

St. Petersburg/Clearwater Sports Commission

Sales Plan for Fiscal Year 2010 - 2011

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GOAL:

Generate 96,000 room nights from sports-tourism business.

STRATEGIES:

Market the St. Petersburg/Clearwater area as a premier sports tourism destination at 34 selected tradeshows, conferences and events through interaction with new prospects. Conduct face-to-face meetings and conference calls with existing clients focused on the retention of current events and the expansion into new markets.

Coordinate and conduct meetings with city partners, chambers, facility managers and accommodations with a primary focus on the retention of sports tourism business in the destination.

Coordinate and conduct sales missions with NGB's and USOC members in Chula Vista, Colorado Springs and Indianapolis to host event in the destination.

Identify and host targeted client events during the course of scheduled business travel (i.e. tradeshows, conventions & conferences or events) that will increase awareness of our area as a premier sports tourism destination.

Identify and target new sports tourism business during non-peak months in the St. Petersburg/Clearwater area.

Expand the development of emerging markets like running, triathlon, cycling, lacrosse & rugby in our destination.

Leverage success of the BIG EAST Conference events to develop relationships with collegiate sports organizations to host preseason tournaments and conference championships.

Conduct client site visits to identify venues, accommodations, entertainment and support facilities for their events.

Identify, coordinate and respond to qualified Request for Proposals generated by event organizers in cooperation and partnership with our venue owners.

GOAL:

Develop digital marketing plan that will increase awareness of sports commission on local, state and national level and better serve clients and industry partners.

STRATEGIES:

Work with Internet Marketing Department to develop and implement email-based marketing programs for destination's signature sporting events.

Develop monthly editorial calendar for Sports Commission website that will provide timely, relevant content for sports clients & prospects.

Develop a Sports Commission application and process for use with new clients interested in hosting events in Pinellas County.

Work with Public Relations department to develop social media plan for Sports Commission that will do more to reach out to participation-based sports markets on a personal level.

Develop opt-in database to utilize for sports-specific email campaigns.

Develop quarterly sports-specific E Newsletter to distribute to sports industry, highlighting signature events in our area and providing a specific call to action.

Develop quarterly email-based communication with local sports industry partners, updating them on new sports commission business and specific ways they can become involved.

Showcase the St. Petersburg/Clearwater area as an active destination by developing and distributing online content to sports partners' websites.

GOAL:

Develop and implement a strategic marketing plan to increase awareness of the St. Petersburg/Clearwater area as a premier sports tourism destination to international markets (Canada, Europe & South America).

STRATEGIES:

Work with the Public Relations department to promote new & existing sporting events that have international participant & spectator appeal in the Canadian, European & South American markets.

Attend Confederation of European Baseball and the European Baseball Championships to meet with international baseball organizations to create and market baseball opportunities in Pinellas County.

Develop plan for hosting an international baseball showcase for MLB International academy teams.

Collaborate with Leisure department to host familiarization tour for international Leisure Travel clients at one of our signature sports events.

Work with International Sports Group to develop plan for International Baseball event to be hosted in destination.

GOAL:

Drive incremental visitors to existing sporting events by working with clients to create new events and attractions surrounding event week.

STRATEGIES:

Coordinate with established sports partners in St. Petersburg to bid or create new opportunities for sports events in St. Petersburg.

Coordinate with World Triathlon Corporation to develop a new spectator-driven event the week of the Foster Grant Ironman World Championship 70.3 in November.

Create and implement two event-related promotions that will drive increased spectatorship to our signature events.

GOAL:

Develop and implement plan to increase local awareness of sports commission's role in sports tourism.

STRATEGIES:

Coordinate with CVB Education Department to host annual sports tourism industry meeting with Pinellas County hotel properties to assist in identifying sports tourism trends and opportunities.

Meet with municipal parks & recreation directors in Pinellas County biannually to update them on Sports Commission projects and information on sports tourism.

Coordinate a visioning session with municipal parks & recreation agencies, facility managers and event organizers to create a comprehensive five year sports tourism plan.

Continue to provide CVB & county departments with information regarding Sports Commission capabilities and encourage them to promote the Sports Commission as the clearing house for all sports tourism activity in Pinellas County.

GOAL:

Promote additional tourism business to other CVB departments through Sports Commission clients.

STRATEGIES:

Leverage film commission-supported projects with sports commission clients, inviting them to shoot their catalogs and commercials in our destination.

Develop email-based marketing campaign to invite our sports partners to bring their corporate meetings to the destination.

Collaborate with the Meetings & Conventions department to host a client event for sports-specific meeting planners.