



ST.PETE
CLEARWATER

COMMUNITY AND BRAND ENGAGEMENT

Community Relations October 2023 Recap

Prepared By: Oliver Kugler – Community Relations Mgr.



- October 2: Meeting with Krystn Simmons, new Dir. of Sales & Marketing for the Post Card Inn, discuss partnerships with VSPC and the Post Card Inn upcoming renovations.
- October 4: Meeting with Travis Norton – Communications Manager, Pinellas Realtor Organization. Review partnerships and opportunities to market the destination together domestically & internationally.
- October 5: Meeting with Jean Hungiville - CEO/President, Tarpon Springs Chamber of Commerce. Discuss the FY 2024 Chamber Funding Program, partnerships, events, and programs.
- October 5: Meeting with Heidi Stone – Visitor Information Specialist, Amplify Clearwater Chamber. Review visitor stats at all the chamber visitor centers, drop off VSPC Destination Magazines.
- October 9: Meeting with Renee Mawhinney – Sales Manager, Don CeSar. Review presentation for the upcoming Tampa Bay Beaches Chamber Leadership Institute’s “Tourism Day”, drop off goodie bags.



- October 9: Skal International Tampa Bay Chapter Monthly Board and General Membership Meeting held at the Cambria Hotel Madeira Beach, 55 people in attendance.
- October 10: Tampa Bay Beaches Chamber - Monthly Tourism Allies Meeting at Madeira Beach City Hall. 35 people in attendance, presentation on VSPC programs and opportunities.
- October 12: USF Tampa Campus at Muma College of Business; Presentation: Introduction to Hospitality and Tourism Class USF Tampa. 51 students in attendance, overview of VSPC, the Value of Tourism, economic impact, career opportunities.
- October 13: Keep Pinellas Beautiful and City of Clearwater: Big Cleanup Clearwater Media Day, Clearwater Beach. Attended this event along with Brian Lowack, Jason Lattimer, City of Clearwater representatives, VSPC was a major sponsor.
- October 13: Meeting with Jocie Rivera – Regional Director of Sales & Marketing, Naples Hotel Group/Holiday Inn St. Pete at I-275. Review VSPC opportunities and programs.



- October 17: Meeting with the Dunedin Chamber of Commerce's Marketing Committee. Review Chamber Funding Program, discuss additional marketing and promotional opportunities, FY 2024 Chamber Funding Program, Chamber events, visitor guide and visitor center branding for VSPC.
- October 18: Attended the WWE – VSPC – Tampa Bay Rays – City of St. Pete meeting on the “Royal Rumble” Community Engagement program and looking for creative ways to identify local non-profits and Community Champions in the region.
- October 19-22: 44th Annual Clearwater Jazz Holiday at The Sound at Coachman Park. Participated in Clearwater Jazz Holiday Foundation Board of Directors Volunteer Hours, promoting VSPC as a major sponsor.
- October 19: Presentation to the Tampa Bay Beaches Chamber Leadership Institute's “Tourism Day” held at St. Pete/Clearwater Int'l Airport, presentation to 45 attendees on VSPC and the Value of Tourism.
- October 22 & 23: Attended The Villages of Ocala Travel Expo. Direct to consumer travel trade show, 10x30 booth, exposure to over 600 residents, live radio interview, gave out over 450 VSPC Destination Magazines, promoted the VSPC area and fall/winter events.



- **October 24:** Attended the Clearwater Innkeeper's Association monthly meeting held at The Island Way Grill, presentation to 35 attendees on the upcoming programs and opportunities with VSPC.
- **October 24:** Meeting with Melissa Meshil - Local Government Relations Manager, HCA Healthcare West Florida Division along with Brian Lowack and Kylie Diaz. Exploring partnership opportunities.
- **October 25:** USF & Keep Pinellas Beautiful "Tourism/Hospitality Sustainable Practices Forum" presentation to over 75 attendees on VSPC, the benefits of a hospitality sustainability program and initiatives, VSPC and the Value of Tourism.

