



St. Pete Beach eNews

The Official Electronic Newsletter of St. Pete Beach

February 8, 2013

MARK YOUR CALENDAR

Senior Excursion

Feb. 22nd

Florida Aquarium

call 363-9245 for info.

~

Underwater Egg Hunt

Sat. March 23, 10am

SPB Pool, \$4

~

Spring Fest

Sat. March 23, 10am

Horan Park

POOL INFORMATION

Water temp. always 82°!

HOURS

M-F 7-11a & 3-6p zero depth

Sat. 10a-3p

Sun. 12p-3p, begin. 3/3

Water Aerobics

Tues/Wed/Thurs 1:30p, \$5

Aqua Zumba

Saturday 10:15a, \$5

St. Pete Masters

M-W-F 5:30-7:00a

All levels welcome

UPCOMING MEETINGS

Held at City Hall

~

City Commission Workshop

Feb 19, 6pm

~

City Offices Closed

Monday, Feb. 18th

In Observance of
President's Day

~SPRING FEST & UNDERWATER EGG HUNT SATURDAY, MARCH 23 - The fun begins at 10am at the St. Pete Beach pool & Horan Park. The Underwater Egg Hunt will be done in three sessions starting at 10:15, then 10:30 and the final one at 10:45. All sessions line up at the pool gates on a first-come basis. Bring a mesh bag to gather your eggs. The egg hunt is \$4 per child, free for the accompanying adult. After the egg hunt walk next door to Horan Park for tons of family fun!! There will be crafts, touch-a-truck, music & games, summer camp expo and food will be available!!

~LIBRARY NEWS & EVENTS- Monday, library closed (Presidents Day); Tuesday, 10:30 am, Book Discussion Group (*The Poisonwood Bible* by Barbara Kingsolver); Thursday, 11 am, Mother Goose Story Time for ages 0-3 (*Bubbles*); 2 pm, Introduction to Facebook; every Friday, Feb. 8-Apr. 12, 10 am-3 pm, AARP Federal Tax Assistance. NOTE: The library does NOT yet have some printed Federal tax forms, notably Instructions for form 1040 and some of the supporting schedules/forms; late Congressional action required reprinting them and some may not be available until late February or early March. Forms 1040-EZ and 1040-A (along with instructions and supporting schedules/forms) ARE now available at the library for those who do not itemize deductions.

~SENIOR EXCURSION - Friday, February 22nd to the Florida Aquarium. Trips depart from the Community Center at 9:00am and return at 4:00pm. Cost is \$12.00/resident, \$15/non-resident per trip. Space is limited. Register in person or by calling (727)363-9245!

~COYOTE SIGHTINGS—There have been reported coyote sightings in St. Pete Beach recently, so we want to make sure you have information on what to do should you come in contact with one. Pinellas County Animal Services "Coyotes" web page at: <http://www.pinellascounty.org/animalservices/coyotes/index.html> has good information and there is a "Report a Coyote Sighting" form, which is linked to the countywide sightings map (shows 2009-2012).

~21 NEW PINELLAS SHERIFF'S DEPUTIES who were hired from the St. Pete Beach Police Department were sworn-in on Tuesday at Bayside High School in Clearwater.



Pinellas County Sheriff's Office Programs:



Sheriff's Alarm Registration Program (SHARP)

The Pinellas County Sheriff's Office invites residents to register their alarms through SHARP. A 2009 Pinellas County ordinance requires home and business owners to register their alarm systems with the Pinellas County Sheriff's Alarm Registration Program or "SHARP." The aim of the ordinance is to reduce the number of false alarms in the sheriff's jurisdiction, and the time it takes for deputy sheriffs to respond to them. Fewer false alarms will contribute to the efficiency of deputy sheriffs on patrol as they are better able to spend their time responding to calls for service. There is no registration fee to sign up with SHARP. Alarm subscribers registered with Sharp will receive a warning for the first two false alarms within a year. More than two false alarms will be subject to a schedule of fines. For more information or to register on-line visit <http://www.pcsoweb.com/operations/programs-and-services/sharp/>.



Pinellas County Animal Rescue and Entry System (CARES)

If you have found an animal or if you are looking for you own pet, check the Pinellas Sheriff's Office "CARES" site at www.pcsoweb.com/cares/. Our pets are part of our family and when they are lost, a part of us is lost as well. The Pinellas County Sheriff's Office created a website that is available to enter a lost or found animal without delay. "PCSO C.A.R.E.S" (Pinellas County Animal Rescue and Entry System) site is available 24 hours a day. Posting or listing a lost or found pet on the website does not guarantee that you will find your lost pet or the original owners. It is a tool, however, that will help expand the scope of your search. With the implementation of this site it is our hope that the Pinellas County Sheriff's Office can help reunite a beloved pet with its family.

Vacation House Checks

The Pinellas County Sheriff's Office offers house checks while you're away from your home for an extended period of time. To sign up for this service you will need to provide the following information: your date of departure and the date of return (if you are a seasonal resident, please estimate your return); the address; the homeowner's name; a phone number where the homeowner may be reached while away; the address of your destination; a local contact (family member, friend or neighbor); and please share whether or not someone else will have access to your home. Also, please advise if you will leave the lights or TV on a timer; if you have pets on the premises; and if you have lawn maintenance. Call (727)582-6177 to schedule your house check.

A person is standing on a surfboard in the ocean at sunset. The person is holding a long pole, possibly a surfboard leash or a similar tool. The background is a bright, golden sunset over the water. Another person is visible in the distance, also on a surfboard.

**VISIT ST. PETE/
CLEARWATER**

**2013
MARKETING UPDATE**



**ST. PETERSBURG
CLEARWATER**

Pinellas County Convention and Visitors Bureau “Visit St. Petersburg/Clearwater”

Departments:

- Marketing & Advertising
- Public Relations
- Leisure Travel
- Meetings & Conventions
- Sports Commission
- Film Commission
- International Offices
 - Germany, UK & South America



Bed Tax Information

The Tourist Development Council/Convention & Visitors Bureau (CVB) are funded by a five percent (5%) tourist tax collected on accommodations rented for less than six months. The Fiscal Year 2012 funding is allocated in the following manner:

- 53% Marketing and Operations
- 20% Debt Services
- 9% Beach Nourishment
- 2% Tax Collector
- 16% Reserves



TOURISM: PINELLAS COUNTY'S LIFEBLOOD



ST. PETERSBURG
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2011 Direct Visitor Expenditures



\$2.1 billion

Paid Accommodations

\$1.3 billion

Friends or Relatives

\$3.4 billion



\$3.4 Billion in Direct Visitor Expenditures (2011)

\$9,315,100	per	DAY
\$388,100	per	HOUR
\$6,470	per	MINUTE
\$108	per	SECOND



\$6.8 Billion In-County Economic Impact (2011)

\$18,630,100	per	DAY
\$776,300	per	HOUR
\$12,940	per	MINUTE
\$216	per	SECOND



Average Visitor Paid Lodgings



\$119

per person/day

\$2,000

per party/trip



**ST.PETERSBURG
CLEARWATER**

Plus, Tourism Generates Sales/Tourist Taxes:



=

\$79

Spent by paid

accommodation visitors

\$81.7 million

Direct impact on **LOCAL** government revenues

\$158.1 million

Direct impact on **STATE** government revenues



**ST. PETERSBURG
CLEARWATER**

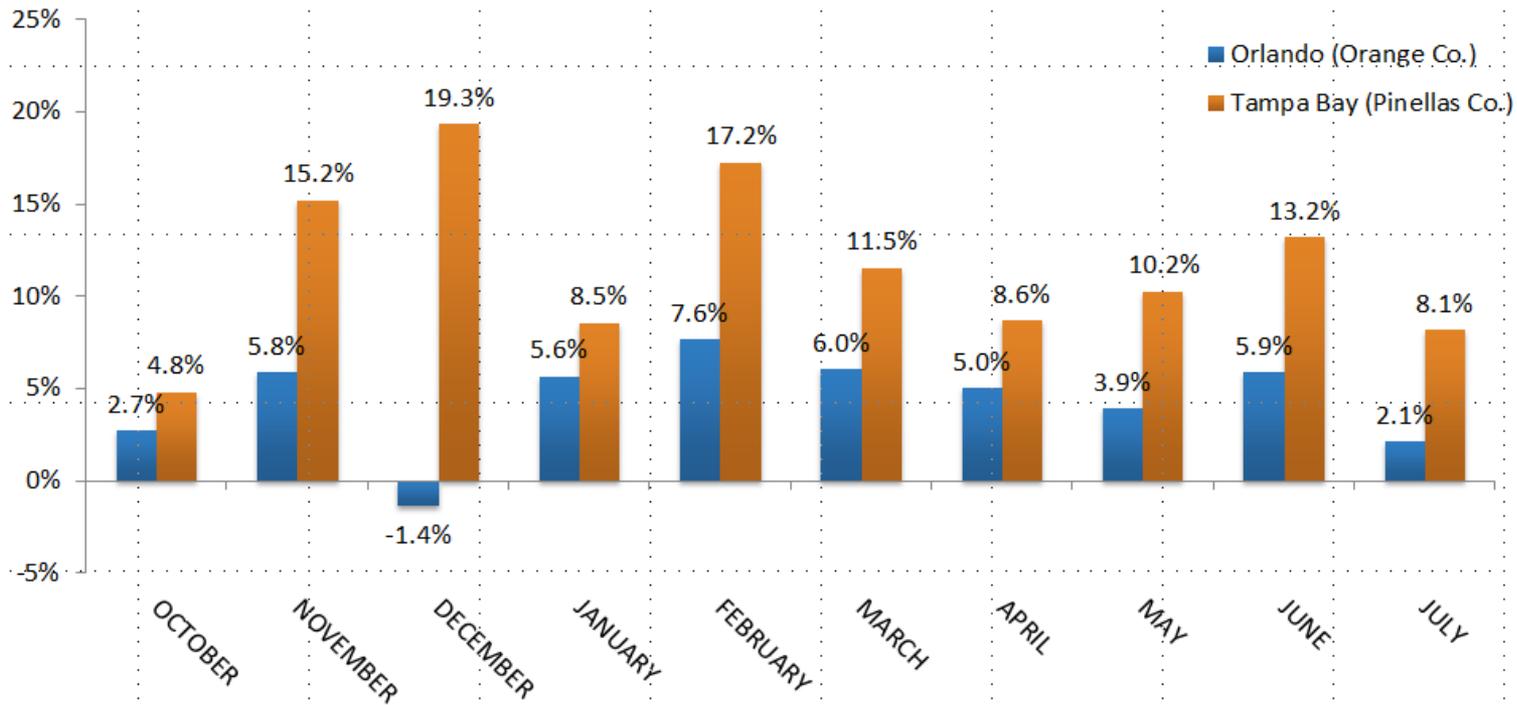
Bed Tax Collections (fiscal year)

2009: \$24,252,579
2010: \$23,751,945
2011: \$25,585,311
2012: \$28,297,657





Tampa Bay Tourism is Increasing at a Greater Rate than Orlando



Source: Monthly Tourism Development Tax reports published by Orange County and Pinellas County.



Pinellas Tourism Creates Jobs

- On average, tourism supports nearly 21% of the employment in Pinellas County.
- That means 84,400 jobs in Pinellas County are directly tied to tourism.
- Tourism jobs *cannot* be outsourced.



2012: Banner Year for Visitation

5.2 million visitors

JAN-DEC, 2011

2.7 million

Stayed with
friends or relatives

2.5 million

Stayed in paid
accommodations



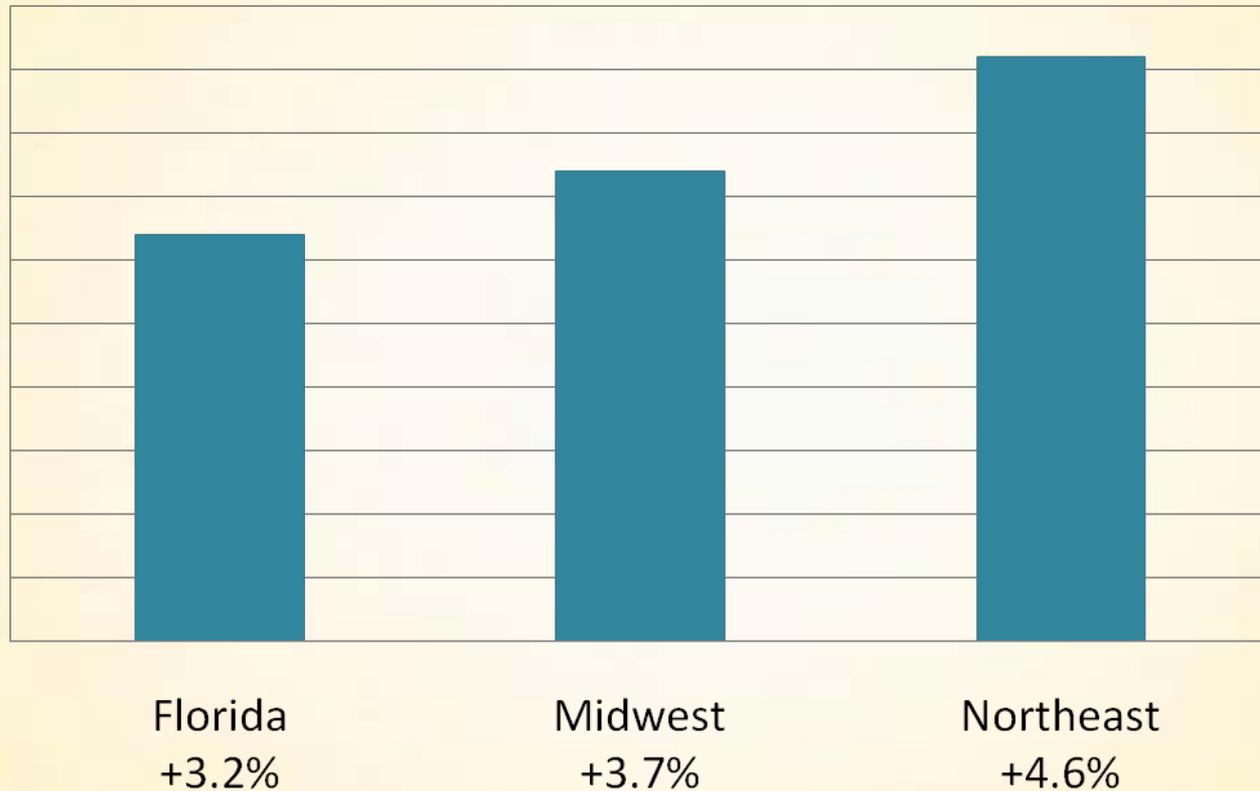
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MARKETING GETS RESULTS

A photograph of two children running on a beach at sunset. The child in the foreground is carrying a large, colorful inflatable ring with a pattern of orange and red circles. The child in the background is also carrying a similar inflatable ring. The sky is a warm, golden yellow, and the ocean waves are visible in the distance. The overall mood is joyful and energetic.

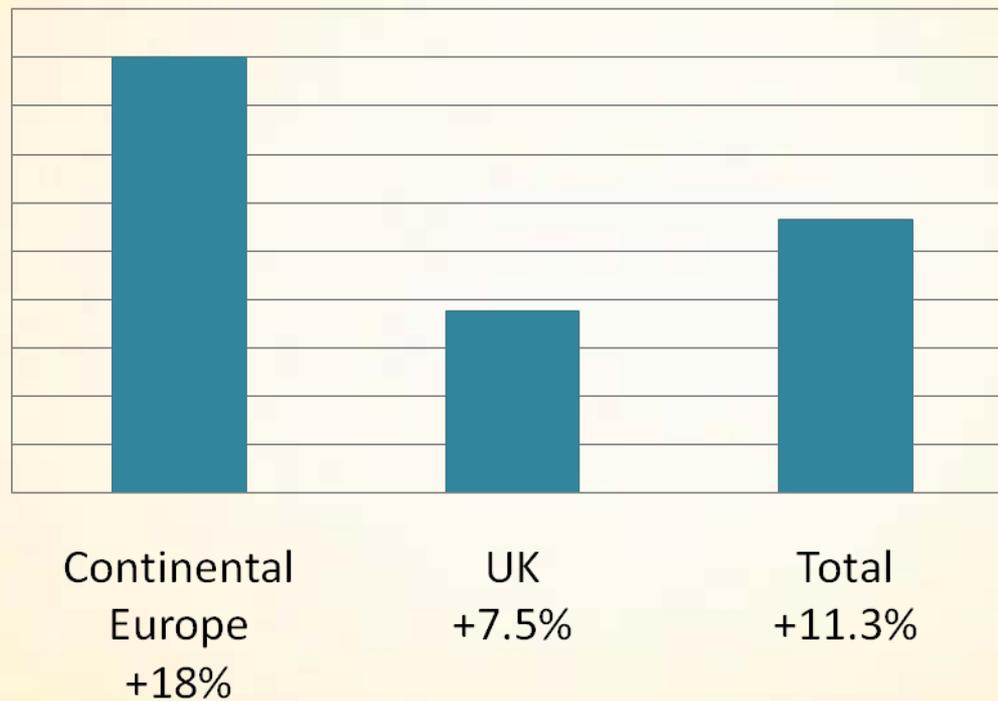
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2010-2011 U.S. Visitor Growth As a Result of Marketing Focus



European Visitation Up First Half of 2012

January - June 2012



A person is running on a sandy beach towards the ocean at sunset. The person is carrying a surfboard under their arm. The sky is a mix of orange and yellow, and the water is visible in the background. The overall mood is energetic and positive.

2013 MARKETING APPROACH

FUELING THE MOMENTUM



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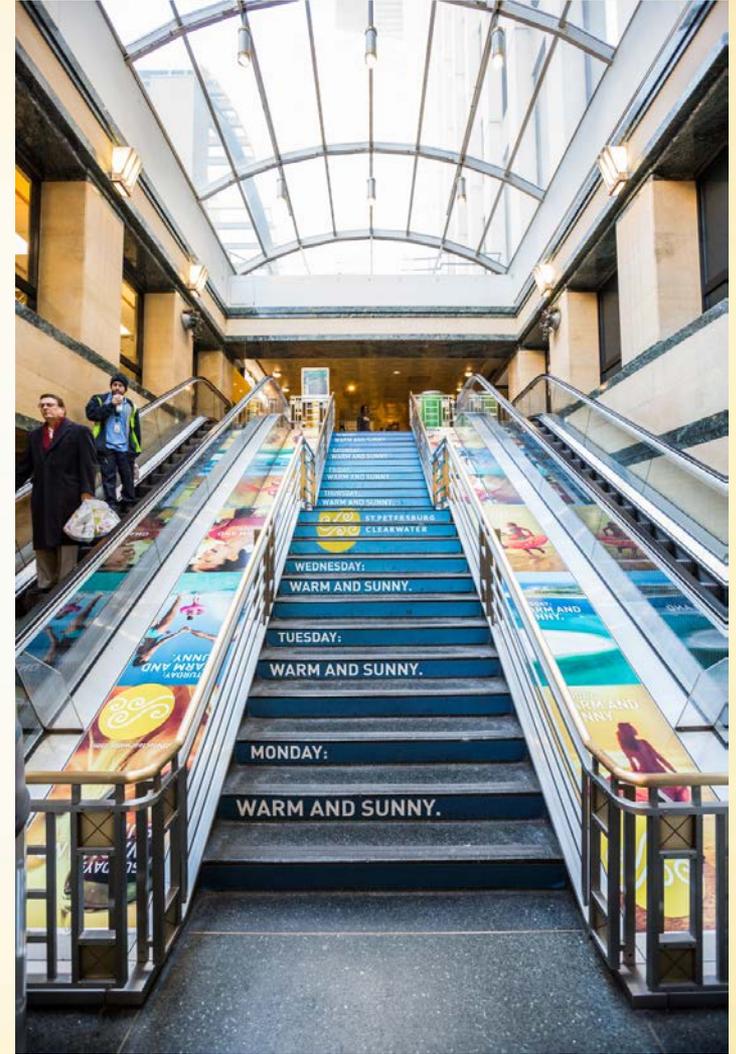
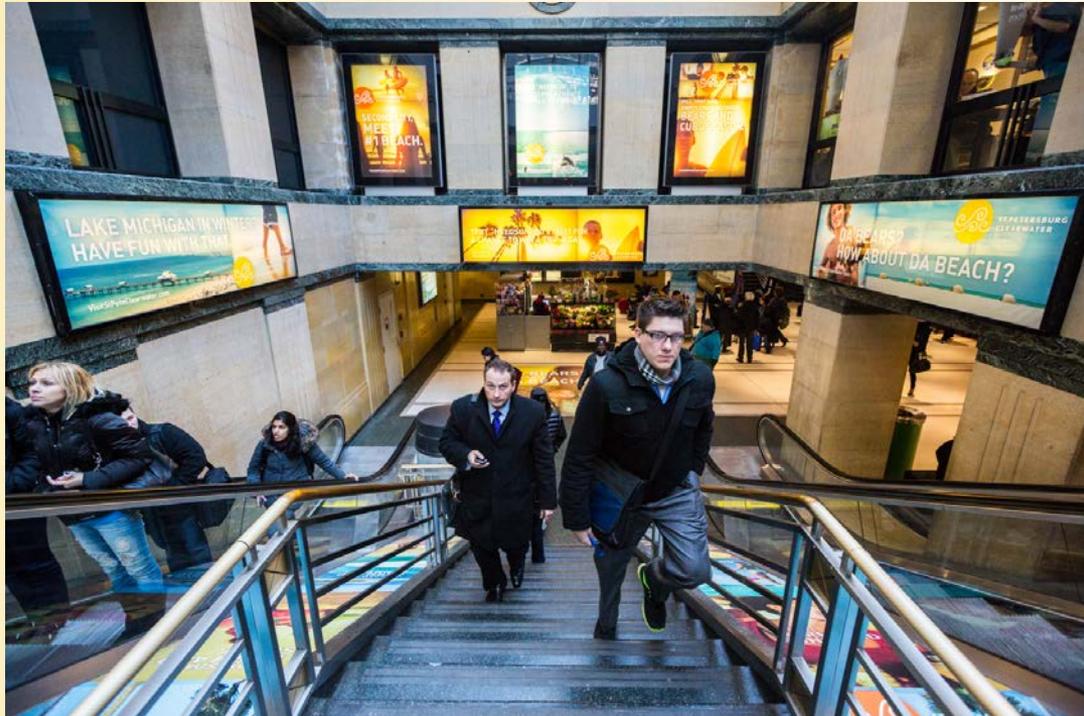
A silhouette of a person from behind, holding a surfboard under their arm, set against a bright, golden sunset background. The person is walking away from the viewer towards the horizon.

INNOVATION FUELS NEW PROGRAMS



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Chicago: Union Station Domination



Chicago: Union Station Domination



Chicago: Union Station Domination



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New York City: Branded “S” Train

NYC - SUBWAY SHUTTLE - CAR #2 EXTERIOR WRAP



Gray areas cannot be covered with graphics.

NYC - SUBWAY SHUTTLE - CAR #4 EXTERIOR WRAP



Gray areas cannot be covered with graphics.

New York City: Branded “S” Train Times Square to Grand Central



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Manhattan: In-Train Advertising



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Manhattan: Subway Billboards



**ST.PETERSBURG
CLEARWATER**

NEW YORK'S GOT NOTHING ON
**OUR SKY
SCRAPERS.**

Your Chance to Win a
St. Pete/Clearwater Winter Escape
Register at LandInSand.com



**ST.PETERSBURG
CLEARWATER**

**GET OFF
THE ISLAND.**
GET ON THE BEACH.

Your Chance to Win a
St. Pete/Clearwater Winter Escape
Register at LandInSand.com



**ST.PETERSBURG
CLEARWATER**

**WHITE SAND
JUST THE THING
FOR WINTER BLUES.**

Your Chance to Win a
St. Pete/Clearwater Winter Escape
Register at LandInSand.com



**ST.PETERSBURG
CLEARWATER**

**THAW OUT AND
CHILL OUT
AT THE SAME TIME.**

Your Chance to Win a
St. Pete/Clearwater Winter Escape
Register at LandInSand.com



**ST.PETERSBURG
CLEARWATER**

**EMPIRE STATE,
PUT YOURSELF IN
A WARMER STATE.**

Your Chance to Win a
St. Pete/Clearwater Winter Escape
Register at LandInSand.com



**ST.PETERSBURG
CLEARWATER**

**A GREAT GETAWAY?
YOU'RE GETTING
WARMER.**

Your Chance to Win a
St. Pete/Clearwater Winter Escape
Register at LandInSand.com

Manhattan: Urban Panels



New York Suburb: Commuter Trains



Manhattan: Double-Decker Buses



ST. PETERSBURG
CLEARWATER

459,213,000

NYC MEDIA IMPRESSIONS



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PROMOTIONS, WEBSITES, AND DESTINATION MAGAZINE



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Emeril's Florida

COOKINGSM
CHANNEL



ST. PETERSBURG
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Live Nation Amphitheater: The Beach Deck



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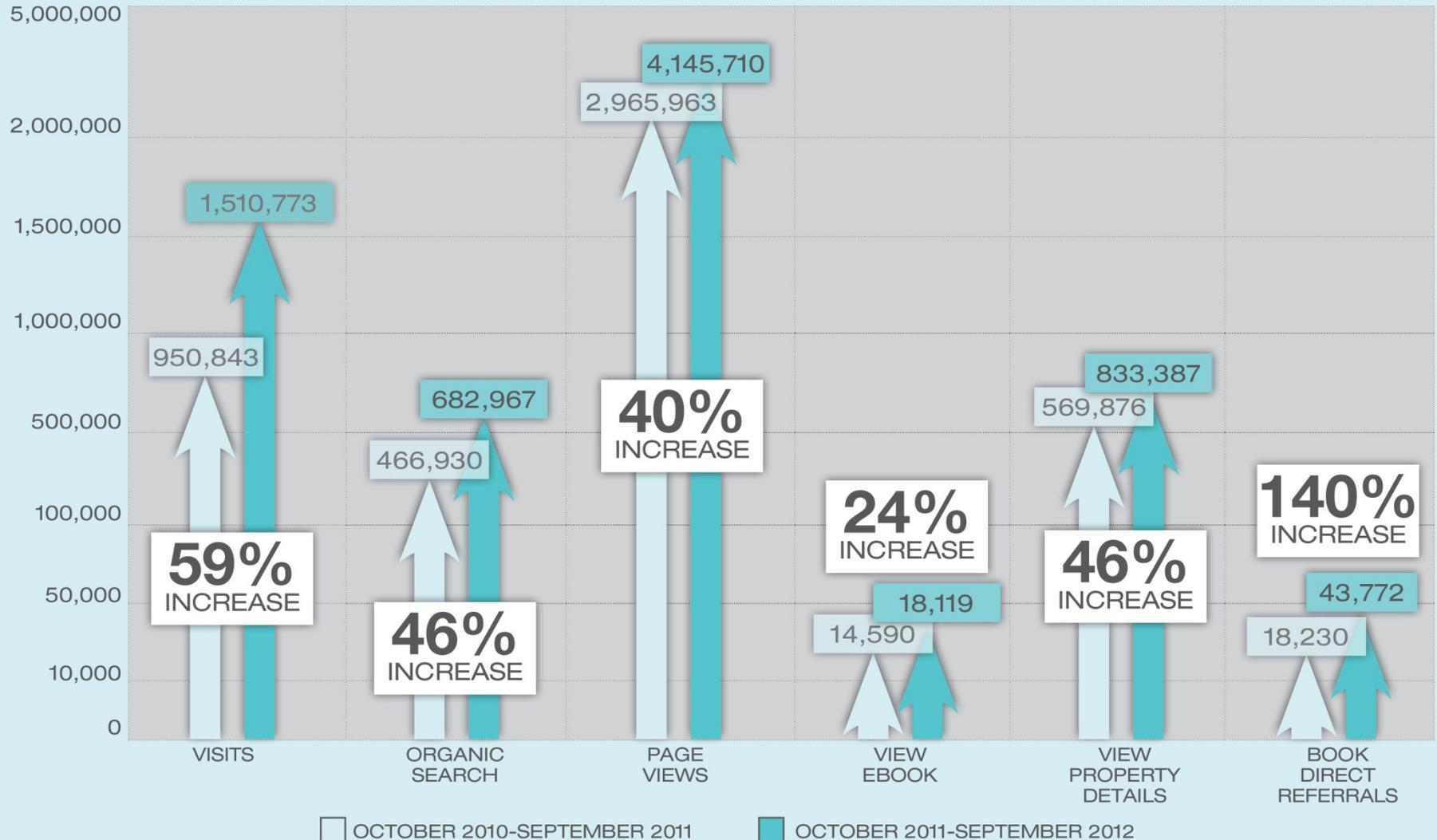
VisitStPeteClearwater.com



It is estimated that by 2014 nearly 53% of the mobile phones in the U.S. will be smartphones.

Visit St.Pete/Clearwater's Web Statistics

2012 REVIEW



Visit St.Pete/Clearwater's User Experience

SMART CONTENT CONCEPT FOR VISITOR FROM KEY TARGET MARKET

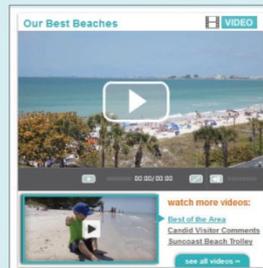
In our example below, the user experience and home page visuals are customized to appeal to a long-haul visitor from a key target market – in this case, a cold climate. The emphasis is on inspiration through images and interactions.



First-time site visitor sees Inspiration Panel that grabs attention with iconic destination imagery and an opportunity to tailor site experience to personal travel style.



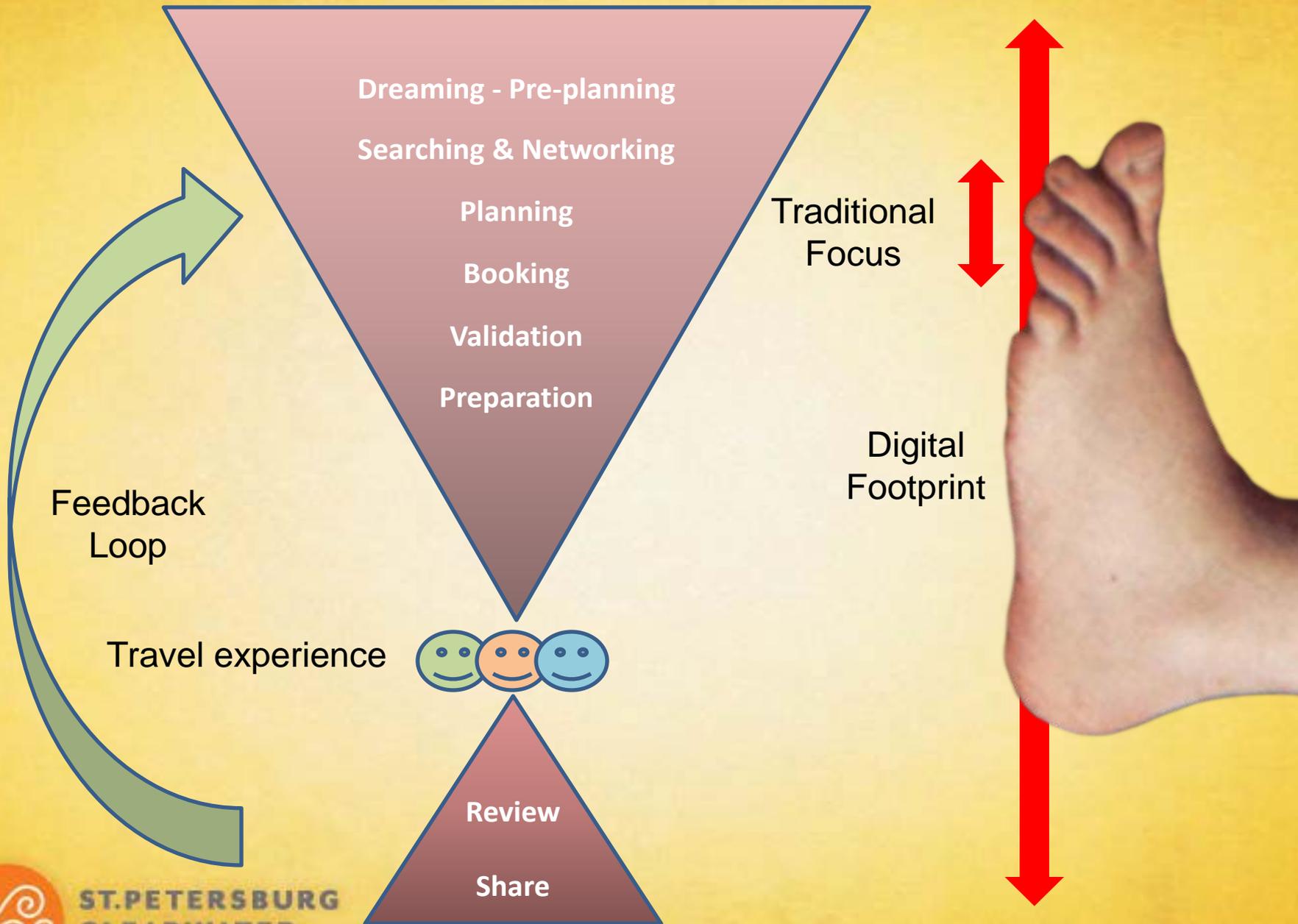
Based on IP address, the "What's Now" area adapts to highlight a campaign specifically designed for users from a specific target market.



Highlighted content drives home the many beach and outdoor activities available year 'round in St. Pete/Clearwater.



Deals component has specific messaging for escaping the winter weather.



Vacation Cycle



A photograph of three women running on a beach at sunset. The women are silhouetted against the bright sun, which is low on the horizon. The sky is a mix of blue and orange, with scattered white clouds. The ocean waves are visible in the background, and a pier extends into the water. The overall mood is energetic and joyful.

destinations

**CELEBRATING THE BEST OF THE
ST. PETERSBURG/CLEARWATER AREA**



**ST.PETERSBURG
CLEARWATER**

VisitStPeteClearwater.com

Tampa Bay Times

tampabay.com

A photograph of three children running on a beach at sunset. The children are silhouetted against the bright, golden light of the setting sun. They are splashing water, and the scene is reflected in a pool of water in the foreground. The overall mood is joyful and celebratory.

THANK YOU!



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