



ST.PETE
CLEARWATER

TOURIST DEVELOPMENT COUNCIL

ADVERTISING & PROMOTIONS
8/16/2022

GULF TO BAY



Gulf to Bay Destination Magazine

- 10th Anniversary Issue
- Partnership with Tampa Bay Times
- 500,000 copies
- Distribution details:
 - June 26: 115,000 households in our Florida markets: Orlando, Jacksonville, Miami-Ft. Lauderdale, West Palm Beach, Ft. Myers
 - July 31 & August 7: 305,000 households in our out-of-state markets: Chicago, Philadelphia, DC, Boston, Atlanta, Cleveland, Pittsburgh, Indianapolis, Nashville, Columbus, Cincinnati
 - Mail fulfillment piece for all online destination magazine orders
 - AAA offices, VISIT FLORIDA Welcome Centers, St. Pete-Clearwater International Airport and Tampa International Airport





MOREAN ARTS CENTER GLASS STUDIO AND HOT SHOP

galleries murals festivals studios



murals

Since 2015, the annual SHINE Mural Festival has ushered in hundreds of vibrant murals to St. Pete every October by locals and renowned street artists like **Belin**, **Drew Merrit**, **Case Maclaim** and **Cryptik**. Download the Pixel Stix app to get the stories behind the murals for a self-guided tour by car, foot or bike, or take a tour led by a guide from Florida CraftArt.

visual art galleries

Paintings, sculpture and photography are on the roster at **ARTicles Art Gallery** in St. Pete's Uptown Arts District. Find more contemporary works right next door at **D-Gallerie**. Down the street, pop art shines through monthly exhibitions at **Mize Gallery**. In Gulfport, fine craft and fine art are on display at the **Brenda McMahon Gallery**. Glass art and paintings are a fine mix at **Syd Entel Galleries** and **Susan Benjamin Glass**. Pinellas County's arts agency **Creative Pinellas** offers exhibitions showcasing the arts at its gallery in Largo.

art centers/studios

The **Morean Arts Center** in St. Pete, the **Dunedin Fine Art Center** and the **Safety Harbor Art and Music Center** offer classes and showcase exhibitions. Hundreds of artists call St. Pete/Clearwater home and open their studios to the public. In St. Pete's Warehouse Arts District, visit studios at the **ArtsXChange** and **The Factory St. Pete**, a compound that's also home to **Fairgrounds St. Pete**. The artists at downtown **ArtLofts** open to the public every month, as do the artists in the **Pinellas Arts Village** in Pinellas Park. Bi-monthly artwalks happen in **Gulfport's Historical Waterfront Arts District**.



2021 SHINE MURAL FESTIVAL MURAL BY GREG MIKE

TATTOOS
WALK-INS WELCOME
OPEN
EXPERT TATTOOING
PIPETTES • TATTOOING

THE BEST OF ST. PETE/CLEARWATER

THE BEST BEST BEACH

- 1 Clearwater Beach/Sand Key
- 2 St. Pete Beach/Pass-a-Grille Beach
- 3 Caladesi Island/Honeymoon Island State Parks
- 4 Treasure Island
- 5 Fort De Soto Park

VOTED ON BY THOUSANDS OF LOCALS, VISITORS AND AREA INSIDERS.



THE BEST BEACH BAR

- 1 Palm Pavilion, Clearwater Beach
- 2 Frenchy's Rockaway Grill, Clearwater Beach
- 3 Crabby's Beachwalk Bar & Grill, Clearwater Beach
- 4 Caddy's Treasure Island
- 5 The Toasted Monkey, St. Pete Beach



THE BEST MUSEUM

- 1 The Dalí Museum, St. Pete
- 2 Imagine Museum, St. Pete
- 3 Dunedin Fine Art Center
- 4 Chihuly Collection, St. Pete
- 5 Fairgrounds St. Pete

THE BEST WATER EXCURSION

- 1 Snorkeling, Egmont Key
- 2 Diving the Circle of Heroes Veterans' Memorial, Gulf of Mexico
- 3 Topwater Kayak Outpost, Fort De Soto Park
- 4 Flyboard Surf Club, Tarpon Springs
- 5 Get Up and Go Kayaking, Tarpon Springs



THE BEST BOUTIQUE LODGING

- 1 Palm Pavilion Inn, Clearwater Beach
- 2 Fenway Hotel, Dunedin
- 3 The Birchwood, St. Pete
- 4 Postcard Inn on the Beach, St. Pete Beach
- 5 The Hotel Zamora, St. Pete Beach

THE BEST HOTEL

- 1 Sandpearl Resort, Clearwater Beach
- 2 Wyndham Grand, Clearwater Beach
- 3 The Don CeSar, St. Pete Beach
- 4 (TIE) The Vinoy Renaissance Resort & Golf Club, St. Pete
- 5 (TIE) TradeWinds Island Grand Beach Resort, St. Pete Beach



THE BEST FESTIVAL

- 1 Pier 60 Sugar Sand Festival, Clearwater Beach
- 2 John's Pass Seafood & Music Festival, Madeira Beach
- 3 St. Pete Pride
- 4 Clearwater Jazz Holiday
- 5 Dunedin Highland Games





From casual seaside eats to fine dining bistros and everything in between you're sure to find a restaurant that ...

HITS THE SPOT

Looking for your next great meal? You've come to the right spot. Over the following pages, *Tampa Bay Times* food critic Helen Freund reveals her favorite local spots for a night out. From date night favorites to splashy seafood joints and waterside restaurants with spectacular views, it's all right here in St. Pete/Clearwater.



family fun • breweries • bars • sports • shopping • markets

There are so many fun things to do in St. Pete/Clearwater that you can't go wrong. Immerse yourself in one of nature's escapes? Pick the perfect pint at our local breweries? Keep the kids entertained for hours? Luckily, they're all in play for your vacation. Follow along as we suggest some of the best attractions we have to offer.



fun for everyone



From fun in the sun to jaw-dropping magic tricks, St. Pete/Clearwater is the place to create memorable family moments.

CLEARWATER

Made famous by the hit movie *Dolphin Tale* the **Clearwater Marine Aquarium** has a new 1.5-million-gallon dolphin habitat that allows the Aquarium to care for more rescued dolphins like their former resident, Winter, who unexpectedly and tragically passed away in November of 2021. Winter's fans will be able to interact with her through an immersive virtual reality experience in the Clearwater Marine Aquarium theater. You can still experience nose-to-nose encounters with Hope, PJ, Nicholas, and Hemingway from the Dolphin Terrace. There are also resident nurse sharks Thelma and Louise, otters, sea turtles and stingrays that you can feed as part of the animal experience. Take a behind-the-scenes tour of the animal hospital that takes care of injured marine life. After the animals are rescued, they are rehabilitated and released back into their natural habitats.

Observe dolphins in their natural habitat during a tour on the **Little Toot Dolphin Adventure**, a charming tugboat that offers dolphin sightings up close as the wild dolphins jump and play in the wake from the boat.



events Being an outdoor paradise with ideal weather lends St. Pete/Clearwater hosting world-class events year-round. From enjoying music along the waters of Tampa Bay to cheering on sports' biggest names to fun on the famous sugar-white sand, you can plan trip after trip around special events. **Check out the full up-to-date list of diverse celebrations at VisitSPC.com/Events.**

Set sail for a daytime or evening cruise aboard the **Calypso Queen Tropical Party Buffet Cruise** from Clearwater Beach. Dine on a delicious buffet meal while taking in panoramic views of Tampa Bay. **Sunsets at Pier 60** is a great way to end the day on the beach with a festive send-off for the sunset, and a lineup of entertainment and artisans selling their wares. On Fridays and Saturdays, lay out a blanket on the beach for free movies played on a jumbo screen just after sunset.

ST. PETE

The **St. Pete Pier** is a popular waterfront destination with lots to do from the **St. Petersburg Museum of History** to shopping at **The Marketplace** and dining outdoors at the **Spa Beach Bistro**. There is plenty of space for the kids to explore at the nautical themed **Glazer Family Playground** with slides, swings, and a kiddie obstacle course. Kids and adults can cool

off in the splash pad, a water play area with fountains and vertical jets before heading to the **Tilted Lawn** to dry off and relax.

The **Tampa Bay Watch Discovery Center** is an indoor classroom that tells the story of Tampa Bay and its unique ecosystem offering several interactive exhibits and an aquarium that showcases many different species found in local waters. Get your hands wet in the touch tank, watch a seahorse supper feeding and meet the two newest residents at the center, Bertha and Ruby, two rare Ornate Diamondback Terrapins. The "wet classroom" offers larger outdoor demonstrations and lectures and includes an amphitheater-style observation deck.

Kids get a unique hands-on learning experience while playing at the **Great Explorations Children's Museum**. There are places to climb, experiments to try and tables of building materials to enhance



TAMPA BAY WATCH DISCOVERY CENTER

1 MAKE A STOP ON THE GULF COAST



Visit the *Beer-muda Triangle* of **Dunedin**. Eight breweries are within walking distance, including Florida's first craft brewery, **Dunedin Brewery**. The Gulf Coast features 40+ breweries.

2 MORE THAN JUST A MARKET



Join the frenzy and pick your favorite aperitivo at **Mazzaro's Italian Market** in St. Pete. Everything is made from scratch and is always delicious at this iconic culinary destination.

3 GROUPEY CAPITAL OF THE WORLD



Catch your own grouper aboard one of the many fishing charters out of **John's Pass**, or munch on a fresh caught grouper sandwich at **Frenchy's Rockaway**.

4 "WURST PLACE ON THE BEECH"



The dive bar of all dive bars, welcome to **Mahuffer's**, in Indian Shores. Sometimes live music, sometimes live food. Always an interesting time.

5 WHERE THERE'S SMOKE, THERE'S FISH



The unmistakable scent of smoked fish can't be missed as you head to or from the beach in **South Pasadena** at **Ted Peters Smoked Fish**. Lots of outdoor seating and charm at this local classic.

6 SNORKEL WITH THE FISH, AND DINNER



Snorkel in a 33,500-gallon aquarium at **RumFish Grill** at TradeWinds' "Swim with the Fishes" experience. Dry off and eat at the same restaurant.

7 PICTURES ON THE WALLS



With nearly 400 murals decorating the walls of St. Pete, it is easy to spot them. Take a free **Mural Tour** in downtown St. Pete or bike or walk around on your own.

8 WHEN YOU WISH UPON A TREE



After getting surreal at **The Dali Museum**, head outside to the **Avant-garden** to make a wish as you tie your admission bracelet onto the **wishing tree**.

9 IT'S GETTING HOT IN HERE



Mosey on over to the **Warehouse Arts District** in St. Pete and make your own glass keepsake at **Zen Glass Studio & Gallery**. No experience necessary!

10 MIND = BLOWN



Have your mind blown to what glass can do at **Imagine Museum** and **Chihuly Collection**. From a wedding dress or surreal sculptures to chandeliers, it's all made of glass.

11 ORANGE YOU GLAD IN DUNEDIN



Eye spy little **orange murals** scattered around **Dunedin**. See how many of the nearly 1,000 oranges you can find while walking around downtown.

12 SECOND SATURDAY ART WALK



Discover wonderful surprises and explore local art studios, converse with artist and purchase art during St. Pete's **Second Saturday Art Walk**. Walk or drive to all the galleries open to the public for free.

BUCKET LIST

ST. PETE CLEARWATER FLORIDA

Ready for a fun challenge? Check off as many of these classic St. Pete/Clearwater experiences as you can!

ART & CULTURE	FOOD & DRINK
BEACH & WATER	CITY/TOWN
OUTDOORS	MISC

13 REAL BEACHES HAVE SUNSETS



Watch the sun set on the Gulf at Clearwater Beach's **Sunsets at Pier 60** daily celebration. Open air market, fire breathing buskers and music accompany the sun as it dips below the horizon.

14 SAND DOLLAR, DOLLAR BILL Y'ALL



Find a whole **sand dollar** as you shell on America's Best Beaches. Find more than one? Crack one open to find its teeth that resemble white doves.

15 RING RING, SUNSET CELEBRATION



Ring the sunset bell at **Pass-A-Grille beach** as the sun finishes its trek across the sky. Complete the day with food and drink on **Historic 8th Ave.**

16 PADDLE THROUGH A LIVING TUNNEL



When the conditions are right, you can paddle through **mangrove tunnels** at **Fort de Soto** or **Caladesi Island** along marked trails. Rentals available for this unique experience

17 CAMP ON THE BEACH



Want to escape? Paddle, boat or ferry to **Shell Key** and set up **camp**. Bask in the peace and quiet as you lay under the stars and wake up to your own stretch of beach.

18 SUNSET CRUISE, PIRATE STYLE



Be a pirate for a day as you board **Captain Memo's** for family fun on the water as the sun sets on **Clearwater Beach**.

19 I SCREAM, YOU SCREAM, FOR DOLPHINS



Climb aboard on the **Dolphin Racer** out of **St. Pete Beach** where a dolphin sighting is just about guaranteed. Don't forget your camera!

20 I CAN SEE CLEARLY NOW



See below you as you explore coastal areas in clear kayaks with **See through Canoe/Get up and Go** at **Fort De Soto**. Evening paddles are available with light up kayaks/SUPs.

21 MAXIMUM SLIDE



Hike up the giant inflatable slide to get the best views of the widest beach at **Treasure Island**, then slide down and dip into the warm Gulf waters.

22 ESCAPE TO A DESERTED ISLAND



Take the ferry from Fort de Soto to **Egmont Key**. Learn about its history, spot tortoises, climb abandoned forts, and bask in the sun on this deserted island.

23 PIRATE PASS



With over 50 shops and restaurants, **John's Pass Village and Boardwalk** is an outdoor shopping paradise. Stroll the boardwalk along the water or make your way to Madeira Beach nearby.

24 GET TO DA CHOPPA



See St. Pete/Clearwater from the air with a helicopter tour over the Gulf beaches with **Tampa Bay Aviation**.

25 MEET AND HELP LOCAL WILDLIFE



Feed sting rays at **Clearwater Marine Aquarium**, and learn about their rescue and rehabilitation efforts around the Tampa Bay area and beyond.

26 DROP A LINE, A FISHING LINE



Considered the longest fishing pier in the world, you can literally drive up to your fishing spot along the old **Sunshine Skyway Fishing Pier**. Easy access to deep water, it's open 24/7.

27 HAVE A HOOT



Hoot at a Barred Owl at **Boyd Hill Nature Preserve**. Tucked away in St. Pete's suburbs is an oasis with an abundance of nature and wildlife.

28 BIKE 47 MILES OF TRAIL



Cruise on the **Pinellas Trail**. Hop off the trail to one of several **breweries, shops and restaurants** lining the trail from Tarpon Springs down to St. Pete.

29 BEST VIEWS OF ST. PETE



Play, shop and dine, all at the **St. Pete Pier**. Stay and watch the sun set over the downtown St. Pete skyline at **Pier Teaki**.

30 "GET WEIRD" AND DANCE



Keep **Gulfport Weird**, as they say. As you stroll by shops and restaurants, you'll end up at the old **Casino** where you can Swing, Tango, or Ballroom dance your night away.

31 HIDE AND SEEK WITH THE WARBLESONS



Find the whimsical **Birds on Beach** statues scattered along **Beach Drive**. Embark on a sort-of scavenger hunt to find the Warbleson family of birds.

32 WHO LIVES IN A PINEAPPLE



Find your own **sponge** in the Greek Capital of Florida, **Tarpon Springs**. Go on a sponge diving excursion or find a sponge in one of many gift shops along **Dodecanese Blvd.** Opa!

33 EVERY DAY I'M SHUFFLING



Friday night at **St. Pete Shuffleboard Club** is free, so grab your biscuits and tangs and BYOB as you hit the world's largest shuffleboard club.

34 THE STREETS PAVED WITH PINK



Take the scenic route on south St. Pete's famed **Pink Streets**. Pink dye was added to the concrete on the first concrete paved streets to stand out amongst the rest.

BRAND CAMPAIGN



Brand Platform

Visit St. Pete/Clearwater's brand platform, first identified in 2014, was purpose-built to connect with visitors on a deeper, emotional level.

Positioning on a potent human value that matches the brand experience and fits with current and prospective customer values allows Visit St. Pete/Clearwater the opportunity to become the antidote for what people feel is missing in their lives.

Past research concluded the intersection point between the essence of St. Pete/Clearwater and visitors' (current and prospective) personal values is **VIBRANCY**.



Brand Platform

BRAND

World-class art museums, beaches, restaurants, and attractions come together in a vibrant tapestry that stimulate and heighten one's senses.

VIBRANCY

a state of being full of energy, enthusiasm and brightness

CULTURE

To answer the gap of engagement and connection in life, people are craving immersive experiences that heighten senses and bring intense pleasure.

AUDIENCE

Our social, enjoyment-seeking, culturally-inspired, creative target audience is not seeking the same boring beach experience as everyone else.

Brand Campaign

- Since 2014, Visit St. Pete/Clearwater has creatively expressed the vibrancy brand platform in several successful marketing brand campaigns.
- In 2021, we identified a need for a new campaign.
 - Last significant creative production development was in 2014.
 - Since then, new product has been added in the market.
 - Brand perception study identified new opportunities for connecting with potential visitors.
 - Importance for VSPC creative to be fresh and memorable.



Considerations

Traveler priorities/preferences



Marketing objectives/priorities



Brand perception strengths/opportunities



Creative testing results



Brand framework/Creative implications





Traveler Priorities for Overnight Destination Selection

- Overall ambiance & atmosphere
- Opportunities to relax
- Natural beauty
- Ease of getting around
- Appealing hotels/resorts
- Restaurants/local food scene
- Welcoming/friendly locals
- Beaches that suit their taste
- Outdoor activities
- Unique history and heritage

Destination Marketing Priorities

- Create a powerful message and connection strategy built off our brand platform, vibrancy.
- Ensure St. Pete/Clearwater is portrayed as a family-friendly destination
- Position St. Pete/Clearwater as a premier destination with a diverse collection of world-class arts and culture
- Highlight inclusive and diverse culture of the destination - accessibility
- Focus on beach but highlight entire destination



Brand Perceptions

St. Pete/Clearwater STRENGTHS

- Relaxation
- Beaches that suit my taste
- Outdoor activities
- Natural beauty

St. Pete/Clearwater OPPORTUNITIES to grow

- A strong arts scene
- A place with a variety of things to do
- A place with unique, one-of-a-kind experiences
- A place of younger travelers
- A destination with an overall ambiance and atmosphere



Positioning	<p>Vibrancy: Feel Fully Alive.</p> <p>Nowhere else can you be as fully present in the moment, connect with the wonder all around you, and feel so truly alive.</p>		
Content buckets	Leading arts & culture	Invigorating natural adventure	Wonder-filled escape
Brand pillars	<p>Immersive, visceral experiences that awaken senses. Uplifting vibe where you feel positive and full of life. Moments where you feel fully present and fulfilled.</p>		
Reasons to believe	World class cultural attractions, eclectic and sophisticated arts, a diversity of communities enrich and awaken the senses.	Diverse natural adventures and 35 miles of pristine Gulf coastline engage and invigorate body and soul.	Beautiful beaches, vibrant shopping, nightlife, culinary and craft breweries, create moments where you feel present, fulfilled.
Experiences	Visual Art Museums (Dalí, Chihuly, Imagine, etc.) Working Arts/DIY Art Workshops Theatre/Performing Arts Festivals/Events/ Local Markets	Beaches Boating & Water Sports Paddle Boarding & Kayaking Parks & Nature Preserves Fishing Golfing Biking	Beaches Dining Experiences Central Ave. Nightlife/Breweries Live Music Shopping Piers
Audience connection	The Core Audience is interested in the fine arts, visits museums and cultural sites while on vacation, and are intellectually curious, original, creative and sensitive to beauty.	The Core Audience values adventure and enjoys risk taking, frequently choosing active vacations with lots to do.	The Core Audience enjoys exploring new places and prefers novelty over strict routine and is likely seeking a rejuvenating escape from their busy careers.

LET'S
SHINE

Creative Testing

- Partnered with Destination Analysts
- Thirty (30) in-depth interviews in January 2022
- Diverse audience inclusion of leisure travelers
- Participants resided in key target markets
- Each one-on-one interview lasted approximately 60 minutes, during which participants reviewed two different potential advertising campaign concepts

“Let’s Shine” outperformed alternate concept



Creative Testing Insights

- Aligned well with travelers' definition of vibrancy – colorful, exciting, alive and energized
- Appealed to Millennials and Baby Boomers alike
- Found campaign to be inclusive and welcoming
 - Especially with invitation of “Let’s”
- Portrayed St. Pete/Clearwater as a place with a:
 - Strong arts scene
 - Variety of things to do
- Participants noted:
 - The importance to portray the beach
 - Want to see more of the uniqueness of the destination
 - Want to see a diversity of activities



CAMPAIGN



Let's Shine.

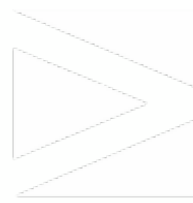
It's time to bask in the sunshine again. And in St. Pete/Clearwater the sun always shines a little brighter. Here, regardless of weather or season, day or night, every visit is vibrant and rejuvenating. Every color is more vivid, every sip more flavorful, every smell more intoxicating, every touch more intense. Every moment more memorable. So, let's escape. Let's make the most of every visit. Let's get together by getting away. Let's shine.

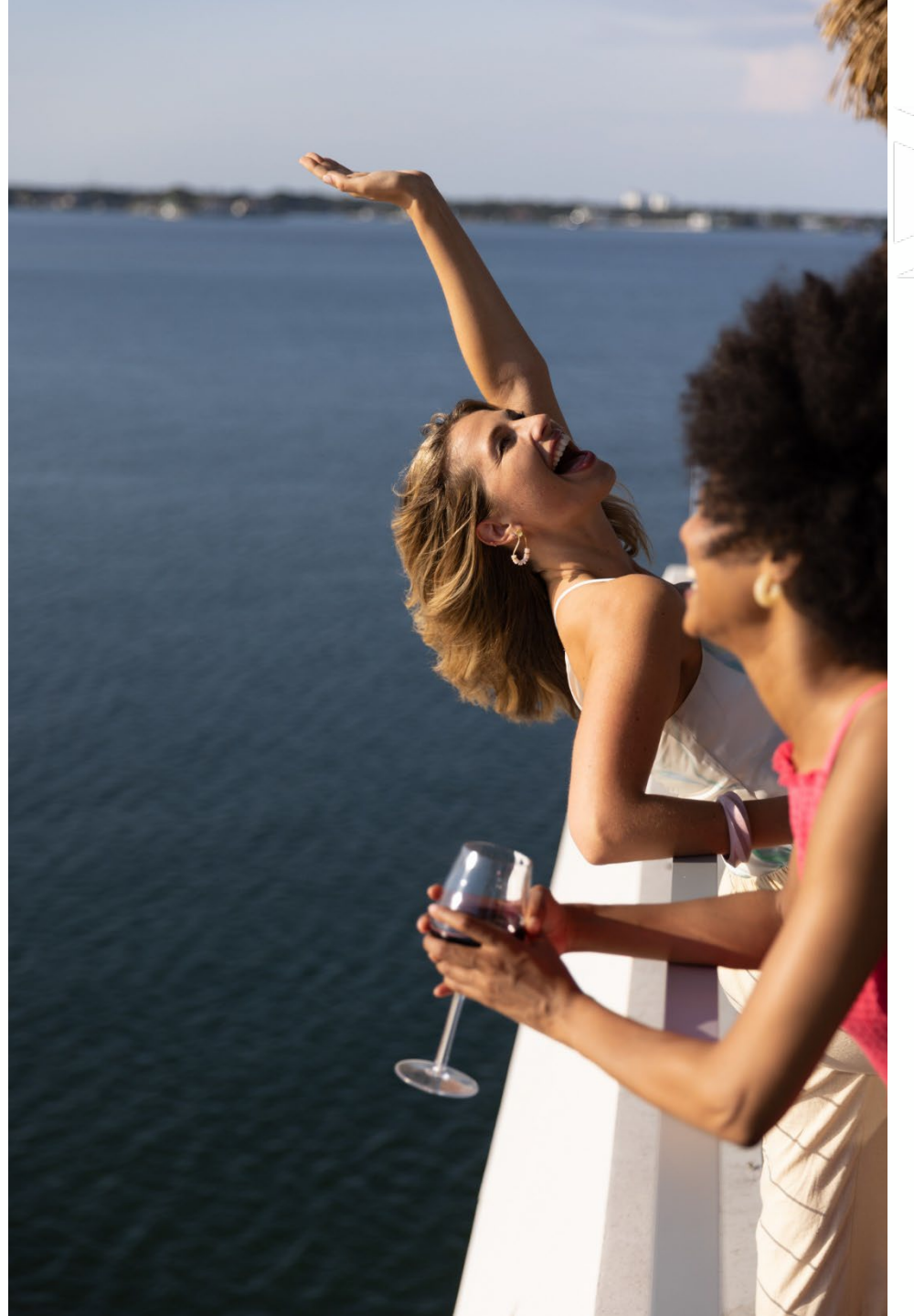
SAMPLE PHOTOGRAPHY



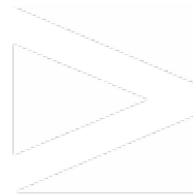
















MAIN SQUEEZES

LEMONADE - 3.75 LIMEADE
Chest Glass 24 oz. \$4.99

CRANBERRYADE
Chest Glass 24 oz. \$4.99

FRUIT BLAZED FRUITSHAKES
Highly Rated and So Good They
Went Viral on Instagram - \$5.99

BEAT THE HEAT - \$4.99
With 10oz. of iced coffee and
a splash of fruit.

WALK & TALKER REHAB - \$5.99
With 10oz. of iced coffee and
a splash of fruit.

FRUITSHAKES & FLOATS

FRUITSHAKE
With 10oz. of iced coffee and
a splash of fruit.

CRANBERRY FRUITSHAKE
With 10oz. of iced coffee and
a splash of fruit.

STRAWBERRY FRUITSHAKE
With 10oz. of iced coffee and
a splash of fruit.

LEMON FRUITSHAKE
With 10oz. of iced coffee and
a splash of fruit.

CHERRY FRUITSHAKE
With 10oz. of iced coffee and
a splash of fruit.

PEACH FRUITSHAKE
With 10oz. of iced coffee and
a splash of fruit.

CHOCOLATE FRUITSHAKE
With 10oz. of iced coffee and
a splash of fruit.

COFFEE FRUITSHAKE
With 10oz. of iced coffee and
a splash of fruit.

ICE CREAM FLOATS
With 10oz. of iced coffee and
a splash of fruit.

LEMONADE FLOAT
With 10oz. of iced coffee and
a splash of fruit.

CRANBERRYADE FLOAT
With 10oz. of iced coffee and
a splash of fruit.

STRAWBERRY FRUITSHAKE FLOAT
With 10oz. of iced coffee and
a splash of fruit.

LEMON FRUITSHAKE FLOAT
With 10oz. of iced coffee and
a splash of fruit.

CHERRY FRUITSHAKE FLOAT
With 10oz. of iced coffee and
a splash of fruit.

PEACH FRUITSHAKE FLOAT
With 10oz. of iced coffee and
a splash of fruit.

CHOCOLATE FRUITSHAKE FLOAT
With 10oz. of iced coffee and
a splash of fruit.

COFFEE FRUITSHAKE FLOAT
With 10oz. of iced coffee and
a splash of fruit.

ADDITIONAL DRINKS

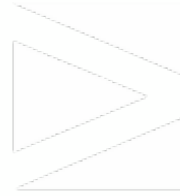
ARROZ CALDO \$4.50
With 10oz. of iced coffee and
a splash of fruit.

SPRIT ON STRENGTH TEA \$4.50
With 10oz. of iced coffee and
a splash of fruit.

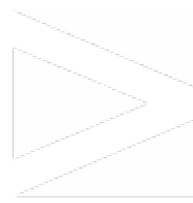
COFFEE \$4.50 - ICE COFFEE \$4.50
With 10oz. of iced coffee and
a splash of fruit.

ICE COFFEE LEMONADE \$4.50
With 10oz. of iced coffee and
a splash of fruit.

BOTTLED BEVERAGES \$4.50
With 10oz. of iced coffee and
a splash of fruit.







CREATIVE





A news article discusses current or recent news of either general interest (i.e. daily newspapers) or of a specific topic (i.e. political or trade news magazines, club newsletters, or technology news websites).

A news article can include accounts of eyewitnesses to the happening event. It can contain photographs, accounts, statistics, graphs, recollections, interviews, polls, debates on the topic, etc.

Headlines can be used to focus the reader's attention on a particular (or main) part of the article. The writer can also give facts and detailed information following answers to general questions like who, what, when, where, why and how.

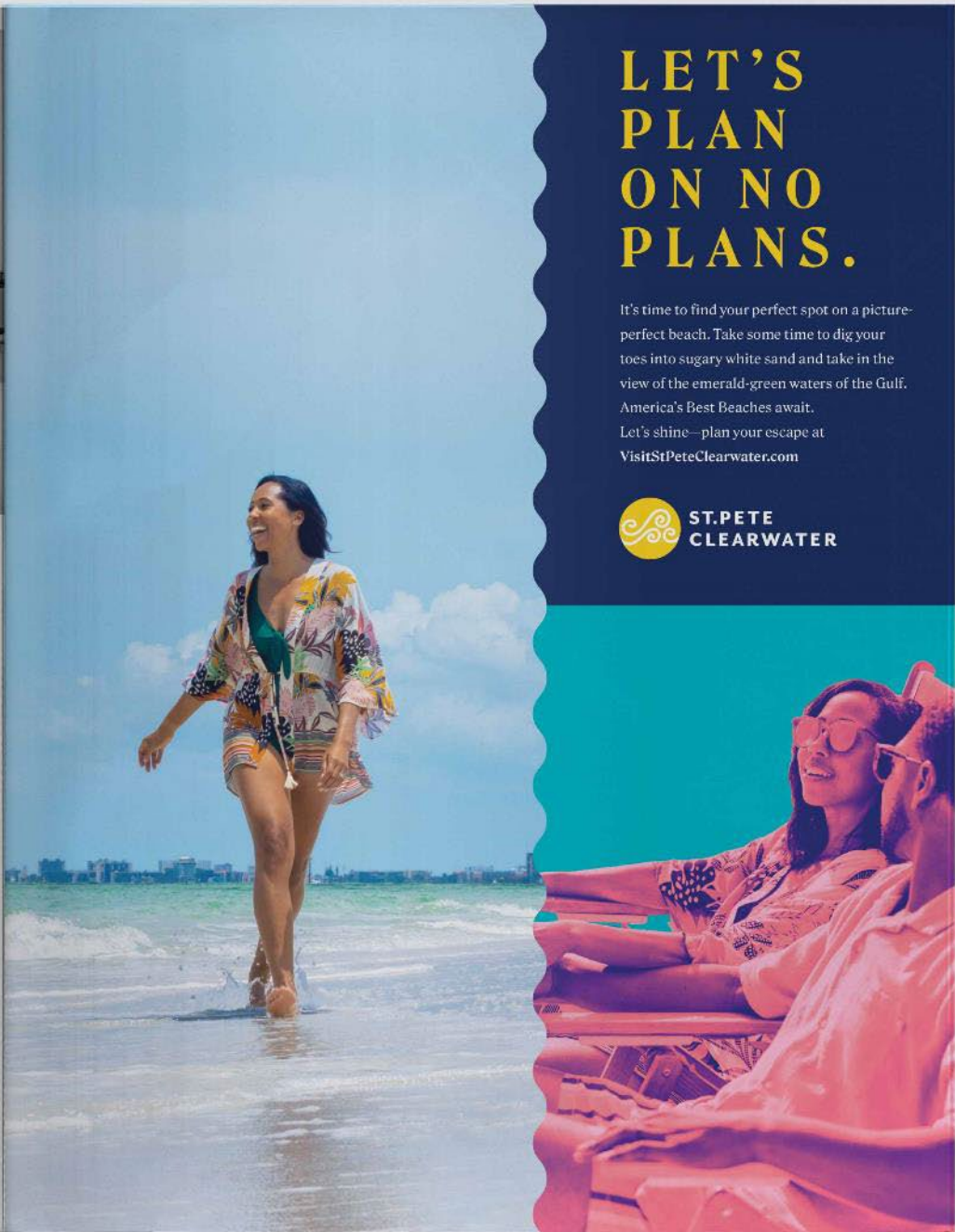
The writer can use redirection to ensure that the reader keeps reading the article and to draw her attention to other articles. For example, phrases like "Continued on page 3" redirect the reader to a page where the article is continued. A news article can include accounts of eyewitnesses to the happening event.

The writer can use redirection to ensure that the reader keeps reading the article and to draw her attention to other articles. For example, phrases like "Continued on page 3" redirect the reader to a page where the article is continued. A news article can include accounts of eyewitnesses to the happening event. It can contain photographs, accounts, statistics, graphs, recollections, interviews, polls, debates on the topic, etc.

A news article discusses current or recent news of either general interest (i.e. daily newspapers) or of a specific topic (i.e. political or trade news magazines, club newsletters, or technology news websites). A news article can include accounts of eyewitnesses to the happening event. It can contain photographs, accounts, statistics, graphs, recollections, interviews, polls, debates on the topic, etc.

Above
Text about the article photo would fit perfectly here.

Quoted references can also be helpful. References to people can also be made through the written accounts of interviews and debates confirming the factuality of the writer's information and the reliability of his source.



LET'S PLAN ON NO PLANS.

It's time to find your perfect spot on a picture-perfect beach. Take some time to dig your toes into sugary white sand and take in the view of the emerald-green waters of the Gulf. America's Best Beaches await. Let's shine—plan your escape at VisitStPeteClearwater.com





LET'S OOH & AHH.

Experience a glass sculpture mecca like no other. Get up close to contemporary glass art from around the world inside the Imagine Museum. And then walk among, around and under the stunning sculptures on display at the Chihuly Collection. There's more to explore just beyond the beach in St. Pete/Clearwater. Let's shine—explore the Arts Coast at [ArtsSPC.com](https://www.ArtsSPC.com)



According to Wikipedia, a news article discusses current or recent news of either general interest (i.e. daily newspapers) or of a specific topic (i.e. political or trade news magazines, club newsletters, or technology news websites).

A news article can include accounts of eyewitnesses to the happening event. It can contain photographs, accounts, statistics, graphs, recollections, interviews, polls, debates on the topic, etc. Headlines can be used to focus the reader's attention on a particular (or main) part of the article. The writer can also give facts and detailed information following answers to general questions like who, what, when, where, why and how.

Quoted references can also be helpful. References to people can also be made through the written accounts of interviews and debates confirming the factuality of the writer's information and the reliability of his source. The writer

can use redirection to ensure that the reader keeps reading the article and to draw her attention to other articles. For example, phrases like "Continued on page 3" redirect the reader to a page where the article is continued.

While a good conclusion is an important ingredient for newspaper articles, the immediacy of a deadline environment means that copy editing often takes the form of deleting everything past an arbitrary point in the story corresponding to the dictates of available space on a page. Therefore, newspaper reporters are trained to write in inverted pyramid style, with all the most important information in the first paragraph or two. If the less vital details are pushed towards the end of the story, then the impact of draconian copy editing will be minimized.

Wikipedia is a multilingual, web-based, free-content encyclopedia project. | wikipedia.com

The writer can use redirection to ensure that the reader keeps reading the article and to draw her attention to other articles.

WIKIPEDIA



LET'S GET ALL ARTSY.

Explore prominent works of art and pristine white sand beaches. With over 30 museums and more than 400 murals, it's easy to see why St. Pete/Clearwater is known as the Arts Coast. Come discover surreal works of art at The Dali Museum and American masterpieces at The James Museum of Western & Wildlife Art, just to name a few. Let's shine—get inspired at [ArtsSPC.com](https://www.ArtsSPC.com)



GOOD DOG

ty suggestive of hard living. Sure, he looked like a seventy-pound stuffed animal gone wrong, but you should see the other guy.

Hank trotted out of the apartment in Charleston wearing a pink collar. He looked sleeker than in the pictures, his beard trimmed and fur scaled back. "We just got back from the groomer's," his rescuer said as we shook hands, and suddenly we understood that her earlier text about "taking him to the grandmas" had been a voice-to-text mistranslation of a Charleston accent. We took his leash, but he stuck by us as we roamed the apartment complex. In a canine *Field of Dreams* situation, all the residents in the place seemed to step from their apartments and release their dogs at once as we walked, animals of all sizes slobbering on each other and crashing into bushes. Hank, though, remained as sweet and chill as advertised, content to stand by us and stare at the ruckus. We knew he'd fit right in among our unfolded laundry and wild boys.

As it turned out, Hank is of purer stock than I, and I should have counted myself

lucky to ride in the car with him instead of making fun of his mop-top or those pink-ringed eyes my son would later call "suspiciously human." He's a Spinone Italiano—a sought-after breed I'd never heard of. How this purebred hunting dog found himself abandoned to be rescued by a big-hearted woman with a too-tiny apartment in Charleston is beyond me. On the drive home, we Googled and found him to be worth thousands more than the two hundred dollars we handed her to cover vet and grooming bills. In the rearview mirror, I looked at him with a newfound respect, calling out his new name. He turned to me and promptly threw up.

My wife and I had made this same drive from Charleston a few years prior with a moving truck carrying our lives. We had decided to return to the North Carolina mountains, to the county where we'd been raised, to the place where my family has been since the late eighteenth century. Up to that point, we'd lived all over—Honduras, Iowa, Peru, Costa Rica, Charleston—but when the stars aligned, we toted everything

we'd become back into the ever-present push and pull of home, expecting to settle there for good.

Once back in the mountains, we released Hank from the stinky car, and a couple of things soon became clear: First, he was not, in fact, a year old. He was maybe seven months, with Clydesdale-esque feet beneath skinny legs, and the bouncy demeanor of a full-on puppy. And second, that dog don't hunt. When we came down the hill toward my grandma's house on a walk a few days later, I spotted the turkeys in the field long before he did. Nearly upon them, he finally caught sight, nodded once, and trotted on down the road without a second glance. I didn't mind, but I did wonder if his pacifism had led to his abandonment.

What I did mind was his disappearing. We were fine at first, setting off without a leash onto the hundred acres my dad's people have lived on for generations. *Hank*, I'd call to him, and those ears would start flapping on his way back to me. I gave him the requisite *good boy*, and it seemed enough. But one morning, somewhere beyond the

hayfield and the creek, he left me, sending me bushwhacking up the thorny hill, hollering his name and cursing under my breath.

I found him—or I found his tail—sticking out from an old barn we'd long since abandoned at the edge of the woods. It seemed sturdy enough, so I followed him in, the kicked-up dust glittery in the morning sunlight, and found myself in front of a buggy parked there a hundred years ago. I'd never seen it before, so I stepped farther in and imagined the thing attached to horses, an ancestor bouncing along the dirt road somewhere behind me. I touched the carriage as if it might transport me back in time before reaching down to Hank's springy head and patting *good boy*.

And so this has become our routine. Every morning—rain, sleet, or snow—Hank and I set out onto the family land I left two decades ago. We climb the dirt road to survey the beehives and Bearwallow Mountain and the long stretches of forest beyond Grandma's house, and then he leads me down the hill, into the past. Back in that abandoned barn, he takes me beyond the

buggy to a bizarre wooden contraption with a small trough and an attached blade. (An email to a knowledgeable historian reveals the machinery to be a nineteenth-century feed chopper.) In the dirt near a rotten sawmill, he digs at a green glass medicine bottle, which I unearth and we sniff together. Near my great-great-grandparents' empty house, I find him pawing a small opening to an outbuilding, so I reach inside and come away with the shoe of a long-dead ancestor, the sole still hammered in place even as the leather wears away.

In the year since we brought Hank home, he has proved himself to be a miserable bird dog but a superb artifact finder, an incredible, albeit stinky, museum guide. And he couldn't have come at a better time. In that office I packed up midday to drive to Charleston, I was supposed to be writing a book about the people who settled the very land we walk every morning. I'd been searching for stories and digging through archives and accessing land records, but I apparently needed a Spinone Italiano to find their stuff hidden in plain sight. Hold-

ing these objects brought my people to life. Suddenly their stories had concreteness, their lives a new texture. (And my book fresh legs.)

On a crinkly recording from fifty years ago, my great-grandmother Azalee tells of the first of this line to settle our land. The men drove the livestock and a schooner wagon, she says, and the women loaded down a boxcar with steamer trunks and housewares. Some weeks after I listen to that tape, Hank leads me up a hill covered in brambles, and we turn up wagon wheels that might once have held that schooner aloft. Days later, he pulls me to an old shed, where we loose a board and slide inside. Here before us are the very steamer trunks that started our life here, taken over by critters but enduring nonetheless.

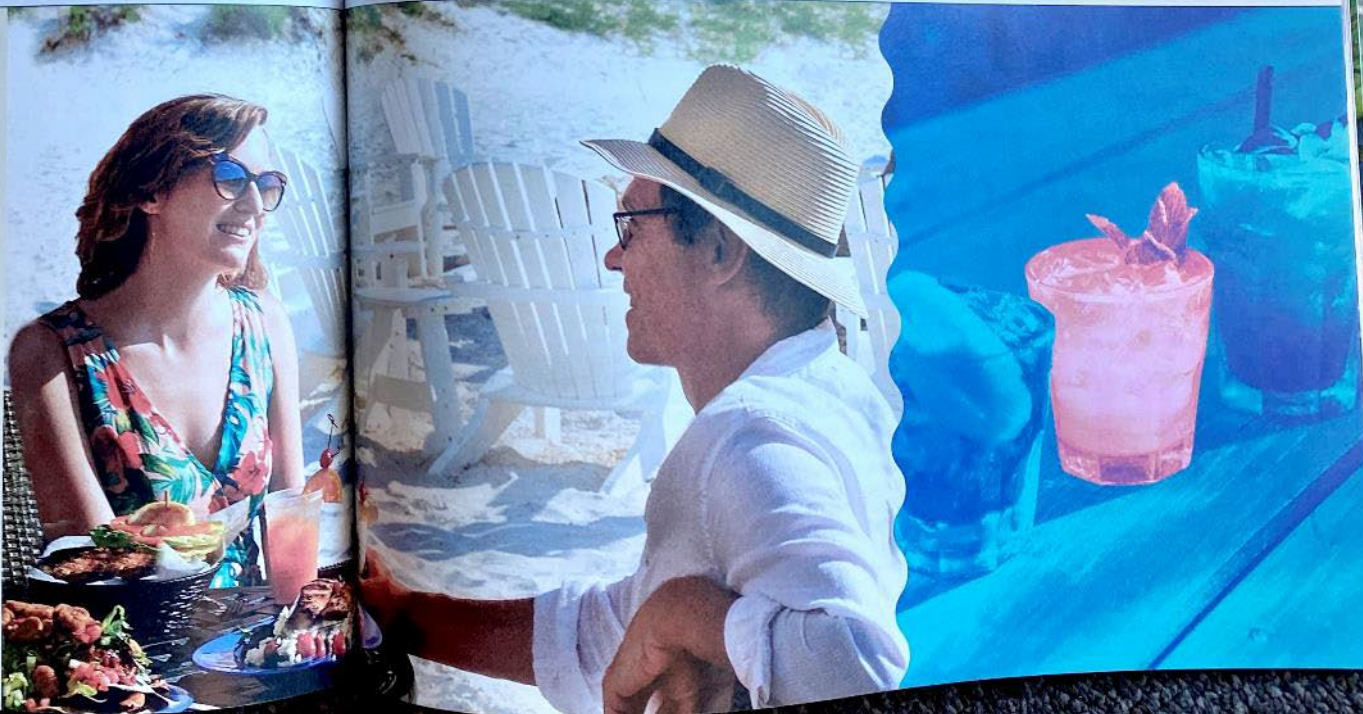
On these walks, I always touch everything, holding the items we find to feel their weight, to guess at their pasts. But I leave all of it as is, tucked away and hidden. I call his name and aim us back home, confident Hank will lead me back there again when it feels right. ☐

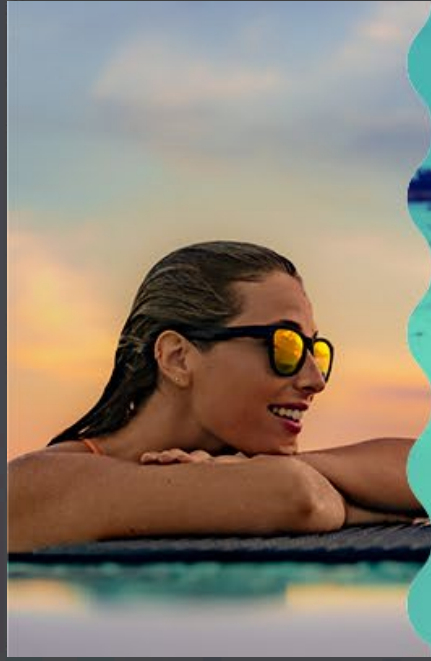


LET'S EXPAND OUR PALATE.

Enjoy unforgettable meals, al fresco. From fresh Gulf-to-grill seafood and fine dining with a view, to savoring grouper sandwiches and finger food with your feet in the sand, you can always get your fill in St. Pete/Clearwater.

Let's shine — dig in at VisitStPeteClearwater.com





LET'S
SHINE.



ST.PETE
CLEARWATER

LET'S
SHINE.



ST.PETE
CLEARWATER
FLORIDA



LET'S
SHINE.



ST.PETE
CLEARWATER
FLORIDA

LET'S
SHINE.



ST.PETE
CLEARWATER
FLORIDA



LET'S
HEAD
WEST.



ST.PETE
CLEARWATER



Central/East Florida OOH


LET'S
GET TO
THE GULF.



DISPLAY BANNER ADS



LET'S SHINE.



ST.PETE
CLEARWATER

PLAN YOUR ESCAPE

A photograph of a man and a woman sitting on wooden lounge chairs by the water. The woman is wearing sunglasses and a colorful patterned shirt. The man is wearing a light pink shirt. They are both smiling and looking towards the water. The background shows a bright, sunny day with a clear blue sky and calm water.





ST.PETE
CLEARWATER

THANK YOU!

