



# COMMUNITY & BRAND ENGAGEMENT

## FY23 Update

Prepared By: Craig Campbell, Director

# **MISSION**

- 1. Elevate the VSPC Brand**
- 2. Enhance the Event**
- 3. Engage the Target Audience**
- 4. Integrate Local Partners**
- 5. Support other VSPC departments and their efforts**

# ASSETS

- 1. Elevate the VSPC Brand**
- 2. Enhance the Event**



**Powerboat Display**

# ASSETS

1. Elevate the VSPC Brand
2. Enhance the Event



**Welcome Arch / Entranceway**

# ASSETS

1. Elevate the VSPC Brand
2. Enhance the Event



**Giant Adirondack Chair**

# ASSETS

1. Elevate the VSPC Brand
2. Enhance the Event



**Giant Letters**

# ENGAGEMENT

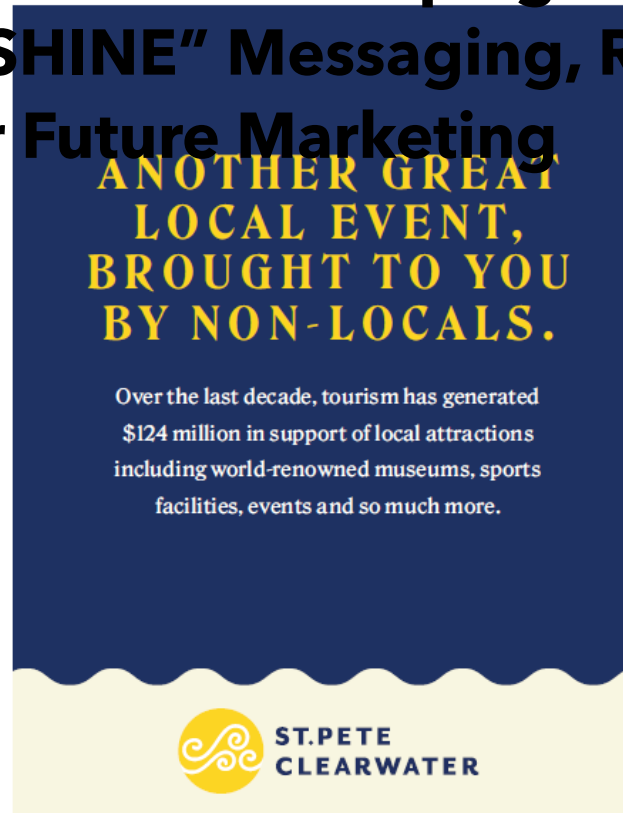
## 3. Engage the Target Audience

- Locals: Value of Tourism Campaign/Messaging\*
- Visitors: "Let's SHINE" Messaging, Resources/Info
- Collect Data for Future Marketing



A yellow sign with a dark blue wavy bottom edge. At the top is a circular graphic of a clock face with dollar signs at the 12, 3, and 9 o'clock positions. Below the graphic, the text reads: "Tourism contributes \$670.52 to our local economy every minute of every day." At the bottom left is the St. Pete Clearwater logo.

Wind Sign



A dark blue sign with a light yellow wavy bottom edge. The text reads: "ANOTHER GREAT LOCAL EVENT, BROUGHT TO YOU BY NON-LOCALS." Below this, in smaller text: "Over the last decade, tourism has generated \$124 million in support of local attractions including world-renowned museums, sports facilities, events and so much more." At the bottom left is the St. Pete Clearwater logo.

Table Sign



A dark blue sign with a light yellow wavy bottom edge. The text reads: "A WARM WELCOME TO AN EVENT MADE POSSIBLE BY SNOWBIRDS." At the bottom right is the St. Pete Clearwater logo.



A yellow sign with a dark blue wavy bottom edge. It features two sections. The top section has a clock icon and text: "Tourism contributes \$670.52 to our local economy every minute of every day." The bottom section has a coin icon and text: "Nearly \$5 million in beach renourishments have been paid for by tourism spending since 2022."

Collateral

*\*Subject to Change*

# ENGAGEMENT

## 4. Integrate Local Partners



**Creative Pinellas  
Piedmont Park Arts Festival**



**Keep Pinellas Beautiful / Hyppo Gourmet Ice Pops  
Unwind & Be Kind Local Campaign**



**Tradewinds  
NYC Activation**



# SUPPORT

## 5. Support other VSPC departments and their efforts



**M&C**  
**Connect Marketplace**



**Community**  
**The BIG Clean-Up**

# SUPPORT

## 5. Support other VSPC departments and their efforts



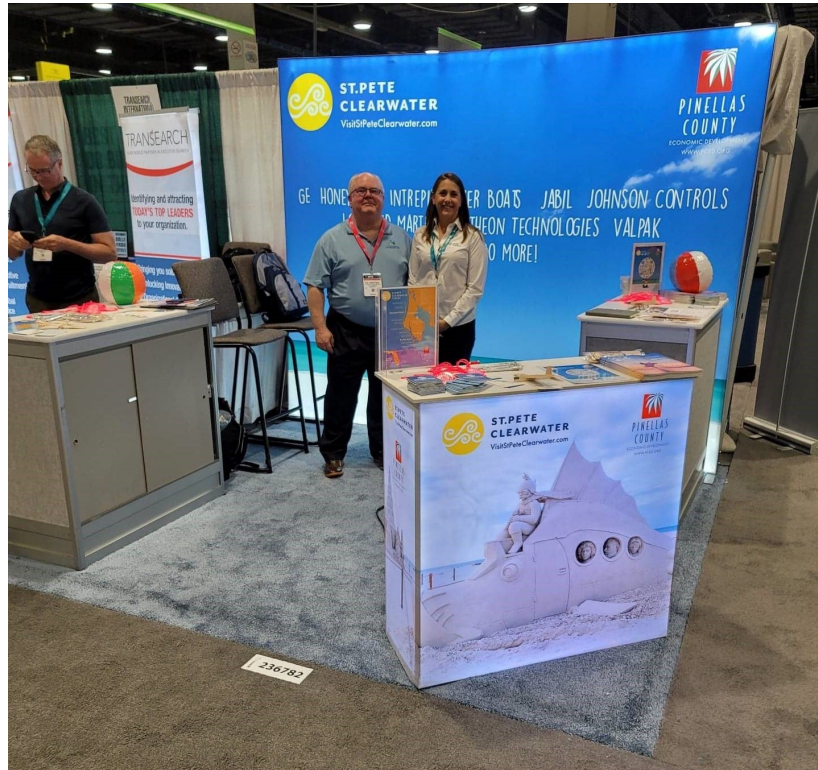
**Film**  
**Sunscreen Film Festival**



**Leisure**  
**Virgin Atlantic Inaugural Flight**

# SUPPORT

## 5. Support other VSPC departments and their efforts



**PCED  
IMTS Trade Show**



**LATAM  
VIP Event**

# SUPPORT

## 5. Support other VSPC departments and their efforts



**TBL/NSH Stadium Series Outdoor Game  
Nashville, TN**



**ZooLights @ Lincoln Park Zoo  
Chicago, IL**

# SUPPORT

## 5. Support other VSPC departments and their efforts



**Warm Up to Win Campaign  
New York, NY**



# UPCOMING EVENTS

Event	Dates	Location	Assets
TaxAct Clearwater Invitational	Feb. 16-19	Clearwater	Booth, Giant Chair, Welcome Truss
Localtopia	Feb. 18	St. Petersburg	Booth
Florida State BMX Championships	Feb. 17-19	Oldsmar	Boat
Gasparilla Classic	Feb. 24-26	St. Petersburg	Letters
USA BMX Gator Nationals	Feb. 24-26	Oldsmar	Boat
Safety Harbor Art & Seafood Festival	Feb. 25-26	Safety Harbor	Giant Chair
Firestone Grand Prix of St. Petersburg	March 3-5	St. Petersburg	Booth
Skyway 10k	March 11-12	St. Petersburg	Welcome Truss
Valspar Championship	March 16-19	Palm Harbor	Booth
Tall Ships	March 31-April 2	St. Petersburg	Booth, Welcome Truss
Dunedin Highland Games	April 1	Dunedin	Booth, Boat

# MEET THE TEAM



**Brandee Bolden**

Sr. Brand Manager



**Jake Hermann**

Brand Manager

# ELITE EVENTS

## Guidelines

1. NO CHANGES
2. Areas to Reinforce with Applicants:
  - Define "Broadcast."
  - Event must be registered with State of Florida Div. of Corp.
  - Post-Event documentation due to VSPC within 45 days.
  - Other minor clarifications.

## Timeline

1. TDC Kickoff - today
2. Public Information Meeting - TBD
3. Application Launch - Fri. 3/3
4. Application Deadline - Fri. 3/31
5. VSPC/Internal Review - April/May
6. TDC Review - Wed. 5/17
7. BCC Review - June/July



# SPORTS & EVENTS

## Philadelphia Union Partnership

1. In-Market Schedule:
  - Arrive 1/16
  - Preseason Trainings + 7 scrimmages
  - Depart 2/18
2. Community Event
  - Held 2/8 @ Eddie C. Moore Fields
  - Partnered w/ the Union, City of Clearwater & Chargers Soccer Club
  - 120 youth soccer players attended
  - 6 Instagram/FB stories posted by Union



opportunity to train with four professional soccer players right here in Clearwater. Don't miss this once in a lifetime training experience!





ST.PETE  
CLEARWATER

# THANK YOU

