

St. Petersburg/Clearwater Sports Commission

Sales Plan for Fiscal Year 2007 – 2008

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Director of Sports

GOAL

Generate 88,000 room nights from sports team training and events.

STRATEGIES:

Market the destination's training, tournament and meetings opportunities at 21 tradeshow through interaction with new prospects and face-to-face meetings with existing clients.

Develop new business leads with 43 independent event owners that can host events at our sports venues.

Pursue 30 National Governing Bodies for training, tournaments, meetings and Request for Proposals.

Pursue two Regional and National level collegiate tournaments or championships.

Qualify new leads from trade shows to reinforce our relationships and promote the destination.

Target and communicate destination message to 200 coaches for team training and tournaments.

Establish relationships with equipment sponsors and suppliers that will benefit our clients and sports facilities by expanding their ability to host events and bring new business to the destination.

Develop a direct mail campaign for 7,000 teams to promote St. Petersburg/Clearwater as an annual training and meeting location.

Increase opportunities in sports related journals and publications to advertise the destination as a premiere location to hold tournaments and training.

Identify for creation sport-specific collateral for trade show and direct marketing distribution.

Communicate with the appropriate community organizations and destination partners in regard to Request for Proposal requirements for events. Work cooperatively with them to fulfill the requirements of the RFP and submit in partnership to host the event.

Conduct 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.

Maximize the Sports Web site to market the destination for team training, tournaments and events.

Increase the use of the Internet to support and service local partners, tournaments and events.

Provide customers with Sports Department resource and services information, as well as facilities available to host sports events.

Provide superior customer service where phone calls and emails are responded to within 24 hours.

Host sports education symposiums, identify and book speakers using Epicenter or other meeting facilities.

Meet every other month with the Sports Committee to communicate the department and partners' activities and identify new business opportunities.

GOAL

Provide at least ten leads for sports related conferences and conventions to the Meetings and Conventions Department.

STRATEGIES:

Attend and market the destination's meetings opportunities at 21 tradeshows through interaction with the tradeshow organizers.

Provide information related to the services of the Sports, Meetings & Conventions departments and the destination to the tradeshow organizers.

While conducting site visits for sports events with clients, identify venues for meeting and conventions business to generate future RFP's for the meetings market.

Utilize Sports Commission mailings and website to promote sports related meetings to the destination.

Sponsor or conduct seven sales activities during trade shows to reinforce our relationships and promote the destination.

Pursue national governing bodies, independent event owners, professional sports franchises and leagues and college sports associations for annual meetings or conferences.

St. Petersburg/Clearwater Sports Commission

Sports Sales Area	2006 – 2007 Budget	2007 – 2008 Budget
Conferences, Conventions and Meetings	\$16,310.00	\$24,555.00
Site Visits	\$4,000.00	\$4,000.00
Bid Development/Sports Sales Service	\$267,839.00	\$375,695.00
Sub-Total	\$292,649.00	\$404,250.00
Travel	\$37,499.00	\$50,800.00
Total	\$330,148.00	\$455,050.00