



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.

