

# HOSPITALITY EDUCATION

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Rhonda Sanborn

Hospitality Education

## EDUCATION

### Industry Partnership

Following up on the successful Familiarization Tour (FAM) that covered the southern part of the County, the Education Department hosted another similar line up for Central and North Pinellas to show off Family Fun activities. Partnering with us to give an in-depth look at their facility and programs were the following locations: Clearwater Marine Aquarium & Sea Safari, Art from the Heart, Dunedin Arts Center, Honeymoon Island, Sun Line Cruises, The Fudge Factory, Tarpon Springs Aquarium, Muzzies Sandwich Shop, Fred Howard Park, Suncoast Primate Sanctuary, Celebration Station, Moccasin Lake Nature Park, Captain Memo's, Calypso Queen, Segway's Adventure, Surf Style, Florida Free Rides, Barefoot Beach House, Bungee Trampoline and Pier 60 Fishing Pier. This list indicates the stops but not the detailed route map that was organized to drive by and talk about another 50 plus places for visitors to have fun with their families. Equipped with binders full of information, 30 front line tourism partners took the time to learn more about our destination so they could personally recommend them to our guests and share with their co-workers. Both the Family Fun FAMs took an extensive amount of work to prepare, organize and execute and were virtually impossible to do alone. I was very grateful to have Liz Gaggi intern with the Education Department from Appalachian State University. Majoring in PR with a strong interest in photography, she was exposed to all areas of destination marketing and how vital it is to effectively promote whatever goods or services you provide in order to be successful. She did some photography shots for our Film Department and updated their site photos, she did informational interviews throughout the CVB and also had the opportunity to join several community meetings for the Big C, TDC, Tourism Committees, several client meetings and Toastmasters. From her internship she went out and explored the community and took several other interns she meet during her stay from the Clearwater Beach Chamber who did not have access to a car. Liv was an eager learner and took back to college a wealth of knowledge about the business world and applications of PR she might not have realized before. Given some advice about working on poise and presentation skills, she even reached out to a local Toastmasters club in her community and started a workshop for students in her PR Association on campus.

The CVB has had a supply of County volunteers throughout the years that help with various tasks, special projects and meetings convention support. Through attrition, we were down to a handful so have been actively recruiting to create a call list of CVB Tourism Ambassadors. Sandi Greco is the lead volunteer coordinator for our division but has been working with me to enhance our pool of volunteers to be able to cover community events for additional support with a County perspective. In addition to the help of Pinellas County Volunteer Services we have interviewed and qualified twenty applicants who can extend our reach as tourism diplomats for the destination.

The Host Committee for the Republican National Convention (RNC) has formed and started reaching out to the local community to help support the logistics. I met with several of the members of the Community Action Group which will be in charge of thousands of volunteers on both sides of the bay. Much like the Super Bowl efforts, volunteers will be recruited online and required to come to several orientation meetings. In addition there will be location specific reviews and security clearances needed. Although the convention is at the Tampa Convention Center, there are numerous events taking place on the Pinellas side as well as delegates staying at hotels on the Gulf side. Plans are underway how to coordinate efforts smoothly and efficiently as well as give consistent messaging. I'm excited to participate in the planning process that showcases our destination for this first time opportunity, hosting a National Convention and media powerhouse.

### **Value of Tourism Presentations**

- County Volunteer Orientation, Heritage Village

### **HOSPITALITY**

### **VSPC Representation**

- Tampa Bay Beaches Chamber (TBBCoC), Board of Directors meeting
- St. Petersburg Chamber Tourism Promotions Council
- Big C monthly meeting
- TBBCoC Business Assistance Partnership
- Florida Lifestyle Vacations site visits
- TBBCoC Mixer
- Clearwater Regional Chamber Tourism Partners meeting
- Pinellas County Exempt meeting
- Women in Tourism
- Clearwater Regional Chamber Coast Guard Celebration
- Tarpon Springs Chamber Grand Opening
- Clearwater Beach Chamber mixer
- Legislative Re-districting
- Taste of Clearwater
- Ribbon Cutting Surf Style on Clearwater Beach
- Pinellas County African American History Museum

### **VSPC Professional Development**

Enhance your Business Productivity by Improving your Memory and Reading Skills