

# VISIT ST. PETE-CLEARWATER INTERNSHIP RECAP

Adrianna Vargas



ST.PETE  
CLEARWATER, FL

# Overview

- Community & Brand Engagement
  - Event Highlights
- Film Commission
- Sports Commission
- Public Relations
- Highlights & Takeaways



# Community & Brand Engagement

- Set up, tear down, and execution of events
- Inventory management
- Research on promotional items
- Tabling internship and career fairs
- Plan Brand Ambassador FAM trip
- Research out-of-market event opportunities
  - Facilitate sponsorship of Music City Food & Wine Festival in Nashville
- North and south county tours
- Leading activation at Pier 60 Sugar Sand Festival



**Bucs v. Eagles**



**John's Pass Seafood Fest**



**Fiesta in the Park**



**The ANNIKA**



# EVENTS

**Sanding Ovations**



**Reliaquest Bowl Beach Day**



**PIE Day**

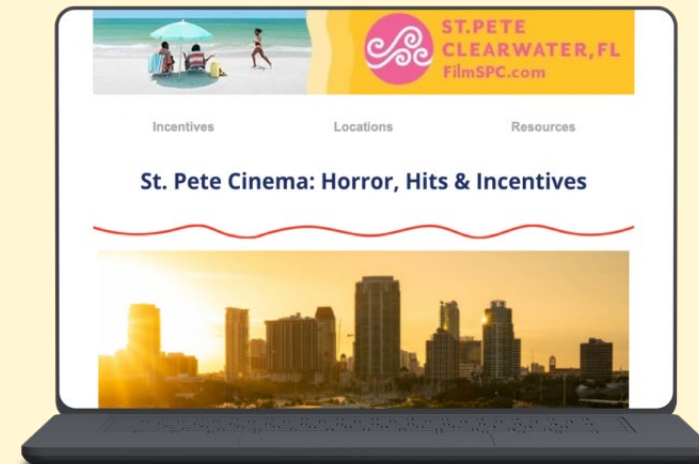


**Duck n' Drive**



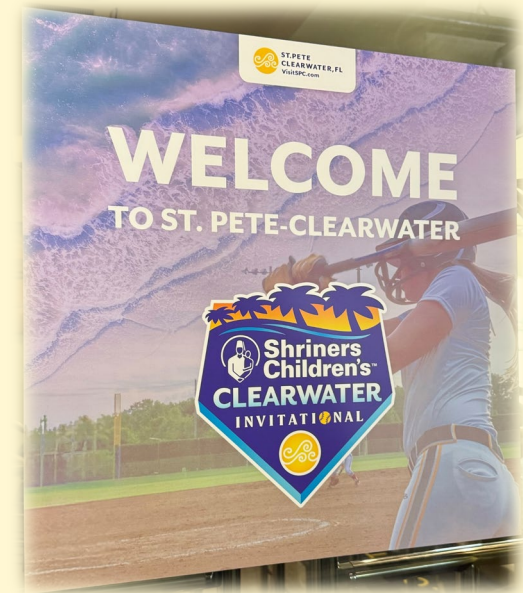
# Film Commission

- Write and send monthly newsletters
- Generate monthly TDC report to reflect economic impact
- Generate social media content (YouTube, Facebook, Instagram)
- Update and organize locations gallery
- Begin generation of film tourism map
- Update county-wide list of city liaison contacts



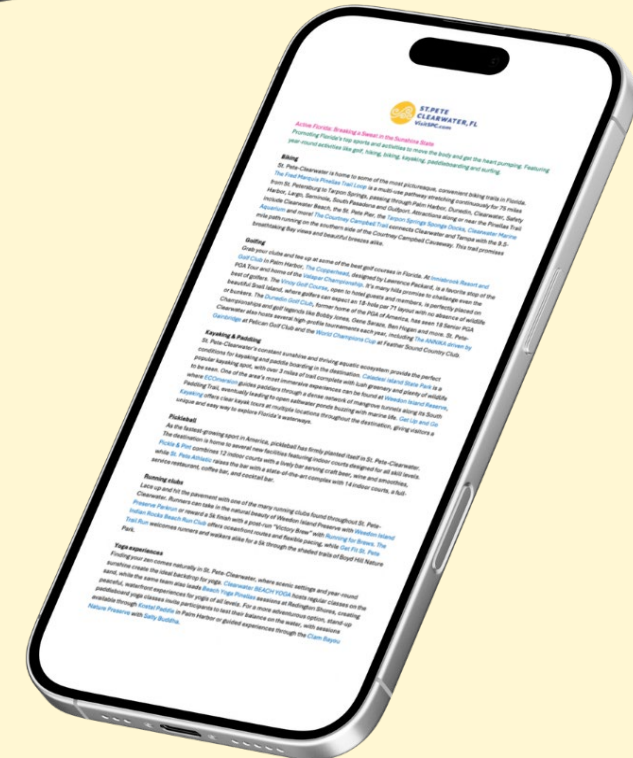
# Sports Commission

- Generate postings on sports-specific social media platform, PlayEasy
- Update and organize all facilities on Simpleview
- Enhance fan/team experience at Shriner's Invitational by placing signage across hotel properties



# Public Relations

- Input media clips to Simpleview
- Identify what's new in 2026 and 2027 for accommodations, dining options, and unique experiences in the destination
- Respond to information request and write copy for destination spread in magazine
- Write pitches for Brand USA, Visit Florida
- Create itineraries for visiting media



# HIGHLIGHTS

- Work environment
- Flexible schedule
- Working across several different departments
- Entrusted with managing certain projects



# TAKEAWAYS

- Event planning and execution
- Writing for various digital channels
- Content creation
- Teamwork & collaboration



**THANK YOU**

