

# HOSPITALITY EDUCATION

October 2013

Rhonda Sanborn  
Hospitality Education

## EDUCATION

### Industry Partnership

After several years of trying to coordinate a familiarization tour (FAM) for the Allegiant Airline flight attendants, plans germinated after a chance meeting at a local beach restaurant. Due to business circumstances, I never could seem to meet with the right people at the right time to organize their attendants as a group, so they could learn more about one of their premiere routes first hand. However, one evening I was meeting friends for dinner who were answering a series of questions from another patron, about different neighborhoods, what there to do in each area, where were some favorite tourism spots, etc. They promptly turned it over to me when I arrived and whipped out a VSPC map and guide. As it turned out, the woman was just moving to the area, newly transferred and mentioned she had co-workers who would also appreciate knowing this information. After finding out she worked for Allegiant, we exchanged phone numbers and started planning our first FAM; which was an arts and culture tour of greater St. Petersburg. We had 20 attendants and three managers who participated for the full day of events. Chartered by the Looper (so they could experience how easy it was to use public transportation if someone wished to) they got a thorough understanding of why, “Art Shines Here”. From the major players like the Dali, to hot shop demo’s and where eclectic livable art space is created like Duncan McClellan’s – they understood why St. Petersburg was voted the #1 Arts Destination of its size for three years in a row. Our tour was a combination of driving to cover the waterfront park area, Vinoy Park, through Grand Central and loop back around to the outer edge of the Warehouse District; with a number of stops to visit some of the more intimate art areas like 6<sup>th</sup> Street Crislip. They were so excited for the opportunity to learn about our treasures knowing it would help them be more informed for their passengers, in addition to new stomping grounds for themselves. By the end of the FAM, we had a full sign-up for the next adventure to discover the beaches; as well as a booking for their annual Christmas party at the Hanger Restaurant.

# **HOSPITALITY**

## **VSPC Representation**

- Big C Mayors Meeting, Bellaire Beach
- TBBCoC Board of Directors Meeting
- Good Morning America broadcast for Breast Awareness month & My Hope Chest at the Don CeSar
- TDC monthly meeting
- Clearwater Jazz Holiday
- Rowdies verses San Antonio Scorpions
- International Shuffleboard World Championship, St. Petersburg
- Working Women's Forum Studio 620
- Clearwater Regional Chamber Tourism Meeting
- St. Petersburg Chamber Sports & partner meeting
- Tampa Bay Regional Arts Summit, Hilton St. Pete
- John's Pass Seafood Festival
- Audubon Society State Conference, Innisbrook
- Florida Association of Destination Marketing Organization (FADMO) Annual Marketing Meeting
- Judge for the Clearwater Beach Chalk Walk

## **VSPC Planning**

- Stavros Foundation for Education & Finance Park Tourism Exhibit – Final touches