



# COMMUNITY AND BRAND ENGAGEMENT

## October 2024

Prepared By: Craig Campbell, Director

# Events Cancelled Due to Hurricanes

- 1. Piertoberfest (October 5, St. Pete Pier)
- 2. Great American Beer Festival (October 10-12, Denver, CO)
- 3. St. Pete Fall Festival (October 12-13, St. Pete Pier)
- 4. Clearwater Jazz Holiday (October 17-20, Coachman Park)
- 5. BMX Gator Nationals (October 18-20, Oldsmar BMX)
- 6. Powerboat P1 (October 18-20, St. Pete Pier)

### New York City Wine & Food Festival

**Date:** October 17-20, 2024

**Location:** 

Staff Lead: Sierra Arana

#### **Brand Activation:**

Fabricated Booth

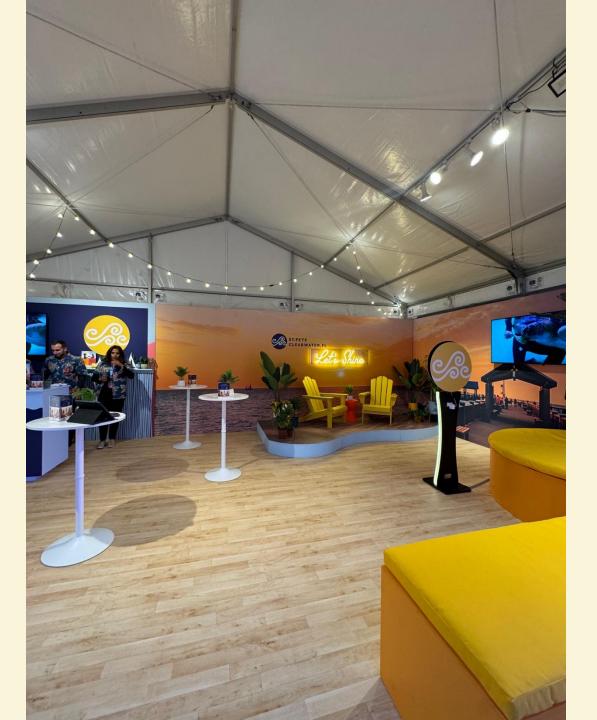
#### Messaging:

• Let's Shine



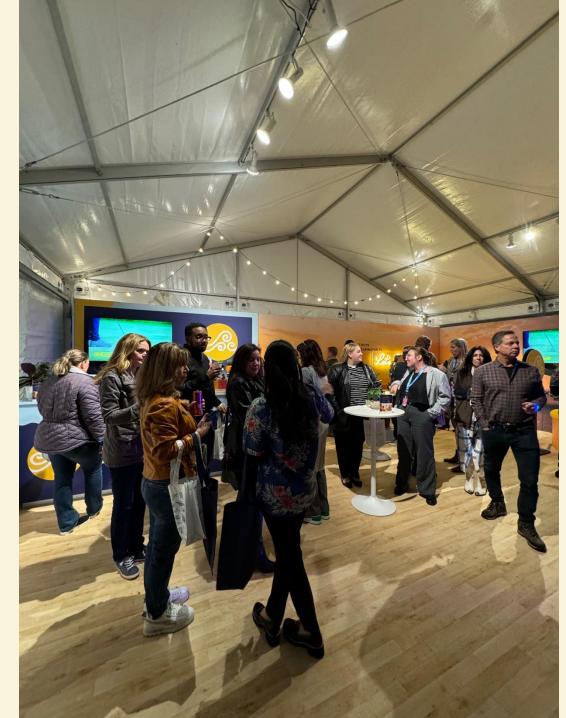














### Pumpkin Patch

**Date:** October 19-26, 2024

Location: St. Pete Pier

Staff Lead: Jake Hermann

#### **Brand Activation:**

Adirondack Chair Display

#### **Messaging:**

• Still Shining



# Tampa Bay Beaches Chamber – Concert in the Park

**Date:** October 25, 2024

**Location:** Horan Park

Staff Lead: Craig Campbell

#### **Brand Activation:**

Signage

#### Messaging:

Still Shining



### Rise Up Concert Series: Goose

**Date:** October 31, 2024

Location: St. Pete Pier

Staff Lead: Jake Hermann

#### **Brand Activation:**

Adirondack Chair

#### **Messaging:**

Still Shining





# THANK YOU

