



SPORTS & EVENTS

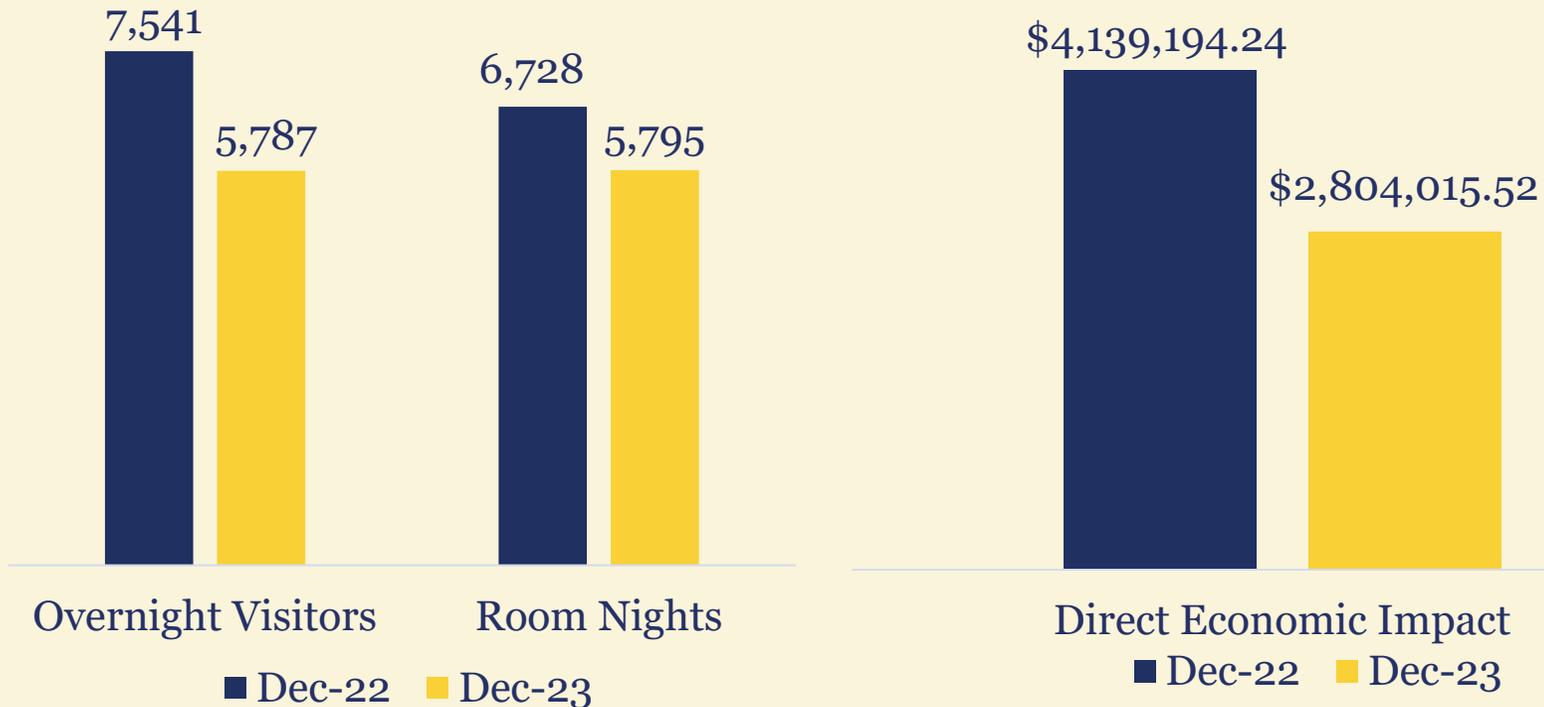
December 2023

Prepared By: Caleb Peterson, Sr. Manager

December Overview

Hosted 8 events in December:

- 5,787 overnight visitors
- \$2,804,015.52 in direct economic impact
- 5,795 room nights





US Sports Congress

- **Location:** Lake Charles, LA
- **Dates:** December 3-7, 2023
- **Staff Members:** Julie Bolfa
- **Summary:** VSPC conducted 29 strategic meetings with sports event organizers and leveraged additional opportunities to develop connections during various networking events.



NFCA Conference



- **Location:** Louisville, KY
- **Dates:** December 6-9, 2023
- **Staff Member:** Caleb Peterson
- **Summary:** In collaboration with the City of Clearwater, VSPC used an exhibit booth to market Pinellas County, distribute promotional materials, and connect with coaches and event organizers at all levels to expand future programming.





SEFL Fall Championships

Organizer: Connect Sports LLC

Venue: Eddie C. Moore Complex

Dates: December 1-3, 2023

Market Segment:

- Softball

Impact:

- 1,602 Total Attendees
- 1,250 Overnight Visitors
- 1,392 Room Nights



2nd Annual Holiday Cosplay Tampa Bay

Organizer: Florida Comic Cons

Venue: The Coliseum

Dates: December 2-3, 2023

Impact:

- 699 Total Attendees
 - 468 Overnight Visitors
 - 560 Room Nights
- (Final Report Pending)



2023 St. Pete Classic & St. Pete Invitational NCAA Tournaments

Organizer: Basketball Destinations

Venue: McArthur Stadium, Eckerd College

Dates: December 19-20 & 29-30, 2023

Market Segment:

- Basketball

Impact:

1,662 Total Attendees

1,662 Overnight Visitors

1,729 Room Nights



World Junior Challenge

Organizer: Canadian Junior Golf Association (CJGA)

Venue: Innisbrook Resort & Golf Club

Dates: December 27-30, 2023

Market Segment:

- Golf

Impact:

- 715 Total Attendees
 - 551 Overnight Visitors
 - 719 Room Nights
- (Final Report Pending)



Year to Date

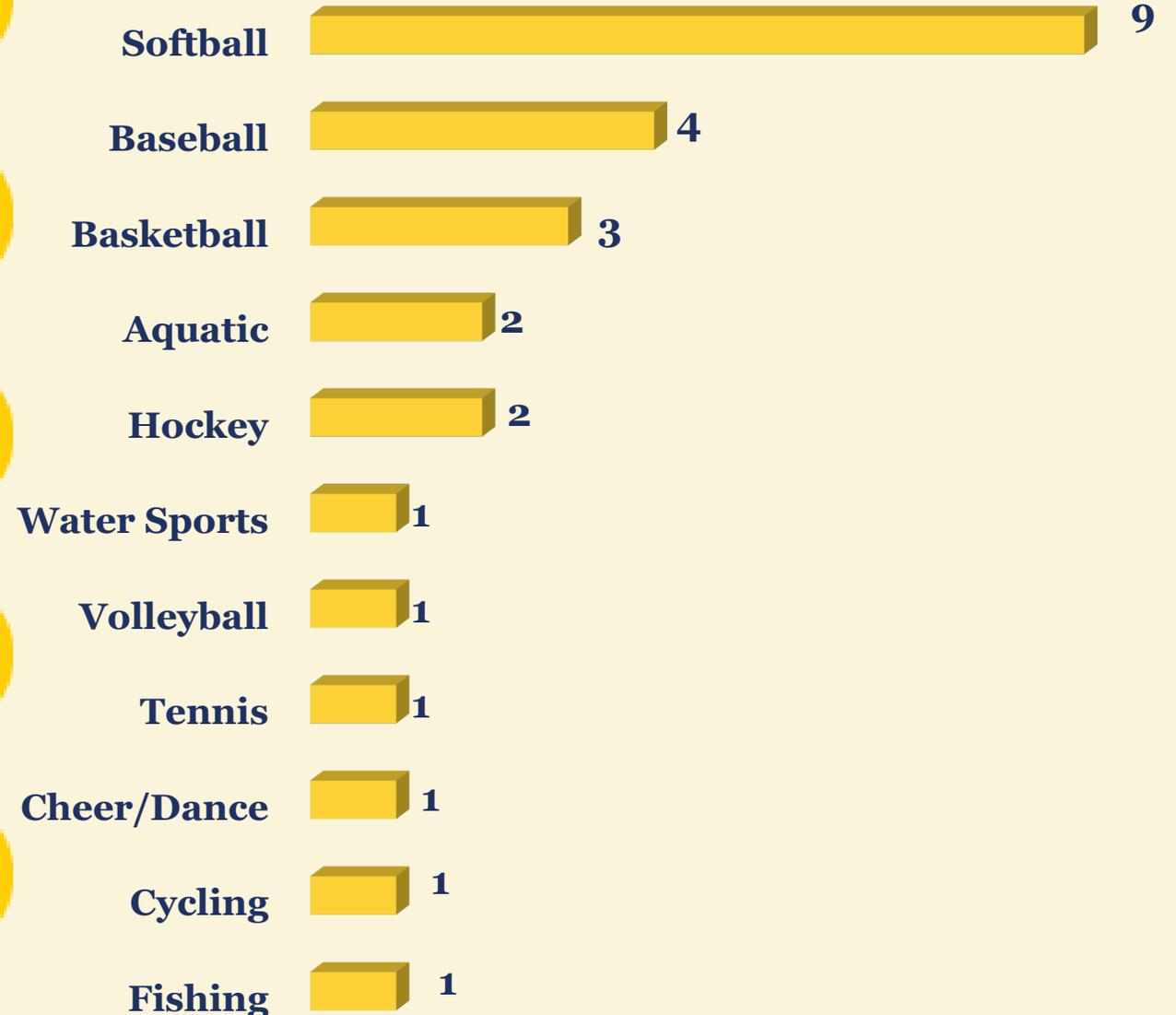
(10/1/2023 - 12/31/2023)

Hosted **26** events:

- **27,467** overnight visitors
- **\$15,851,347.49** in direct economic impact
- **26,899** room nights

Market Segment Breakdown

■ # of Events





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CLEARWATER

THANK YOU

