



# COMMUNITY AND BRAND ENGAGEMENT

## May 2024

Prepared By: Craig Campbell, Director

# City Connect Celebration

**Date:** May 2<sup>nd</sup>

**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 10<sup>th</sup> - 12<sup>th</sup>

**Location:** Vinoy Park

**Staff Lead:** Jake Hermann

**\*Activation Engagements:** 2,118

## Brand Activation:

- Activation Space
- Brand Ambassadors
- Promotional Items
- Signage



# Besties Awards

**Date:** May 16<sup>th</sup>

**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 20<sup>th</sup>

**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 23<sup>rd</sup>

**Location:** Tradewinds Resort

**Staff Lead:** Jake Hermann

**Brand Activation:**

- Let's Shine Letters



# 2024 Pineapple Cup

**Date:** May 31<sup>st</sup>

**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  
CLEARWATER

# THANK YOU

