



SPORTS & EVENTS

December 2022

Prepared By: Craig Campbell, Interim Director

STAFF TRAVEL

U.S. Sports Congress

- **Dates:** December 5-7, 2022
- **Location:** Richmond, VA
- **Team Members:** Julie Bolfa
- **Audience:**
 - U.S. Sports Congress attracts top level decision-makers from the world of sports events and senior level executives who represent sport Rights Holders and Olympic NGB's.
- **Opportunity:**
 - Attended 26 one-on-one meetings that resulted in one booking as well as an upcoming site visit and multiple leads



Staff Travel

NFCA Convention

- **Dates:** December 7-10, 2022
- **Location:** San Antonio, TX
- **Team Members:** Caleb Peterson & Andrea Perla
- **Audience:**
 - The conference is the largest annual gathering of softball coaches, ranging from power 5 college coaches to amateur travel ball teams.
- **Opportunity:**
 - Sponsored a power 5 coaches session in partnership with ESPN
 - Exhibit space to engage with softball dignitaries
 - Promoted St. Pete/Clearwater as a premier softball destination and fostered relationships to develop future business



Florida Women's Hockey League Tournament

Organizer: Florida Women's Hockey League

Location: Clearwater Ice Arena,
Clearwater, FL

Dates: December 2-4, 2022

Market Segment:

- Hockey

Impact:

- 266 Attendees
- 201 Room Nights

Holiday Home Run

Organizer: USSSA

Location: Multiple Venues in Pinellas
County, FL

Dates: December 3-4, 2022

Market Segment:

- Baseball

Impact:

- 4,738 Attendees
- 376 Room Nights

Toys for Tots #1

Organizer: NSA West

Location: Youth Park, Pinellas Park, FL, Greater Dunedin Little League Fields, Dunedin, FL & R.O.C. Park, Madeira Beach, FL

Dates: December 3-4, 2022

Market Segment:

- Softball

Impact:

- 4,466 Attendees
- 1,716 Room Nights

St. Pete Classic

Organizer: Basketball Destinations

Location: Eckerd College, St. Petersburg, FL

Dates: December 19-20, 2022

Market Segment:

- Basketball

Impact:

- 3,300 Attendees
- 2,650 Room Nights

World Junior Challenge

Organizer: Canadian Junior Golf Association (CJGA)

Location: Innisbrook Resort and Spa, Palm Harbor, FL

Dates: December 27-30, 2022

Market Segment:

- Golf

Impact:

- 630 Attendees
 - 587 Room Nights
- (Final Report Pending)



New Year's Beach Volleyball Tournament

Organizer: Sunshine State Outdoor Volleyball Association (SSOVA)

Location: Treasure Island Beach, Treasure Island, FL

Dates: December 31, 2022 - January 1, 2023

Market Segment:

- Volleyball

Impact:

- 393 Attendees
- 125 Room Nights





THANK YOU

