INTERNSHIP PROGRAM OVERVIEW

Brandee Bolden, Senior Brand Manager
November 18, 2026



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OVERVIEW.

Role	Began in 2018: Community and Brand Engagement Intern	Since 2023: Management Intern
Length	12 weeks | NON-PAID | 8-12 hours a week	24 weeks | PAID | 30 hours a week
Departments	Brand Activations	Brand Activations, Data & Digital Platforms, Sports Commission, and Film Commission
Upgrades	Helped execute brand activations at local events	Travels with Brand Activations team for an out-of-market event. Progression to senior intern

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WHAT INTERNS DO DAY TO DAY.

Events and Activations

Support Elite Events including but not limited to event management, inventory controls, logistics.

FAMs and Film

Build itineraries, reserve assets, create welcome bags, use Reel-Scout, update filming locations in database.

Digital and Content

Update websites and the CRM, help create social content, create newsletters, create briefings.

Research and Community

Research promotional ideas, work with attraction partners, enhance Brand Ambassador Program





WHAT SKILLS DO WE DEVELOP?

- Public speaking & Presenting
- Collaboration
- Creativity
- Time management
- Event Planning
- Leadership
- Resume, Interviewing
- Background on County Government

WHO DO WE LOOK FOR?

Preferred Majors:

Marketing & Advertising

Public Relations & Communications

Hospitality

Sports & Events Management

Undergrad & Graduate Students

Recruited Universities:

USF Tampa

USF St. Pete

Eckerd College

University of Tampa

St. Petersburg College

Saint Leo University

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WHAT INTERNS SAY.



"…grow and hone my skills in event planning, marketing, public relations and so much more."

Adrianna Vargas, University of Central Florida, '25

"…a supportive and collaborative environment allowed me to grow both personally and professionally."

Elise Eason, Saint Leo University, '26



"…invaluable experiences that shaped my skills, broadened my perspective, and laid the foundation for my career."

Liam Downs, University of Tampa, '24

"VSPC has truly helped me understand how this industry operates and has helped to focus my career path."

Kaylin Strauch, University of South Florida, '23

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RESULTS TO DATE.

Interns hosted

21







Where are they now?

Sports

Grace: Account Exec, Chicago Bulls

Elise: Events & Entertainment, Tampa Bay Bucs

Trey: Sales, NY Gotham FC

Dylan: Acct. Exec., NY Yankees

Communications

Adrianna: Acct. Coordinator, PRESS PR

Dayton: Social Media Strategist, AmeriLife

Business Operations

Liam: Small Business Advisor, FinTitan

Sophia: Dir. of Operations, ReCELLebrate

Kaylin: Guest Analyst, Signature Aviation

Daniela: Destination Experience Mgr. , VSPC

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THANK YOU

To the co-workers and executive leadership team for supporting the creation and growth of this internship program.

To the Universities in our community for allowing us to actively recruit your students.

To the TDC for your time. It is a highlight for our interns to present what they have done to an esteemed group of people in a field they would love to join.

Visit St. Pete Clearwater Management Internship is currently open on our website until December 4th

OVERVIEW.

Events & Public Relation Highlights

Film & Sports Commission Highlights

Key Take-Aways & Future - Ready Skills



North County Tour

Events & Public Relations Highlights.





Community & Brand Engagement

- Co-led operations, logistics, and on-site execution for Ice Cream Festival.
- Managed branding at Citizens Bank Park (Phillies) and Subaru Park (Union) games.

Public Relations

- Broadcast & Studio Field Tours: Accompanied PR Manager (Eddie) on station tours at iHeartMedia and Tampa Bay 28 News (WFTS).
- Authored media pitches and submitted "What's New" destination highlights to Brand USA and Visit Florida.

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Film & Sports Commission Highlights.



Film Commission

- Cleaned up and re-categorized Pinellas County location listings to refine property search tags.
- Built core Excel master dataset and verified property owner contact info in Simpleview CRM.

Sports Commission

- Partnered with the Tampa Bay Chamber to recruit promotional items and exclusive deals from local businesses for visiting athletes.
- Assembled and delivered welcome gift bags directly to host hotel blocks across Pinellas County.

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KEY TAKEAWAYS & FUTURE – READY SKILLS.

- **Supportive Culture:** Thrived in a collaborative, team-first environment that encouraged hands-on learning and professional growth.
- **Adaptability & Initiative:** Expanded skill set by taking ownership of diverse projects, live event logistics, and changing team priorities.
- **Accountability & Leadership:** Built dependability by managing high-visibility brand activations, event setups, and team responsibilities.
- **360-Degree Marketing Insight:** Developed a comprehensive understanding of how PR, events, sports, and film align to drive destination tourism.
- **Field Operations & Execution:** Gained real-world experience in site planning, venue logistics, asset distribution, and partner relations.
- **Professional Dependability:** Demonstrated reliability, team communication, and project management standards applicable to future marketing roles.

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