



JANUARY 2025 BOARD REPORT

Prepared On: 02/25/2025

Prepared By: Christine DeMato

MEETING SALES POTENTIAL MONTHLY REPORT

Date: Created	Lead ID	Lead Name	Account Name	Status	Request Room Block Begin	Request Room Block End	First Name
01/06/2025	51455	2026 MPECC Conference	CraneLogic	Potential	03/10/2026	03/13/2026	Brian
01/07/2025	51457	Water Sports Boat Tour Operators Annual	Shamrock Innovations-MASTER	Potential	10/18/2025	10/23/2025	Kayla
01/08/2025	51461	[REDACTED]	[REDACTED]	Potential	04/22/2025	04/23/2025	Kayla
01/08/2025	51462	[REDACTED]	[REDACTED]	Potential	07/19/2028	07/23/2028	Kayla
01/08/2025	51463	Progressive Dental	Progressive Dental Marketing	Potential	07/24/2025	07/26/2025	Kayla
01/09/2025	51467	2026 Fire Partner Summit	Siemens Corporation	Potential	11/07/2026	11/11/2026	Brian
01/09/2025	51468	American Association of Dental Office Management (AADOM) 2029	American Association of Dental Office Management	Potential	09/03/2029	09/08/2029	Hortensia
01/09/2025	51469	Sabert National Sales Meeting 2026	Sabert Corporation	Potential	02/28/2026	03/04/2026	Hortensia
01/09/2025	51471	AFFI - 2026 Food & Beverage Environmental Conference	American Frozen Food Institute	Potential	04/10/2026	04/17/2026	Liz
01/09/2025	51473	2025 NASFAA Winter Board of Directors Meeting	National Association of Student Financial Aid Administrators	Potential	11/19/2025	11/21/2025	Liz
01/10/2025	51476	2026 ACEA Spring Conference	Atlantic Claims Executive Association	Potential	04/11/2026	04/13/2026	Brian
01/13/2025	51477	Reason Weekend 2026	The Reason Foundation	Potential	04/08/2026	04/12/2026	Brian
01/13/2025	51479	Rotary District 6950's annual conference	Rotary District 6950	Potential	06/04/2026	06/07/2026	Hortensia
01/13/2025	51480	Synergy Homecare Franchising AFM 2026	Synergy Homecare Franchising	Potential	04/11/2026	04/15/2026	Brian
01/14/2025	51483	SANS September 2025	SANS Institute	Potential	09/06/2025	09/13/2025	Liz
01/14/2025	51484	SMA's Annual Conference	Southern Management Association	Potential	11/05/2029	11/10/2029	Tina
01/14/2025	51485	[REDACTED]	[REDACTED]	Potential	12/01/2025	12/04/2025	Tina
01/14/2025	51487	NOCAD 2027	National Organization of Coaches Associaiton Directors	Potential	01/13/2027	01/17/2027	Tina
01/14/2025	51491	BTA Summit 2027	Breakthrough Academy	Potential	01/05/2027	01/10/2027	Hortensia
01/15/2025	51492	FNGLA Annual Convention 2025	Florida Nursery Growers and Landscape Association	Potential	06/25/2025	06/29/2025	Kayla
01/15/2025	51495	Lincoln Investment Jan 2026 Meeting (Orlando)	Lincoln Financial Group	Potential	01/26/2026	01/27/2026	Brian
01/15/2025	51499	FFVA Mutual Annual Board Meeting 2026	FFVA Mutual Insurance Co.	Potential	05/14/2026	05/14/2026	Kayla
01/15/2025	51500	Sheltair Leadership Conference 2025	Sheltaire Aviation	Potential	09/10/2025	09/11/2025	Kayla
01/15/2025	51501	2026 ASABE-FI Annual	American Society of Agricultural and Biological Engineers- Florida Section	Potential	06/10/2026	06/12/2026	Kayla

Date: Created	Lead ID	Lead Name	Account Name	Status	Request Room Block Begin	Request Room Block End	First Name
01/16/2025	51502	Reschenthaler/Emmer for congress summer retreat 2025	814 Consulting	Potential	06/05/2025	06/08/2025	Liz
01/16/2025	51503	2026 AAPath Winter meeting	Association for Academic Pathology (AAPath)	Potential	01/14/2026	01/19/2026	Liz
01/17/2025	51505	Enterprise Holdings, Inc.2026 Incentive Trip	Enterprise Holdings	Potential	11/12/2026	11/18/2026	Stephanie
01/17/2025	51506	NCM04301 20V2 Tampa- December 2025	NCM Associates, Inc.	Potential	12/07/2025	12/08/2025	Stephanie
01/17/2025	51507	2026 Brivo International Cloud Summit	Brivo	Potential	10/17/2026	10/21/2026	Stephanie
01/17/2025	51508	GEHC/STO-CarePathway Offsite	GE Precision HealthCare, LLC	Potential	03/03/2025	03/06/2025	Stephanie
01/17/2025	51509	The Experience Conference & Exhibition	BNP MEDIA	Potential	02/15/2026	02/19/2026	Stephanie
01/17/2025	51510	2027 Brookside Labs Annual Meeting	Brookside Laboratories, Inc.	Potential	01/15/2027	01/23/2027	Stephanie
01/21/2025	51514	Lincoln Investment Presidents Club 2026	Lincoln Investment Planning	Potential	04/09/2026	04/15/2026	Hortensia
01/21/2025	51515	2026_APC_February	Society for Information Management	Potential	02/16/2026	02/18/2026	Hortensia
01/21/2025	51516	CS Recognition Program S00597	Siemens Medical Solutions, USA	Potential	05/26/2025	05/30/2025	Hortensia
01/21/2025	51518	Freedom Square of Seminole	Freedom Square of Seminole	Potential	01/26/2025	03/30/2025	Kayla
01/21/2025	51519	Thermo Systems 2026 Executive Sales & Ops meeting	Thermo Systems	Potential	01/10/2026	01/14/2026	Hortensia
01/21/2025	51523	ALFA International - Business Litigation Seminar - June 2026	ALFA International	Potential	06/09/2026	06/13/2026	Stephanie
01/21/2025	51525	Envestnet Alliance Summit 2025	Envestnet Inc.	Potential	10/05/2025	10/08/2025	Brian
01/23/2025	51527	2026 Annual Leadership Meeting	INNOV8 Meetings + Events, LLC	Potential	01/17/2026	01/22/2026	Brian
01/23/2025	51528	Professional Opticians of Florida Summer Showcase 2026	Professional Opticians of Florida	Potential	05/04/2026	05/10/2026	Kayla
01/23/2025	51529	TOUGHBOOK PARTNER CONNECT - 2026	Panasonic Connect	Potential	05/06/2026	05/07/2026	Hortensia
01/23/2025	51530	CONNECT26	Panasonic Connect	Potential	05/02/2026	05/06/2026	Hortensia
01/23/2025	51531	Directors Conference 2026	National Rural Electric Cooperative Association	Potential	01/23/2026	01/29/2026	Liz
01/23/2025	51533	Directors Conference 2027	National Rural Electric Cooperative Association	Potential	03/12/2027	03/17/2027	Liz
01/23/2025	51536	2025 Cox/Williams Reunion	Cox/Williams Family Reunion	Potential	07/03/2025	07/05/2025	Hortensia
01/23/2025	51537	A/ E/ C M& A Summit	PSMJ Resources, Inc.	Potential	02/17/2026	02/21/2026	Hortensia
01/23/2025	51539	Med-EI NSM 2026	Med-EI	Potential	01/11/2026	01/15/2026	Tina
01/23/2025	51540	Adecco Spring Meeting	Adecco GA	Potential	05/12/2025	05/14/2025	Tina
01/27/2025	51545	S.E.E. Accident Prevention Section Meeting - Sept 2025	Southeastern Electric Exchange	Potential	09/29/2025	10/01/2025	Tina
01/27/2025	51549	2026 Feast of Tabernacles	Philadelphia Church of God	Potential	09/24/2026	10/04/2026	Hortensia
01/27/2025	51550	2027 Feast of Tabernacles	Philadelphia Church of God	Potential	10/14/2027	10/25/2027	Hortensia
01/27/2025	51551	*10658* SE Regional Conference 2027 & 2028	Hospitality Performance Network Global (HPN) MASTER	Potential	10/14/2027	10/23/2027	Hortensia

Date: Created	Lead ID	Lead Name	Account Name	Status	Request Room Block Begin	Request Room Block End	First Name
01/27/2025	51553	Seeq RKO	Seeq Corporation	Potential	01/19/2026	01/22/2026	Brian
01/27/2025	51554	National Convention /National Pastors Conferece	United States Mennonite Brethren Churches - USMB	Potential	04/18/2028	04/23/2028	Hortensia
01/27/2025	51555	National Pastors Orientation	United States Mennonite Brethren Churches - USMB	Potential	04/12/2027	04/16/2027	Hortensia
01/28/2025	51557	BHMA 2026 Winter Meeting	Kellen (DC Office)	Potential	01/26/2026	01/29/2026	Liz
01/28/2025	51565	NTMA 2029 Leadership Meeting	National Terrazo and Mosaic Association (NTMA)	Potential	04/27/2029	05/02/2029	Brian
01/28/2025	51566	Clubhouse International World Seminar, 2025	International Center for Clubhouse Development	Potential	05/06/2025	05/16/2025	Hortensia
01/30/2025	51571	*Updated* CCCI-Cru Destino Winter Conference MLK 2026	Campus Crusade for Christ, International (dba Cru)	Potential	01/14/2026	01/19/2026	Hortensia
01/31/2025	51575	2027 IFM National Sales Meeting	IFM Efector	Potential	03/25/2028	03/28/2028	Hortensia
01/31/2025	51576	Herzog Foundation - Coaches Gathering 2025	Herzog Foundation	Potential	12/06/2025	12/09/2025	Hortensia
			COUNT: 62				



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MEETING SALES DEFINITE MONTHLY REPORT

Lead ID	Lead Name	Definite Date	Total Room Nights Possible	Room Block Begin	Room Block End	Spending(Total)	Taxes-Local-Bed(Direct)	First Name
50815	Russell/Williams Wedding block	01/06/2025	42	01/02/2025	01/04/2025	\$36,438.50	\$577.08	Renee
51250	PACE Board Retreat Relocation	01/30/2025	25	01/05/2025	01/07/2025	\$25,505.26	\$499.42	Brian
51236	Convergint Utilities Meeting	01/02/2025	505	01/12/2025	01/17/2025	\$510,144.47	\$9,059.70	Stephanie
51532	FC Cincinnati 2025	01/23/2025	1,569	01/13/2025	02/20/2025	\$1,475,366.46	\$32,478.30	Kayla
51355	RFPBCD24-LUX-2025 Fast Start	01/15/2025	141	01/15/2025	01/17/2025	\$145,385.32	\$2,103.52	Hortensia
51228	2025 Annual VSPC Marketing Meeting	01/15/2025	0	01/16/2025	01/16/2025	\$40,497.80	\$0.00	Hortensia
51313	Austin FC Spring Training 2025	01/10/2025	255	01/20/2025	01/25/2025	\$225,795.33	\$4,268.70	Brian
51110	Visual Lease Sales Kickoff 2025	01/26/2025	195	01/21/2025	01/24/2025	\$186,361.21	\$2,211.30	Hortensia
51381	256752 - Best Buy T3/T4 Strategy Meeting - Jan	01/21/2025	67	01/21/2025	01/23/2025	\$62,262.94	\$1,104.92	Stephanie
50159	Millennium Running: Clearwater Marathon & Running Festival	01/27/2025	60	01/24/2025	01/27/2025	\$59,166.55	\$860.40	Hortensia
51564	Internova PLUS 2025	01/28/2025	905	01/25/2025	01/30/2025	\$1,077,243.31	\$20,579.70	Hortensia
51568	2025 Winter Summit	01/29/2025	120	01/27/2025	01/29/2025	\$94,429.47	\$1,360.80	Stephanie
51061	Mosiac CHAMPIONS Meeting	01/02/2025	115	01/28/2025	01/31/2025	\$100,355.98	\$1,925.10	Kayla
51459		01/08/2025	186	01/28/2025	02/01/2025	\$192,432.85	\$2,734.20	Kayla
51478	NTMA - Board Meeting - January 2025	01/30/2025	39	01/29/2025	02/01/2025	\$36,915.48	\$699.66	Brian
50837	TD SYNnex - National Sales Meeting Clearwater - February 2025	01/24/2025	367	02/02/2025	02/08/2025	\$402,028.15	\$5,701.96	Tina
51317	3rd Annual PromoStandards Technology Summit and Hack-A-Thon Event-REBOOK DUE TO HURRICANES 2024	01/21/2025	522	02/02/2025	02/05/2025	\$594,333.75	\$10,617.48	Kayla
50846		01/23/2025	213	02/04/2025	02/09/2025	\$321,218.81	\$4,076.82	Kayla
51489	2025 ACOP GA/FL Ministerial Retreat	01/28/2025	20	02/06/2025	02/08/2025	\$12,844.80	\$138.00	Hortensia
51494	Florida Pinball Festival	01/15/2025	476	02/06/2025	02/10/2025	\$614,139.64	\$7,965.12	Kayla
51558		01/28/2025	164	02/12/2025	02/14/2025	\$139,870.22	\$2,250.56	Kayla
51421	CHA Board of Trustees Meeting & Retreat 2025 REISSUED RFP	01/17/2025	80	03/12/2025	03/14/2025	\$97,408.82	\$2,107.20	Liz
51409	EJW DRS March 2025	01/23/2025	319	03/18/2025	03/20/2025	\$265,020.37	\$4,191.66	Kayla
51573	Survival Strategies Summit	01/30/2025	132	05/18/2025	05/20/2025	\$139,171.96	\$2,281.34	Kayla

Lead ID	Lead Name	Definite Date	Total Room Nights Possible	Room Block Begin	Room Block End	Spending(Total)	Taxes-Local-Bed(Direct)	First Name
47840	FHCA Nurse Leadership Program 2025	01/08/2025	774	06/01/2025	06/08/2025	\$744,044.39	\$8,124.88	Kayla
51559		01/28/2025	213	06/08/2025	06/14/2025	\$180,099.15	\$2,928.66	Kayla
51548	Sunrise Tours - Cardinals vs Rays	01/27/2025	112	08/21/2025	08/23/2025	\$90,299.44	\$1,265.64	Stephanie
50643	Trinity New Life Church Womens Conference	01/13/2025	176	09/04/2025	09/06/2025	\$245,760.53	\$2,947.88	Hortensia
51561		01/28/2025	242	09/07/2025	09/13/2025	\$204,112.37	\$3,319.15	Kayla
50621	002RK8 Florida Dental Association - Women in Dentistry Event 2025	01/24/2025	168	09/12/2025	09/13/2025	\$176,463.94	\$2,718.43	Kayla
51562		01/28/2025	284	11/27/2025	12/03/2025	\$240,132.19	\$3,904.88	Kayla
51475	2026 IFEBP Health Benefits Conference & Expo (HBCE)	01/10/2025	1,278	01/24/2026	01/29/2026	\$1,386,683.19	\$20,621.08	Stephanie
51368	2026 Spring IICMVA Meeting	01/03/2025	140	04/27/2026	04/30/2026	\$132,981.81	\$2,419.67	Stephanie
50800	2026 Grinnell Mutual President's Club Meeting	01/02/2025	825	05/03/2026	05/07/2026	\$946,695.20	\$16,033.01	Stephanie
51460	*	01/08/2025	653	08/10/2026	08/16/2026	\$768,409.04	\$10,815.68	Kayla
COUNT: 35			SUM: 11,382			SUM: \$11,970,018.70	SUM: \$194,891.90	



Prepared On: 02/25/2025
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MEETING SALES YTD DEFINITE LEADS FY23

Lead ID	Lead Name	Definite Date	Total Room Nights Possible	Room Block Begin	Room Block End	Spending(Total)	Taxes-Local(Direct)	First Name
51154	US Coast Guard Hurricane Lodging Needs_ Clearwater FL	12/09/2024	427	10/02/2024	11/02/2024	\$291,319.92	\$7,786.03	Kayla
50896	Mills Entertainment - Ancient Aliens - Clearwater, FL	12/10/2024	7	10/19/2024	10/21/2024	\$8,279.82	\$138.97	Hortensia
51199		10/22/2024	45	10/28/2024	10/30/2024	\$32,662.60	\$910.40	Stephanie
49838	HUG 2024 Fall Regional Meeting - Florida	10/31/2024	56	11/06/2024	11/08/2024	\$59,815.21	\$1,222.77	Brian
50939	Lennox 2024 Meeting	12/04/2024	134	11/06/2024	11/08/2024	\$100,727.05	\$2,580.77	Brian
48664	Visiting Angels - Business Builder - Nov 2024	11/18/2024	476	11/10/2024	11/14/2024	\$496,128.29	\$11,968.62	Hortensia
50492	Romania PMR	11/25/2024	213	11/17/2024	11/23/2024	\$153,799.90	\$3,450.61	Brian
51337	US Coast Guard_St. Pete Nov-Jan Lodging 2025	12/12/2024	153	11/26/2024	12/10/2024	\$92,523.39	\$2,296.90	Liz
48969	2024 TLMI Committee Summit	12/09/2024	289	12/01/2024	12/03/2024	\$284,733.85	\$6,598.72	Tina
51258	NACBH 2024	12/06/2024	240	12/01/2024	12/08/2024	\$276,128.30	\$6,329.55	Tina
51245		11/04/2024	590	12/03/2024	12/05/2024	\$645,302.56	\$14,678.35	Kayla
51415	2024 TLMI Committee Summit	12/18/2024	318	12/03/2024	12/06/2024	\$322,192.37	\$7,323.67	Tina
50964	TD SYNnex - HP Print Spa-tacular Staycation - December 2024	12/04/2024	60	12/06/2024	12/08/2024	\$74,540.80	\$2,081.16	Tina
49935	2024 SUSTA Winter Meeting	12/06/2024	175	12/08/2024	12/12/2024	\$188,317.92	\$4,913.32	Tina
51050	Americold Logistics Sales Meeting	12/06/2024	23	12/10/2024	12/12/2024	\$29,063.55	\$818.62	Tina
51186	24-0426 - SAI	12/04/2024	70	12/10/2024	12/12/2024	\$49,789.62	\$1,112.73	Liz
51309		11/19/2024	295	12/10/2024	12/12/2024	\$225,353.38	\$5,727.33	Kayla
51156	TD SYNnex - Intel vPro Innovates Tour Clearwater - December 2024	12/09/2024	34	12/11/2024	12/12/2024	\$32,212.56	\$676.44	Tina
50798	MVP / Southwind Dec Meeting	10/23/2024	57	12/15/2024	12/17/2024	\$45,811.39	\$1,159.92	Stephanie
51375	47th Annual NIOTP	12/04/2024	1,227	12/28/2024	01/09/2025	\$1,310,022.21	\$25,449.02	Tina
50815	Russell/Williams Wedding block	01/06/2025	42	01/02/2025	01/04/2025	\$36,438.50	\$939.84	Renee
51250	PACE Board Retreat Relocation	01/30/2025	25	01/05/2025	01/07/2025	\$25,505.26	\$753.71	Brian
51181	Lockton 2025 PRS Development Workshop III	12/26/2024	60	01/06/2025	01/08/2025	\$58,190.46	\$1,646.01	Stephanie
51236	Convergint Utilities Meeting	01/02/2025	505	01/12/2025	01/17/2025	\$510,144.47	\$13,919.81	Stephanie
51532	FC Cincinnati 2025	01/23/2025	1,569	01/13/2025	02/20/2025	\$1,475,366.46	\$47,589.99	Kayla

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51355	RFPBCD24-LUX-2025 Fast Start	01/15/2025	141	01/15/2025	01/17/2025	\$145,385.32	\$3,455.04	Hortensia
51228	2025 Annual VSPC Marketing Meeting	01/15/2025	0	01/16/2025	01/16/2025	\$40,497.80	\$354.87	Hortensia
49938		12/04/2024	922	01/17/2025	01/26/2025	\$771,035.88	\$17,269.02	Hortensia
51313	Austin FC Spring Training 2025	01/10/2025	255	01/20/2025	01/25/2025	\$225,795.33	\$6,516.43	Brian
51110	Visual Lease Sales Kickoff 2025	01/26/2025	195	01/21/2025	01/24/2025	\$186,361.21	\$3,891.97	Hortensia
51381	256752 - Best Buy T3/T4 Strategy Meeting - Jan	01/21/2025	67	01/21/2025	01/23/2025	\$62,262.94	\$1,718.20	Stephanie
50159	Millennium Running: Clearwater Marathon & Running Festival	01/27/2025	60	01/24/2025	01/27/2025	\$59,166.55	\$1,409.45	Hortensia
51564	Internova PLUS 2025	01/28/2025	905	01/25/2025	01/30/2025	\$1,077,243.31	\$30,965.21	Hortensia
50397	ETA Strategic Meeting	12/13/2024	132	01/27/2025	01/30/2025	\$110,670.65	\$3,159.02	Liz
51568	2025 Winter Summit	01/29/2025	120	01/27/2025	01/29/2025	\$94,429.47	\$2,272.20	Stephanie
51061	Mosiac CHAMPIONS Meeting	01/02/2025	115	01/28/2025	01/31/2025	\$100,355.98	\$2,933.09	Kayla
51459		01/08/2025	186	01/28/2025	02/01/2025	\$192,432.85	\$4,490.88	Kayla
51478	NTMA - Board Meeting - January 2025	01/30/2025	39	01/29/2025	02/01/2025	\$36,915.48	\$1,066.56	Brian
50837	TD SYNnex - National Sales Meeting Clearwater - February 2025	01/24/2025	367	02/02/2025	02/08/2025	\$402,028.15	\$9,336.56	Tina
51317	3rd Annual PromoStandards Technology Summit and Hack-A-Thon Event-REBOOK DUE TO HURRICANES 2024	01/21/2025	522	02/02/2025	02/05/2025	\$594,333.75	\$16,309.71	Kayla
51180	HealthMarkets Kaler and Bell Territories Leaders Meeting	11/22/2024	203	02/03/2025	02/07/2025	\$186,273.59	\$5,233.80	Stephanie
50846		01/23/2025	213	02/04/2025	02/09/2025	\$321,218.81	\$7,428.28	Kayla
51489	2025 ACOP GA/FL Ministerial Retreat	01/28/2025	20	02/06/2025	02/08/2025	\$12,844.80	\$256.89	Hortensia
51494	Florida Pinball Festival	01/15/2025	476	02/06/2025	02/10/2025	\$614,139.64	\$13,429.29	Kayla
51558		01/28/2025	164	02/12/2025	02/14/2025	\$139,870.22	\$3,646.76	Kayla
51357	Homecare Offsite 2025	11/27/2024	551	02/17/2025	02/21/2025	\$480,968.30	\$12,213.43	Brian
51363	Homecare Offsite Overflow Rooms 2025	12/04/2024	120	02/18/2025	02/21/2025	\$90,648.50	\$2,549.08	Brian
50885	2025 - Labor Law - DLL and P&P Midwinter Meetings	11/13/2024	803	02/21/2025	03/02/2025	\$1,000,069.01	\$24,896.52	Stephanie
50908	CHS Board Strategy Meeting	11/13/2024	93	02/24/2025	02/27/2025	\$95,958.79	\$2,909.41	Stephanie
50615	Moore Holdings RbA All-Stars 2025	11/13/2024	590	02/26/2025	03/02/2025	\$775,663.26	\$22,609.73	Liz
50913	Vertiv Conference Guest Room Block	12/13/2024	112	03/09/2025	03/11/2025	\$96,835.01	\$2,623.82	Stephanie
50599	FAEP Annual Conference 2025	11/04/2024	446	03/12/2025	03/14/2025	\$380,931.27	\$9,873.24	Kayla
51421	CHA Board of Trustees Meeting & Retreat 2025 REISSUED RFP	01/17/2025	80	03/12/2025	03/14/2025	\$97,408.82	\$3,091.58	Liz
51409	EJW DRS March 2025	01/23/2025	319	03/18/2025	03/20/2025	\$265,020.37	\$6,768.94	Kayla

Lead ID	Lead Name	Definite Date	Total Room Nights Possible	Room Block Begin	Room Block End	Spending(Total)	Taxes-Local(Direct)	First Name
51218		10/28/2024	224	04/27/2025	05/03/2025	\$220,060.58	\$6,093.58	Stephanie
51233	AHLI Sales Meeting	12/18/2024	78	05/12/2025	05/15/2025	\$61,898.74	\$1,580.54	Stephanie
51573	Survival Strategies Summit	01/30/2025	132	05/18/2025	05/20/2025	\$139,171.96	\$3,611.87	Kayla
51397	American Athletic Conference Annual Conference 2025	12/12/2024	377	05/27/2025	05/30/2025	\$361,838.24	\$10,338.63	Brian
51248	Hurricane Risk Conference 2025	11/04/2024	223	05/30/2025	06/05/2025	\$254,888.38	\$5,922.34	Kayla
47840	FHCA Nurse Leadership Program 2025	01/08/2025	774	06/01/2025	06/08/2025	\$744,044.39	\$14,528.68	Kayla
50294	2025 Workforce Technology Conference	11/19/2024	785	06/02/2025	06/05/2025	\$828,872.23	\$20,416.47	Kayla
51244	2025 Florida Behavioral Health Admin Forum	12/04/2024	270	06/02/2025	06/06/2025	\$275,660.51	\$6,910.99	Kayla
51559		01/28/2025	213	06/08/2025	06/14/2025	\$180,099.15	\$4,709.58	Kayla
50891	2025 ICSC Region 14 Stewardship & Development Conference	10/22/2024	100	06/11/2025	06/13/2025	\$89,575.65	\$2,092.72	Hortensia
51548	Sunrise Tours - Cardinals vs Rays	01/27/2025	112	08/21/2025	08/23/2025	\$90,299.44	\$2,127.12	Stephanie
51205	IAHTI 14th Annual Conference	10/24/2024	1,296	08/30/2025	09/07/2025	\$1,194,815.41	\$21,167.04	Tina
50643	Trinity New Life Church Womens Conference	01/13/2025	176	09/04/2025	09/06/2025	\$245,760.53	\$5,161.19	Hortensia
51561		01/28/2025	242	09/07/2025	09/13/2025	\$204,112.37	\$5,337.53	Kayla
50621	002RK8 Florida Dental Association - Women in Dentistry Event 2025	01/24/2025	168	09/12/2025	09/13/2025	\$176,463.94	\$4,361.08	Kayla
50806	Community Based Child Welfare National Symposium	12/10/2024	426	10/05/2025	10/08/2025	\$495,211.43	\$11,975.14	Hortensia
50064	Intercollegiate Women's Lacrosse Coaches Association Annual Meeting 2025	11/07/2024	3,040	11/15/2025	11/24/2025	\$3,436,375.90	\$75,747.74	Hortensia
51562		01/28/2025	284	11/27/2025	12/03/2025	\$240,132.19	\$6,279.44	Kayla
50379	SKO2026	11/04/2024	1,306	01/17/2026	01/23/2026	\$1,704,127.76	\$46,388.55	Stephanie
51475	2026 IFEBP Health Benefits Conference & Expo (HBCE)	01/10/2025	1,278	01/24/2026	01/29/2026	\$1,386,683.19	\$33,210.77	Stephanie
50671	ASA LEAD 2026 - Statagic Leadership Summit	11/15/2024	285	01/26/2026	01/30/2026	\$378,833.31	\$10,967.80	Stephanie
50529	VTCA Winter Meeting 2026	10/31/2024	300	01/27/2026	01/31/2026	\$329,045.70	\$9,740.56	Liz
51054	HPN #100798 - 2026 Leadership Conference	10/21/2024	550	03/01/2026	03/07/2026	\$641,984.64	\$19,900.51	Brian
51368	2026 Spring IICMVA Meeting	01/03/2025	140	04/27/2026	04/30/2026	\$132,981.81	\$3,730.94	Stephanie
50800	2026 Grinnell Mutual President's Club Meeting	01/02/2025	825	05/03/2026	05/07/2026	\$946,695.20	\$24,867.73	Stephanie
50731	2026 AAAE Annual Meeting SE	10/28/2024	941	05/16/2026	05/21/2026	\$858,822.02	\$18,994.74	Stephanie
51460		01/08/2025	653	08/10/2026	08/16/2026	\$768,409.04	\$17,692.45	Kayla
50279	AFDT TQI 2026	12/29/2024	645	09/29/2026	10/02/2026	\$667,660.96	\$17,079.19	Liz
50728	Pickle Packers Intl. (PPI) 2026 Annual Mtg & Product Showcase	10/31/2024	508	10/26/2026	10/28/2026	\$540,653.28	\$13,732.44	Liz

Lead ID	Lead Name	Definite Date	Total Room Nights Possible	Room Block Begin	Room Block End	Spending(Total)	Taxes-Local(Direct)	First Name
	COUNT: 83		SUM: 31,657			SUM: \$33,076,312.85	SUM: \$819,419.60	



ST.PETE
CLEARWATER

MEETINGS & CONFERENCES

January 2025



January Trade Shows and Events

IPEC- Independent Planners Educational Conference

January 26-28, 2025.

Attended: Tina Berrien

RCMA, Phoenix, AZ

January 6-8, 2025

Attended: Hortensia Simmons



PCMA Convening Leaders 2025

Location: Houston, TX

Date: January 12-15, 2025

Staff Member: Liz Dane, Renee Prine,
and Stephanie Alexander-Priakos

Summary: VisitSPC Meetings and Conferences team members attended this event for professional development and networking opportunities. The team hosted a "Glam Up Session with St. Petersburg-Clearwater" at Upper Hand with prospective and current clients.



Upcoming Trade Shows and Events

Tampa Bay Client Event-Lightning Game

March 17, 2025. Attending: Kayla Freeman

Conference Direct Annual Meeting, Philadelphia, PA

March 16-20, 2025. Attending: Hortensia Simmons

Tennessee, Client Event, Nashville, TN

March 20, 2025. Attending: Tina Berrien

CBI Pharma/Pharma Forum, Boston, MA

March 23-26, 2025. Attending: Hortensia Simmons

FY 2024/2025

FY 2023/2024

Leads in January: 117

186

Year to Date:

FY 2024/2025

FY 2023/2024

Total Room Revenue

\$819,419

\$1,125,165

Definite Room Nights

31,657

44,559

Total County Impact

\$33,076,312

\$46,061,995



THANK YOU

