



Jeff Abbaticchio | Director

Community

- Chamber Outreach – Finalized invoicing and key deliverables for Visitor Center Promotion phase of VSPC | Chamber Visitor Center Funding Program.
- Developing reporting details for Chamber Visitor Center Staffing Reimbursement phase of VSPC | Chamber Visitor Center Funding Program to be distributed to Chambers by March 31.
- Continue to support Chamber Visitor Centers through providing destination branded promotional items to further engage visitors with the destination.
- Creating concept, researching venues and researching partners for May 11th celebration of National Travel & Tourism Week and presentation of Visit St. Pete/Clearwater “Best Of” Awards.
- Developing concept and producing new Destination: G2B presentation to provide community volunteer organizations a better understanding of the Visit St. Pete/Clearwater destination and all it has to offer.

Partners:

- Continue to be in contact with industry partners to discuss dynamic and unique ways to engage and drive visitors to the destination from key feeder markets and better infuse the VSPC brand into the local community.
- Partnering with TPA on a New Volunteer Orientation program to educate Airport Visitor Center volunteers on St. Pete/Clearwater. Two sessions are scheduled for April 2017.

Elite/Special events:

- Implemented strategic marketing programs and activation plans for elite and special events and sports related programs including: Clearwater Sea-Blues Festival; Firestone Grand Prix of St. Petersburg; Valspar Championship; BMX Gator Nationals; Louisville Challenge and USF Softball.
- Participated in weekly meetings to develop, review and solidify upcoming Elite & Sports’ Event activation programs. These plans include marketing, public relations and social media opportunities for VSPC, further infusing our brand into these events on a local, national and international level.
- Showcased Visit St. Pete/Clearwater at Orlando’s Downtown Food & Wine Festival via our “Activation Station.” Approximately 30,000 people attended this two-day event.