

Frequently Asked Questions

Question 1: Where should I place media and marketing dollars to best align with VSPC strategies?

Answer: Review your event's most recent Visitor Profile Study (if available) to understand your audience. Review the [VSPC Annual Plan](#) to understand VSPC target markets.

Question 2: What is the split between Marketing and Sponsorship funding?

Answer: There is no set % split between what should be used towards Marketing versus Sponsorship. The proposed split will be reviewed on an event-by-event basis and is dependent on the value of marketing plan and sponsorship proposal submitted.

Question 3: Are there restrictions or requirements for how Marketing and Sponsorship funds are to be utilized?

Answer: See the Program [Guidelines](#) (Section II, B) for Marketing requirements. There are no restrictions for Sponsorship funds.

Question 4: Where can I access room night and other data?

Answer: If you are a returning Elite Event, please consult a previous study performed by Destination Analysts. If you are a new Elite Event, please consult the VSPC [Partner](#) site / [Visitor Profile](#) page for historical data including room nights.

Question 5: I have not received my Economic Impact Study or Visitor Profile Study results for my most recent event. What should I do?

Answer: Attach with your application the most recent study performed and completed for your event. Even if it was last year. If VSPC receives a newly completed study following the application process, it will replace/update the previous study during its review.

Question 6: I am having issues with the digital application. What should I do?

Answer: If encountering table/form issues:

1. Save your form (through the Save & Continue button). Exit out of your form. Clear browser cache. Click on link you received to access your form again, and hopefully the table fields will have returned.
2. If the problem persists, or if encountering other issues with the application, please contact Craig Campbell at Craig@visitspc.com.

Question 7: I have other questions about the program. What should I do?

Answer: Please contact Craig Campbell at Craig@visitspc.com.

Question 8: My event is free to the public. How do I provide proof of attendance?

Answer: Destination Analysts' recommendations on estimating attendance at free events are to take photos and videos throughout the event which can then be extrapolated via Jacob's Method (estimating the density of attendees within a given area and multiplying the density by the number of total areas). D.A.'s survey field teams both within Pinellas County as well as other markets employ these methods to serve as "gut checks" of attendance figures, which then allow D.A. to be as conservative as possible in the attendance figures and thus the economic impact estimates.

Question 9: I received a Visitor Profile Study (not an Economic Impact Study) at my most recent event. How do I determine room nights generated from the Visitor Profile Study?

Answer: The visitor profile study is not designed as research to estimate incremental room nights generated by a specific event. Rather, the visitor profile study is designed to estimate the incremental room nights generated by the overall visitor tourism industry to Pinellas County.