

Chamber Reports TDC Meeting March 4, 2009

The Clearwater Regional Chamber welcomed the World Champion Philadelphia Phillies back in town with a VIP Pham fest. The Phillies direct spending in 2009 will exceed 8 million dollars and their economic impact is estimated at between \$35-40 million dollars. 65% of Spring Training game attendees are tourists or winter residents and the average stay for these visitors in March is 9 nights.

Plans have begun for a Travel Writers Fam in May. A press release has been released and the response has been enormous. We will be hosting 8 travel writers.

Our marketing committee will start our plans for hosting next year's Florida Huddle in Clearwater.

Our welcome Center numbers were up in January and the February numbers at the Beach Welcome Center is the highest it has been since it has been opened. However, people are spending less money.

The Clearwater Regional Chamber of Commerce's future ad campaigns will specifically tout the uniqueness of our immediate area, attractions and assets.

The city of Clearwater's Farmers market has been moved to Cleveland Street from 9-2 on Wednesday. And will offer a themed special event each 4th Friday of the month.

In January alone nearly 8,000 visitors guides were sent out.

The Dunedin Chamber reports that their new brochure has been updated and is in circulation in over 700 locations. 125,000 copies were printed. The City of Dunedin, the Downtown Merchants Assoc., Toronto/Dunedin Bluejays, Peter Kreuziger and the Best Western Yacht Harbor Inn helped make this possible.

To better serve their customers the visitor's center has been open on Saturdays from 10a.m. to 2p.m.

Spring Training is back in Dunedin. Member of the Chamber's marketing committee were on hand to greet five planeloads of Toronto Season ticket holders who came for Opening Day and the first few games of the season. Thanks to the CVB staff for organizing discounts for the guests throughout the county.

Some upcoming activities in Dunedin are the start of "noon tunes" an opportunity to pick up a lunch from area restaurants and listen to music at Pioneer Park

Dunedin's Scottish heritage celebration begins with the Military Tattoo on Saturday March 28th at the Dunedin High School. The Dunedin Highland games filled with the pageantry of the Clans, pipers Scottish dancers, food and craft vendors and of course the Scottish Games will be Saturday April 4th.

All the Fridays in April will feature "Films in the Park" beginning at dusk at Pioneer Park.

St Petersburg Chamber reports spending a majority of February designing a new tourism council. The council will tackle major topics, issues and policy initiative that impact tourism and the ability to sustain the #1 industry in Florida

The Leadership St Pete Class of 2009 had their Business Sport & Tourism seminar in February.

The Greater Palm Harbor Area Chamber of Commerce would like to report that there will be a craft show in historic downtown Palm Harbor in March. Residents and Tourists can enjoy food and exhibits from local craftsmen. March 21 from 10-5 and March 22 10-4.

Also new is the Crossroads Farmers Market sponsored by North Pinellas Historical Museum and Old Palm Harbor Main Street. It is located at the North Pinellas Historical Museum at the corner of Belcher and Curlew and held each Sunday from 9am until 2pm

The Tampa Bay Beaches Chamber of Commerce reports the following Tourism related activities:

They organized and hosted an Offshore Drilling session to collaborate with leaders on contacting elected officials; the chamber is working hard on having a voice for the tourism industry on this issue.

They are working with the Florida Chamber on a spend local campaign to promote our area with discounts.

They distributed approximately 5000 of our Visitor's Guides to the 5 Welcome Centers

They are planning a town hall forum to educate the local communities on tourism and its economic impact and the tourism committee has set dates for their Sales Mission to Orlando

Corey Ave is starting a weekly European Sunday morning market on March 15th

The Clearwater Beach Chamber of Commerce reports that their co-op internet and print media advertising campaign in the Toronto and Chicago areas continues resulting in tremendous increase in visitor request for information for our destination.

Co-op Advertisement with VSPC ran in the February issue of Florida Family Getaways.

The week prior to Super bowl Chamber representatives spoke with on-air radio personalities in the Phoenix and Pittsburgh areas promoting the availability of accommodations in Pinellas County.

Over 400 tourist bags were prepared to be distributed to conferences and weddings held in the Clearwater area in January and Feb.

They facilitated the shipment of 200 visitor guides to various tour and travel agencies.

The Largo/Mid Pinellas Chamber of Commerce reports that their new 2009 membership directory is available with demographic information, visitor information and who's who of business.

More than 100 artists are expected at the 3rd annual Largo Central Park Artist Market on March 21 and 22. Included will be 70 exhibits and musical acts by performers from throughout the bay

The Largo Cultural Center has become ever more popular to visitors and locals alike as it continues to a wide variety of plays and musicals at reasonable prices.

The Upper Tampa Bay Regional Chamber of Commerce conducted its Annual Oktoberfest event in October. The research survey and marketing study has been complete and determined this event brought in nearly ½ million dollars in tourism dollars into the local area as a result of the event. They feel this is well worth the 20K marketing grant money the county invested into this event.

The next planned event is their annual Oldsmar Days Event which will take place March 27, 28 and 29. This event features Rock and Roll bands, classic cars shows, carnival rides, refreshments and a parade.

Oldsmar offers a fresh market every Wednesday from 9 until 1