

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

Marketing Update: Oct 24



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

A different update

- A comprehensive, multiplatform FY 2025 Media Plan was completed in early September
- Creative development for a campaign centered on America's Best Beaches + _____ was nearing completion.
- Then as Helene approached
 - All marketing that could be paused, was put on hold.
 - NYC subway "Fall Colors" take over was cancelled
 - Campaign development was put on hold.
 - VisitSPC.com pivoted focus to be an information resource on hotel availability and overall conditions
 - Industry Update emails were sent regularly with critical information and updates

Post-Helene

- With the beach communities hardest hit the initial communication stressed the destination is bouncing back but some of the beach areas may take longer.
- A few print deadlines meant we need a message in market, and we focused on dining, arts & culture
- **St.Pete-Clearwater - Still Shining** was the umbrella message focusing on our resilience as a destination and the sunshine, outdoor activities still available and less on the beach



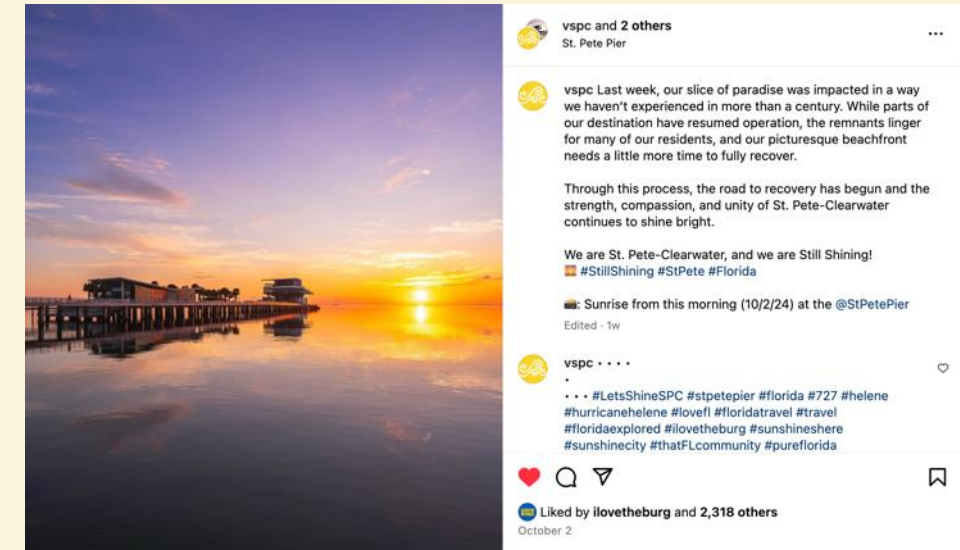
Still
Shining



ST.PETE
CLEARWATER, FL

Social Media

- “Still Shining” kicked off with the dawn of a new day - a sunrise post featuring St.Pete
- Social strategy was to focus on “wins”, highlighting businesses as they reopen, uplifting stories across the destination and generally taking a positive tone



Then Milton

- Ahead of the second storm, we canceled our participation in the Great American Beer Festival in Denver.
 - With three brewery partners – 3 Daughters, Cage and Dunedin
- All advertising remained paused including sideline LED signage at the Rugby League final in UK (Sat Oct 12)
- Participation in the IMEX trade show continued with a smaller staff and overall presence
- Continuing with our activation at the NYC Wine and Food Festival (Oct 17-20)
- Still attending Brand USA Travel Week in London (Oct 21-24) and promoting the new Amsterdam to TPA flight (Oct 26)

Post-Milton

- The original short-term messaging of “the destination is back except for some of beaches” no longer applies.
 - More extensive national and international press coverage of FL Gulf Coast
 - The full extent of the impact on St.Pete and other non-beach areas is still being assessed
 - Still evaluating hotel availability for the short and medium-term
 - Some Elite events are cancelled or postponed
 - Shine Mural Festival: Postponed until Nov | Sanding Ovations: Cancelled
 - P1 Powerboat St.Pete: Postponed | Clearwater Offshore Nationals: Cancelled
 - Pier events (PiertoberfestFall Fest, Pumpkin Patch): Cancelled
 - Clearwater Jazz Holiday: Cancelled
 - Tropicana Field Events still TBD
 - Savannah Bananas

Next Steps

- Developing a plan to aggressively market the destination as soon as the time is right
- Working closely with all our agencies, in the US and overseas, County Comms and PIOs to present a cohesive message
- Using the Marketing Committee as a resource and a sounding board as we explore messaging and timing options
- Looking at best practices from areas that have dealt with storm impact in the past
- Coordinating with Visit Tampa Bay and other regional DMOs on the need/desire for an overarching FL Gulf Coast message
- Stress Damage not Destruction

Phased Approach

- Next 7-14 Days
 - Assessments and data gathering continues
 - Share positive news, re-openings etc. via social media
 - Provide information on VisitSPC.com on status of accommodations and attractions
- Next 2-3 months
 - Proactively tell the world St.Pete-Clearwater is Still Shining!
 - A positive message that speaks to resiliency, our abundant sunshine and the spirit of this community
- Jan 2025
 - Back to the Beach. A Comprehensive, integrated campaign highlighting the best of the destination