



**VSPC Accepting Applications for Special Event Marketing Grants**  
*\$750,000 to be distributed to local non-profits, municipalities*

St. Petersburg/Clearwater, FL (January 23, 2008) – Visit St. Pete/Clearwater (VSPC) is pleased to announce it is accepting applications for its Special Event Marketing Grant program starting Monday, February 4, 2008.

All Pinellas County-based not-for-profit organizations, municipalities and special taxing districts are invited to apply for marketing support for events planned for fiscal year 2008-2009, with preference given to those events taking place during non-peak times---specifically in May or June, and the period from September 1 through February 15.

The program provides a total of \$750,000 in marketing assistance for new or existing special events designed to bring tourists to Pinellas County. Past recipients include a wide variety of events, ranging from larger productions, such as the Clearwater Jazz Holiday, to smaller, community-based celebrations such as Largo's Bluegrass Strings & Crafty Things.

Applications for the grant, which is funded directly from the county-wide hotel bed tax, will be available on [www.PinellasCVB.com](http://www.PinellasCVB.com) starting Monday, February 4, 2008. The deadline for all applications is Friday, March 14 at 5 p.m. For more information visit [www.PinellasCVB.com](http://www.PinellasCVB.com) or contact VSPC's Deputy Director Lee Daniel ([Lee@FloridasBeach.com](mailto:Lee@FloridasBeach.com)).

*Visit St. Petersburg/Clearwater is the official destination marketing organization for Pinellas County.*

*For more information: [www.FloridasBeach.com](http://www.FloridasBeach.com)  
Contact: PR Director David Downing: [David@Floridasbeach.com](mailto:David@Floridasbeach.com)  
Phone: 727.464.7213*

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