



Doing Things!

Convention and Visitors Bureau
February 14, 2017





Who We Are

47 FTE, 2% of County Administrator workforce

- Advertising & Promotions
- Community & Partnerships
- Latin American Sales
- Leisure Travel
- Media & Interactive
- Meetings, Conventions, & Event Svcs.
- Film
- Sports
- Executive and Accounting/Admin.



**ST. PETERSBURG
CLEARWATER**



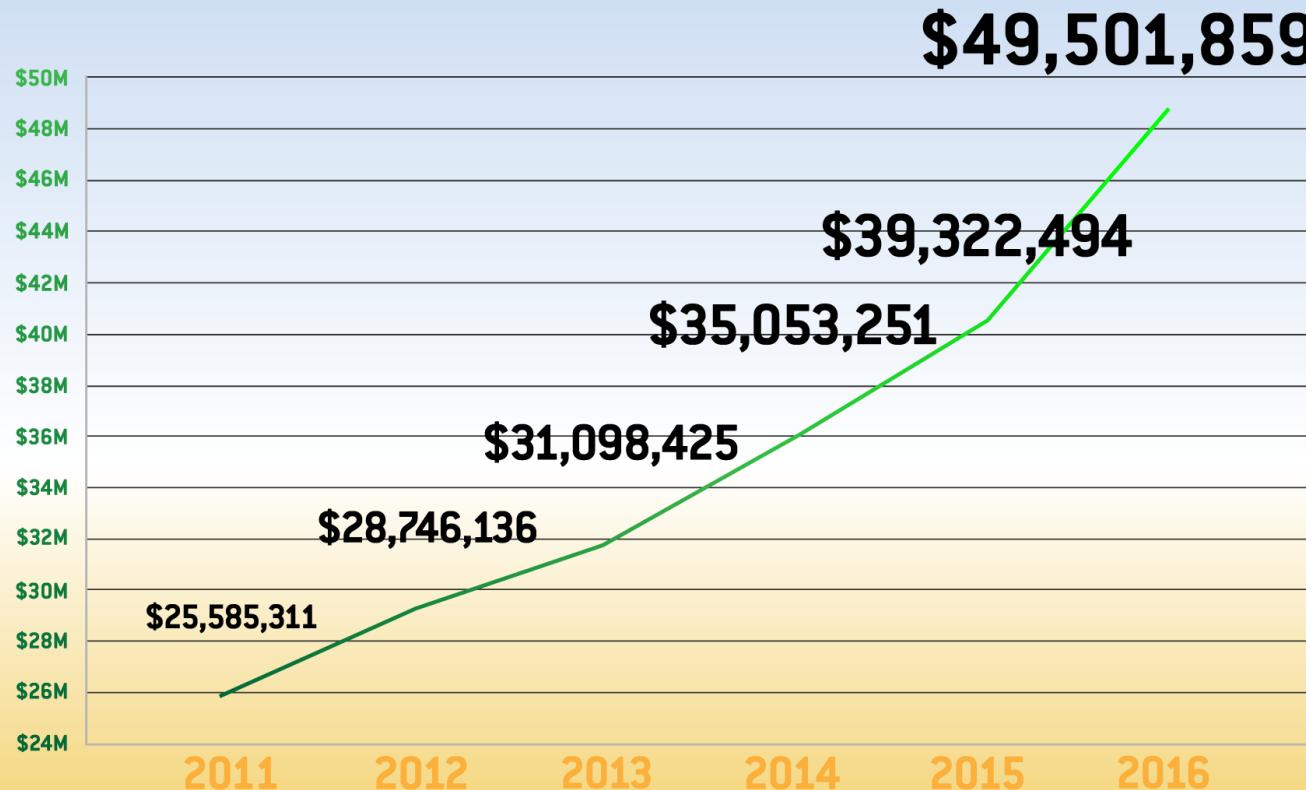
**ST. PETERSBURG
CLEARWATER
FILM**



**ST. PETERSBURG
CLEARWATER
SPORTS**



Tourist Development Tax by FY



RSBURG
ATER

DAYS



A man in a dark suit and tie stands on a stage, speaking into a microphone. He is positioned in front of a large screen displaying the St. Petersburg Clearwater logo and the Virgin Holidays logo.





What We Do

- Market, advertise and promote Pinellas County
- Attract and retain air service to the area
- Partner with local stakeholders

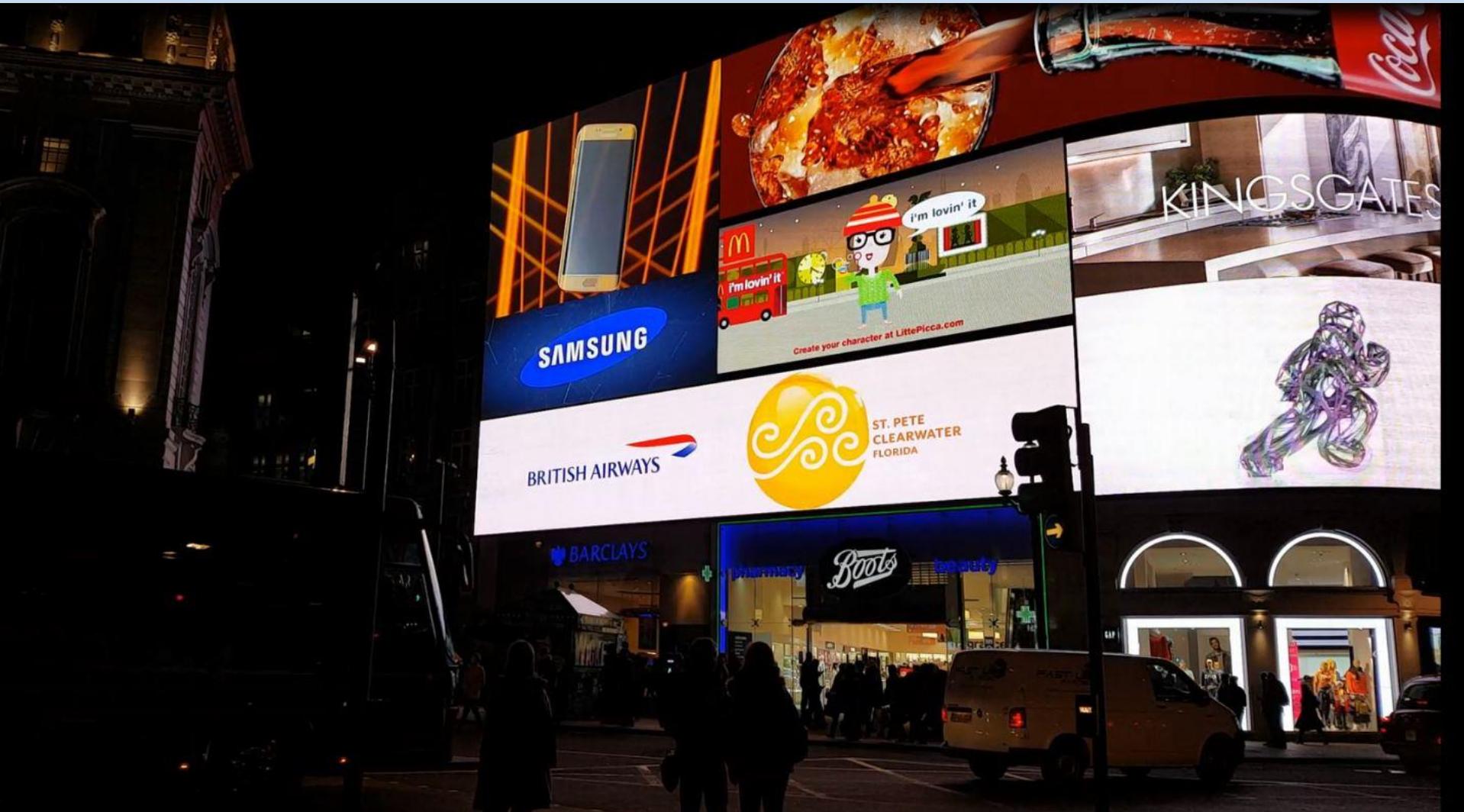




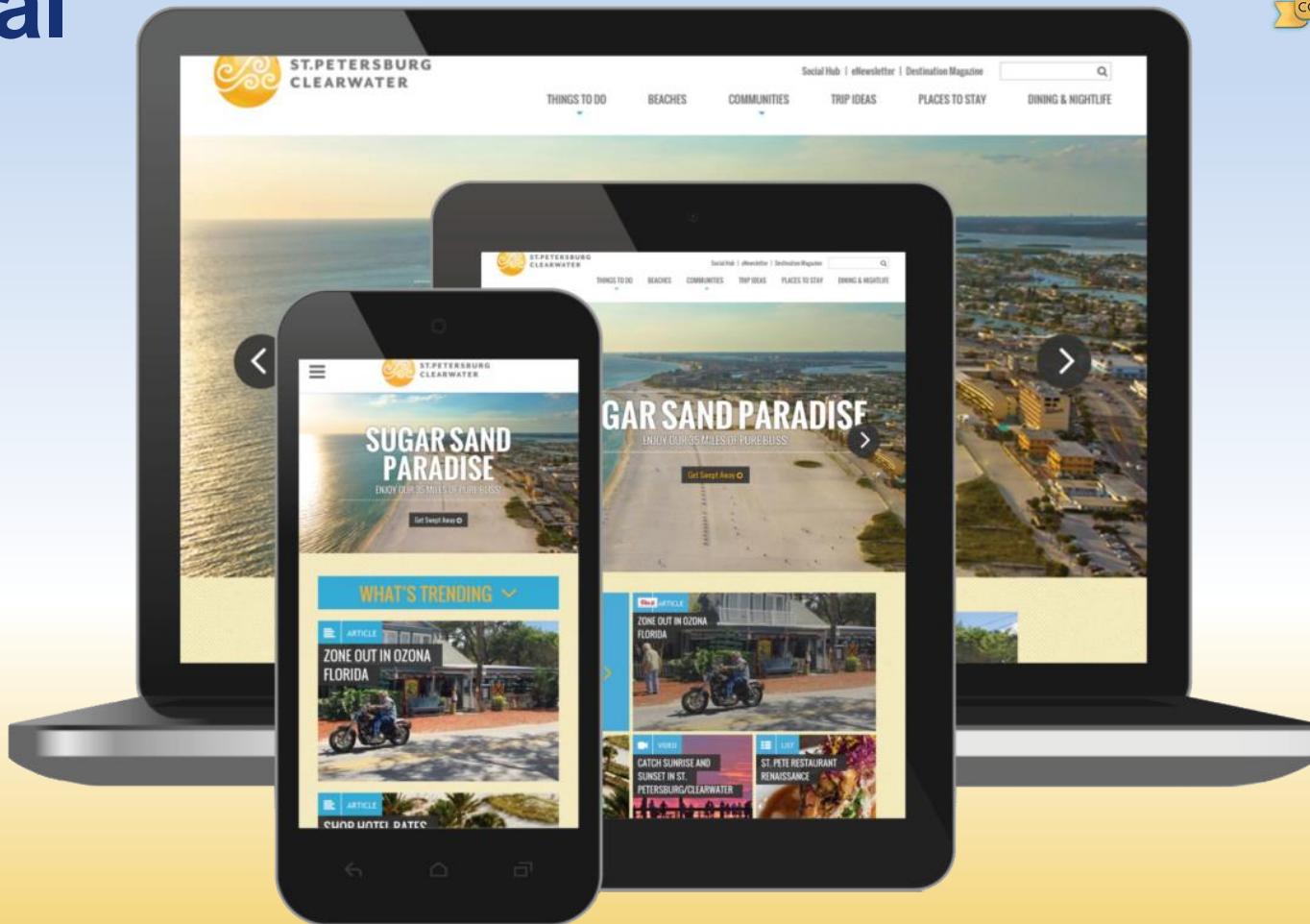








Digital





用心感受



ST. PETERSBURG
CLEARWATER

VisitStPeteClearwater.com

   #LiveAmplified



¡Disfrútalo!

ST. PETERSBURG
CLEARWATER

VisitStPeteClearwater.com/es

 #LiveAmplified



What We Do

- Support high-profile events
- Fund Capital Projects
- Employ residents

Things Done



- Penny for Pinellas
- VisitStPeteClearwater.com



Things Done



- Destination magazine
- Visitation from Latin America





Doing Things



- Partnerships
- Differentiation
- Keep brand lively and top of mind





Thank you!

