



COMMUNITY AND BRAND ENGAGEMENT

Community Relations July 2023 Recap

Prepared By: Oliver Kugler – Community Relations Mgr.



- July 1 & 2: Clearwater Jazz Holiday: “Bier Pier” - Coachman Park Grand Opening, provided “Gulp Coast” assets, volunteered 4 hours, approx. exposure 5,000-8,000.
- July 6: Upper Tampa Bay Chamber: Meeting with chamber executives and area hoteliers, review past funding, discuss future funding and marketing/promotional opportunities.
- July 6: Dunedin Chamber of Commerce: Meeting with chamber executives, review past Chamber Funding, discuss future funding and marketing/promotional opportunities..
- July 7: VSPC Marketing Departments/BVK: Meeting on “Value of Tourism” & “727 Day” activation launch.
- July 10: Pinellas County Schools “Tourism Summer Camp”. Presentation on tourism careers and Value of Tourism, exposure to approximately 35 area high school students..
- July 10: Skal Int’l Tampa Bay Chapter: Exec. Board Meeting & Monthly Regular Meeting, exposure to 54 members.
- July 12: Keep Pinellas Beautiful “Big Clearwater Clean-Up” bi-monthly meeting, discuss October 9th-14th program.
- July 12: Vinoy Resort: Presentation to Mohamed Doad – Global Travel Sales Mgr. discuss VSPC partnerships.



- July 13: TBBC “Appreciates Orlando Client Reception”, TBBC & 12 area tourism partners + VSPC, exposure to 60 travel agents, tour operators, wholesalers, meeting professional clients, VSPC presentation.
- July 14: DoubleTree North Redington Beach, Mtg with Mike Hook – GM & Kay Gibbs – DOSM, VSPC partnerships.
- July 14: Florida Tiki Tours, meet owner, drop off their Best Of St. Pete/Clearwater Award.
- July 17: Meeting/Tour VSPC offices: Caleb Sullivan DOS Holiday Inn Express Oldsmar, discuss VSPC partnerships.
- July 17: TBBC Industry Roundtable; along with VSPC Interim CEO/Pres hosted 12 industry partners at VSPC offices, review plans, discuss ideas.
- July 18: Concord Hospitality: Meeting with Natalie Orr – Reg’l Corp. DOSM for: Dolphin Beach Resort, Courtyard & AC Hotels Clw Bch, Residence Inn & Courtyard Oldsmar, complete overview of VSPC departments & partnerships.
- July 18: Pinellas County Schools: “New Teacher Orientation”, exposure to 350 new teachers/residents.
- July 19: PIE & St. Pete Chamber Tourism Committee: Mtg with Michelle Routh, review past chamber funding.
- July 20: Vacation Rental Alliance of the Tampa Bay Beaches, Monthly meeting, presentation on VSPC programs, exposure to approximately 30 industry partners.



- July 20: Site Tour: Home2 Suites - Largo, presentation to David Grimsley – Asst. GM, VSPC programs.
- July 21: Tampa International Airport “Volunteer Ambassadors Annual Appreciation Dinner” at CMA: VSPC co-sponsored event, presentation at event and provided door prizes, exposure to approximately 250 attendees.
- July 25: Pinellas County Government “Public Participation Training” meeting on how to engage residents.
- July 25: Attended a special premier showing of adventure show “Take it Outside” with Misty Wells.
- July 26: Keep Pinellas Beautiful: Public meeting at Hampton Inn Clw Bch, presentation to 30 attendees.
- July 27: RGA Business Expo at Ruth Eckerd Hall, co-sponsor of event, trade show booth and presentation to 150 on Value of Tourism, announcing “727-Day” and from VisitorsWithLove.com” campaign.