



**ST.PETE  
CLEARWATER, FL**  
**VisitSPC.com**

**TOURIST DEVELOPMENT COUNCIL  
FY 2025 BUDGET**

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# WHO WE ARE

Visit St. Pete-Clearwater is the official tourism marketing and management organization for Pinellas County and its 24 municipalities. Visit St. Pete-Clearwater (VisitSPC) is the name by which the Pinellas County Convention & Visitors Bureau does business.

VisitSPC is charged with:

- Inspiring travel to Pinellas County, a destination of unique communities, distinct cultures and vibrant experiences.
- Driving the economic engine of tourism by attracting local, national and international visitors with our expertise, innovation and creativity.

Thirty-five miles of spectacular white-sand beaches, abundant sunshine and a wide variety of attractions, world-class museums, sporting and beach activities, arts, culture and nature-related experiences make Pinellas County an unparalleled vacation destination.

# WHAT WE DO

VisitSPC works domestically and internationally to bring sustainable consumer tourism, corporate meetings and impactful events to the St. Pete-Clearwater area. We reach consumers, media, the travel industry, meeting and conference planners, sports promoters and film producers with research-driven marketing programs highlighting our beaches as well as sports, arts and culture and nature-based opportunities.

VisitSPC also leads a community-based team to highlight the value and benefits of tourism to residents and to work in the development of new attractions and the redevelopment of others.







# VALUE OF TOURISM

**\$10.9  
billion**

An annual economic impact of more than \$10.9 billion in tourism spending.



**14.65%  
of all jobs**

in Pinellas County are in tourism. From restaurants to flower shops, education programs to museums, tourism impacts it all. This leads to more than 60,000 total jobs per quarter.

**\$3.46  
billion**

Our local economy benefited from over \$3.46 billion visitor-generated wages in fiscal year 2022-23.

Bureau of Labor Statistics — (derived from average of Q1-Q3 jobs)  
2022-2023 Fiscal Year Visitor Profile Study, Future Partners

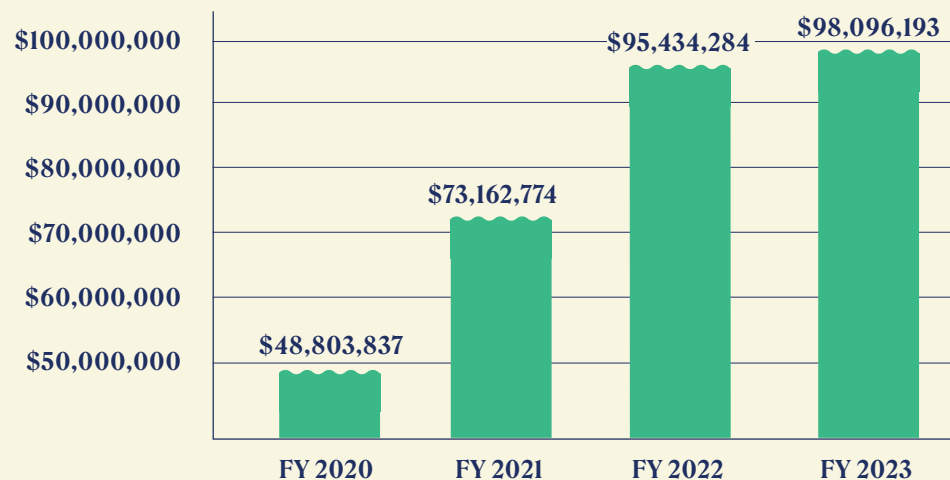
# VISITSPC FUNDING

VisitSPC is funded exclusively by a portion of the Tourist Development Tax. Commonly referred to as the “Bed Tax,” it is a six percent (6%) tax collected by Pinellas County on overnight hotel stays and accommodations rented for less than six months.

VisitSPC seeks to strengthen the county’s economy and employment level by investing the Bed Tax in effective marketing, sales programs, events and capital programs. The Pinellas County Board of County Commissioners (BCC) is responsible for oversight of these funds. The Tourist Development Council (TDC) is a 12 member advisory council appointed by the Pinellas Board of County Commission to make recommendations to the Board of County Commission on matters relating to the bed tax.

## Tourist Development Tax “Bed Tax:”

Proceeds from Pinellas County’s Tourist Development Tax not only fund tourism marketing programs, but also several important community functions, including beach nourishment, construction of stadiums and museums and reserves to be used in the event of an emergency.



Source: Pinellas County Tax Collector Gross Tax Collections



# OUR VISITORS



**Day Trip Visitors (Regional):** Pinellas County visitors who came for the day and reside in the region surrounding Pinellas County.

**Day Trip Visitors (Travelers):** Pinellas County visitors who came for the day, stayed overnight outside Pinellas County and reside outside the region surrounding the county.

**Hotel Guests:** Pinellas County visitors who stayed overnight in a Pinellas County hotel, motel, resort or inn.

**Visiting Friends/Relatives (VFRs):** Pinellas County visitors who stayed overnight in the private residence of a friend or family member who lives in Pinellas County.

**Vacation Rental Guests:** Pinellas County visitors who stayed overnight in a condo, vacation home or other private home rental in Pinellas county.

**Other:** Pinellas County visitors who stayed overnight in other types of lodging.

**\$81,591**  
average  
household income

**52.4**  
average age

**2.5**  
average party size

**1.7**  
nights in market

**2.7**  
average length of stay  
(days)

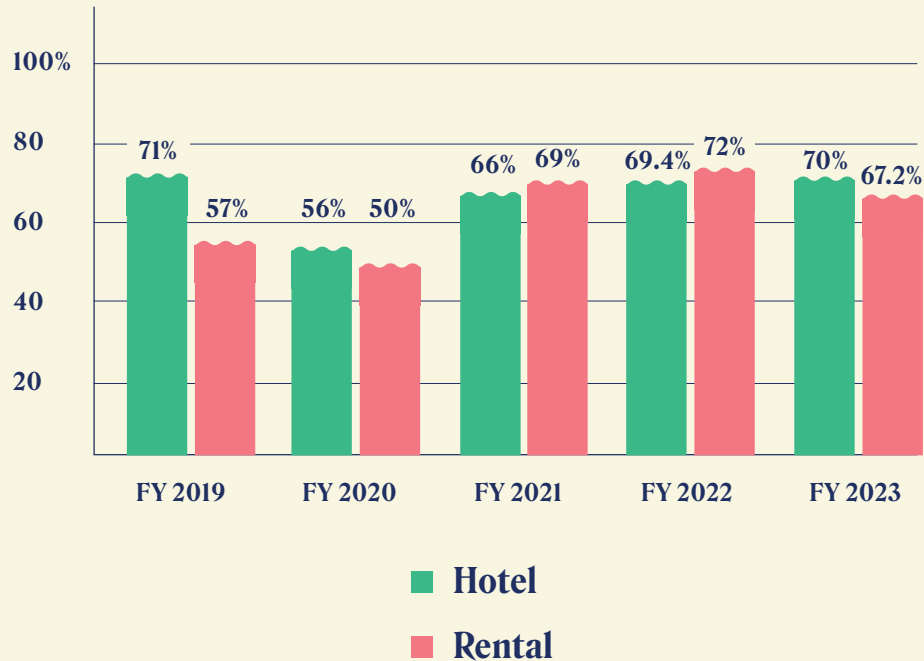
**\$278**  
average daily spend  
per travel party

# LODGING SNAPSHOT

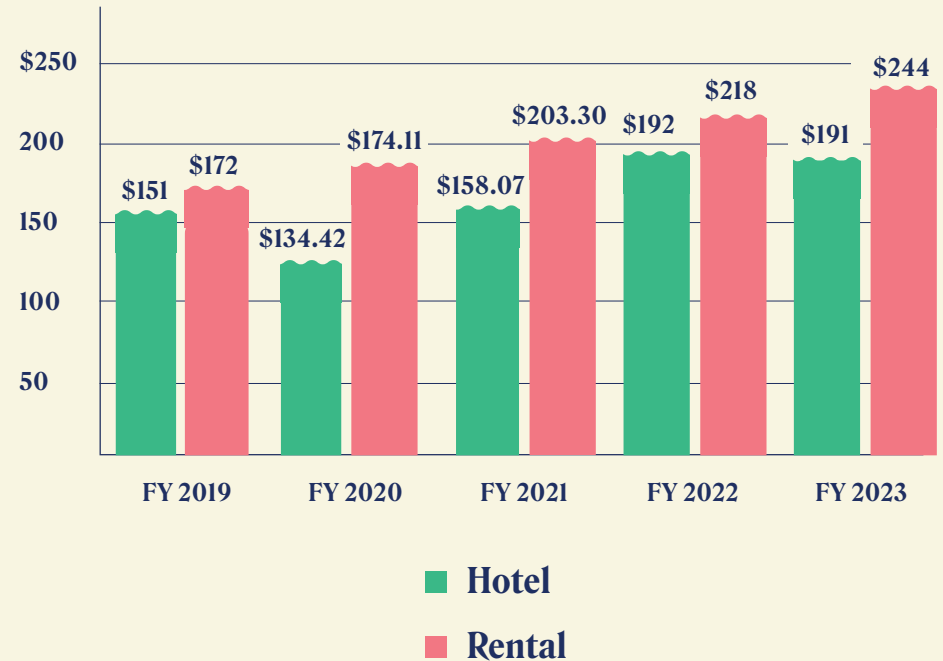
(FISCAL YEAR OCT-SEPT)



Total  
Occupancy



Average  
Rate



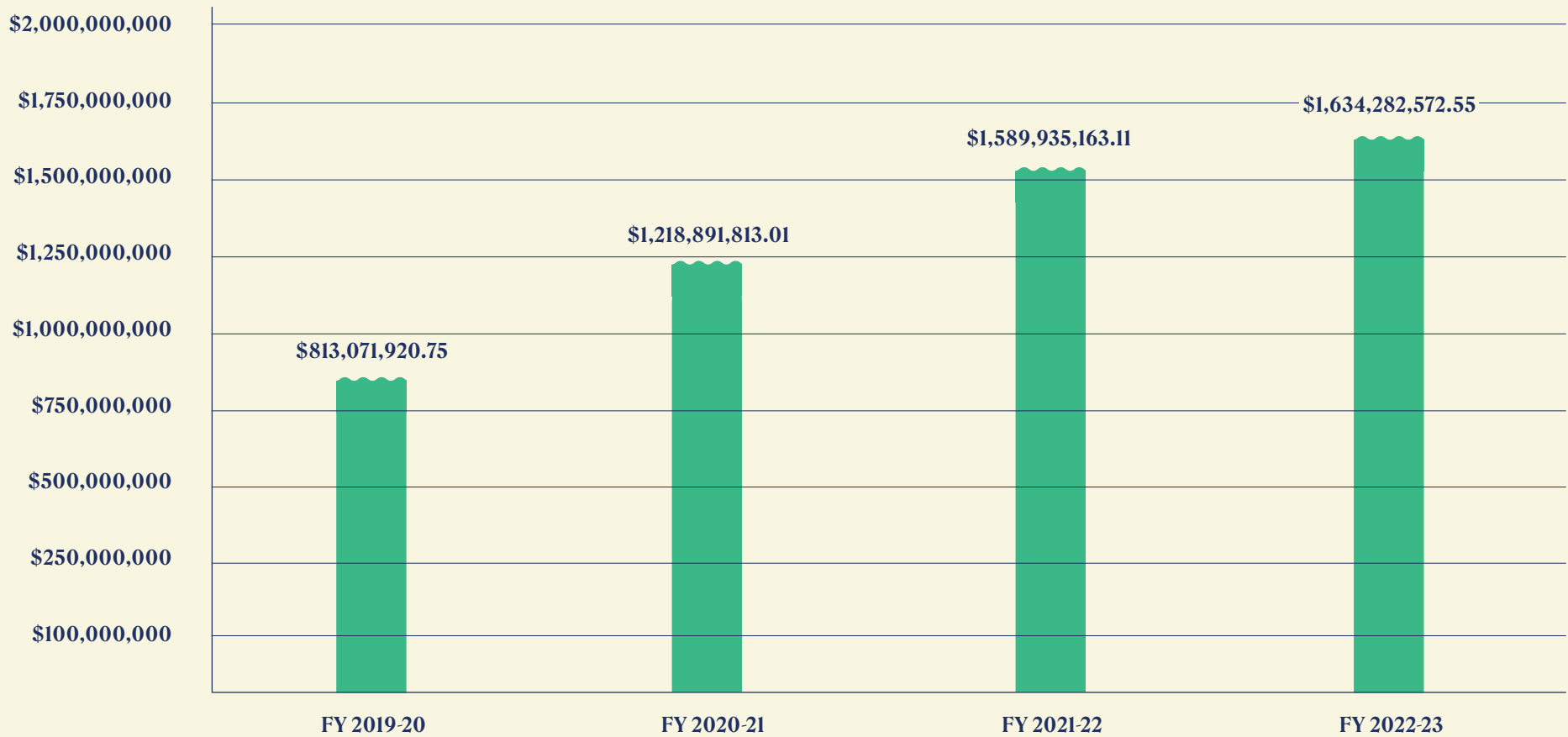


# LODGING SNAPSHOT

(FISCAL YEAR OCT-SEPT)



Revenue\*



Gross TDT Collections



# TRAVEL OUTLOOK

Travel continues to be a priority for American consumers in the second half of 2024 and into 2025. 72% plan to travel by the end of the year.\* The high costs to travel are cited as a barrier keeping consumers from traveling as much as they would prefer.+ However, families are more optimistic about their finances and are prioritizing travel. As post-COVID travel options increase, competition has intensified with more travelers opting for cruises and international destinations.

Areas of opportunity are:

**Authentic and unforgettable experiences:** A recent survey by travel booking platform GetYourGuide.com found that American tourists are seeking “authentic and unforgettable experiences.” More than half (51%) said experiencing a place as a local is a priority.\*\*

**Unique Cuisine:** 81% of travelers are most excited about trying local foods. With our award-winning cuisine, St. Pete-Clearwater is well positioned to attract these travelers.+++

**International travelers:** International travel volume to the U.S. is expected to recover to pre-pandemic levels in 2025, but spending levels are not expected to recover until 2026.\*\*\*

- Pinellas County forecasts indicate increases in visitation and spending from all of our international targeted origin markets with Canada (103.4% increase) and the UK (106%) driving the most volume and spend.

\*MMGY

\*\*Fast Company 2/1/2023

\*\*\*U.S. Travel Association

+Future Partners. *The State of the American Traveler*. April 2023.

+++ <https://discover.hotelbeds.com/resources/insight/2024-travel-trends-luxury-culinary-tourism>



# VISION, STRATEGY AND OBJECTIVES

Visit St. Pete-Clearwater is committed to excellence in destination management, focusing on sustainable growth, innovative marketing and exceptional visitor experiences. In 2025, we will continue to follow The Destination 2027: Strategic Plan.

## **Our Mission**

Visit St. Pete-Clearwater drives the economic engine of tourism by attracting local, national and international visitors with our expertise, innovation and creativity.

## **Our Vision**

To inspire travel to Pinellas County, a destination of unique communities, distinct cultures and vibrant experiences.

Four pillars were defined to provide overall guidance with key objectives:

### **1. Increasing the economic impact of each visitor**

Recognizing that Pinellas County already receives a tremendous amount of visitors every year, this strategic plan focuses on obtaining visitors that stay for multiple nights, utilize multiple attractions and amenities of the region and generally increase the economic activity of the region.

### **2. Developing the assets of the region**

Understanding that tastes change and expectations constantly increase, this strategic plan emphasizes the importance of adding new capital investments that promote the tourism sector as well as improving existing assets, from hotel inventory to parks and preserves.

### **3. Increasing the economic benefits of tourism to the local community**

Ensuring that tourism is an industry in which locals can earn gainful employment and that all Pinellas County residents both receive and are aware of the economic benefits that out-of-town visitors bring to the area.

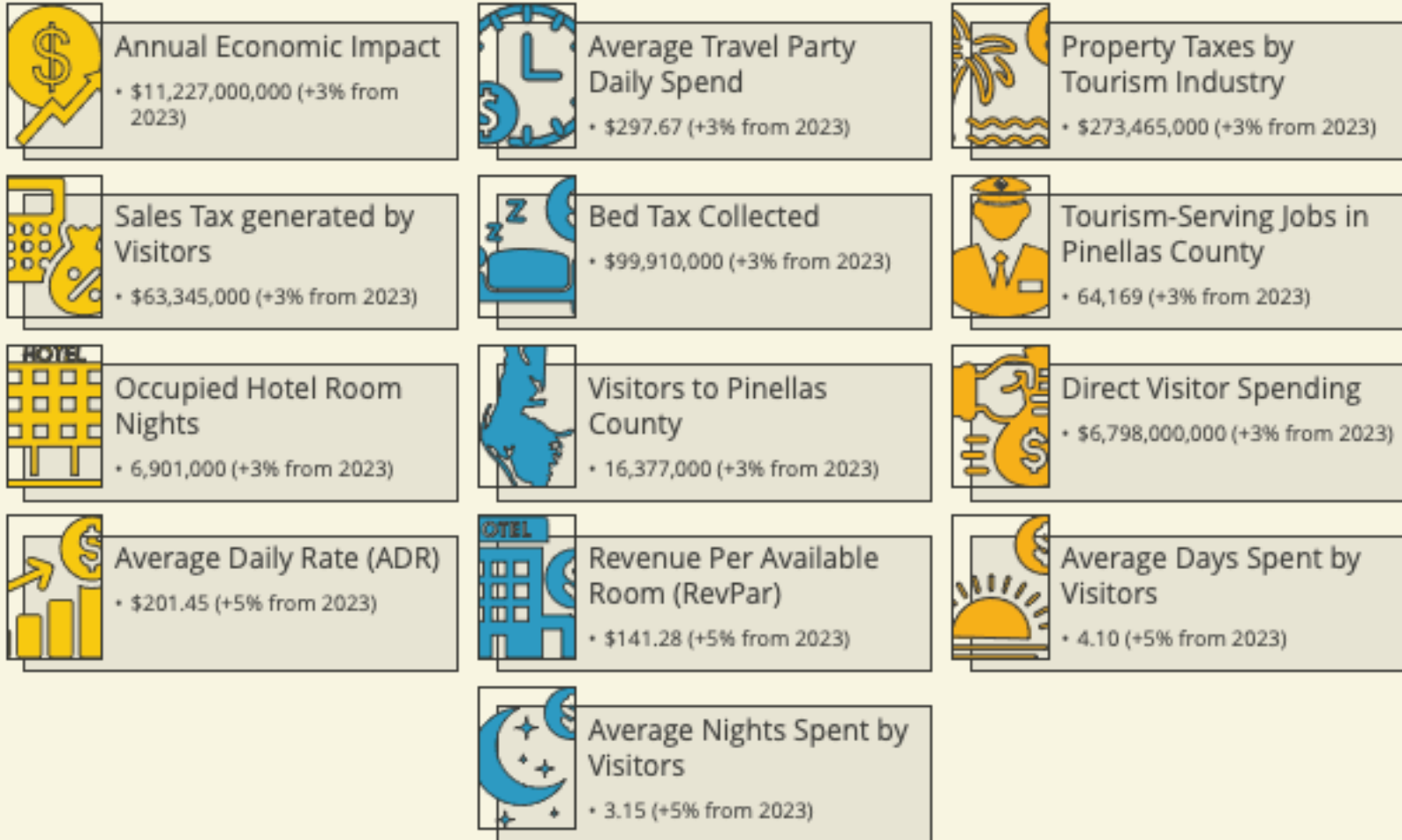
### **4. Deepening partnerships across Pinellas County**

Working towards including more of Pinellas County in the tourist landscape and also including tourism as a key consideration in planning, transportation, economic development and other aspects of how Pinellas County is developed and improved.

These objectives are segmented into the three fundamental roles of ownership, partnership and advocacy. While objectives owned by VisitSPC will be the primary focus of the organization's staff over the next five years, the importance of partner organizations cannot be understated. Expanding VisitSPC's roll through local and regional partnerships will help transform Pinellas County as a tourist destination for years to come.

Each department's goals, programs and KPIs support one of these four priorities.

# ORGANIZATION-WIDE KPIs





# EXECUTIVE SUMMARY

## FY 2025 TDT FUND STANDARD DETAIL

### REVENUES

	FY21 Actual	FY22 Actual	FY23 Actual	FY24 Budget	FY24 Estimate	FY25 Request	Budget-to- Budget Change	Budget-to- Budget % Change
<b>Major Object</b>								
Fund Balance	\$437,275,10	\$72,122,451	\$127,264,820	\$175,470,560	\$184,165,480	\$235,445,190	\$59,974,630	34.2%
Taxes	\$73,162,774	\$95,434,284	\$98,096,193	\$95,583,450	\$97,534,134	\$93,528,390	(\$2,055,060)	-2.2%
Interest Earnings	(\$100,364)	(\$1,865,516)	\$5,875,189	\$3,692,840	\$6,000,000	\$5,022,940	\$1,330,100	36.0%
Other Miscellaneous Revenues	\$80,268	\$333,318	\$550,170	\$384,620	\$404,877	\$357,390	(\$27,230)	-7.1%
Non-Operating Revenue Sources	(\$76,374)	0	0		0	0	0	0.0%
Revenues Total	\$110,341,410	\$166,024,536	\$231,786,372	\$275,131,470	\$288,104,491	\$334,353,910	\$59,222,440	21.5%

### EXPENDITURES

	FY21 Actual	FY22 Actual	FY23 Actual	FY24 Budget	FY24 Estimate	FY25 Request	Budget-to- Budget Change	Budget-to- Budget % Change
<b>Major Object</b>								
Personnel Services	\$4,810,426	\$4,128,890	\$4,191,343	\$6,155,940	\$5,425,690	\$5,911,010	(\$244,930)	-4.0%
Operating Expenses	\$27,457,556	\$28,494,652	\$33,014,417	\$35,744,740	\$36,160,180	\$35,834,710	\$89,970	0.3%
Capital Outlay	0	\$11,817	\$66,444	\$6,000	0	\$6,000	0	0.0%
Debt Service Exp	0	0	\$357,283	0	0	0	0	0.0%
Grants and Aids	\$1,096,912	0	0	\$350,000	0	\$350,000	0	0.0%
Transfers to Other Funds	\$4,329,630	\$5,588,370	\$9,351,450	\$10,323,430	\$10,323,430	\$8,794,700	(\$1,528,730)	-14.8%
Constitutional Officers Transfers	\$524,094	\$535,777	\$639,953	\$600,000	\$750,000	\$750,000	\$150,000	25.0%
Reserves	0	0	0	\$221,951,360	0	\$282,707,490	\$60,756,130	27.4%
Expenditures Total	\$38,218,619	\$38,759,506	\$47,620,890	\$275,131,470	\$52,659,300	\$334,353,910	\$59,222,440	21.5%

# EXECUTIVE SUMMARY

## TOURIST DEVELOPMENT TAX FUND – CAPITAL FUNDING PROGRAM

Sources and Uses (all figures in millions)	FY22 Actual	FY23 Actual	FY24 Budget	FY25 Request	FY26 Forecast	FY27 Forecast	FY28 Forecast	FY29 Forecast	FY30 Forecast
<b>Sources:</b>									
Beginning Fund Balance	\$20.7	\$53.3	\$83.2	\$110.8	\$141.0	\$173.1	\$206.2	\$240.3	\$275.4
Tourist Development Tax Revenue (40% Capital Allocation) <sup>1</sup>	\$38.2	\$39.2	\$38.2	\$39.4	\$40.6	\$41.8	\$43.0	\$44.3	\$45.7
<b>Total</b>	<b>\$58.9</b>	<b>\$92.6</b>	<b>\$121.4</b>	<b>\$150.2</b>	<b>\$181.6</b>	<b>\$214.9</b>	<b>\$249.3</b>	<b>\$284.6</b>	<b>\$321.0</b>
<b>Uses:</b>									
<i>Existing Obligations</i>									
Beach Nourishment (Local Match) <sup>5</sup>	\$5.6	\$9.4	\$10.3	\$8.8	\$8.5	\$8.7	\$9.0	\$9.2	\$9.5
<b>Subtotal</b>	<b>\$5.6</b>	<b>\$9.4</b>	<b>\$10.3</b>	<b>\$8.8</b>	<b>\$8.5</b>	<b>\$8.7</b>	<b>\$9.0</b>	<b>\$9.2</b>	<b>\$9.5</b>
<i>Capital Funding Program Commitments <sup>2</sup></i>	-	-	-	-	-	-	-	-	-
Florida Holocaust Museum	-	-	\$0.4	\$0.4	-	-	-	-	-
<b>Ending Fund Balance</b>	<b>-</b>	<b>-</b>	<b>\$0.4</b>	<b>\$0.4</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<i>Capital Funding Program Potential Commitments</i>	-	-	-	-	-	-	-	-	-
Clearwater - Phillies Retained Spring Training Request (\$40.0M) <sup>3</sup>	-	-	-	\$3.3	\$14.1	\$12.9	\$8.5	\$1.2	-
St. Petersburg Historical Society, Inc. <sup>4</sup>	-	-	\$2.8	-	-	-	-	-	-
Salvador Dalí Museum, Inc. (\$25.2M approved by BCC, 74% of request) <sup>6</sup>	-	-	\$2.5	\$9.9	\$12.3	\$0.5	-	-	-
<b>Total Potential Commitments</b>	<b>-</b>	<b>-</b>	<b>\$5.3</b>	<b>\$13.2</b>	<b>\$26.4</b>	<b>\$13.4</b>	<b>\$8.5</b>	<b>\$1.2</b>	<b>-</b>

<sup>1</sup> Assumed growth of 5.0% growth in FY24, 3.0% annually beginning in FY25-30 based on budget/forecast at 95% per state statute

<sup>2</sup> Reflects total commitment and anticipated disbursement schedules

<sup>3</sup> Based on City of Clearwater Request dated 12/20/18 and pending negotiation

<sup>4</sup> CVB is in negotiations with St. Petersburg Historical Society regarding marketing benefits. Payment is not included in the FY23 Adopted Budget.

<sup>5</sup> FY24 Beach Nourishment includes \$2,361,306 in excess revenue collected in FY22 not distributed for beach projects.

# EXECUTIVE SUMMARY

## CONVENTION & VISITORS BUREAU — FY 2024 & FY 2025

	Approved	Estimated	Variance	Proposed	%
	FY 2024 Budget	FY 2024 Budget	FY 2024 Budget	FY 2025 Budget	FY25 / FY24 Budget
Total Personnel Services <sup>1</sup>	\$6,155,940	\$5,425,690	-\$730,250	\$5,911,010	-4%
<b>Operating Expenses</b>					
Other Contractual Services <sup>2</sup>	\$1,794,500	\$1,529,640	-\$264,860	\$1,168,900	-35%
Intergovernmental Services	\$1,297,090	\$1,297,090	-	\$1,361,950	5%
Rents and Leases <sup>3</sup>	\$414,540	\$421,020	\$6,480	\$444,090	7%
Repairs and Maintenance	\$9,500	\$9,500	-	\$9,500	-
Printing	\$25,000	\$25,000	-	\$25,000	-
Office Supplies <sup>4</sup>	\$30,000	\$27,000	-\$3,000	\$30,000	-
Credit Card Fees/Recognition Program <sup>4</sup>	\$7,060	\$5,060	-\$2,000	\$5,110	-28%
Training & Education <sup>4</sup>	\$112,950	\$111,250	-\$1,700	\$121,420	7%
PC & Equip Purchases < \$5,000 <sup>4</sup>	\$31,460	\$27,460	-\$4,000	\$18,100	-42%
Shipping/Postage/Communications <sup>4</sup>	\$125,080	\$94,300	-\$30,780	\$105,790	-15%
Travel <sup>5</sup>	\$605,300	\$486,600	-\$118,700	\$516,550	-15%
Associations/Memberships	\$238,380	\$238,380	-	\$248,690	4%
<b>Total Operating Expenses</b>	<b>\$4,690,860</b>	<b>\$4,272,300</b>	<b>-\$418,560</b>	<b>\$4,055,100</b>	<b>-14%</b>
<b>Capital Outlay</b>					
Capital Outlay PC/Equipment >\$5,000(4)	\$6,000	\$0	-\$6,000	\$6,000	0%
<b>Total Operating, Personnel Services and Capital</b>	<b>\$10,852,800</b>	<b>\$9,697,990</b>	<b>-\$1,154,810</b>	<b>\$9,972,110</b>	<b>-8%</b>



# EXECUTIVE SUMMARY

## CONVENTION & VISITORS BUREAU – FY 2024 & FY 2025 (CONTINUED)

	Approved	Estimated	Variance	Proposed	%
	FY 2024 Budget	FY 2024 Budget	FY 2024 Budget	FY 2025 Budget	FY25 / FY24 Budget
<b>Promotional Expenses (Direct Programming)</b>					
Advertising & Promotions	\$15,865,000	\$15,865,000	-	\$15,865,000	-
Elite Events <sup>6</sup>	\$2,000,000	\$1,970,000	-\$30,000	\$2,000,000	-
Chambers Visitor Services Support	\$600,000	\$600,000	-	\$600,000	-
Digital Marketing Contract	\$6,000,000	\$6,000,000	-	\$6,000,000	-
International Sales	\$667,500	\$667,500	-	\$675,000	1%
Inquiry Services	\$90,000	\$90,000	-	\$90,000	-
Direct Sales	\$5,568,700	\$5,568,700	-	\$5,604,430	1%
Research <sup>7</sup>	\$1,086,680	\$1,126,680	\$40,000	\$945,180	-13%
<b>Total Promotional Expenses</b>	<b>\$31,877,880</b>	<b>\$31,887,880</b>	<b>\$10,000</b>	<b>\$31,779,610</b>	<b>0%</b>
<b>Total Department Budget</b>	<b>\$42,730,680</b>	<b>\$41,585,870</b>	<b>-\$1,144,810</b>	<b>\$41,751,720</b>	<b>-2%</b>
<b>Other</b>					
Capital Funding Commitment <sup>8</sup>	\$350,000	-	-\$350,000	\$350,000	-
Beach Nourishment	\$10,323,430	\$10,323,430	-	\$8,794,700	-15%
Transfer to Tax Collector	\$750,000	\$750,000	-	\$750,000	-
Ending Fund Balance/Reserves - Operating	\$111,936,920	\$124,671,470	\$12,734,550	\$141,698,090	27%
Ending Fund Balance/Reserves - Capital	\$109,240,440	\$110,773,720	\$1,533,280	\$141,009,400	29%
<b>Total Other</b>	<b>\$232,600,790</b>	<b>\$246,518,620</b>	<b>\$13,917,830</b>	<b>\$292,602,190</b>	<b>26%</b>
<b>Total TDT Fund</b>	<b>\$275,331,470</b>	<b>\$288,104,490</b>	<b>\$12,773,020</b>	<b>\$334,353,910</b>	<b>21%</b>

FY2024 Actual Budget:

(1) Vacancies filled at lower cost, (2) Anticipated capital consultant costs, (3) New lease agreements for office and warehouse, (4) Adjusted to anticipated costs, (5) Estimated lower expenditures across all departments, (6) PI Powerboat event moved to FY25 funding cycle, (7) Increased strategic planning consultant costs, (8) Funding for Holocaust Museum moved to FY25

# EXECUTIVE SUMMARY

## CONVENTION & VISITORS BUREAU — FY 2021 - FY 2023

	Final	Final	Final
	FY 2021 Actuals	FY 2022 Actuals	FY 2023 Actuals
Total Personnel Services <sup>1</sup>	\$4,810,426	\$4,128,890	\$4,191,343
<b>Operating Expenses</b>			
Other Contractual Services	\$629,486	\$1,032,335	\$1,129,120
Intergovernmental Services	\$1,350,699	\$1,158,045	\$1,189,539
Rents and Leases	\$383,085	\$398,064	\$403,426
Repairs and Maintenance	\$2,525	\$5,773	\$5,691
Printing	\$16,566	\$24,730	\$22,953
Office Supplies	\$16,137	\$16,564	\$24,346
Credit Card Fees/Recognition Program	\$1,243	\$1,982	\$2,305
Training & Education	\$9,343	\$21,537	\$28,052
PC & Equipment Purchases < \$5,000	\$31,192	\$16,766	\$26,328
Shipping/Postage/Communications	\$45,760	\$72,770	\$70,724
Travel	\$80,066	\$229,562	\$297,869
Associations/Memberships	\$174,956	\$196,617	\$197,842
<b>Total Operating Expenses</b>	<b>\$2,741,058</b>	<b>\$3,174,745</b>	<b>\$3,398,195</b>
<b>Capital Outlay</b>			
Capital Outlay Equipment	\$0	\$11,817	\$66,444
<b>Total Operating, Personnel Services and Capital</b>	<b>\$7,551,484</b>	<b>\$7,315,452</b>	<b>\$7,655,982</b>

# EXECUTIVE SUMMARY

## CONVENTION & VISITORS BUREAU – FY 2021 - FY 2023 (CONTINUED)

	Final	Final	Final
	FY 2021 Actuals	FY 2022 Actuals	FY 2023 Actuals
<b>Promotional Expenses (Direct Programming)</b>			
Advertising & Promotions	\$14,401,530	\$13,324,683	\$15,941,402
Elite Events	\$542,230	\$808,600	\$1,264,238
Chambers Visitor Services Support	\$499,131	\$499,715	\$495,836
Digital Marketing Contract	\$5,494,516	\$5,344,425	\$6,062,251
International Sales	\$300,000	\$543,728	\$645,288
Inquiry Services	\$95,000	\$30,127	\$65,813
Direct Sales	\$2,634,983	\$3,924,715	\$4,712,456
Research	\$749,108	\$843,913	\$786,221
<b>Total Promotional Expenses</b>	<b>\$24,716,498</b>	<b>\$25,319,906</b>	<b>\$29,973,505</b>
<b>Total Department Budget</b>	<b>\$32,267,982</b>	<b>\$32,635,358</b>	<b>\$37,629,486</b>
<b>Other</b>			
Capital Funding Commitment	\$1,096,912	-	-
Beach Nourishment	\$4,329,630	\$5,588,370	\$9,351,450
Transfer to Tax Collector	\$524,094	\$535,777	\$639,953
Ending Fund Balance/Reserves - Operating	\$37,719,135	\$73,938,628	\$130,838,740
Ending Fund Balance/Reserves - Capital	\$34,403,656	\$53,326,742	\$53,326,740
<b>Total Other</b>	<b>\$78,073,428</b>	<b>\$133,389,517</b>	<b>\$194,156,883</b>
<b>Total TDT Fund</b>	<b>\$110,341,410</b>	<b>\$166,024,875</b>	<b>\$231,786,370</b>



# EXECUTIVE SUMMARY

## DEPARTMENT OVERVIEW

Department	FY25 Staff	FY24 Staff	FY24 Budget Sales / Promotional	FY24 Estimate Sales / Promotional	FY25 Budget Sales / Promotional	FY24 Budget	FY24 Estimate	FY25 Budget Request
Executive Sales <sup>1</sup>	4	4	\$7,500	\$7,500	\$16,500	\$103,100	\$77,950	\$144,200
Admin	11	10	N/A	N/A	N/A	\$6,000	\$1,900	\$2,800
Advertising & Promotions	5	5	\$15,955,000	\$15,955,000	\$15,955,000	\$15,989,000	\$15,979,000	\$15,989,000
Communications/PR <sup>2</sup>	2	3	\$222,000	\$222,000	\$224,500	\$256,500	\$254,000	\$260,100
Data & Digital Platforms	4	4	\$6,006,000	\$6,006,000	\$6,006,000	\$7,126,080	\$7,163,680	\$6,985,080
Community Relations <sup>3</sup>	1	1	\$700,500	\$700,500	\$842,400	\$717,000	\$716,000	\$852,750
Brand Activations <sup>4</sup>	4	4	\$268,500	\$268,500	\$272,030	\$335,500	\$328,500	\$335,500
Film Commission <sup>5</sup>	2	2	\$2,017,200	\$2,017,200	\$1,868,000	\$2,067,700	\$2,058,200	\$1,887,700
Latin America <sup>6</sup>	3	3	\$253,000	\$253,000	\$259,900	\$295,600	\$292,000	\$295,400
Leisure Travel <sup>7</sup>	3	3	\$203,100	\$203,100	\$903,900	\$271,700	\$261,600	\$965,000
Meetings & Conferences <sup>8</sup>	7	7	\$1,595,400	\$1,595,400	\$1,576,700	\$1,805,850	\$1,765,300	\$1,745,450
Sports Commission <sup>9</sup>	4	4	\$895,500	\$895,500	\$909,500	\$954,600	\$950,100	\$954,600
<b>Totals</b>	<b>50</b>	<b>50</b>	<b>\$28,123,700</b>	<b>\$28,123,700</b>	<b>\$28,834,430</b>	<b>\$29,928,630</b>	<b>\$29,848,230</b>	<b>\$30,417,580</b>

FY24 v. FY25 Sales/Promotional Budget:

(1) Increased sales support, (2) Increased media missions, (3) Addition of “From Visitors with Love” assets and increased community relations initiatives, (4) Increase mainly due to additional truss rentals, (5) Decreased marketing support, business development and attendance at film festivals, (6) Adjustments across all sales initiatives to allow for an in-market Brazil representative, (7) Increase due to moving UK & Central Europe reps to this cost center and increased sales missions, (8) Decrease due to combination of increased trade show costs and elimination of customer advisory group, (9) Increased site visits and incentive funds



# DEPARTMENTS

## MARKETING

Advertising & Promotions

Data & Digital Platforms

Communications/PR

## BUSINESS DEVELOPMENT

Film Commission

Global Travel (Latin America)

Global Travel (U.S., Canada & Europe)

Meetings & Conferences

Sports Commission

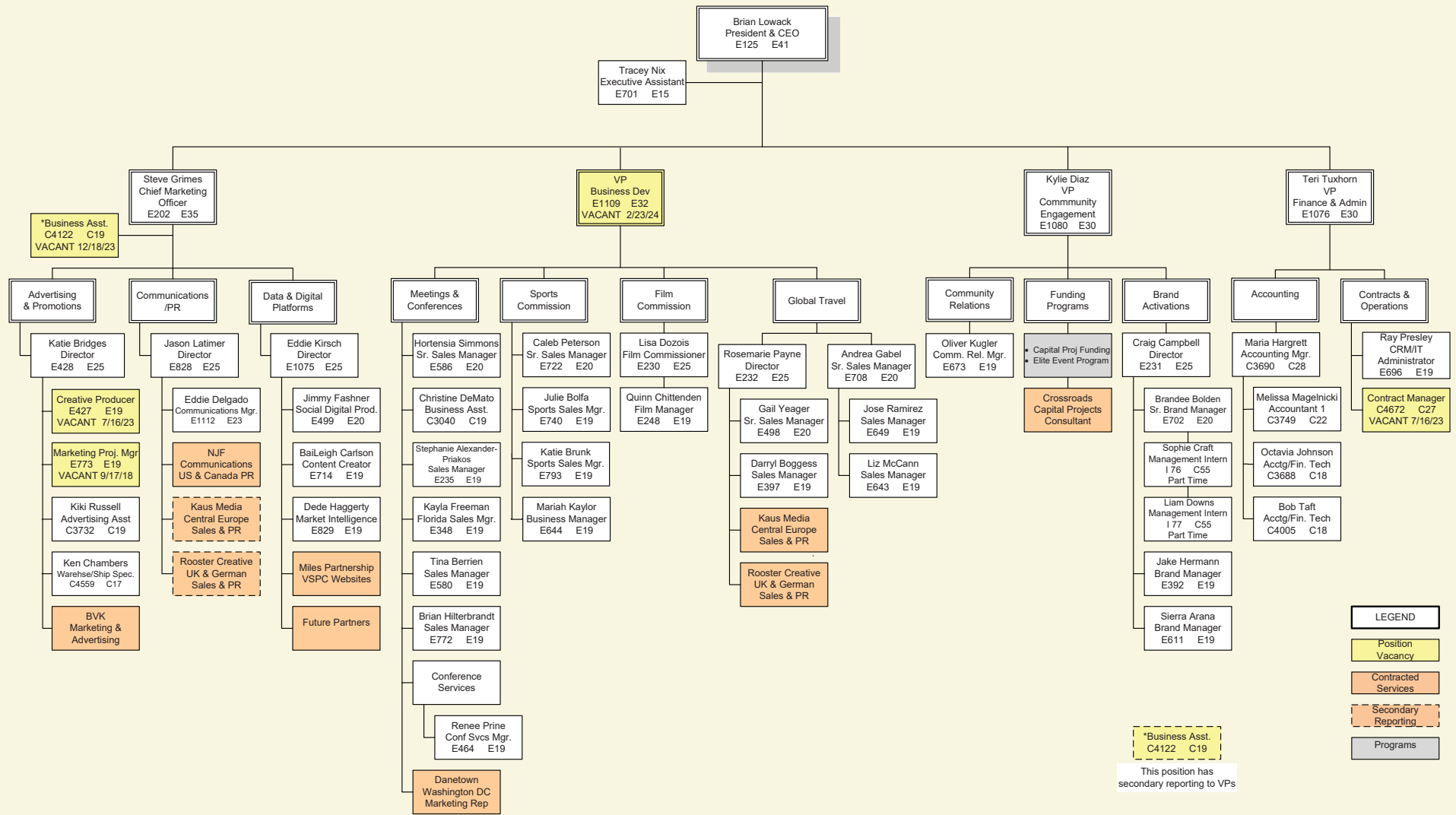
Executive Sales

## COMMUNITY ENGAGEMENT

Brand Activations

Community Relations

# DEPARTMENT ORGANIZATION



# MARKETING

The Marketing division is responsible for all the marketing, advertising and communications for VisitSPC. Working with agencies, industry groups, local businesses and County officials, the Marketing division ensures that the world knows what an incredible destination Pinellas County is for visitors. Three coordinated departments within the Marketing division leverage the latest data, deep industry knowledge, creativity and passion for the destination to increase visitation and drive economic value to the community.

## ADVERTISING & PROMOTIONS

The Advertising & Promotions department oversees Visit St. Pete-Clearwater's overall brand awareness and advertising efforts, in coordination with its contracted advertising agency. Through targeted advertising and media promotions, we create highly impactful integrated marketing communications in key markets using TV, radio, online, outdoor and print. Additionally, the group supports other departments with advertising and sales materials to facilitate business objectives.

## DATA & DIGITAL PLATFORMS

The Data & Digital Platforms department is responsible for vital data analytics and business intelligence, delivering the insights that drive marketing decisions throughout the organization. The team markets Pinellas County to a world-wide audience on internet-connected devices through the website VisitSPC.com, social media, mobile apps and emerging digital platforms. With online resources becoming an ever more important resource for travel, the team uses engaging storytelling and interactive content to connect with prospective visitors.

## COMMUNICATIONS/PR

The Communications/PR department oversees communications and public relations efforts for VisitSPC. Strategically working in collaboration with internal departments and our three contracted PR agencies in New York, the UK and Germany to set the destination apart from the competition. The department works to increase awareness of the destination and its various businesses—hotels, attractions, restaurants, etc.—by generating earned media coverage in print, digital and broadcast outlets, as well as content creator platforms, locally, nationally and internationally. The Communications/PR department aims to provide consistent coverage and promotion of the destination, along with our meetings/groups offerings and sporting events, elevating the St. Pete-Clearwater brand and generating visitation to Pinellas County.





# MARKETING

## KPIs



ROI of Ad Effectiveness Study  
• 43.26 (+5% from 2023)



Visitor Spending Attributed to VSPC Marketing  
• \$173,250,000 (+5% from 2023)



Out-of-Market Journalists Engaged  
• 360.15 (+5% from 2023)



Stories Carried by Out-of-Market Media  
• 1,032.15 (+5% from 2023)



Stories Carried by Local Media  
• 24 (new in 2024)



Number of Overnight Visitors in Paid Accommodations  
• \$4,935,000 (+5% from 2023)



Total Social Media Reach  
• 84,945,000 (+5% from 2023)



Total Social Media Engagements  
• 6,195,000 (+5% from 2023)



Number of Email Opens  
• 1,575,000 (+5% from 2023)



Number of Email Clicks  
• 44,835 (+5% from 2023)



Engaged Site Users  
• 2,625,000 (+5% from 2023)



# MARKETING

## KPIs



### Search Volume Impressions

• 58,695,000 (+5% from 2023)



### Organic Search Clicks

• 1,155,000 (+5% from 2023)



### Gulf-to-Bay Magazine Reader Satisfaction Score

• 98% (0% from 2023)



### Number of Co-op Advertising Partners

• 28 (+8% from 2023)



### Total Ad Impressions through Paid Media Channels

• 2,488,500,000 (+5% from 2023)



### Events Featured in the VSPC Calendar per Year

• 523 (+10% from 2023)



### Total Page Views to the VSPC Calendar per Year

• 243,980 (+10% from 2023)



### Total Ad Impressions through Paid DIGITAL Media Channels

• 189,000,000 (+5% from 2023)



### Total Ad Impressions through Paid TRADITIONAL Media Channels

• 2,299,500,000 (+5% from 2023)



### Industry Update Emails Opened

• 16,170 (+5% from 2023)



### Industry Update Emails Clicked Through

• 1,032 (+5% from 2023)

# MARKETING

## SWOT ANALYSIS

### STRENGTHS

- Award-winning destination with a wide variety of offerings to appeal to a large audience of all ages and interests
- Expertise and industry knowledge across our contracted agencies, resulting in idea sharing and generation
- Robust photo and video library of destination highlights, continuously captured and updated by our talented staff and agencies
- Industry leading research, data analytics, reporting and media targeting tools
- Effective media relations with local, domestic and international writers
- Collaborative partnerships with local businesses, hotels and tourism marketing vendors, enhancing promotional reach and effectiveness
- Co-op advertising programs that provide meaningful results and value for our partners, evidenced by feedback and desire to participate year-after-year

### OPPORTUNITIES

- Exciting new accommodations, attractions and events across the destination
- Recently announced new air service and expansion efforts from Tampa International Airport and St. Pete-Clearwater International Airport
- Increased investing in sponsorships of major events and festivals in the region
- Leveraging marketing potential of capital projects
- Continued evolution of AI and personalization tools to more accurately target potential visitors
- Population growth within 100 miles of the destination
- Increasing partner participation and understanding of the value of working with departments to host media & influencers and participating in campaigns
- Attach our brand to timely trends and topics
- New leadership and vision
- Leveraging brand strength to establish relevant brand partnerships

### WEAKNESSES

- Size and diversity of destination makes it more challenging for comprehensive content capture and storytelling
- Limited staff in comparison to other marketing organizations
- Underleveraged tools for work efficiency

### THREATS

- Competition from local and global tourism brands poses a challenge in capturing market share and maintaining visitor loyalty
- Increased privacy protection will limit visitor targeting capabilities going forward
- Increased media costs
- Environmental issues, e.g. red tide, hurricanes, etc.
- Election year media clearance, clutter and costs
- Unfavorable perceptions and rhetoric about the State from some sources
- Economic uncertainty may lead to reduced travel demand
- Increased cost of travel
- Lack of robust data sources limits visibility into visitors in the destination

# MARKETING

## ADVERTISING & PROMOTIONS

### FY 2025 Priorities

- Continue to showcase St. Pete-Clearwater as a premier destination with America's Best Beaches and a diverse collection of world-class arts, culture, dining and events
- Increase awareness, intent to travel and visitation during need periods as measured by the Advertising Effectiveness Study, occupancy rate and bed tax collections
- As measured through the Brand Awareness Study, continue positive momentum in positioning St. Pete-Clearwater as a:
  - Place with a strong arts scene
  - Place with a variety of things to do
  - Place with a strong vibe
  - Place with unique, one-of-a-kind experiences
  - Family-friendly destination
  - Welcoming destination to diverse audiences
- Offer co-op advertising programs to industry partners that help them reach their business goals.
- Engage in at least one successful consumer brand partnership promotion with a well-known brand that will increase our awareness and inspire visitation
- Ideate and produce a fully integrated, targeted summer/fall campaign to drive visitation during our slower months of travel



# MARKETING

## ADVERTISING & PROMOTIONS

### FY 2025 Budget Summary

Advertising & Promotions		
Promotional Activities	\$110,000	
Agencies (Fixed Contracts)	\$15,845,000	
Total Advertising & Promotions		\$15,955,000
Travel		\$22,000
Professional Development		\$12,000
Total Budget Request		\$15,989,000
FY24 Budget		\$15,989,000

# MARKETING

## ADVERTISING & PROMOTIONS

### FY 2025 Budget Details

Conferences/Meetings	Total	Description
Adobe MAX - The Creativity Conference	\$4,700	Professional development is crucial as it provides opportunities to gather and network with peers, innovative leaders and marketing experts. These interactions offer invaluable insights into industry trends, emerging technologies and best practices. At these conferences and events, we can exchange ideas, share experiences and learn from each other's successes and challenges to stay abreast of the latest developments and gain fresh perspectives on marketing strategies and tactics.
Destinations International MarCom Summit	\$4,800	
Destinations Florida Marketing Summit	\$4,000	
Destinations International Annual Convention	\$4,800	
U.S. Travel Association ESTO Conference	\$4,800	
Florida Governor's Conference on Tourism	\$4,000	
Marketing Agency Partners Summit	\$6,000	
<b>Total Conferences/Meetings</b>	<b>\$33,100</b>	

Agencies (Fixed Contracts)	Total	Description
Advertising & Promotional Services	\$15,465,000	Contracted services for traditional media and creative agency, promotional and novelty items vendor and brochure distributor. Agency costs include media buys, production expenses and agency time to develop and implement integrated marketing communications. Promotional items, which may be imprinted or embroidered with VisitSPC logos/ messages, are purchased for use at tradeshow, conferences and events to increase brand recognition and generate strong loyalty. VisitSPC collateral gets distributed to over 1,000 brochure racks in AAA centers, attractions, chambers of commerce and hotels.
Promotional & Novelty Items	\$350,000	
Brochure Distribution	\$30,000	
<b>Total Contracts</b>	<b>\$15,845,000</b>	

Other	Total	Description
Promotional Activities	\$50,000	Purchasing card expenses to support marketing efforts of the sales offices with production hard costs, and direct expenses to United States Postal Service for postage costs for mailing the Gulf to Bay destination magazine.
Gulf to Bay Destination Magazine Postage	\$60,000	
Local Mileage - Department	\$900	
<b>Total Other</b>	<b>\$110,900</b>	

<b>Total Advertising &amp; Promotions Budget</b>	<b>\$15,989,000</b>
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# MARKETING

## DATA & DIGITAL PLATFORMS

### FY 2025 Priorities

- Leverage new/emerging platforms to engage potential visitors
- Add new data sources to improve the overall picture of who is traveling to Pinellas County and what they do when they are here
- Continue to find creative solutions to keep reaching our target audience despite new privacy laws and practices
- Grow brand and social conversation by expanding social media participation on major active platforms
- Continue finding cost-effective ways to produce new content and expand our library of visual imagery and inspirational, as well as informative online materials



# MARKETING

## DATA & DIGITAL PLATFORMS

### FY 2025 Budget Summary

Digital Contracts		
Digital Marketing	\$6,000,000	
(9) Research Contracts	\$945,180	
Total Digital Contracts		\$6,945,180
Domains		\$6,000
Travel		\$16,700
Professional Development		\$17,200
Total Budget Request		\$6,985,080
FY24 Budget		\$7,126,080
Variance*		2.0%

*\*Variance due to combination of increased research costs and completion of Cultural Plan*

# MARKETING

## DATA & DIGITAL PLATFORMS

### FY 2025 Budget Details

Conferences	Total	Description
Marketing Outlook Forum	\$2,700	These opportunities support the digital marketing team's position at the top of the industry. Attending and presenting at these events offers networking and training on best practices and leading-edge innovations in tourism marketing/communications training, convention sales, industry relations and technology.
Destinations International - Committee/Council Meeting	\$1,500	
Social Media Marketing World	\$6,250	
Simpleview Summit	\$2,750	
Destinations Florida Marketing Summit (2 staff)	\$3,300	
ESTO U.S. Travel Conference	\$2,800	
Destinations International - Annual	\$3,000	
eTourism Summit (2 staff)	\$7,000	
TTRA Conference	\$2,500	
Governor's Conference (2 staff)	\$2,100	
Marketing Agency Partners Summit	\$6,000	
<b>Total Conferences</b>	<b>\$33,900</b>	

Agencies (Fixed Contracts)	Total	Description
Miles Partnership	\$6,000,000	Our contracted services with digital marketing and research agencies includes media buying, content creation, website development and maintenance, new creative, SEO optimization etc. to execute the VisitSPC marketing plan on digital devices, as well as research including in-market surveys, large data dashboards, overnight visitor data, mobile location and credit card spending data and more.
Research		
Future Partners	\$700,000	
KeyData	\$53,660	
Co-Star (CoStar Suite/STR)	\$30,000	
Tourism Economics & Symphony Dashboard	\$115,000	
CBRE	\$1,150	
Agency360	\$6,530	
Countywide Tourism Strategic Plan	\$17,500	
Other Studies	\$21,340	
<b>Total Contracts</b>	<b>\$6,945,180</b>	

# MARKETING

## DATA & DIGITAL PLATFORMS

### FY 2025 Budget Details (cont.)

Other	Total	Description
Domains	\$6,000	Purchase and renewal of domain URLs.
Total Other	\$6,000	
Total Data & Digital Platforms Budget		\$6,985,080

# MARKETING

## COMMUNICATIONS/PR

### FY 2025 Priorities

- Emphasize coverage in non-travel media outlets (i.e. culinary, business), highlighting partners while still maintaining a strong overall destination message
- Grow brand locally to expand reach of PR efforts to local audience allowing us to convey the importance of tourism on our local economy
- Better organize and streamline agency interaction and reporting process; make more visuals, showcasing coverage clips, in addition to putting KPI numbers front and center
- Build validators and community to grow VisitSPC brand awareness
- Create better cross-collaboration between Marketing, Digital, Social and Communications to create, focus and amplify key messages and campaigns in conjunction with each other
- Step outside comfort zones to challenge creative landscape and breakthrough clutter





# MARKETING

## COMMUNICATIONS/PR

### FY 2025 Budget Summary

Communications/PR		
(1) Conference (promotional)	\$1,000	
(6) Media Missions	\$11,500	
Media FAMS	\$52,000	
PR Agency Contracts	\$160,000	
Total Communications/PR		\$224,500
Travel		\$27,000
Professional Development Conferences		\$8,600
Total Budget Request		\$260,100
FY24 Budget		\$256,500
Variance*		1.4%

*\*Variance due to increased media missions and associated travel*

# MARKETING

## COMMUNICATIONS/PR

### FY 2025 Budget Details

Conferences	Total	Description
Destinations International - Marketing & Comms Summit	\$3,000	These large conferences provide access to marketing, communications and public relations professionals and experts dedicated to helping destination organizations thrive. Attending these events provides key networking and training on best practices and leading-edge innovations in tourism marketing/communications training, convention sales, industry relations and technology. In some cases, we are able to present to attendees and use our attendance as a platform to present our latest innovations and accomplishments. IPW and SATW provide for additional Media interaction This allows for opportunity to discuss the destination with top industry journalists with potential to build relationships and lead to future press trips and high-profile coverage for the destination.
IPW Media Marketplace	\$2,500	
Destinations Florida Marketing Summit	\$2,800	
PRSA Travel & Tourism Conference	\$3,200	
ESTO U.S. Travel Conference	\$2,600	
Governor's Conference	\$2,000	
SATW	\$3,500	
<b>Total Conferences</b>	<b>\$19,600</b>	

Media Missions	Total	Description
IMM & Media Mission (NYC)	\$3,500	These are the preeminent travel media networking opportunities, providing the ability to meet with the best travel writers who work for the largest media outlets in the markets. This leads to press trips and high-profile coverage for the destination. As international travel returns, it is important that we cultivate new relationships with emerging markets overseas. By making personal visits to editors and journalists, we can invigorate interest in our destination
IMM & Media Mission (London)	\$4,000	
VISIT FLORIDA Canada Media Mission	\$4,000	
VISIT FLORIDA Domestic Media Mission	\$3,500	
VISIT FLORIDA UK Media Mission	\$4,500	
Emerging Markets Media Mission*	\$7,500	
<b>Total Media Missions</b>	<b>\$27,000</b>	

\*Indicates new initiative

# MARKETING

## COMMUNICATIONS/PR

### FY 2025 Budget Details (cont.)

Agencies (Fixed Contracts)	Total	Description
NJFPR (Domestic and Canada)	\$160,000	Daily PR representation for the destination across national and Canadian publications, along with local publications in key markets.
<b>Total Contracts</b>	<b>\$160,000</b>	

Other	Total	Description
Hosting Out of Area Media (FAMs)	\$37,000	Promoting activities of VisitSPC in the Tampa Bay market. Also supporting the PR efforts of the international and domestic offices once media are in in market on FAM trips, i.e. transportation, meals, lodging, etc.
FAM/Site Transportation	\$15,000	
Local Travel (Staff)	\$1,500	
<b>Total Other</b>	<b>\$53,500</b>	

<b>Total Communications/PR Budget</b>	<b>\$260,100</b>
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# BUSINESS DEVELOPMENT

The Business Development division is dedicated to enhancing Pinellas County's appeal through strategic initiatives in events, sports, film and international travel. Our approach is designed to foster a vibrant events calendar, support sports endeavors and tap into key international markets, ensuring continuous growth in tourism and business engagement.

## FILM COMMISSION

The St. Pete-Clearwater Film Commission has the goal of providing destination exposure for St. Pete-Clearwater as an area with a growing reputation for filmmaking and television programming, great locations and excellent crew and equipment resources. With the film incentive program, it brings commercial, TV, feature film, still photography and digital media projects to the destination. This provides awareness of our destination, creates jobs and drives positive economic impact from local spending that occurs during production. The Film Commission also processes filming permits, supports local signature film festivals, attends industry informational meetings plus maintains an online production guide of crew and support services including an online filming locations database.

## GLOBAL TRAVEL (LATIN AMERICA)

The Latin America Department oversees a range of responsibilities aimed at promoting and enhancing the visibility and visitation of the St. Pete-Clearwater destination within four Latin American markets: Argentina, Brazil, Colombia and Mexico.

The department implements trade and PR initiatives to drive visitation. It plays a pivotal role in promoting the destination by fostering relationships with key clients in the trade and media sectors.

The team's endeavors significantly focus on cultivating partnerships with the travel industry for co-op marketing and media programs, negotiating and conducting destination training sessions, developing incentive campaigns, attending trade shows and sales missions and organizing familiarization groups and media visits aimed at showcasing the destination.



# BUSINESS DEVELOPMENT

## GLOBAL TRAVEL (U.S., CANADA AND EUROPE)

The vision for the Global Travel department is to generate economic impact for Pinellas County by promoting St. Pete-Clearwater as a premier leisure vacation destination for visitors across Florida, the USA, Canada, Central Europe, UK, Ireland and Scandinavia. Alongside our partners Rooster Creative and Kaus Media, we will work with travel trade and tour operators across new and developing markets. Additionally, we will execute marketing initiatives, PR campaigns and activations to invite visitors to experience the destination's award-winning beaches, nature-based activities, arts and culture attractions, culinary options and more!

Visitation numbers show domestic and Canadian leisure business continues to be the two strongest markets for St. Pete-Clearwater. A series of sales and marketing initiatives and inbound educational visits (FAMs) in/from all markets will provide critical destination education giving industry partners the tools to influence travel decisions and inspire new & repeat vacation travel to St. Pete-Clearwater.

## MEETINGS & CONFERENCES

The Meetings & Conferences team strives to bring positive economic impact to our destination by selling hotel sleeping rooms, meeting space and other community assets like restaurants, venues and experiences. With a focus on association meetings, corporate meetings and incentives, we showcase the destination by developing and executing site inspections in collaboration with our hotel partners and stakeholders.

The team will establish and cultivate relationships in our growth and emerging markets in the Northeast, Southeast and Midwest, through sales calls/missions, FAMs and client-facing educational events, as well as increase awareness and knowledge of the St. Pete-Clearwater area by actively soliciting Request for Proposals (RFP) at industry trade shows.

## SPORTS COMMISSION

The Sports Commission is the sports marketing arm of VisitSPC. As a department, we support the overall efforts of VisitSPC by leveraging sports properties to promote the destination, drive overnight stays and deliver economic impact to the community. We are tasked with developing, promoting and enhancing events and the impacts they have on our community.



# BUSINESS DEVELOPMENT

## KPIs



# BUSINESS DEVELOPMENT

## SWOT ANALYSIS

### STRENGTHS

- Desirable destination with award-winning beaches
- Diverse inventory of established and new hotels at all price points
- Variety of restaurants
- Abundance of leisure activities
- Experienced sales staff with strong customer and stakeholder relationships
- Brand awareness with baseball, softball, swimming and golf
- Resources to financially support and offer in-kind services
- Proven track record and growing brand recognition of the St. Pete-Clearwater Film Commission and the SPC area as an ideal location
- Convenient access to international and regional airports
- One of only six counties in the state of Florida that offers a local film incentive program

### WEAKNESSES

- Lack of robust transportation
- Limited availability of direct flights from key Latin American markets to our destination
- Lack of sports facilities to meet tournament demand
- No state film incentive program
- Lack of meeting/conference space

### OPPORTUNITIES

- New markets
- New air service including new daily direct flight from Tampa to Mexico City, improving connectivity
- More FAMs
- Incentives for travel trade to take newly developed training
- Increased partnerships with Visit Tampa Bay, Visit Florida, Brand USA and other Florida DMOs
- Leveraging major events and festivals in key markets domestically and internationally
- New/expanded sports complex development.
- Non-traditional sports requiring natural venues, i.e. beach events
- Redevelopment of historic Gas Plant District
- New hotel meeting space coming online
- Cohesive hotel meeting space & hotel rooms

### THREATS

- While St. Pete-Clearwater enjoys a high volume of repeat visitors, travelers are not returning to the same vacation destination, but are instead seeking new and unique experiences in destinations they have not visited before
- Increased competition for domestic/international audiences
- Exchange rates
- Challenges associated with lengthy U.S. visa processing times
- Perceived as expensive destination
- Brightline connection between Miami and Orlando
- New sport venue developments: regional and state
- Transient leisure compression
- Environmental crises that impact visitor perceptions and experiences (hurricanes, red tide, turtles)
- Beach nourishment

# BUSINESS DEVELOPMENT

## FILM COMMISSION

### FY 2025 Priorities

- Implement a revised Film Commission's Business Development Marketing Grant Program that identifies and accomplishes clear objectives
- Develop new marketing strategies to attract film projects with budgets up to \$2.5 million to Pinellas County
- Create location video series, similar to the County Parks series, and use as a marketing tool to attract more production to St. Pete-Clearwater



# BUSINESS DEVELOPMENT

## FILM COMMISSION

### FY 2025 Budget Summary

Sales	
Marketing Support	\$110,000
Business Development	\$1,738,000
Other	\$20,000
Total Sales	\$1,868,000
Travel	\$13,000
Professional Development	\$6,700
Total Budget Request	\$1,887,700
FY24 Budget	\$2,067,700
Variance*	-8.7%

*\*Variance due to decreased sales activities and associated travel*

# BUSINESS DEVELOPMENT

## FILM COMMISSION

### FY 2025 Budget Details

Marketing Support	Total	Description
Film SPC Marketing: Gasparilla Film Fest, Dunedin Film Fest, Tampa Gay and Lesbian Film Fest, Sunshine City Film Fest, other opportunities	\$20,000	Partner with local film festivals to attract both local and out-of-region filmmakers to the destination. Partner with the Sunscreen Film Festival to showcase the downtown St. Pete area to out-of-town filmmakers. Create more location videos to highlight the variety of looks and backdrops throughout Pinellas County, attracting more production to SPC.
Sunscreen Film Fest	\$25,000	
Film Commission Digital Industry Destination Marketing	\$25,000	
Film Commission Video Content Development	\$40,000	
<b>Total Marketing Support</b>	<b>\$110,000</b>	

Developmental Marketing	Total	Description
Film Business Development Program	\$1,700,000	As the state of Florida continues to struggle with creating a state-wide film incentive program, having a local film incentive (the Film Commission's Business Development Marketing Grant) is crucial to attracting film, TV, web series and other digital media production to the destination. Film Commission is one of only six other counties/regions in Florida to offer some type of local incentive program, which helps the department maintain a competitive edge. Perhaps most importantly, the program enables Film Commission staff to continue a conversation that often begins with the question: Does your area offer a film incentive? Viewing location images from Film Commission's locations database is an effective first step in attracting interest in the destination. The opportunity to bring directors and producers to the destination to scout in-person locations that may be suitable for their scripts elevates interest. These in-bound scouting trips are an unmatched opportunity to talk one-on-one with decision-makers about their project's budget and timeline, the film department's local incentive process, the area's skilled crew and other benefits of bringing their projects to the destination. Transportation funding ensures the film department is able to reserve appropriately sized transportation for sites/scouting trips.
In-Bound Scouting Trips	\$25,000	
Transportation for Sites/Scouting Trips	\$13,000	
<b>Total Developmental Marketing</b>	<b>\$1,738,000</b>	

# BUSINESS DEVELOPMENT

## FILM COMMISSION

### FY 2025 Budget Details (cont.)

Other	Total	Description
Database for Website: Locations, Production Guide - Reel Scout	\$15,500	Film Commission utilizes two third-party software products that are designed specifically for the film production industry. One is used for permitting and gathering/reporting economic impact data. The other maintains a database of the department's filming locations and databases of local crew and support services. These databases are keyword-searchable and user-friendly. Additionally, the data Film Commission staff maintain locally is accessible to anyone searching locations and crew/support services while on the Florida Department of Commerce website. Attending Film Florida and Association of Film Commissioners International meetings offers opportunities for Film Commission staff to learn about changes in the industry, to network with other film commissioners in-state, nationally and internationally, attend industry-specific training programs and more. Attending industry-specific training enhances skills and keeps Film Commission staff current with the latest trends and technologies.
Film Permit Software - Film App	\$4,500	
Film Florida Committee Meetings	\$6,000	
Association of Film Commissions International	\$7,000	
Local Mileage	\$3,500	
Film Commission Staff Training opportunities*	\$3,200	
AFCI courses: Adobe Software		
<b>Total Other</b>	<b>\$39,700</b>	

**Total Film Commission Budget**

**\$1,887,700**



# BUSINESS DEVELOPMENT

## GLOBAL TRAVEL (LATIN AMERICA)

### FY 2025 Priorities

- Prioritize the promotion of the new Tampa – Mexico City daily direct flight to enhance accessibility and connectivity to the destination
- Increase focus with the Mexico projects representative to support VisitSPC sales initiatives in promoting the new flight between Tampa and Mexico City
- Add Brazilian full-time representative and effectively manage sales initiatives
- Reestablish collaboration with Visit Tampa Bay to resume our pre-pandemic partnership and enhance mutual promotional efforts in Latin America



# BUSINESS DEVELOPMENT

## GLOBAL TRAVEL (LATIN AMERICA)

### FY 2025 Budget Summary

Sales		
(8) Trade Shows/Conferences	\$34,500	
(4) Sales Missions/Client Events	\$12,000	
Marketing Initiatives	\$40,000	
Other Sales	\$173,400	
Total Sales		\$259,900
Travel		\$27,500
Professional Development		\$8,000
Total Budget Request		\$295,400
FY24 Budget		\$295,600
Variance*		-0.1%

*\*Variance due to addition of new in-market representation in Brazil and a combination of decreased travel, trade show and cooperative marketing expenditures*

# BUSINESS DEVELOPMENT

## GLOBAL TRAVEL (LATIN AMERICA)

### FY 2025 Budget Details

Trade Shows/Conferences	Total	Description
FESTURIS (Luxury Market)*	\$8,500	The Latin America Department actively engages in diverse sales events, such as trade shows, sales missions and workshops, for strategic reasons. Our participation allows us to showcase the destination, enhance brand visibility and connect with key decision-makers. These events foster networking, provide market insights and serve as direct channels for lead generation. Overall, our involvement is vital for expanding market presence, cultivating relationships and staying informed about industry developments in the Latin American region. The FY25 events were carefully chosen based on market cities, target audiences and our sales and marketing goals.
Florida Huddle	\$7,000	
ANATO	\$6,400	
WTM-Latin America*	\$6,800	
ILTM-Latin America*	\$11,300	
IPW (2 managers)	\$4,000	
ABAV*	\$4,500	
FIT	\$2,800	
<b>Total Trade Shows/Conferences</b>	<b>\$51,300</b>	

Sales Missions/Client Events	Total	Description
Mexico Sales Mission*	\$4,600	Sales missions and client events are integral components for a Destination Marketing Organization (DMO) as they facilitate relationship building with key stakeholders, including travel agents, tour operators, event planners and potential clients. These initiatives serve multiple crucial purposes: fostering relationships, expanding market reach, gathering market intelligence, creating partnership opportunities and enhancing destination brand awareness.
Colombia Trade Mission*	\$4,600	
Visit Florida Argentina Trade Mission	\$5,500	
Visit Florida Brazil Trade Mission	\$4,500	
<b>Total Sales Missions/Client Events</b>	<b>\$19,200</b>	

# BUSINESS DEVELOPMENT

## GLOBAL TRAVEL (LATIN AMERICA)

### FY 2025 Budget Details (cont.)

Marketing Initiatives	Total	Description
Co-Op Marketing Programs	\$40,000	The Latin America Department will allocate resources for direct programs with operators and airlines. This is essential for maximizing marketing impact, reducing costs, fostering collaboration and driving mutual success for all parties involved. Additionally, collaborating in Visit Florida's co-op programs and working directly with operators simplifies the process for VisitSPC, particularly since some operators do not collaborate with Brand USA.
<b>Total Marketing Initiatives</b>	<b>\$40,000</b>	

Other	Total	Description
Educational Opportunity	\$11,500	Key components of this budget allocation include strategic investment in initiatives aimed at maximizing market presence, enhancing brand visibility, creating partnerships and driving sales growth within the Latin American market. By prioritizing hosting familiarization groups, media/influencer visits, creating destination brochures in Portuguese and Spanish and investing in professional development opportunities, we position ourselves for sustained success and competitiveness in the dynamic travel industry landscape.
Press Visits	\$35,000	
Familiarization/Educational Visits	\$50,000	
FAM/Site Visit Transportation	\$35,000	
Local Mileage	\$1,000	
Digital Collateral	\$7,000	
Brazil Representative*	\$45,400	
<b>Total Other</b>	<b>\$184,900</b>	

<b>Total Latin America Budget</b>	<b>\$295,400</b>
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\*Indicates new initiative



# BUSINESS DEVELOPMENT

## GLOBAL TRAVEL (U.S., CANADA AND EUROPE)

### FY2025 Priorities

- Work closely with Rooster Creative and Kaus Media to promote the destination by developing engaging and creative marketing, tour operator and communications campaigns that make VisitSPC stand out from its competitors
- Maintain and strengthen new and longstanding relationships with key travel trade partners including travel advisors, tour operators and airline partners across Florida, the USA, Canada, Central Europe, UK, Ireland and Scandinavia. Frequent participation in trade shows and conferences that allow VisitSPC to continue to showcase destination updates, itinerary options and tools needed to increase leisure visitation.
- Partner training development through platforms with Brand USA and Visit Florida. Build on the travel advisor database through TravPro mobile by creating incentives for graduating from the training, a domestic and Canadian travel advisor newsletter and updated travel trade page on the VisitSPC website.
- Strengthen brand awareness through targeted marketing campaigns with Visit Florida and Brand USA
- Focus on partner/stakeholder engagement through Sales Opportunities and increased FAM participation
- Develop niche/secondary markets to showcase the diverse offerings of St. Pete-Clearwater
- Develop strategies to better utilize CRM and reliable research to support sales initiatives and key performance indicators



# BUSINESS DEVELOPMENT

## GLOBAL TRAVEL (U.S., CANADA AND EUROPE)

### FY 2025 Budget Summary

Sales		
(30) Trade Shows/Conferences	\$145,900	
(13) Sales Missions/Other Sales	\$83,000	
International Agencies (Fixed Contracts)	\$675,000	
Total Advertising & Promotions		\$903,900
Travel		\$56,350
Professional Development		\$4,750
Total Budget Request		\$965,000
FY24 Budget		\$271,700
Variance*		255.2%

*\*Variance mainly due to moving international reps to this cost center and increased sales mission expenditures*



# BUSINESS DEVELOPMENT

## GLOBAL TRAVEL (U.S., CANADA AND EUROPE)

### FY 2025 Budget Details

Trade Shows/Conferences	Total	Description
Pleasant Holidays 2024 Road Show*	\$6,500	Trade Show/Conferences provide VisitSPC with a large audience of vetted travel advisors, tour operators and/or consumers in one location. Travel professionals sell what they know, and consumers want to be inspired! Destination education is key to the success of growing vacation travel to St. Pete-Clearwater. Competitors from other Florida destinations also attend these key shows. VisitSPC looks for opportunities to include stakeholders in our participation through booth share options and collateral distribution. ROI is tracked through room night production from tour operators and travel advisor networks.
Travel Agent Owners Forum	\$6,000	
ASTA (American Society of Travel Advisors)	\$2,500	
Brand USA Travel Week Europe**	\$3,000	
Allegiant Training - Customer Appreciation Event**	\$2,000	
ASTA Rocky Mountains	\$2,000	
CruiseWorld (Northstar Travel Group)**	\$4,500	
CCRA Power Solutions	\$4,000	
Travel & Adventure Show	\$5,500	
AAA Pittsburgh Travel Showcase	\$3,000	
IITA Annual Summit (International Inbound Travel Association)	\$3,000	
Florida Huddle (2 staff)**	\$6,000	
CCRA Power Solutions	\$4,000	
Travel & Adventure Show	\$5,500	
Travel & Adventure Show	\$5,500	
CCRA Power Solutions	\$4,000	
Travel Agent Owners Forum	\$7,000	
TravelBrands - Travel Advisor Appreciation - Canada**	\$5,000	
IGLTA National Conference	\$3,000	
ASTA Annual Convention	\$3,500	
CCRA Power Solutions	\$4,000	
IPW (U.S. Travel Association)**	\$47,500	
ASTA Portland/New England	\$2,000	
Morris Murdock Travel Show & Training	\$3,500	

# BUSINESS DEVELOPMENT

## GLOBAL TRAVEL (U.S., CANADA AND EUROPE)

### FY 2025 Budget Details (cont.)

ASTA Kansas City	\$11,000	
CCRA	\$4,000	
GTM - Global Travel Marketplace (Northstar Travel Group)**	\$8,000	
Travursity	\$3,000	
Apple Leisure Group Ascend	\$9,200	
Delta University (2 staff)**	\$6,000	
<b>Total Trade Shows/Conferences</b>	<b>\$183,700</b>	

Sales Missions	Total	Description
International Sales Mission	\$8,000	VisitSPC Rally Events will provide a strategic focus on travel advisors in these markets with the most potential to book the destination and grow room nights. The Leisure Travel Department will work with tour operator business development managers to identify these agents and provide destination training. Leisure travel will partner with other VisitSPC departments to “Rally” these markets with inventive activations and events to inspire both leisure and M&C business.
AAA Auto Club Group Office Visits	\$1,000	
AAA Auto Club Group Office Visits	\$1,000	
Visit Florida Domestic Sales Mission**	\$5,500	
Visit Florida Canadian Sales Mission**	\$7,000	
VisitSPC Indiana Sales Mission (Rally Event)*	\$6,000	
VisitSPC Tennessee Sales Mission (Rally Event)*	\$6,000	
VisitSPC Toronto Sales Mission (Rally Event)*	\$7,000	
VisitSPC Phillies/Union Sales Mission (Rally Event)*	\$5,000	
VisitSPC Ohio Sales Mission (Rally Event)*	\$6,000	
VisitSPC Boston/NH Sales Mission (Rally Event)*	\$7,000	
TBBCC (Chamber) Orlando Client Event**	\$300	
VisitSPC Milwaukee/Green Bay Sales Mission (Rally Event)*	\$6,000	
<b>Total Sales Missions/Client Events</b>	<b>\$65,800</b>	

# BUSINESS DEVELOPMENT

## GLOBAL TRAVEL (U.S., CANADA AND EUROPE)

### FY 2025 Budget Details (cont.)

Marketing Initiatives	Total	Description
Hotelbeds - \$20,000 (BUSA Budget)	\$0	Advertising and/or Miles Partnership Budget, Brand USA LOA: Budget will come from traditional advertising, media and BUSA LOA. Initiatives to promote travel and increase room nights in off-peak time periods. Co-op opportunities with Domestic & Canadian Tour Operators, Hotelbeds and the TravPro Training Portal.
Domestic Marketing - \$50,000 (Advertising Budget)	\$0	
Apple Leisure Group - \$15,000 (Advertising Budget)	\$0	
Travel Advisor Domestic Training Portal* (Miles Budget)	\$0	
Receptive Operator - \$25,000 (BUSA Budget)	\$0	
Travel Weekly/Digital & Webinar - \$5,000 (Advertising Budget)	\$0	
<b>Total Marketing Initiatives</b>	<b>\$0</b>	

Agencies (Fixed Contracts)	Total	Description
Rooster Creative	\$372,000	As our international sales and marketing representation, Rooster Creative and Kaus Media will identify and facilitate engaging and creative marketing, tour operator initiatives and communication campaigns that make VisitSPC stand out from its competitors in the UK, Scandinavia and Central Europe. Staff will engage in vetted trade shows & conferences, conduct sales missions and training events and develop and expand integrated, aggressive and successful travel marketing, sales and public relations campaigns.
Kaus Media	\$303,000	
<b>Total Contracts</b>	<b>\$675,000</b>	

Other	Total	Description
Destinations Florida Marketing Summit**	\$1,000	Professional Development/Continuing Education is an important aspect of continuing career growth and striving to reach department goals.
FL Governor's Conference**	\$1,000	
Destinations International - CDME Certification**	\$5,000	
Educational Site Visits	\$33,500	
<b>Total Other</b>	<b>\$40,500</b>	

<b>Total Leisure Travel Budget</b>	<b>\$965,000</b>
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\* Indicates new initiative

\*\* Partner participation not available - must register on their own

# BUSINESS DEVELOPMENT

## MEETINGS & CONFERENCES

### FY 2025 Priorities

- Prioritize developing and executing increased site inspections
- Establish a customer advisory group, consisting of stakeholders and meeting planners, to foster creativity, strategic thinking and overall industry knowledge
- Take advantage of marketing and sponsorship opportunities at conferences as a platform to present the destination to a captive audience of meeting planners
- Focus on building a database of sustainability and CSR projects that meeting planners can incorporate into their conferences.
- Develop a stronger focus on interacting through social media within the meetings industry
- Focus on our strategic partnerships with third party meeting planner organizations and identify opportunities to build the brand of St. Pete-Clearwater



# BUSINESS DEVELOPMENT

## MEETINGS & CONFERENCES

### FY 2025 Budget Summary

#### Sales

(40) Trade Shows/Conferences	\$492,200	
(18) Sales Missions/Client Events	\$35,000	
Contracted Sales Office	\$216,000	
Conference Services & Incentives	\$655,700	
Other Sales	\$177,800	
<b>Total Sales</b>		<b>\$1,576,700</b>
<b>Travel</b>		<b>\$151,250</b>
<b>Professional Development</b>		<b>\$17,500</b>
<hr/>		
<b>Total Budget Request</b>		<b>\$1,745,450</b>
<b>Expected Industry Contribution</b>		<b>(\$25,300)</b>
<b>Net Budget</b>		<b>\$1,720,150</b>
<b>FY24 Budget</b>		<b>\$1,805,850</b>
<b>Variance*</b>		<b>-3.3%</b>

*\*Variance mainly due to decreased sales and travel expenditures*

# BUSINESS DEVELOPMENT

## MEETINGS & CONFERENCES

### FY 2025 Budget Details

Trade Shows/Conferences	Total	Description
IMEX America (3)	\$177,000	The purpose for attending tradeshow and events is to introduce our destination to meeting planners, organizations and businesses to generate leads and book business as well as gain information to further promote our destination.
FSAE Education Week	\$3,500	
Meetings Today Live Incentive*	\$10,500	
CMP Conclave	\$5,000	
FICP Annual Meeting	\$16,000	
HPN Annual Conference	\$8,000	
M&I Forum Americas	\$10,000	
NCBMP	\$12,500	
Meetings Today Live South	\$8,500	
Holiday Showcase	\$33,000	
AMC Institute	\$13,800	
CVB Reps Holiday Event	\$5,200	
HelmsBriscoe FL CVBs	\$9,500	
PCMA Convening Leaders (2)	\$7,500	
RCMA	\$8,000	
SITE Global	\$15,000	
Northstar Small Meetings/Meetings & Incentives	\$14,000	
CBI Pharma	\$23,000	
SITE FL & Caribbean Sponsor Event	\$4,000	
IPEC - Independent Planners Educ. Conf.	\$15,500	
Conference Direct Annual Partner Meeting (1)	\$7,500	
SITE Incentive Summit	\$8,000	
Incentive Live (2)	\$14,500	
HelmsBriscoe Annual Partner Meeting (2)	\$15,000	



# BUSINESS DEVELOPMENT

## MEETINGS & CONFERENCES

### FY 2025 Budget Details (cont.)

Global Meetings Incentive Travel Exchange	\$15,000	
NYSAE & Sales Calls	\$17,000	
MPI New Jersey/New York & Sales Calls	\$12,000	
FSAE Annual Meeting	\$9,000	
Destinations International Annual Conference	\$4,500	
MPI WEC (2)	\$7,000	
CVENT Connect	\$12,400	
FL Encounter	\$6,500	
Destination Southeast	\$10,000	
Connect Meetings	\$22,000	
ASAE	\$19,000	
SITE Classic	\$9,000	
SMART Meetings ( 2 events)	\$15,800	
FICP Fall/Winter Symposium	\$9,000	
Meetings Made Easy Annual*	\$8,500	
<b>Total Trade Shows/Conferences</b>	<b>\$621,200</b>	

Sales Missions	Total	Description
Southeast Sales Missions (TN, NC, SC, KY)	\$5,200	VisitSPC Rally Events will provide a strategic focus on travel advisors in these markets with the most potential to book the destination and grow room nights. The Leisure Travel Department will work with tour operator business development managers to identify these agents and provide destination training. Leisure travel will partner with other VisitSPC departments to “Rally” these markets with inventive activations and events to inspire both leisure and M&C business.
West Sales Missions (TX, CO, CA)	\$4,000	
NE Sales Missions & Sales Calls (NY, NJ, MA)	\$3,000	
Chicago Sales Mission & Sales Calls	\$4,000	
Midwest Sales Missions & Sales Calls (MI, OH, WI)	\$4,000	
Minneapolis Sales Mission & Sales Calls	\$5,000	
Florida Sales Missions (3)	\$3,000	
<b>Total Sales Missions</b>	<b>\$28,200</b>	

# BUSINESS DEVELOPMENT

## MEETINGS & CONFERENCES

### FY 2025 Budget Details (cont.)

Client Events	Total	Description
HB/HPN Annual Client Event & Sales Calls	\$23,000	
Local Client Events Tampa Bay	\$15,250	
<b>Total Client Events</b>	<b>\$38,250</b>	

Contract Sales Office	Total	Description
Washington D.C. Contract Sales	\$216,000	This city has significant business opportunity due to the many associations and meetings prospects located there, therefore making it critical to have a VisitSPC representative present.
<b>Total Contract Sales Office</b>	<b>\$216,000</b>	

Other	Total	Description
HelmsBriscoe	\$25,000	Focusing on our relationships with Helms Briscoe, ConferenceDirect, Hospitality Performance Network (HPN) and other third-party booking sources is important for generating business in Pinellas County.
HPN	\$15,000	
Global Cynergies	\$5,000	
Maritz	\$35,000	
MPI/PCMA in market meetings and events	\$14,000	
SITE FL & Caribbean Bod Events (2)	\$5,000	
MPI Monthly Meetings and Events in destination	\$1,100	
Familiarization Tours	\$70,000	
Local Travel/Sales Calls	\$7,000	
Client Educational Site Visits	\$9,000	
<b>Total Other</b>	<b>\$186,100</b>	

<b>Total Meetings Budget</b>	<b>\$1,089,750</b>	
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# BUSINESS DEVELOPMENT

## MEETINGS & CONFERENCES

### FY 2025 Budget Details (cont.)

Conference Services & Incentives	Total	Description
Event Fulfillment Contract	\$30,000	Conference & Event Services is responsible for overseeing the planning and execution of conferences and meetings once the meeting is booked in the destination. We provide promotional materials and assist with pre-event and on-site experiences that elevate the customer experience while in-destination.
Conference Bid Development	\$50,000	
Conference Incentives	\$400,700	
Conference Services /Transportation Costs	\$175,000	
Total Conference Services & Incentives	\$655,700	
Total Meetings & Conferences Budget	\$1,745,450	
Total Partner Participation	(\$25,300)	
Net Budget	\$1,720,150	

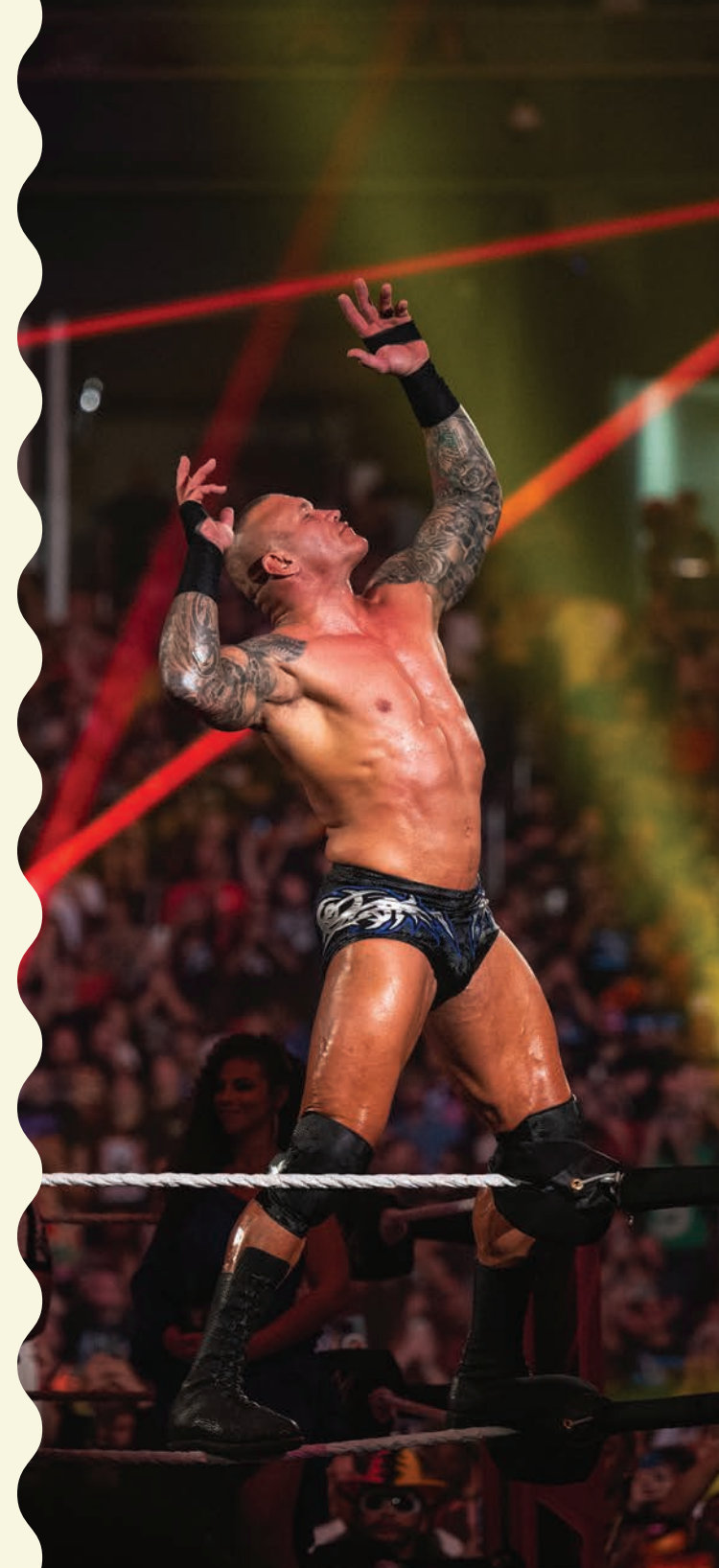
*\*Indicates new initiative*

# BUSINESS DEVELOPMENT

## SPORTS COMMISSION

### FY 2025 Priorities

- Leverage sporting event properties as a vehicle to promote the destination and raise the profile of Pinellas County
- Secure large-scale events in partnership with the Rays
- Increase awareness of the overall impact sports have on Pinellas County



# BUSINESS DEVELOPMENT

## SPORTS COMMISSION

### FY 2025 Budget Summary

Sales		
(16) Conferences/Conventions/Shows	\$59,000	
Business Development & Incentives	\$840,500	
Sales Missions	\$10,000	
Total Sales		\$909,500
Travel		\$37,500
Professional Development		\$7,600
Total Budget Request		\$954,600
FY24 Budget		\$954,600

# BUSINESS DEVELOPMENT

## SPORTS COMMISSION

### FY 2025 Budget Details

Show/Event	Total	Description
USA Softball National Convention	\$4,100	Conferences provide the foundation for developing business for Pinellas County and furthering the education of the Sports Commission staff. We leverage the majority of these shows to meet face-to-face with event organizers, identify future trends in the industry and establish relationships that foster future opportunities.
U.S. Sports Congress	\$6,500	
NFCA (National Fastpitch Coaches) Annual Convention (2)	\$18,000	
Compete Sports Diversity Conference/Sin City Classic	\$7,000	
Sports Express	\$7,000	
Innovation Think Tank (Sunshine Sports Council)	\$2,500	
Sports ETA Women's Summit	\$3,600	
Sports ETA Symposium (3)	\$14,500	
Florida Sports Summit	\$4,500	
Compete Sports Diversity Summit	\$4,500	
TEAMS Europe	\$14,000	
Connect Sports Marketplace	\$8,500	
S.P.O.R.T.S.	\$4,500	
ACES (Association of Chief Executives for Sport)	\$3,500	
Florida Sports Foundation - Roundtables/Annual Events	\$3,500	
Destination International CDME	\$8,400	
<b>Total Trade Shows/Conferences</b>	<b>\$114,600</b>	

Sales Missions	Total	Description
Sales Mission w/ On-Site Event Meetings	\$13,000	These funds are allocated for potential joint sales missions with other business development divisions where we have mutually beneficial client opportunities.
<b>Total Sales Missions</b>	<b>\$13,000</b>	



# BUSINESS DEVELOPMENT

## SPORTS COMMISSION

### FY 2025 Budget Details (cont.)

Business Development & Incentives	Total	Description
Incentives & Bid Fees (3rd Party Events)	\$755,000	Development incentives and sponsorships funds are strategically invested with event organizers as a way to offset event hosting costs and to provide a platform to promotes St. Pete-Clearwater as a premier travel destination for sports. We strive to achieve a 2:1 ROI in Bed Tax for each incentive dollar invested.
Sports Conferences & Meetings (Hosting)	\$25,000	
Site Visits	\$20,000	
Site Transportation	\$2,000	
Sponsorships	\$25,000	
Total Business Development & Incentives	\$827,000	

Total Sports Commission Budget	\$954,600
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# BUSINESS DEVELOPMENT

## EXECUTIVE SALES

### FY 2025 Budget Summary

Sales		
(26) Trade Shows/Conferences/Missions	\$16,500	
Total Sales		\$16,500
Travel		\$107,250
Professional Development		\$20,450
Total Budget Request		\$144,200
FY24 Budget		\$103,100
Variance*		39.9%

*\*Variance due to additional sales support at various trade shows*

# BUSINESS DEVELOPMENT

## EXECUTIVE SALES

### FY 2025 Budget Details

Trade Shows/Conferences	Total	Description
IMEX	\$3,000	The purpose for attending tradeshow and events is to introduce our destination to meeting planners, organizations and businesses to generate leads and book business as well as gain information to further promote our destination.
Destinations Florida - Annual Meeting	\$2,200	
U.S. Travel - Winter Board Meeting	\$1,400	
PCMA	\$3,000	
Destinations International - Marketing Summit	\$2,400	
Destinations Florida - Tourism Day	\$1,500	
U.S. Travel - Spring Board Meeting	\$1,400	
E-Tourism Summit	\$2,400	
Destinations Florida - Marketing Summit	\$1,700	
U.S. Travel - IPW	\$1,500	
U.S. Travel - Summer Board Meeting	\$2,800	
Destinations International - Annual Meeting	\$7,600	
MPI - WEC	\$2,900	
Destinations International Visitor Summit	\$1,500	
ESTO (1 complimentary registration)	\$5,600	
ASAE	\$3,000	
Florida Shore & Beach Conference - J. Bishop	\$1,600	
Destinations International - CEO Summit	\$2,200	
Destinations International - Advocacy Summit	\$2,400	
Visit Florida - Governor's Conference	\$6,300	
CCRA Power Solutions	\$4,000	
IPW (U.S. Travel Association)**	\$47,500	
ASTA Portland/New England	\$2,000	
Morris Murdock Travel Show & Training	\$3,500	
<b>Total Trade Shows/Conferences</b>	<b>\$56,400</b>	

# BUSINESS DEVELOPMENT

## EXECUTIVE SALES

### FY 2025 Budget Details (cont.)

Sales/Media Missions	Total	Description
Germany/Switzerland Office Support	\$5,000	
UK/Ireland Office Support	\$5,000	
Global Travel Support	\$5,000	
Meetings & Conferences Support	\$6,300	
Communications/PR Support	\$3,000	
Sports Commission Support	\$5,000	
PIE/TPA Airline Development	\$4,000	
VF Leadership Mission (Intl)	\$4,500	
<b>Total Sales/Media Missions</b>	<b>\$37,800</b>	

Other	Total	Description
Local Travel/Mileage	\$4,000	
BCC Sales Support	\$40,000	
TDC Meetings/Workshops	\$6,000	
<b>Total Other</b>	<b>\$50,000</b>	

<b>Total Executive Sales Budget</b>	<b>\$144,200</b>
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*\*\*Executive Budget includes expenditures for CEO, CMO, VP of Business Development and VP of Community Engagement*

# COMMUNITY ENGAGEMENT

At VisitSPC, we recognize the importance of the integration of community values with visitor experiences. The Community Engagement team aims to cultivate a dynamic environment where tourism flourishes alongside local well-being. Our initiatives are designed to promote inclusivity, celebrate cultural diversity and boost the economic vitality of St. Pete-Clearwater.

## BRAND ACTIVATIONS

The Brand Activations Division engages visitors and locals alike at local events to encourage exploration within the destination, promote local partners and inspire re-visitation. We support VisitSPC's mission by serving as the "mouthpiece" and delivery mechanism for strategic B2C messaging (e.g. Let's Shine messaging to visitors, "From Visitors with Love" to locals). We promote the destination and elevate the VisitSPC brand by distinguishing ourselves from the competition via unique and engaging assets (e.g. boat, truss, letters, chair). We provide a platform for local partners to be showcased at events. In addition, we provide internal support to other VisitSPC divisions as needed, including Marketing, Digital, Community Relations, Sports Commission, Film, Leisure and LATAM.

## COMMUNITY RELATIONS

The Community Relations Department engages and educates local residents and stakeholders on the value of tourism. We provide funding support and resources to local chambers to drive spending to local businesses and traffic to visitor welcome centers. We collaborate with and provide opportunities to local partners to increase awareness of products and offerings. We partner with sustainability organizations to maintain and beautify the destination.

The Department oversees partner engagement, which includes maintaining a database of active partners and producing/hosting a variety of events to increase and drive engagement.



# COMMUNITY ENGAGEMENT

## KPIs



Partner Survey Participation Rate

• 50% (new in 2024)



Partner Survey Satisfaction Score

• 75% (new in 2024)



Maintain Pinellas Residents' Perception in Study

• 89% (+1% from 2023)



Total Active Community Ambassadors

• 53 (+6% from 2023)



Total In-County Activation Events

• 38 (+9% from 2023)



Number of Community Meetings Attended

• 180 (+25% from 2023)



Number of Community Meetings Hosted

• 20 (new in 2024)



New Unique Consumer Emails Added (Activations)

• 5,500 (+10% from 2023)



Hotel Room Nights from Elite Events Program

• 249,700 (+3% from 2023)



New Unique Partner Emails Added (Engagement)

• 120 (+20% from 2023)



Local Partners in On-site Activations

• 35 (+17% from 2023)



Unique Web Users to Partner Website

• 20,177 (+10% from 2023)



# COMMUNITY ENGAGEMENT

## SWOT ANALYSIS

### STRENGTHS

- Destination appeal that converts visitors into residents
- Strong partners
- Funding programs to support partners (Chamber, Elite Event, Sports and Capital)
- Locals generally have a positive perception of visitors
- Staff reputation in the community
- Number of events to promote the destination message to residents and visitors

### WEAKNESSES

- While locals have positive sentiments toward tourism, they do not understand the bed tax or how it benefits their daily lives
- As the number of events has grown, it is increasingly difficult to maintain staff presence
- The number of events has outgrown elite event funding
- Number of community partners with differing priorities outweighs dedicated professionals to adequately support

### OPPORTUNITIES

- Develop a strategic partner engagement plan
- Translate useful data to become available for partners
- Continue to grow meaningful campaigns to align and resonate with the community
- Increase coordination with out-of-market activations (sales, elite events, marketing advertising)
- Capitalize on email database collected at Elite Events
- Increase workshops on site for the community to engage (LGBTQ Marketing, Sustainability, CEO Coffee Chat, Hospitality Training)
- Execute a plan to respond to partner survey insights
- Align deliverables for funding agreements (Elite, Capital, Chamber) to be mutually beneficial to grow the relationship

### THREATS

- Pressure to the structure of bed tax funding
- Challenging to maintain a consistent source of ambassadors for events

# COMMUNITY ENGAGEMENT

## BRAND ACTIVATIONS

### FY 2025 Priorities

- Bring national attention to St. Pete-Clearwater stage by elevating the quality and interest in our Elite Event Program
- Use the Brand Ambassador program as a platform to relay key messaging throughout the community
- Activate and/or utilize brand assets (boat, letters, chair, signage, etc.) at all FY 2025 Elite Events to engage attendees with VisitSPC brand
- Collaborate with BVK/Marketing to produce four strategic out-of-market events (one per quarter, on average)
- Execute strategic messaging to appropriate audiences ("Let's Shine" to visitors, "From Visitors with Love" to locals)
- Engage/include a minimum of five new local partners to participate in local and/or out-of-market event activations.
- Fulfill all requests for support from other VisitSPC departments
- Create and execute the "From Visitors with Love" concert stage
- Execute footprints at SXSW (Austin, TX) and Great American Beer Festival (Denver, CO) to support development in new markets



# COMMUNITY ENGAGEMENT

## BRAND ACTIVATIONS

### FY 2025 Budget Summary

Promotional Activities		
Asset Procurement/Management	\$116,000	
(45) Brand Activations	\$156,030	
Total Promotional Activities		\$272,030
Travel		\$49,500
Professional Development		\$13,970
Total Budget Request		\$335,500
FY24 Budget		\$335,500

# COMMUNITY ENGAGEMENT

## BRAND ACTIVATIONS

### FY 2025 Budget Details

Asset Procurement/Management	Total	Description
Existing Asset Maintenance, Repairs, Updates	\$10,000	Assets and infrastructure required to bring the VisitSPC brand to life at events, including maintenance/updates for existing assets, purchase or rental of new assets, rental contract for the VisitSPC-branded Welcome Truss, recruitment events and uniforms/incentives for Brand Ambassadors/Interns and general tools and materials to execute events.
Purchase New Infrastructure	\$15,000	
3rd Party Vendors/Rentals	\$15,000	
Welcome Truss Rental Contract	\$60,000	
Brand Ambassador & Internship Programs	\$11,000	
Operations Materials, Tools	\$5,000	
<b>Total Asset Procurement/Management</b>	<b>\$116,000</b>	

Professional Development	Total	Description
Destination's International (CDME)	\$11,970	Professional development opportunities to enhance the skillset and expertise of the Brand Activations team. Opportunities will provide a mix of networking with industry peers, educational seminars and roundtable discussions to better understand the challenges and trends in the events world, plus inspire ideas for growth of the Brand Activations Program.
Destination's International (PDM, Inclusive Leadership)	\$1,690	
Event Planner Expo*	\$2,500	
ANA (Brand Activation Conference)*	\$3,800	
MPI (Event Strategist Certificate)*	\$1,510	
<b>Total Professional Development</b>	<b>\$21,470</b>	

# COMMUNITY ENGAGEMENT

## BRAND ACTIVATIONS

### FY 2025 Budget Details

Brand Activations	Total	Description
Local Support - 35+ events (Elite Events, Sports, etc.)	\$20,000	Brand Activation opportunities include all local events (e.g. Elite Events, large sporting events, etc.) as well as out-of-market footprints to increase brand awareness with locals and visitors alike. Brand Activations will also support other VisitSPC departments as needed.
Out-of-Market Support (approx. two events per FY)*	\$60,000	
Developmental Texas (SXSW)*	\$25,000	
Developmental Denver (GABF)*	\$25,000	
Rally Philadelphia (Phillies & Union Takeover)	\$14,000	
Rally Toronto (Grand Prix, Blue Jays)	\$14,000	
VisitSPC/Internal Support (approx. 1 event per quarter)	\$20,000	
Local Travel	\$5,000	
FAM Trips/Site Visits	\$3,530	
FAM/Site Visit Transportation	\$2,500	
Additional Travel Budget (Out of Market)	\$9,000	
<b>Total Brand Activations</b>	<b>\$198,030</b>	

<b>Total Brand Activations Budget</b>	<b>\$335,500</b>
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*\*Indicates new initiative*

# COMMUNITY ENGAGEMENT

## COMMUNITY RELATIONS

### FY 2025 Priorities

- Develop a strategic plan for community engagement that uplifts tourism and also benefits local residents
- Reinvigorate and redefine funding programs that can be replicated across the tourism industry
- Provide destination education for college students and partners
- Create meaningful sustainability campaigns and enhance visitor & local participation with our “From Visitors with Love” campaign





# COMMUNITY ENGAGEMENT

## COMMUNITY RELATIONS

### FY 2025 Budget Summary

Promotional Activities		
Asset Procurement/Management	\$35,000	
Community Relations Activities	\$207,400	
(13) Chambers of Commerce	\$600,000	
Total Promotional Activities		\$842,400
Travel		\$7,000
Professional Development		\$3,350
Total Budget Request		\$852,750
FY24 Budget		\$717,000
Variance*		18.9%

*\*Variance due to addition of "From Visitors with Love" assets and increased community relations initiatives*

# COMMUNITY ENGAGEMENT

## COMMUNITY RELATIONS

### FY 2025 Budget Details

Asset Procurement/Management	Total	Description
Purchase New Infrastructure (e.g. collateral stands)	\$10,000	Purchase new infrastructure (e.g. collateral stands)
"From Visitors with Love" Assets	\$20,000	
Update Existing Infrastructure	\$5,000	
<b>Total Asset Procurement/Management</b>	<b>\$35,000</b>	

Professional Development	Total	Description
Destinations Florida Annual Meeting	\$750	Leadership opportunities for career advancement within Florida and online without the need for extensive travel
Destinations International Partner Summit	\$2,000	
Destinatons International PDM	\$600	
Leadership St. Pete/Pinellas Programs	\$2,000	
<b>Total Professional Development</b>	<b>\$5,350</b>	

# COMMUNITY ENGAGEMENT

## COMMUNITY RELATIONS

### FY 2025 Budget Details (cont.)

Community Relations	Total	Description
Chamber Funding Program	\$600,000	Community campaign development and strategic planning initiatives that include NTTW (National Travel & Tourism Week), valuable community sponsorships, partner event support (Besties etc.), educational initiatives and destination travel
Local Tourism/Community Event Sponsorships	\$20,000	
Destination Development (culinary, brewery, arts)	\$17,000	
Sustainability Initiatives (KPB partnership, Big Cleanup, etc.)	\$20,000	
Partner Events (AMM, Monthly Networking,* Educational Workshops,* etc.)	\$19,400	
National Travel & Tourism Week (Pineapple Cup, Travel Rally, etc.)	\$5,000	
FAM Tours (TPA volunteers, PIE volunteers, etc.)	\$10,000	
Workforce Development Partnerships (Stavros Institute, etc.)	\$10,000	
Educational Workshop Budget (F&B/Speaker Fees)	\$10,000	
Bestie Awards, Marketing Meeting, End-of-Year Update	\$80,000	
Travel Industry Partnerships (FRLA ExTravelganza, Tony Jannus Awards, etc.)	\$10,000	
FAM Transportation	\$8,000	
Local Travel	\$3,000	
<b>Total Community Relations</b>	<b>\$812,400</b>	

<b>Total Community Relations Budget</b>	<b>\$852,750</b>
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# FY25 DECISION PACKAGE #1132

## INCREASED ADVERTISING

1. Increased advertising
2. \$6,000,000 in recurring costs (split: \$4.5M to 381260/5481100/1997 and \$1.5M to 381234/5480003/1997)
3. Description

Requesting an additional \$6,000,000 in recurring costs for the CVB's advertising budget. The CVB will be requesting a budget amendment in FY24 to increase marketing efforts. If approved, the CVB would request the additional funding be recognized and used to establish the FY25 base budget. These dollars would go directly into paid media allowing us to do the following:

- \$4.5 million reaching travelers in key markets across various medias that align with our strategic goals
  - Retain or grow market share in key cities identified in our FY24 market analysis (Chicago, Atlanta, Indianapolis, Minneapolis-St. Paul, Detroit, Orlando, Jacksonville, Miami-Ft. Lauderdale, Nashville, Cincinnati, Tampa-St. Pete)
  - Return to New York City, our #1 out-of-state market with opportunity to grow market share
  - Custom partnership with iHeart that includes spot schedule, remotes, podcasts and promotional elements to promote need period visitation
  - New/unique out-of-home executions that can generate exponential earned PR media
  - Support new initiatives (art and cultural enrichment, community initiatives, international opportunities, business-to-business opportunities in support of Meetings, Sales and Leisure Travel)
- \$1.5 million behavioral, digitally identified audiences
  - Enhance Programmatic Display to increase custom segments
  - Increase investment in Amazon CTV & Hulu
  - High-impact ad units to reach new audiences interested in Florida travel
  - Custom content sponsorships with NY Times, Afar and Nativo

4. Justification

VisitSPC studies key markets to measure the impact of our marketing over a period of the year. Our most recent survey included 4,400 travelers across 14 different markets. 70% of respondents said VisitSPC ads impacted their decision to visit. The ROI analysis concluded that \$6.5 million marketing investments from late fall 2022 to early spring 2023 generated \$165 million in direct visitor spending. This equates to an ROI of 27.5 to 1.

- Visitors from out of state have dropped as a percentage of total visitors between 2019 and 2023.
- In 2019, 68% of U.S. visitors were from outside Florida; in 2023 it was 56%.

## INCREASED ADVERTISING (CONT.)

- The declines were seen across our core markets.

	2023	2019
Ohio	5%	7%
New York	4%	6%
Michigan	4%	4%
Illinois	3%	4%
Pennsylvania	3%	4%

- Out-of-state visitors spend on average 8% more and stay twice as long in destination as Floridians.
  - An out-of-state visitor is worth 2.3x more in economic impact to the County.

	Daily Spend	Avg Nights	Value per Visitor
Florida	\$384.52	2.5	\$961
Out of State	\$416.31	5.4	\$2,248

- Media costs increased 3.3% from 2022 to 2023 and 3.1% from 2023 to 2024.
  - Increased costs mean less reach with the media dollars spent in current markets and no presence in the NY DMA.
- Without increasing VisitSPC marketing budgets, we should expect a continued decline in the percentage of the valuable out of state visitors and overall economic impact to the County.

5. Ranking: #1
6. Criteria: It is critical to the success of the organization's mission.
7. Operational Impacts: No operational impacts since this is all paid media and will be run through our contracted advertising agencies.
8. Budgetary Impact: \$6,000,000 in recurring costs

# FY25 DECISION PACKAGE #1133

## CARRYOVER MILESTONE PAYMENT FOR STADIUM CONSULTING SERVICES

1. Carryover Milestone Payment for Stadium Consulting Services
2. \$350,000 in non-recurring costs (381210/5340001/1989)
3. Description

Request to carry over \$350,000 in non-recurring costs from FY24 to FY25 from the Budget Amendment approved by the Board of County Commissioners (BCC) on January 30, 2024. This request represents the final milestone payment to the City of St. Petersburg for reimbursement of consulting services associated with the new stadium project.

On December 12, 2023, the BCC approved the Interlocal Agreement with the City of St. Petersburg for a maximum amount of \$1,248,000.00 (\$624,000.00 from the City and \$624,000.00 from the County) for Inner Circle's services associated with the new stadium project. The Interlocal Agreement provides for reimbursement of \$274,000.00 in costs paid by the City to Inner Circle for services including conducting a financial analysis and developing a funding strategy, advising the City and County in the development of a framework including the outline with the Rays, land use and a calendar of events, providing negotiation strategies, serving as a liaison between the City, County and the Rays, reviewing construction documents, and more as detailed in the Exhibit A to the agreement between the City and Inner Circle. In addition, if the City is unable to obligate a third party to pay Inner Circle \$700,000.00 once the final milestone has been reached, this Interlocal Agreement will be amended and increased by \$350,000.00 (County's 50%) for a total reimbursement amount of \$624,000.00 to be paid by the County. The Interlocal Agreement is set to terminate on December 31, 2024, or earlier, if all services and payments have been provided.

4. Justification  
The Interlocal Agreement allows for the potential of a \$350,000 milestone reimbursement to the City upon execution of project agreements, should the City not find a third party to pay these costs. Since the Interlocal will not expire until FY25, the CVB thought it prudent to carry these funds over should it be necessary to make payment in FY25.
5. Ranking: #2
6. Criteria: It is required to meet prior BCC or County Administrators commitment.
7. Operational Impacts  
No operational impacts since this milestone payment represents a reimbursement to the City of St. Petersburg per the Interlocal Agreement between the City and County for consulting cost sharing.
8. Budgetary Impact: \$350,000 in non-recurring costs



# FY25 DECISION PACKAGE #1134

## CVB BUSINESS DEVELOPMENT SALES INITIATIVE

1. CVB Business Development Sales Initiative
2. \$162,000 in non-recurring (Requested funds to be added to Community Relations Direct Sales Acct.)
3. Description  
Requesting an additional \$162,000 in non-recurring costs for the CVB's Direct Sales Budget. These funds will provide hospitality for CVB clients and guests during sports games as part of the CVB's ongoing business development sales initiative.
4. Justification  
This business development initiative provides a three-fold opportunity for the CVB:
  - a. It will serve as a capstone event to entice out-of-state clients to attend destination familiarization tours.
  - b. It will provide an opportunity for hosting local clients to expand existing business, or to develop new business
  - c. It will facilitate relationship development between event organizers and partners.

The CVB markets and promotes the County as a destination worldwide to meeting planners, sports promoters, film producers and tour operators. The most effective method of accomplishing this is by hosting events to meet with clients and potential clients face-to-face.
5. Ranking: #3
6. Criteria: It is required to meet prior BCC or County Administrators commitment.
7. Operational Impacts:
  - a. Will impact staff coordination time
  - b. Additional tool to help the CVB to successfully market the destination
8. Budgetary Impact: \$162,000 in non-recurring costs



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