



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
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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”).