

St. Petersburg/Clearwater Sports Commission

Sales Plan for Fiscal Year 2009 – 2010

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GOAL:

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

STRATEGIES:

Market St. Petersburg/Clearwater as a premier sports tourism destination at 33 selected tradeshows & conferences through interaction with new prospects and face-to-face meetings with existing clients.

Identify and host 3 targeted client events during the course of scheduled business travel (i.e. tradeshows, conventions & conferences) that will increase awareness of our area as a premier sports tourism destination.

Work with city and hotel partners to target new sports tourism business during non-peak months in the St. Petersburg/Clearwater area.

Continue to develop sports growth 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 a minimum of three client site visits to identify venues, accommodations, entertainment and support facilities for their events.

Identify 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 to meet with international baseball organizations to create and market international baseball opportunities in Pinellas County.

Work with Toronto Blue Jays to develop plan to promote Canadian College baseball in destination.

Target two new Canadian sport organizers to conduct site visits in the St. Petersburg/Clearwater area.

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:

Work with the Honda Grand Prix of St. Petersburg to develop a new, unique sporting event the week leading up to the race that will drive race fans to increase their stay 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:

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

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.

Develop plan for creation of Florida Sports Summit to be hosted in Pinellas County.