

SPORTS & EVENTS January 2023

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OLLY TOMMY[™] CIAL PLATFORM R ALLIES AND MEMBERS THE LGBTQ+ COMMUNITY





1023 SIN CITY CLASSIC SPECIAL ISSUE

STAFF TRAVEL

Compete Sports Diversity Conference

- Dates: January 11-13, 2023
- Location: Las Vegas, NV
- Team Members: Caleb Peterson
- Audience:
 - LGBTQ+ event organizers

• Opportunity:

- Recognized as Welcoming Host City of the Year, and was able to network with LGBTQ+ organizers and promote Pinellas County as a welcome host for their events.
- We will also be hosting the Compete Sports Diversity Summit this June in St. Petersburg.

STAFF TRAVEL

Sports Express Surprise!

- Dates: January 22-27, 2023
- Location: Ft. Lauderdale, FL
- Team Members: Julie Bolfa

- Audience:
 - Industry's most active meeting planners and event rights holders
- Opportunity:
 - Had quality meetings with 28 event organizers.
 - Promoted St. Pete/Clearwater as a premier sports destination and fostered relationships to develop future business.







97th Annual New Year's Invitational Golf Tournament

Organizer: St. Petersburg Country Club Location: St. Petersburg Country Club, St. Petersburg, FL Dates: January 5-8, 2023 Market Segment:

• Golf

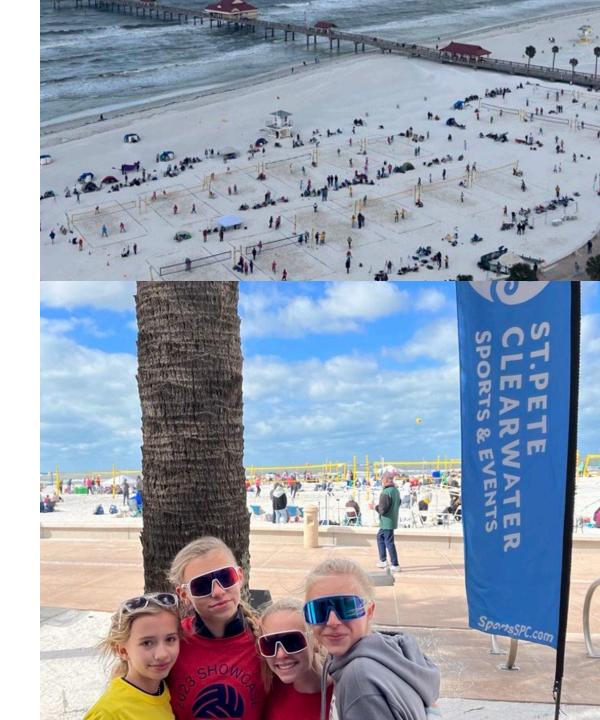
- 1,061 Attendees
- 599 Room Nights

BeVolley College Showcase

Organizer: BeVolley Academy Location: Pier 60, Clearwater, FL Dates: January 14-16, 2023 Market Segment:

Volleyball

- 1,070 Attendees
- 752 Room Nights



Winter Nationals

Organizer: NSA West

Location: Multiple Venues in Pinellas County, FL

Dates: January 7-8, 2023

Market Segment:

Softball

Impact:

- 4,745 Attendees
- 1,718 Room Nights

Snowball Fight

Organizer: USSSA

Location: Multiple Venues in Pinellas County, FL

Dates: January 28-29, 2023

Market Segment:

• Baseball

- 2,950 Attendees
- 442 Room Nights

Clearwater Marathon & Running Festival



Organizer: Millennium Running Location: Sand Key Park, Clearwater, FL Dates: January 28-29, 2023 Market Segment:

• Running/Challenge

- 4,320 Attendees
- 3,497 Room Nights



THANK YOU



