

Hub Destination Marketing Update
By Audra Aja, City of Clearwater

- HDM is planning a Small Market Meetings familiarization tour for August. The FAM tour will host a group of meeting and event planners that will be selected based on their desire to move their events to Clearwater and utilize lodging properties, event venues, restaurants and attractions to plan memorable events for their attendees. During their time in Clearwater they will stay three nights at the Opal Sands and one night at the Residence Inn. They will visit the Clearwater Marine Aquarium and attend a Threshers game. Marriott Sand Key is hosting a breakfast and the Hyatt will host a pool deck experience
- HDM just wrapped up the December promotion with *Southwest* magazine. Magazine officials reported 9,220 entries and more than 2,400 opt-ins, which is on the high side of what they receive in other similar campaigns. The city can make the 2,400 opt-ins available to any stakeholders who want to add them to their email marketing lists.
- HDM is gearing up to refresh our website, visitclearwaterflorida.com, and needs your help. Please review your listings on the website. Send any corrections or suggestions to clearwater@gowithhub.com.
- If you plan or host any events, please submit those dates along with your website listing updates to clearwater@gowithhub.com.
- HDM is planning for the spring and summer press trips. If you have anything new you want to showcase to travel media, please let HDM know by writing to clearwater@gowithhub.com.
- The City's contract with HDM (1 yr with option for (2) additional 1-yr terms) expires on September 30, 2019. We will be issuing a RFP in May. RFP submittals are reviewed by committee, and like the process we used in 2016, we will be reaching out to stakeholders to see if we have anyone interested in participating in this year's committee. We would like to have 2-3 people from the tourism community involved. Interested persons should plan to spend approximately 1 hour per response to review and score, plus additional time for 2-3 meetings with committee to receive instruction, discuss/rank responses, hear/see presentations by short-listed group of highest-ranked respondents. Interested persons can reach out Denise Sanderson at denise.sanderson@myclearwater.com 727-562-4031 or Audra Aja audra.aja@myclearwater.com 727-562-4022

Special Events Update

Kris Koch

kris.koch@MyClearwater.com

ESPN Elite Invitational

- Over 11k fans in it's first year
- Over 80% of online tickets sold outside Pinellas county
- Nationally televised across ESPN platforms
- 14/16 teams stayed 4+ days in Pinellas hotels.

Sea-Blues Festival

- Over 21k fans enjoyed the Friday blues walk and Sat/Sun festival dates
- Large percentage of tickets sold to guests who reside outside of Pinellas county.

Both events confirmed to return in 2020.