

HOSPITALITY EDUCATION

August 2013

Rhonda Sanborn

EDUCATION

Industry Partnership

After months of meetings and collaborating with our Visit Tampa Bay partners and restaurants, we rolled out Dine Tampa Bay. A total of 98 restaurants participated, 60 in Hillsborough and 36 in Pinellas, 2 in Pasco. Two kick-off events we hosted in both Counties were well attended. Sip ‘N’ Sizzle was at the new Birchwood in downtown St. Petersburg and was a lively cocktail competition between nine bartenders. We had a great audience with 175, many seeing the historic Birchwood for the first time. The Hillsborough kick-off was called a Celebri-Chef Cook-off at TPeppins with 250 foodies watching as 11 different chefs coached local celebs. Their mission was to take a very interesting brown bag of ingredients and make something delicious and visually pleasing. In addition to the event successes we had excellent exposure for the culinary community: 17 media spots; 42,500 Dine TB website visits; 285,375 page views, with an average time on the pages of 6 minutes; 12, 453 views from mobile; 6,731 from tablets; 2100 new likes on Facebook; 1001 followers on Twitter; as well as 937 entries in the “Be a Dinner Winner for a Year” contest.

Another cross-the-bay partnership for August was hosting Tampa Airport volunteers on a History, Art and Culture FAM (familiarization tour). We had two full Looper Trolley’s that started at 11:30 for a brown bag lunch at the Mahaffey Theater and ended at 8:00 pm with a special docent tour of the Dali Museum. Our volunteers experienced the vibrant St. Petersburg cultural art scene as a visitor might; learning about the 8 museums, 11 Performing Arts, most of the 80 public art pieces, the booming Beach Drive and Central Avenue and five of the emerging arts districts. We even gave them a dose of a “Yappy Hour” in front of 400 Beach along with a brief history lesson at the Vinoy. Although exhausted explorers at the end of the day, they fully understood why St. Petersburg has been named the #1 Art Destination for a city of its size, three years running. One of my favorite parts of the job is showing off all we have to offer and enjoy!

Continuing Education

UPS class: UPS Solutions, Improvements, and Innovations, Making it Happen

HOSPITALITY

VSPC Representation

- Volunteered with Film Dept for Premiere of the Investigator
- Leadership St. Pete Friday Forum: How Are Our Schools Preparing for 2013-14?
- G.E.T. Tampa Bay presentation, Sheraton Suites Tampa Airport
- YWCA Purses and Passion fundraiser, Pam Iorio guest speaker
- Pinellas County Exempt Meeting
- Tampa Bay Beaches Chamber (TBBCoC) wrap up for Summer Sizzler volunteers
- Big C Mayors Meeting
- TBBCoC Board of Directors Meeting
- TBBCoC Ribbon cutting for Simpatico Wines of Pasadena
- Clearwater Regional Chamber Tourism Committee
- Pinellas Education Foundation: State of Education/Superintendent's Roundtable Luncheon
- Dine Tampa Bay wrap up meeting

VSPC Planning

- Stavros Foundation for Education & Finance Park Tourism Exhibit