



COMMUNITY AND BRAND ENGAGEMENT

May 2024

Prepared By: Craig Campbell, Director

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





THANK YOU

