



**ST.PETE
CLEARWATER, FL**

S P O R T S C O M M I S S I O N S E P T E M B E R 2 0 2 5

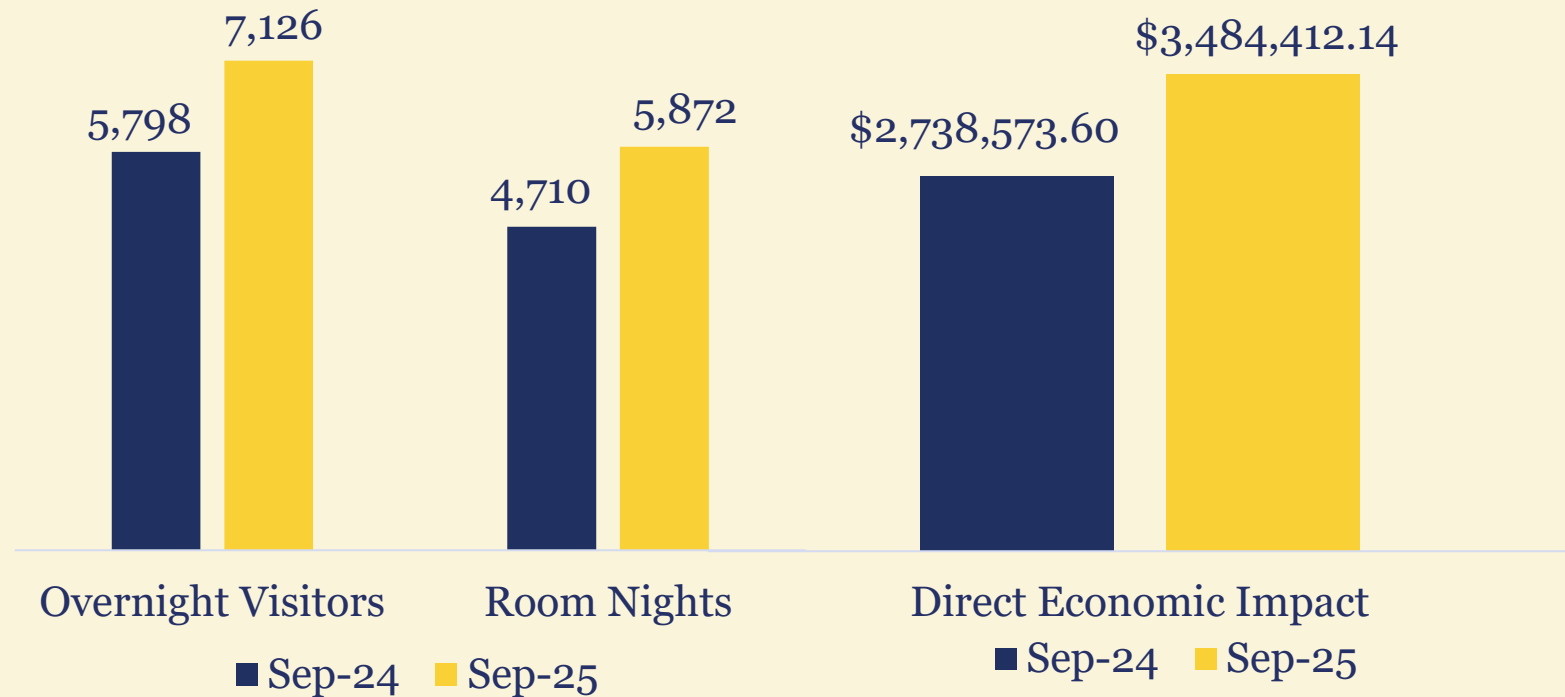
Presented by Caleb Peterson, Director



September Overview

Hosted **8** events in September:

- **7,126** overnight visitors
- **\$3,484,412.14** in direct economic impact
- **5,872** room nights



S.P.O.R.T.S. Relationship Conference

Location: Columbia, SC

Dates: September 8-11

Staff: Katie Brunk

Summary: The VisitSPC Sports team had 20 appointments with various event organizers at this boutique-style conference that maintains a 3:1 supplier-to-planner ratio. In addition to strengthening relationships through social functions, we also sponsored gift bags for the event planners.



Client & Partner Outing

In partnership with Sprowls Horizon Park, VisitSPC hosted a client event at the Tampa Bay Rays game on September 16th. Event organizers and partners joined us for a targeted client engagement opportunity, where we discussed future facility programming and ways to leverage the new sports complex to benefit the County.



Sports Express International Conference Site Visit

Dates: September 17-18

Staff: Julie Bolfa & Mariah Kaylor

Summary: VisitSPC secured the bid to host the 2026 Sports Express International Conference following a successful site visit. This B2B trade show connects U.S. sports destinations with international sports event planners and rights holders. After seeing venues across the County, the organizer is confident the destination will leave a lasting impression on attendees.



Michele Smith College Showcase & Softball for Hearts

Organizer: NSA West LLC

Venue: Multiple Venues in Pinellas County

Dates: September 13-14

Market Segment: Softball

Impact:

- 4,590 Total Attendees
- 2,479 Overnight Visitors
- 1,990 Room Nights



Mayan Challenge

Organizer: USA Sport Karate

Venue: Sheraton Sand Key Resort

Dates: September 19-20

Market Segment: Karate

Impact:

- 1,385 Total Attendees
- 956 Overnight Visitors
- 768 Room Nights



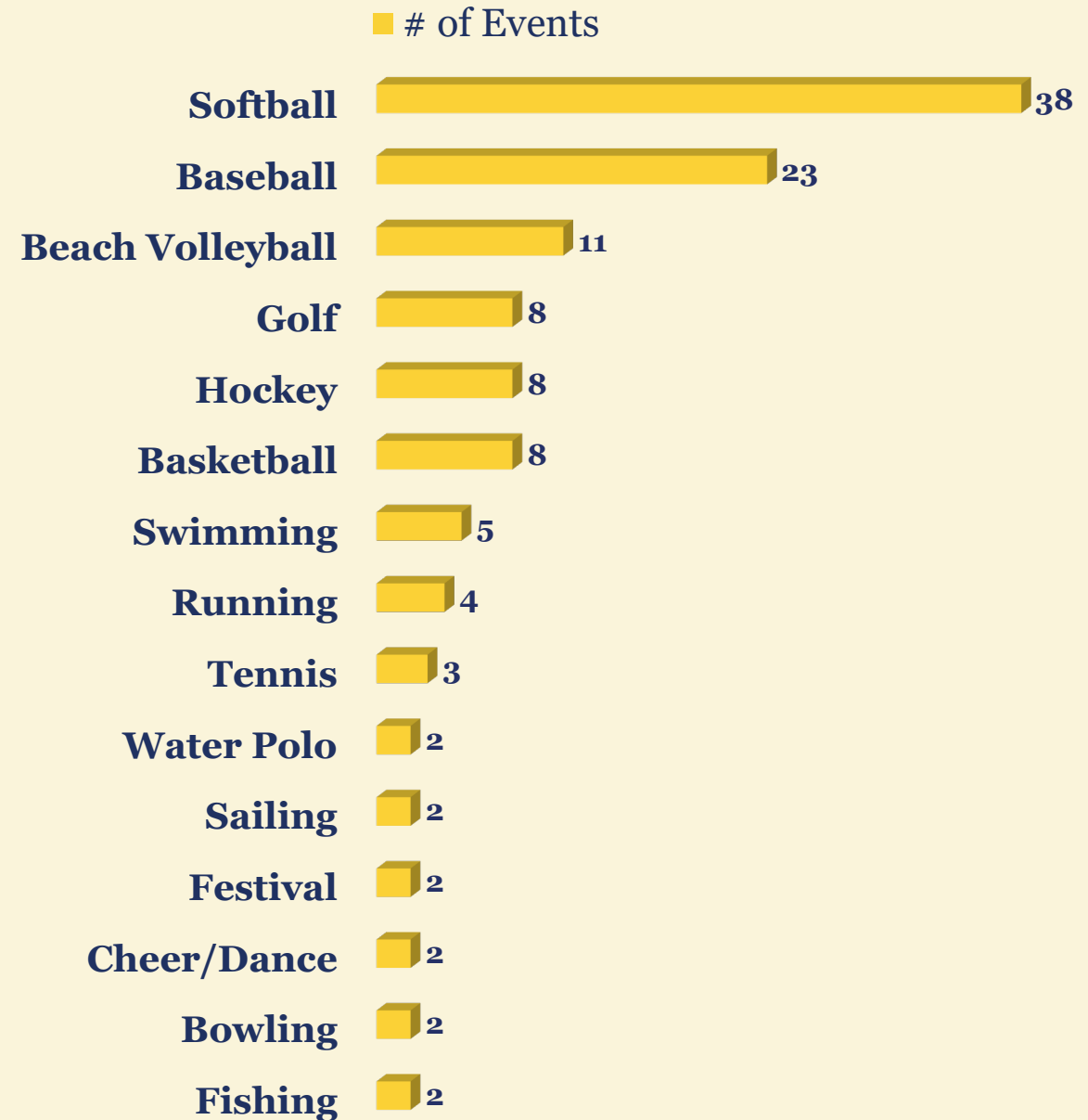
Year to Date

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Hosted **136** events:

- **139,386** overnight visitors
- **\$92,611,706.98** in direct economic impact
- **157,213** room nights

Market Segment Breakdown





**ST.PETE
CLEARWATER, FL
SPORTS COMMISSION**

THANK YOU

