



Report Summary

**Regional Collaboration Committee
Tampa Bay Regional Planning Council**

Airports

✈ **Promote coordinated marketing.** Each airport should have a consistent regional message in all its in-house marketing.

✈ **Improved Connectivity.** Support TBARTA regional transit planning efforts with an emphasis on utilizing transit to better connect the existing airports and more importantly the airports with destinations, attractions, and beaches.



Seaports

 **Promote collaboration** between Port Manatee, Port of Tampa, and Port of St. Petersburg

▶ **Support regional seaports' efforts to engage the cruise industry** to explore opportunities and identify barriers to expansion.



Transportation Planning

✎ **Promote TBARTA and West Central Florida Metropolitan Planning Organization's Chairs Coordinating Committee (MPO CCC) collaboration on "one plan"** that is recognizable as the region's transportation blueprint.

✎ **Support efforts to revamp the transportation revenue structure.**

▶ Support MPO CCC High Priority Transportation Initiatives list.

▶ Take a position on revenue enhancement concepts (MPO Advisory Revenue Study) and future local transportation referendums that will improve regional mobility and connectivity.



Health Insurance

- ▶ Conduct a survey to determine the potential need for a health insurance consortium. How are local governments insured? How are they containing costs? Have they considered consortiums? Would they consider a consortium?
- ▶ Continue research in 2013.



Area Branding

✧ **Support and encourage Convention and Visitors Bureaus to develop a regional tag line.** It is okay for each city and county to protect and promote its sub-brand but efforts should be made to build and not dilute the regional brand. For example, St. Petersburg / Clearwater: *A Tampa Bay Community* or Historic Dade City: *A Tampa Bay Community*

✧ **Sell the Destination.** All of the tourist development councils and boards (CVBs) are focused on their local products. They try to put out the best product within their means. The resource area which is most conducive to collaboration is marketing.

▶ Convene a forum where the airports, seaports, tourism, and sports marketing managers share ideas and identify areas for collaboration or to expand the cliché a “TEAM Building” exercise.



Amateur Sports

 **Promote development of super-regional events** that involve bed stock and facilities from multiple counties.

▶ Develop a concept paper that outlines steps to grow the region's successful and growing amateur sports industry.





Discussion

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