

A vertical strip on the left side of the image shows a person standing on a surfboard, silhouetted against a bright sunset sky. The person is holding a surfboard and looking out towards the horizon. The sky transitions from a pale blue at the top to a warm orange and yellow near the horizon. The water is visible in the foreground, with a small wave breaking.

MARKETING



ST.PETE
CLEARWATER, FL
VisitSPC.com

An aerial photograph of a golf course. A large green fairway occupies the upper left portion of the image. Below it is a sand trap. A long, dark shadow of a palm tree stretches from the sand trap up towards the green. Two small figures of people are visible on the green, one near the shadow and another further to the left. The image is partially cut off by a wavy white border on the right side.

Updates

- 727 Day
- TV Show: I8 Holes
- Marketing Committee
- NYC & Greater Tampa Bay Campaign

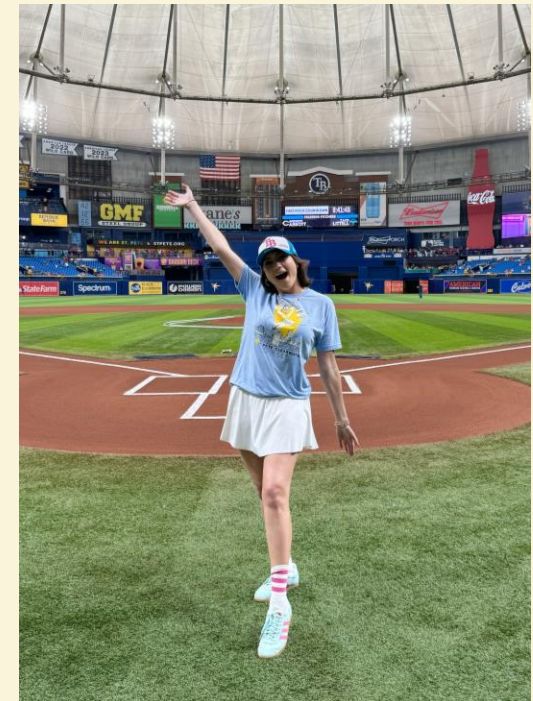
July 27th - 727 Day

- BCC Proclamation
 - Recognition of 727 Day by the Pinellas County Board of County Commissioners.
 - City of St Pete pop-up promotion
- Cross-County Activation
 - From Tarpon Springs to St Pete.
 - 2000 t-shirts and 3,393 collateral items distributed
- Rays vs Reds
 - 1,679 Rays Tickets Distributed
 - 23,464 Rays Game Attendees (second highest attendance this season since home opener)
- Local Media Coverage
 - More than 18.7M Impressions Local Earned Media Coverage
 - WFTS , WTSP, WFTS – TV, WFLA - AM Radio, WFLA (News Channel 8), BayNews9, Tampa Bay Times, Axios, I Love The Burg



July 27th - 727 Day

- 10,700 website sessions at 727day.com
- 57,262 Views on Influencer reels/posts
- 193,645 Total Social Media Accounts Reached
- 100+ deals themed 7-2-7
 - Partner Feedback
 - *Great Explorations: “We sold almost 200 tickets and the overall atmosphere was fantastic.”*
 - *The Honu Restaurant: Sold 177 Painkillers and 152 Mai Tais “It was one of our biggest sales day recently.”*



18 Holes Golf Show

- Hosted by LPGA star Natalie Gulbis and PGA player Jimmy Hanlin
- Two episodes shot in destination
 - The Bayou Club and The Pelican
- “19th Hole” features what do do in the area
 - Downtown St Pete/Pier Teaki and Clearwater Beach, JW Marriot/Frenchy’s
- Each episode airs 500+ times across Bally Sports RSNs





JIMMY HANLIN

@JimmyHanlin

**BLASTER
18 HOLES**

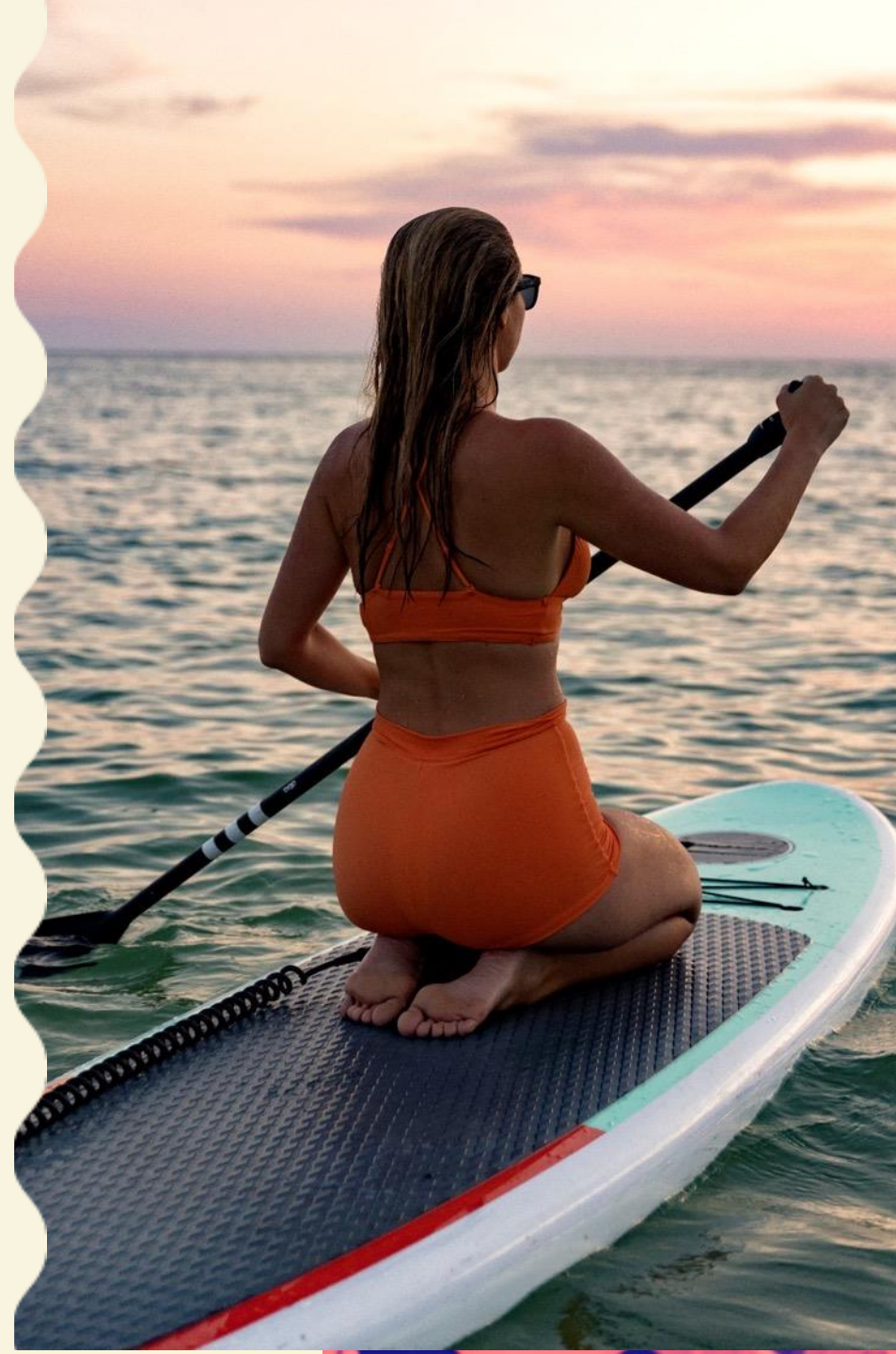
NATALIE GULBIS

@Natalie_Gulbis

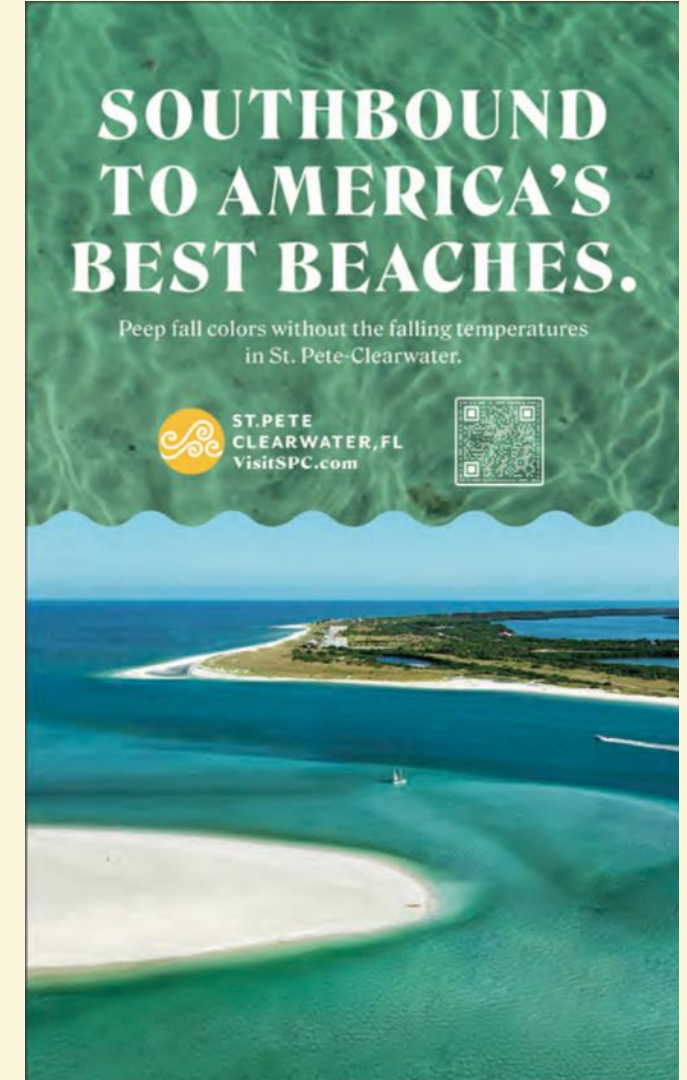
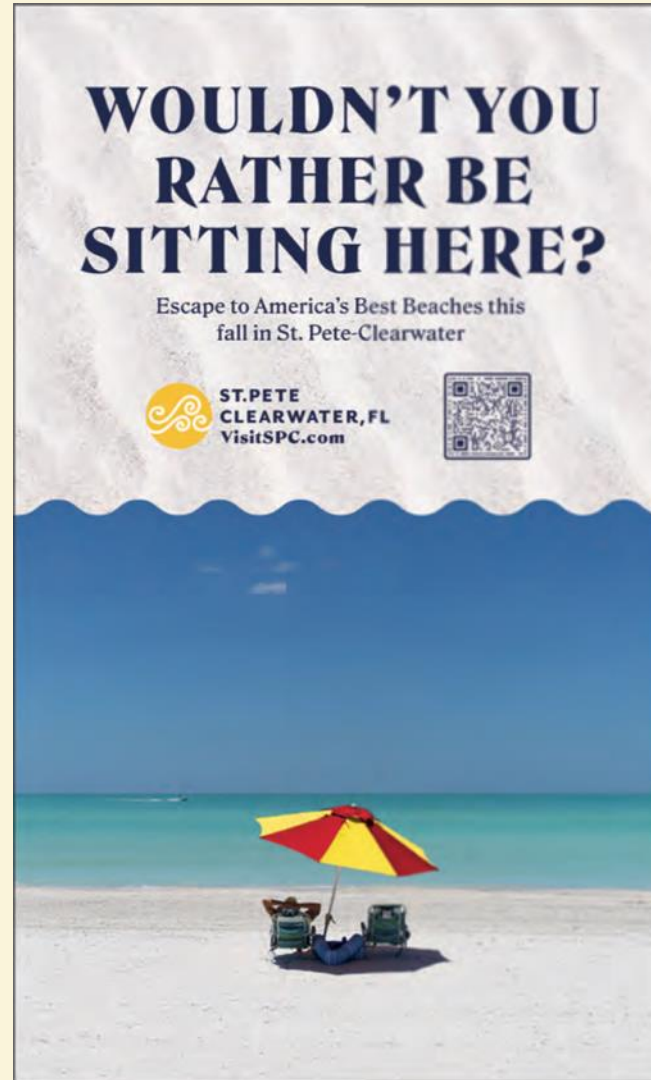
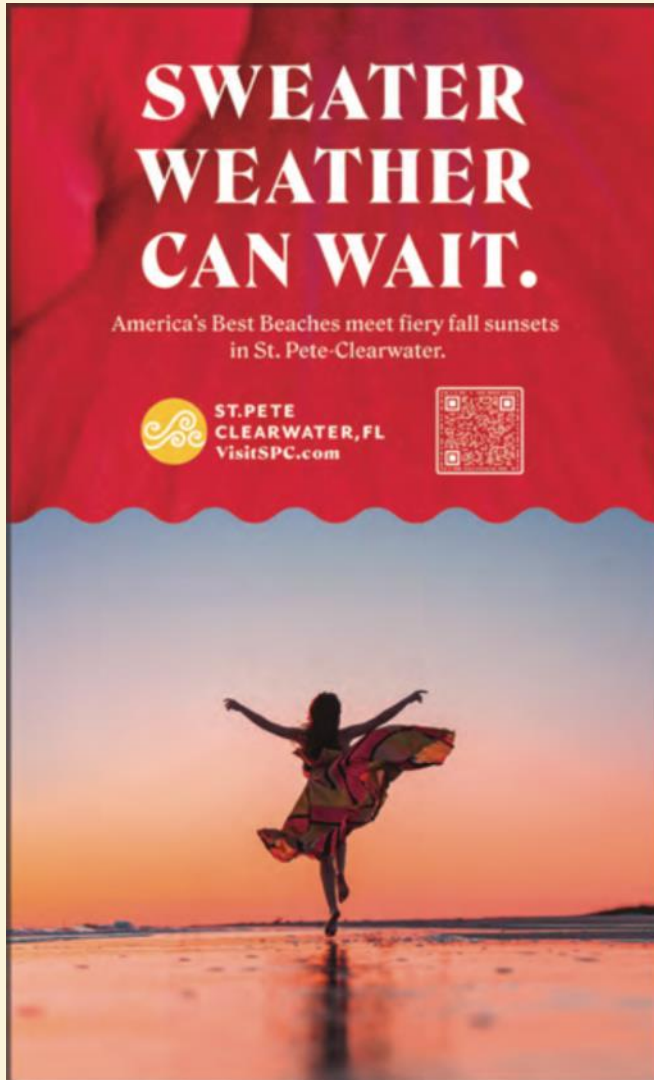
Q4 Creative Update

NYC

- In addition to TV/CTV, radio and print, we have creative targeting commuters on LIRR and the subway



NYC Transit



Greater Tampa Bay

- Number one market all year, but particularly in summer and fall
 - 18.5% of summer/fall visitors from Tampa-St.Pete DMA
- 150,000 new residents 2020-2022
 - The Tampa MSA is projected to continue growing, with a 2.4% increase by 2028 and a 22% increase by 2050. This growth is expected to be nearly double the rate of the country as a whole.
 - The Tampa Bay region is home to nearly 5 million people, and is expected to reach over 5.3 million by 2026



Greater Tampa Bay - Outdoor

MAKE YOUR BEACH BAG
AN OVERNIGHT BAG.

 ST.PETE
CLEARWATER

BeachesOfTampaBay.com



GET AWAY
ACROSS THE BAY.

 ST.PETE
CLEARWATER

BeachesOfTampaBay.com



SHORT DRIVE.
LONG WEEKEND.

 ST.PETE
CLEARWATER

BeachesOfTampaBay.com








FEEL FAR AWAY
CLOSE TO HOME.

 ST.PETE
CLEARWATER

BeachesOfTampaBay.com



Greater Tampa Bay – Gas Stations

 <p>AMERICA'S BEST BEACHES</p>	 <p>JUST A FILL-UP AWAY.</p>	 <p>HEAD WEST</p>	 <p>KICK BACK</p>	 <p>ST.PETE CLEARWATER, FL VisitSPC.com</p>
VO: <i>America's Best Beaches are just a fill-up away.</i>	SUPER: CUT TO:	VO: <i>head west</i>	VO: <i>and kick back in St. Pete-Clearwater</i>	SUPER: CUT TO:
SCENE: Open on aerial of a beach	JUST A FILL-UP AWAY Friends running and laughing on the beach heading towards the water	HEAD WEST Seeing the sunset one last time	KICK BACK Couple laying in the hammocks, relaxing	BEACHESOFTAMPABAY.COM Car driving on freeway during the sunset with logo animation.



Marketing Committee

- **First Meeting held on August 7th**
 - 12 (of 16) representatives from hotels, transportation, restaurants, attractions and cultural institutions
 - Group discussed, and provided constructive feedback, on our approach to the FY planning process
 - Consensus around the overall objective and strategy
 - Objective: **Define St.Pete-Clearwater as America's Best Beaches**
 - Strategy: **Demonstrate being America's Best beaches means more than sand and sea.**
 - Includes world class arts and culture, dining, nature, sports and entertainment