



COMMUNITY AND BRAND ENGAGEMENT

July 2024

Prepared By: Craig Campbell, Director

Pier 60 Sugar Sand Festival

Date: March 29th – April 14th

Location: Pier 60 Clearwater Beach

Staff Lead: Brandee Bolden

Partner Participation: PIE, Creative Pinellas

***Activation Engagements:** 101,608

Brand Activation:

- Giant Activation Chair
- Activation Space
- Brand Ambassadors
- Promotional Items
- Signage



**Engagements include Registrations, Promotional Items, and Destination Magazine Giveaways.*

ISCA International East Elite Showcase

Date: April 3rd – 6th

Location: Northshore Aquatic Complex

Staff Lead: Jake Hermann

Department Support: Sports

Brand Activation:

- Signage



Dunedin Highland Games

Date: April 6th

Location: Highlander Park

Staff Lead: Brandee Bolden

Partner Participation: PIE, Ruth Eckerd Hall

***Activation Engagements:** 5,098

Brand Activation:

- Activation Space
- Promotional Items
- Brand Ambassadors
- Signage

**Engagements include Registrations, Promotional Items, and Destination Magazine Giveaways.*



Running with the Rays 5K

Date: April 7th

Location: Tropicana Field

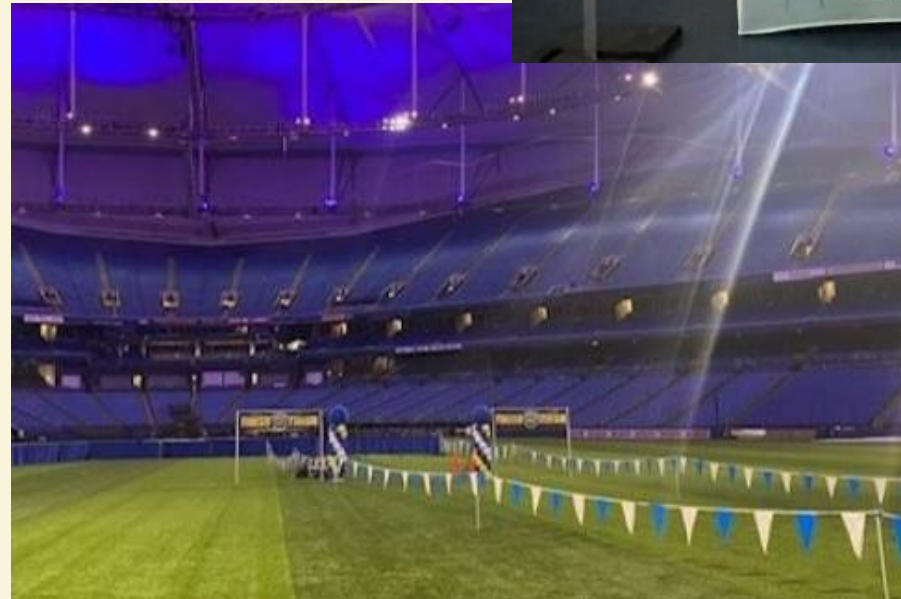
Staff Lead: Jake Hermann / Kylie Diaz

Partner Participation: St. Pete Run Fest

***Activation Engagements:** 2,412

Brand Activation:

- Activation Space
- Promotional Items
- Signage



**Engagements include Registrations, Promotional Items, and Destination Magazine Giveaways.*

2024 Total Eclipse at IMS Presented by Purdue University

Date: April 8th

Location: Indianapolis Motor Speedway

Staff Lead: Jake Hermann

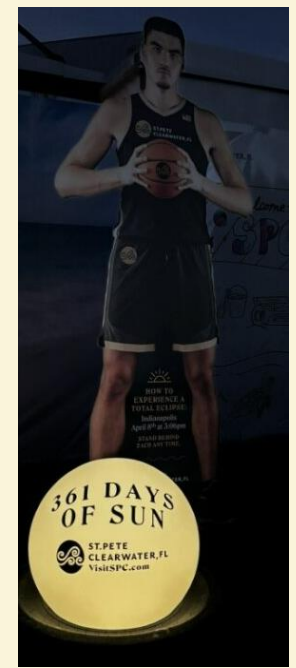
Department Support: Marketing

Brand Activation:

- 50k attendees from 34 countries
- "Pit Stop in the Sun" campaign
- Full integration with digital, social, OOH

Total Impressions: 104M+

Total Cost: \$21,365



Pier 60 Sugar Sand Festival – Solar Eclipse Party

Date: April 8th

Location: Pier 60 Clearwater Beach

Staff Lead: Sierra Arana

Brand Activation:

- Giant Activation Chair
- Activation Space
- Solar Eclipse Sunglasses Giveaway
- Brand Ambassadors
- Promotional Items
- Signage



Miami Beach Pride Festival

Date: April 13th

Location: Lummus Park, Miami Beach

Staff Lead: Sierra Arana

Partner Participation: St. Pete Pride

***Activation Engagements:** 19,550

Brand Activation:

- Activation Space
- Spin the Wheel
- Promotional Items
- Signage

**Engagements include Registrations, Promotional Items, and Destination Magazine Giveaways.*



Brand Ambassador Appreciation FAM & Picnic

Date: April 20th

Location: Boyd Hill Hammock Hall

Staff Lead: Sierra Arana, Brandee Bolden

Partner Participation: Tampa Bay Watch, St. Pete Fairgrounds

Brand Activation:

- FAM Tour
- Appreciation Lunch
- Brand Ambassadors

Year-to-Date:

- Active Volunteers: 75 (worked at least 1 event)
- Hours: 834.5 hrs (\$26,378.55 value)



Sunscreen Film Festival

- **Date:** April 25th
- **Location:** Sundial, St. Pete
- **Staff Lead:** Jake Hermann
- **Department Support:** Film Commission
- **Brand Activation:**
 - Let's Shine Letters
 - Signage



Spring King of the Beach

Date: April 25th

Location: Roc Park, Madeira Beach

Staff Lead: Jake Hermann

***Activation Engagements:** 26,388

Brand Activation:

- Truss
- Promotional Items
- Signage



**Engagements include Registrations, Promotional Items, and Destination Magazine Giveaways.*

Cars & Coffee

Date: April 27th

Location: Innisbrook Resort & Spa

Staff Lead: Jake Hermann

Brand Activation:

- P1 Branded Powerboat
- Signage



City Connect Celebration

Date: May 2nd

Location: St. Pete Pier

Staff Lead: Brandee Bolden / Jake Hermann

***Activation Engagements:** 2,646

Brand Activation:

- Activation Space
- Promotional Items
- Signage



**Engagements include Registrations, Promotional Items, and Destination Magazine Giveaways.*

St. Pete Tacos & Tequila Festival

Date: May 10th – 12th

Location: Vinoy Park

Staff Lead: Jake Hermann

***Activation Engagements:** 2,118

Brand Activation:

- Activation Space
- Brand Ambassadors
- Promotional Items
- Signage



**Engagements include Registrations, Promotional Items, and Destination Magazine Giveaways.*

Besties Awards

Date: May 16th

Location: Innisbrook Resort & Spa

Staff Lead: Craig Campbell / Brandee Bolden

Department Support: Marketing

Brand Activation:

- Let's Shine Letters
- Branded P1 Powerboat
- Promotional Items
- Backdrops



National Travel & Tourism Week Travel Rally

Date: May 20th

Location: St. Pete - Clearwater International Airport

Staff Lead: Brandee Bolden

Partner Participation: Pinellas County Chambers, 3D Brewery, Creative Pinellas

***Activation Engagements:**

Brand Activation:

- Let's Shine Letters
- Activation Space
- Promotional Items
- Signage



**Engagements include Registrations, Promotional Items, and Destination Magazine Giveaways.*

National Travel & Tourism Week TBBC Chamber Brunch

Date: May 23rd

Location: Tradewinds Resort

Staff Lead: Jake Hermann

Brand Activation:

- Let's Shine Letters



2024 Pineapple Cup

Date: May 31st

Location: Tampa Bay Pickleball Complex

Staff Lead: Craig Campbell

Brand Activation:

- Traditional Comradery between Visit Tampa Bay and Visit St. Pete Clearwater during National Travel & Tourism Week



St. Pete Pride Weekend

Date: June 22nd & 23rd

Location: Downtown St. Pete

Staff Lead: Craig Campbell, Brandee Bolden

Brand Activation:

- Parade: Jolley Trolley "Float"
- Festival: 10 x 80 footprint



St. Pete Pride Weekend

- **Date:** June 22nd & 23rd
- **Location:** Downtown St. Pete
- **Staff Lead:** Craig Campbell, Brandee Bolden
- **Brand Activation:**
 - Parade: Jolley Trolley “Float”
 - Festival: 10 x 80 footprint
- **Partners:**
 - PIE
 - Ruth Eckerd Hall
 - Clearwater Marine Aquarium
 - Pinellas County Human Services
 - St. Pete Run Fest
- **Partner Program:**
 - 4 new partners in FY24



Philadelphia, PA

Date: June 22nd & 23rd

Location: Subaru Park, Citizens Bank Park

Staff Lead: Jake Hermann, Sierra Arana

Brand Activation:

- Union vs Charlotte FC
- Phillies vs Arizona Diamondbacks

In Conjunction with:

- Marketing, Meetings, Global Travel
- Brian Lowack & Commissioner Latvala



UPCOMING

Out-of-Market

1. Honda Indy Toronto

- Market: Toronto
- Dates: July 19-21

2. Florida Kids & Family Expo

- Market: Orlando
- Dates: August 17-18

3. Cincinnati FC vs Montreal

- Market: Cincinnati
- Date: August 31

4. Great American Beer Festival

- Market: Denver
- Dates: October 10-12

Local

1. Tampa Bay Ice Cream Festival

- Venue: St. Pete Pier
- Dates: July 21

2. 727 Day

- Venue: Throughout Pinellas
- Dates: July 27

3. Brand Ambassador / Intern Recruitment

- Venue: Multiple Events / Universities
- Date: August-September

4. Clearwater Offshore Nationals

- Venue: Clearwater Beach / Pier 60
- Dates: September 27-29



THANK YOU

