

Tourist Development Council

Convention & Visitor Bureau

- **Enhances the county's economy**
 - **Increasing Direct Visitor Expenditures**
 - **Job Development**
 - **Training**
 - **Retention in the Tourism Industry**

Tourist Development Council Convention & Visitor Bureau

- ◉ **Works domestically and internationally to develop and enhance sustainable tourism for the St. Petersburg/Clearwater area in both the leisure and meetings markets, sports and film.**
- ◉ **Leads a community-based team to market the benefits of tourism to local residents while working with varied interests to assist in the development of new attractions and the redevelopment of others.**

Tourist Development Council Convention & Visitor Bureau

● Sales & Marketing

- Targets the following with research driven marketing programs touting beaches, sports, arts and culture and nature-based opportunities.
 - Consumers
 - Travel Media
 - Travel industry
 - Meeting and Conference Planners
 - Sports Promoters
 - Film Producers

Overview of Reductions

FY10 Reductions

FTE Reductions

- **Special Events Coordinator (1) – program discontinued**
- **Convention Services Manager (1) – duties rolled into Meetings & Conventions**
- **Operations Manager (1) – duties distributed to 3 CVB staff members**
- **Closure of Canadian Office (1) – Canadian duties rolled into Leisure Travel Dept.**

Other Reductions

- **Marketing & Advertising**
- **Visitor Services Program for Chambers**
- **Public Relations**
- **International Sales**
- **Travel**

Key Programs & Service Levels

- **Sales, Marketing, Public Relations, Meetings & Conventions, Leisure Travel, Sports and Film**
 - **At this time we are continuing to operate at our normal standard service levels.**
 - **We are maintaining our standard turnaround time of 24 to 48 hours.**
 - **RFP's**
 - **Contracts**
 - **Leads**
 - **CATS Items**

Key Programs & Service Levels

- ◉ **We are no longer able to provide funding and services for special events, such as:**
 - **Clearwater Jazz 'N Art Walk**
 - **Knology Clearwater Sea-Blues Festival**
 - **The San Gennaro Festa**
 - **Summer Solstice Festival of the Performing Arts**
 - **Oldsmar Days**

Impacts to the Public

- **Special Event Grants** – Several phone calls and questions from former grant recipients and new events seeking funding have been received.
- **Cultural Arts** – This program was reduced by \$400,000, with other outside funding cuts in the arts arena, the remaining \$350,000 grant program has a much greater demand. Some arts programs are now petitioning the TDC directly for funding.
- **Visitor Services Agreement with local Chambers** – The reduction in this area caused several of our Chambers to look at other funding sources, scale back, or cancel local events historically funded through this program.
- **Community Sponsorships** – Elite Events such as Ironman, Honda Grand Prix, and the Transitions Golf Tournament had to compete for funds through a grant selection process by a special subcommittee of the TDC. Those not receiving funds had to find other ways to support their event or impart reductions by the amount normally provided by the TDC.

Operational Changes

- **Staff Reductions have produced:**
 - **More Cross Training**
 - **Multi tasking**

Unintended Consequences

- ◉ **Some local events have been canceled**
- ◉ **Chambers are facing tough times**
- ◉ **Increased field and usage costs for Sports Commission events.**

Challenges & Lessons Learned

● Challenges

Challenges for FY'10 have been:

- reduction in bed tax collection
- struggling US and European economy
- unusual cooler winter weather
- exchange rate of the US dollar vs. the Euro and Pound

● Lessons Learned

- The CVB can operate efficiently and effectively with less
- Staff has had to learn new duties and roles
- Teamwork has been increased.