, Non-Sanctioned events)
- Overnight Stays



**FORWARD.
FOREVER.**

TAMPA BAY
Super Bowl LV Host Committee



**FORWARD.
FOREVER.**

TAMPA BAY
Super Bowl LV Host Committee

