



COMMUNITY AND BRAND ENGAGEMENT

May 2023

Prepared By: Craig Campbell, Director

National Travel & Tourism Week (Rays Game)

Date: May 7th

Location: Tropicana Field

Staff Lead: Brandee Bolden

*Activation Engagements: 14,240

- Let's Shine Letters
- Activation Space
- Promotional Items
- Signage





National Travel & Tourism Week (Travel Rally)

Date: May 8th

Location: St. Pete Clearwater

International Airport

Staff Lead: Brandee Bolden

Partner Integration: Chambers,

Creative Pinellas, PIE

- Let's Shine Letters
- Activation Space
- Promotional Items





National Travel & Tourism Week (Industry Kickball Tournament)

Date: May 9th

Location: Oldsmar Sports Complex

Staff Lead: Brandee Bolden

Industry Integration: Visit Tampa Bay

Brand Activation:

Tents, Coolers, Pineapple Cup







National Travel & Tourism Week (VSPC FAM Tarpon Springs & Palm Harbor)

Date: May 11th

Location: Tarpon Springs & Palm Harbor

Staff Lead: Brandee Bolden

Partner Integration: Clearwater Jolley Trolley, Innisbrook Resort, Palm Harbor Chamber, Tarpon Springs Chamber, de Bine Brewing Company



National Travel & Tourism Week (Tampa Bay Beaches Chamber Industry Lunch)

Date: May 12th

Location: TradeWinds Resort

Staff Lead: Brandee Bolden

Brand Activation:

Let's Shine Letters



In Celebration of National Tourism Week, and to support economic development partner Tampa Bay Beaches
Chamber of Commerce, PCED attended the Annual
Tourism lunch today. This event gathers the tourism industry to learn about the latest travel trends and connect with leaders. The theme is "Bridging the Beaches to the Bay." Speaker Brian Auld, President of the Tampa
Bay Rays, was the keynote speaker and spoke about the future of the Gas Plant Site and our amazing region and opportunities. PCED Division Director Corey McCaster and Deb Schweikowsky attended as representatives for PCED.





Philadelphia Phillies Game

• **Date:** May 19th

• Location: Philadelphia, PA

• Staff Lead: Jake Hermann

Department Support: Marketing

• *Activation Engagements: 4,797

- Activation Space
- Wheel
- Promotional Items
- Signage



Philadelphia Union Game

• Date: May 20th

• Location: Philadelphia, PA

• Staff Lead: Sierra Arana

Department Support: Marketing

• *Activation Engagements: 4,797

- Activation Space
- Wheel
- Promotional Items
- Signage

Florida Soccer School Memorial Day Heroes Cup

Date: May 25th - 28th

Location: Oldsmar Sports Complex &

Eckerd College

Staff Lead: Jake Hermann

Department Support: Sports

- Tents, Tables & Coolers
- Promotional Items
- Signage







THANK YOU

