



**ST.PETE  
CLEARWATER, FL**

# **S P O R T S C O M M I S S I O N D E C E M B E R 2 0 2 4**

**Presented by Caleb Peterson,  
Senior Manager**

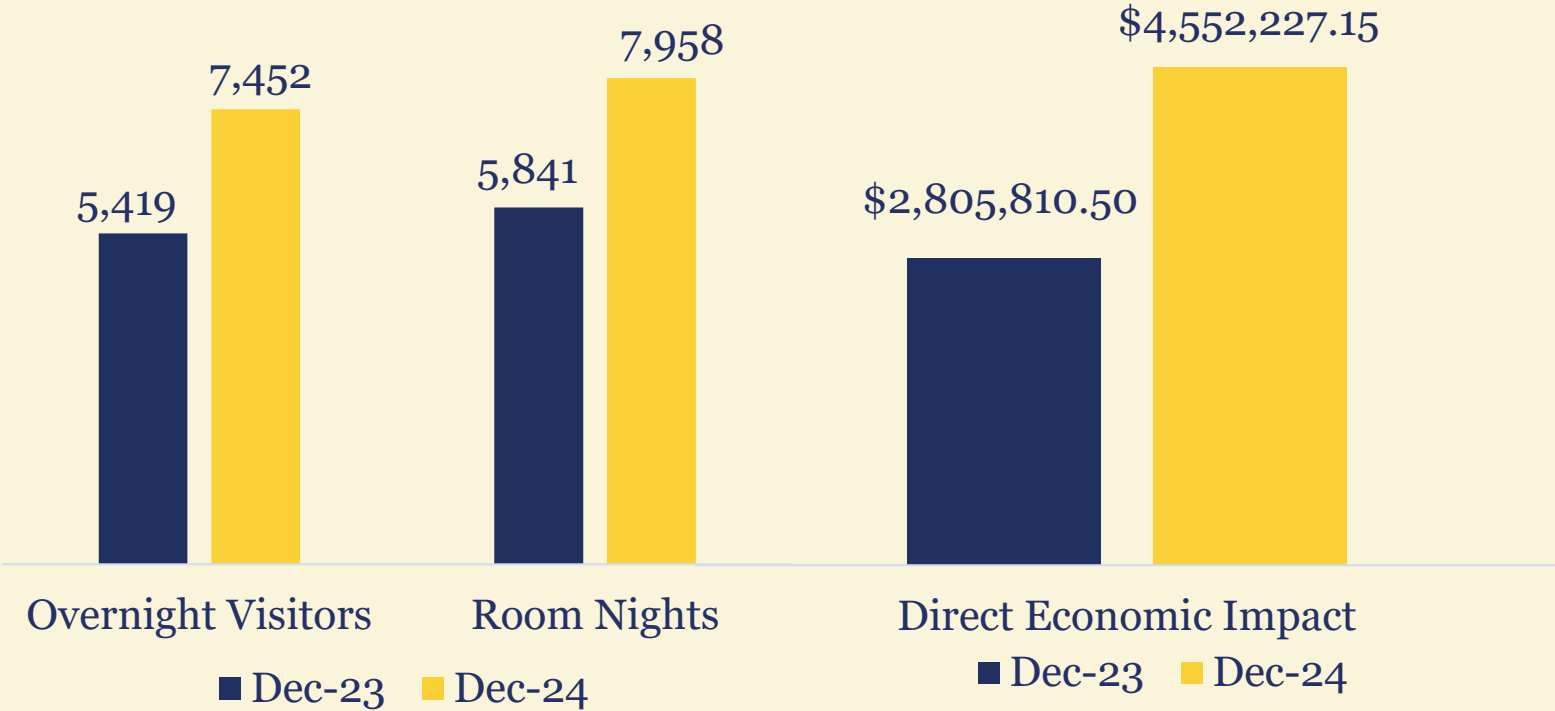




# December Overview

Hosted **14** events in December:

- **7,452** overnight visitors
- **\$4,552,227.15** in direct economic impact
- **7,958** room nights



# American Volleyball Coaches Association (AVCA)

**Location:** Louisville, KY

**Dates:** December 18-21

**Attendees:** Julie Bolfa

**Summary:** VisitSPC attended the Volleyball Business Exchange and had an exhibit booth where we met with 19 event organizers.





# US Sports Congress

**Location:** Punta Gorda, FL

**Dates:** December 8-11

**Attendees:** Julie Bolfa

**Summary:** VisitSPC held 27 scheduled meetings with various sports event organizers and had additional opportunities to connect during the social and educational sessions.



# National Fastpitch Coaches Association (NFCA) Conference

**Location:** Dallas, TX

**Dates:** December 4-7

**Staff Members:** Caleb Peterson & Katie Brunk

**Summary:** In partnership with the City of Clearwater, VisitSPC met with key stakeholders across the softball landscape, including event organizers, national governing bodies, and broadcast partners to discuss event development and growth for Pinellas County.



# The PRO Cup

**Organizer:** ETZEL

**Venue:** Innisbrook Golf Resort

**Dates:** December 12-14

**Market Segment:** Golf

**Impact:**

- 1,400 Total Attendees
- 500 Overnight Visitors
- 972 Room Nights





# SEFL Fall Championships

**Organizer:** Connect Sports Events

**Venue:** Eddie C. Moore Complex &  
Sid Lickton Complex

**Dates:** December 6-8

**Market Segment:** Softball

**Impact:**

- 2,250 Total Attendees
- 1,508 Overnight Visitors
- 1,680 Room Nights



# D3 St. Pete Classic & Invitational NCAA Basketball Tournaments

**Organizer:** Basketball Destinations

**Venue:** St. Pete Catholic High School

**Dates:** December 19-20 & 29-30

**Market Segment:** Basketball

**Impact:**

- 900 Total Attendees
- 900 Overnight Visitors
- 723 Room Nights





# World Junior Challenge

**Organizer:** Canadian Junior Golf Association (CJGA)

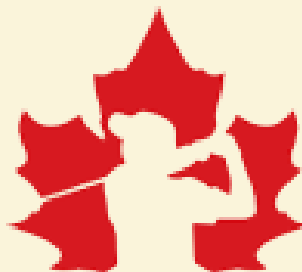
**Venue:** Innisbrook Golf Resort

**Dates:** December 27-30

**Market Segment:** Golf

**Impact:**

- 380 Total Attendees
- 369 Overnight Visitors
- 481 Room Nights



Canadian Junior  
Golf Association™



# CCM Florida Winter Cup

**Organizer:** Basketball Destinations

**Venue:** Clearwater Ice Arena & Tampa Bay Skating Academy

**Dates:** December 13-15

**Market Segment:** Hockey

**Impact:**

- 864 Total Attendees
- 700 Overnight Visitors
- 780 Room Nights



# Year to Date

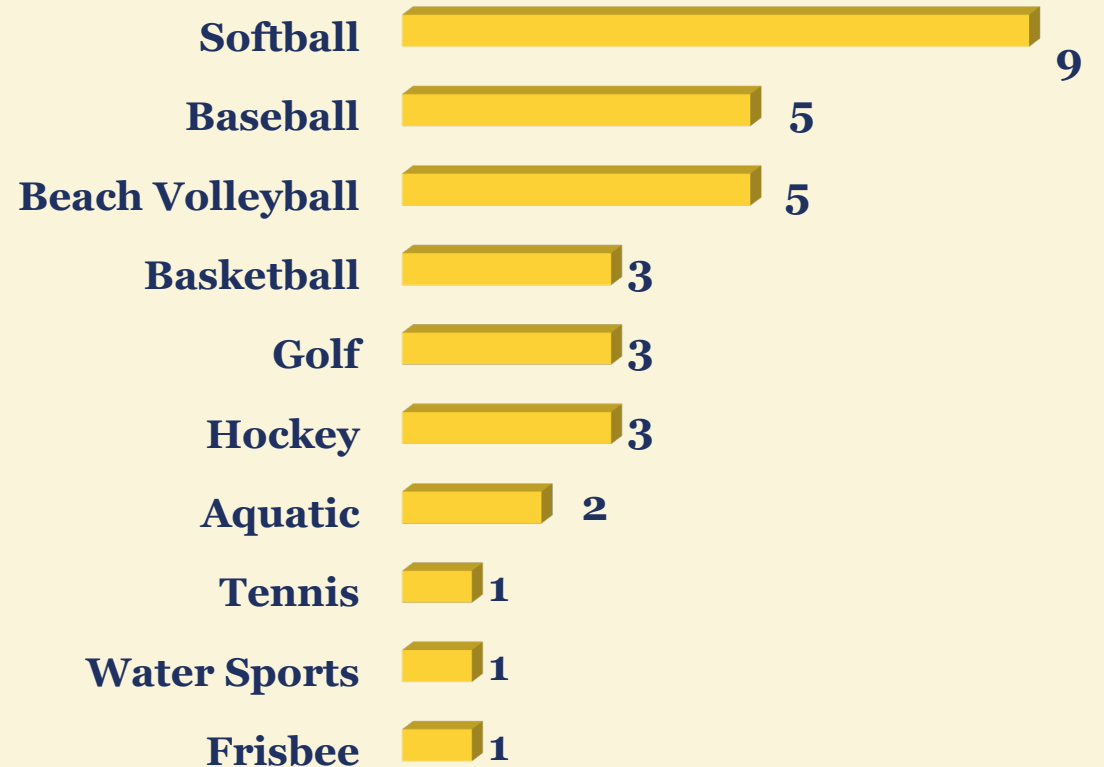
(10/1/2024 - 12/31/2024)

Hosted **34** events:

- **29,234** overnight visitors
- **\$16,736,646.24** in direct economic impact
- **28,973** room nights

## Market Segment Breakdown

■ # of Events





ST.PETE  
CLEARWATER, FL  
SPORTS COMMISSION

THANK YOU

