



SPORTS & EVENTS

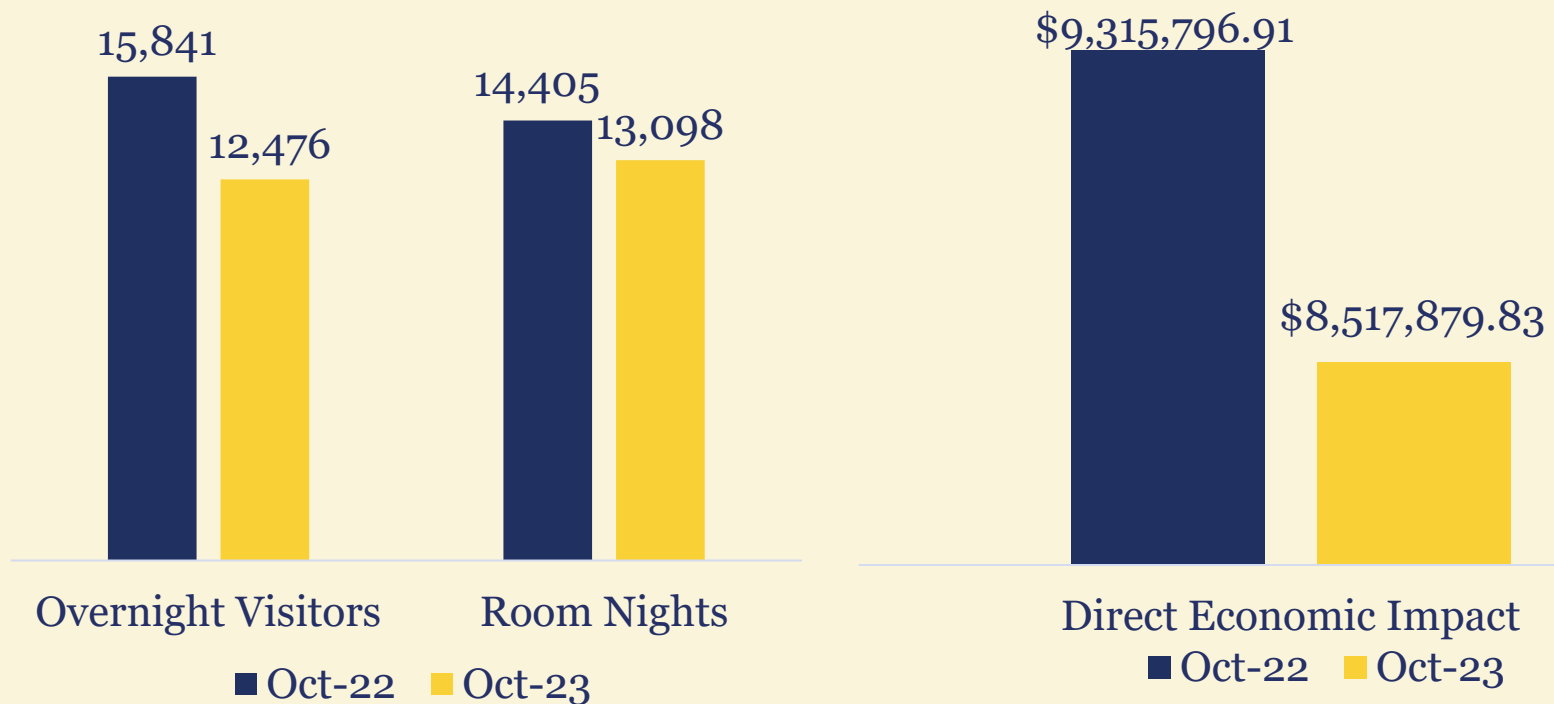
October 2023

Prepared By: Caleb Peterson, Sr. Manager

October Overview

Hosted 14 events in October:

- 12,476 overnight visitors
- \$8,517,879.83 in direct economic impact
- 13,098 room nights



TEAMS Conference and Tradeshow

Location: West Palm, FL

Dates: October 2-5, 2023

Staff Members: Caleb Peterson & Julie Bolfa

Summary: VSPC held 37 meetings with sports event organizers and took advantage of additional opportunities to connect during the social and educational sessions.



Triple Crown Site Visit



Dates: October 24-26, 2023

Summary: Hosted Triple Crown for a site visit to see all the softball facilities in St. Petersburg. They want to create a new event in Pinellas County and as a part of their event, they're looking to buy and donate temporary fencing to the City. The goal is to eventually run a County-wide event each November and grow the tournament to 300 teams.





Orange Belt x CRIT Championship Tour

Organizer: SunCoast Criterium LLC

Venue: EDGE District St. Petersburg

Dates: October 21, 2023

Market Segment:

- Cycling

Impact:

- 5,954 Total Attendees
- 1,191 Overnight Visitors
- 695 Room Nights



J70 World Championship

Organizer: St. Petersburg Yacht Club

Venue: St. Petersburg Yacht Club & St. Petersburg Sailing Center

Dates: October 27 – November 5, 2023

Market Segment:

- Water Sports

Impact:

- 607 Total Attendees
 - 601 Overnight Visitors
 - 2,317 Room Nights
- (Final Report Pending)





40th ISA World Shuffleboard Championship

Organizer: St. Petersburg Shuffleboard Club

Venue: St. Petersburg Shuffleboard Club

Dates: October 22-27, 2023

Market Segment:

- Shuffleboard

Impact:

- 230 Total Attendees
 - 207 Overnight Visitors
 - 456 Room Nights
- (Final Report Pending)

Year to Date

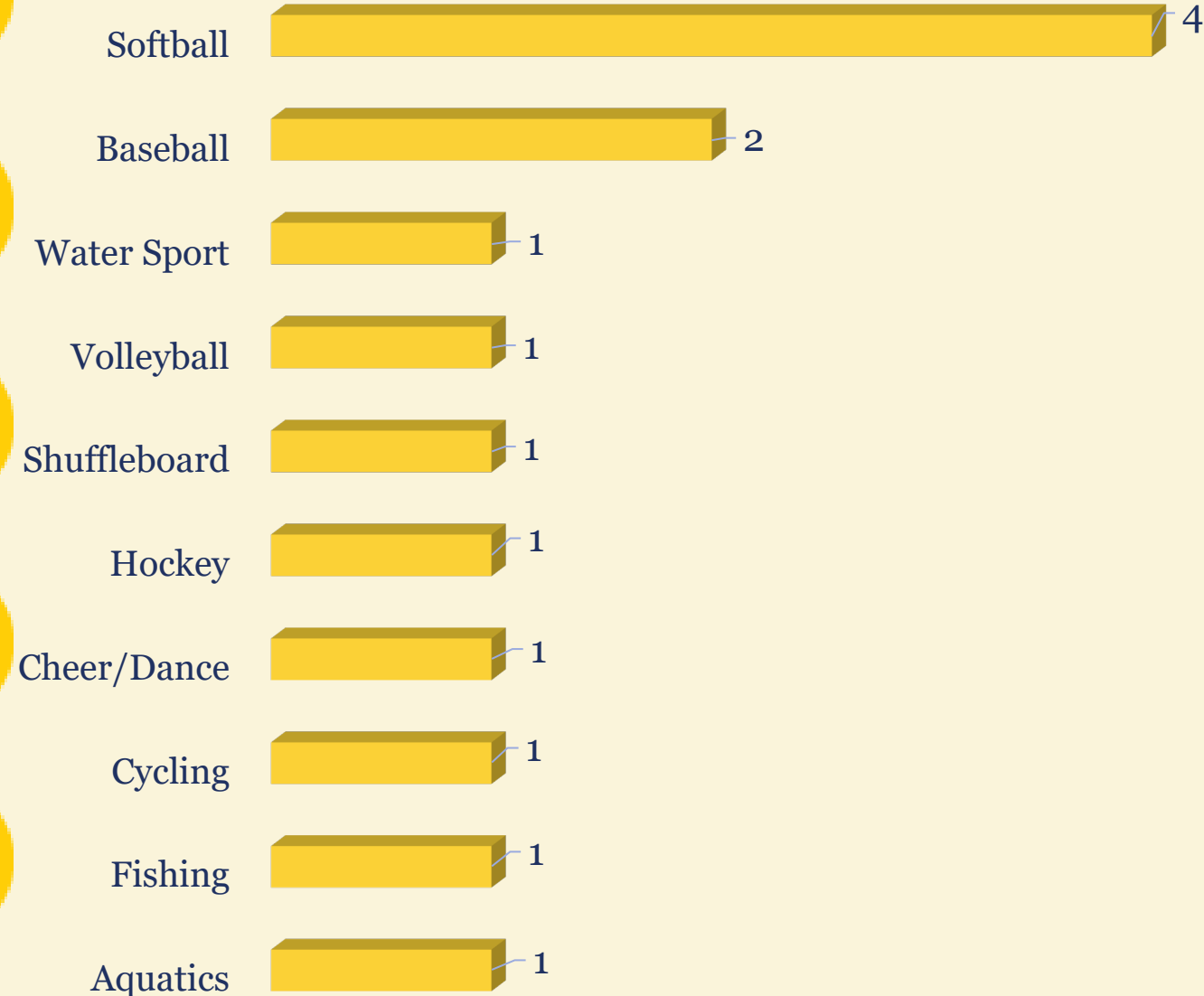
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Market Segment Breakdown

■ # of Events





THANK YOU

