



Marketing Plan for St. Pete Shuffleboard Club

The University of Tampa

MKT 450-3

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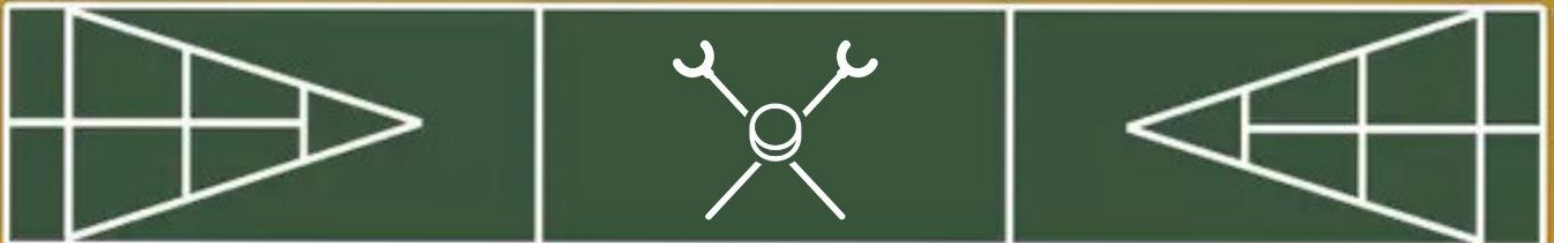


Table of Contents

Executive Summary.....	2
Company Overview and Current Marketing Strategy.....	3
Current Market Situation and Trends.....	8
Competitive Analysis	9
Analysis.....	11
Issues Analysis	12
Target Markets, Positioning Statements, and Customer Personas	15
Proposed Marketing Strategy	23
Action Plans.....	25
Citations.....	34
Appendix.....	37

EXECUTIVE SUMMARY

This marketing plan for St. Pete Shuffle presents a series of strategic actions aimed at boosting brand awareness and driving membership growth. It highlights several key challenges affecting the club's current marketing strategy, including low awareness among younger audiences, underdeveloped social media platforms, growing competition from substitute products, and the existing pricing strategy. To address these issues, the plan proposes several strategic action plans designed to engage a young audience. Collectively, these action plans will enhance St. Pete Shuffle's brand awareness and online presence, expand and diversify its membership base, and increase overall engagement with both current and potential club members.

The St. Petersburg Shuffleboard Club is a historic recreational club offering affordable and accessible shuffleboard experiences. By blending its history with social engagement, the club positions itself as a unique local destination. While it maintains a loyal customer base of older members, research indicates limited brand awareness among younger audiences and an underperforming social media presence. Currently, the club's marketing efforts focus primarily on event promotion and membership pricing.

Current market trends present an opportunity to engage young adults and college students. As shuffleboard offered at the club is affordable, it aligns with the price-sensitive consumer behaviors of this demographic. Direct competition is minimal, as the club offers something unique that cannot be easily replicated. However, St. Pete Shuffle faces serious threats from substitute products such as pickleball, run clubs, pilates, and other recreational activities in the local area. Friday Night Shuffle in particular faces high competition as Fridays are often a social day where people go out and do activities such as dining at restaurants, attending concerts, spending time at local beaches, and exploring nightlife. Unfortunately, this presents a challenge when targeting college students, as they may choose to attend another social event on a Friday due to stronger awareness, affordability, social norms, peer pressure, and even perceived excitement about an event.

Primary research indicates that most University of Tampa students have never heard of St. Pete Shuffle, illustrating the large gap in brand awareness for young adults and college students. To sustain growth and momentum within the company, the club needs to modernize engagement and promotional strategies. With limited digital awareness and minimal innovation in marketing strategies, the club risks transitioning into the declining stage of the product life cycle.

A thorough analysis identifies the main challenges in St. Pete Shuffle's marketing strategy. Primary issues include an aging membership base, a rise in substitute products, and limited appeal to tourists. Secondary issues include environmental factors, such as hot summers and hurricane season, as well as pricing strategy. St. Pete Shuffle's target markets should include both B2C and B2B audiences. B2C markets include older adults, young adults, families, and tourists, while B2B markets include event planners and community organizations.

Proposed marketing strategies focus on optimizing social media platforms like Instagram and creating a page on TikTok, as these are the most popular social media platforms used by young adults and college students. Partnering with local schools can introduce children to shuffleboard through field trips, family nights, and educational activities. Collaborating with

First Friday in St. Pete positions the club as a social nightlife option for young adults, featuring DJs, games, or themed events. University pop-ups will further raise brand awareness and interest through hands-on shuffleboard experiences and merchandise sales. Lastly, offering student discounts on events and memberships increases accessibility, encourages repeat customers, and drives membership conversions among middle school, high school, and college students.

COMPANY OVERVIEW AND CURRENT MARKETING STRATEGY

Overview

The St. Petersburg Shuffleboard Club, also known as St. Pete Shuffle, first opened in 1924 and is renowned for being the largest and oldest shuffleboard club not just in Florida, but in the whole world.

St. Pete Shuffle differentiates itself from other recreational activities and sports through its history as a community club. Its long history and association with St. Petersburg allow the Club to create a sense of place and connection for its members. Currently, most members are older, local residents of St. Petersburg. However, the company hopes to expand its audience to younger people, such as college students, as well as tourists. Today, the St. Petersburg Shuffleboard Club has over 2,600 members (Client Brief).

Current Marketing Mix (4P's)

Product:

The St. Petersburg Shuffleboard Club provides a space to play, connect, and compete through the game of shuffleboard. Its main product is its membership offerings, which also help to support one of St. Petersburg's historic organizations. The club offers two main annual memberships: an individual membership (allows up to 3 guests) and a family membership for two adults and two children (allows up to 6 guests). Both annual memberships include the following benefits:

- Free play at the club for one year
- Unlimited access to equipment to play any time between 5 am and 12 am
- Eligible to participate in member-only events such as leagues and tournaments (West Coast District, state, and national)
- Discounts to club events
- Discounts on club merchandise
- Eligible to rent the club for special events

The club also offers a supporter membership, which includes fewer benefits but still provides free play during open hours and eligibility to rent out the club for special events. To summarize, the St. Pete Shuffle Club offers primarily intangible products. Shuffleboard is a perishable experience that cannot be stored or taken home with members, but instead provides value through community and recreation.

The club caters to all ages and families, but as the game of shuffleboard is known to have low physical demands and complex strategies, the club attracts a majority of older players (Client Brief). Florida is known for being a "snowbird" destination, which could be a reason for this large customer base. The club also offers itself as a venue for weddings and other events,

often booked on Saturdays (Client Brief). The Club can be rented out for up to 250 guests, and the company has expressed interest in increasing the number of events on both weekdays and weeknights.

The unique offerings of St. Pete Shuffle can be identified through the Jobs to be Done framework:

<u>JOBS TO BE DONE FRAMEWORK</u>		
Job	What it offers	Substitutes
Competitive Sport	St. Pete Shuffle offers a place for members to practice and play shuffleboard competitively. They host regular tournaments, and members are eligible to participate in both leagues and tournaments.	For older members, shuffleboard can substitute for golf or other less strenuous competitive sports. For younger members, it can substitute for a wide range of competitive activities, regardless of physical intensity.
Exercise	Shuffleboard gets the job of exercising done, especially for older members, as it is an activity that requires low physical demand.	Shuffleboard can be a substitute for other forms of exercising, such as a gym or other activities (ex, run club, yoga, etc.).
Fun/Recreational Activity	St. Pete Shuffle offers a game for members/non-members to play in their free time. Shuffleboard has a unique complexity in its game strategy that makes it a fun game to play.	Substitutes could include bowling, pickleball, hanging out with friends, etc. Any activity that provides “fun” or is considered recreational is a substitute.
Social	St. Pete Shuffle is a community club that provides a welcoming space for social interaction. It’s a place you can enjoy time with friends and family, connect with other members, and meet new people.	Anything that encourages social interactions could qualify as a substitute for the shuffleboard club (ex, hanging out with friends, sports team, etc.)
	St. Pete Shuffle is a historic landmark in St. Petersburg, allowing for a unique opportunity for members to	Tourist guides, historical tours, ecotourism, historical museums, etc., could all be substitutes.

Community/Culture	become part of a deeply rooted community and culture within the city. It offers a place where tourists and new members can play alongside local residents and learn about the historical significance of the club.	
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Promotion:

The club often engages in promotional events, including special fundraising events to raise money for the club. One of the club's most popular events is Friday Night Shuffle, hosted weekly from 7 pm to 10 pm. Admission is free for members and their guests, while non-members pay \$10 per person. Courts and equipment are available on a first-come, first-served basis, with a two-court limit per group. Visitors are welcome to bring food, drinks, and dogs to an extent, as this is a family-friendly event. By offering an accessible and affordable weekly event, the club can attract new visitors who may later choose to convert and purchase a membership. As a social event, Friday Night Shuffle may also help to generate word-of-mouth as visitors may share their experiences with friends or online. Overall, hosting events at the club encourages community engagement and serves as an effective promotional tool.

In addition to hosting events, St. Pete Shuffle promotes the club and events on its social media platforms, such as Facebook (9,500 followers), X (1,524 followers), and Instagram (6,448 followers). St. Pete Shuffles X platform is not active, with their last post being in 2019 (about 6 years ago!). When analyzing the club's Facebook page, the last 12 posts all focus on bringing awareness and attention to club events. None of the recent Facebook posts promote the club in an effort to convert viewers, nor do they share posts from influencers in the industry or share stories. Overall, the Facebook page does not use the Rule of Thirds at all. Besides this, engagement on Facebook is minuscule compared to the following count. The page has almost 10,000 followers, but rarely gets 10 likes on each post.



Similarly, the club's Instagram posts mostly bring attention to upcoming club events. However, the Instagram page is more balanced with occasional posts promoting St. Pete Shuffle merch. Friday Night Shuffle posts also include descriptive captions about the event. Additionally,

the Instagram Highlights showcases weddings held at the club, helping to illustrate one of the many experiences St. Pete Shuffle offers.



St. Pete Shuffle’s current promotional strategies can be analyzed through the following aspects of the AIDA Framework:

<p>Attention/Awareness</p>	<p>96% of students at the University of Tampa have never heard of the St. Pete Shuffleboard Club. This suggests that the club is not currently building brand awareness for one of its target markets – younger people.</p> <p>The club primarily uses its Facebook and Instagram pages to build awareness of and promote the events it hosts. The club is getting people to notice the company, but it is not building interest, desire, or action because the posts do not really communicate what the club is or what it offers in value or benefits. There is also little engagement on social</p>
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	media posts.
Interest	Events hosted at the club create interest by acting as an entry point for visiting and discovering St. Pete Shuffle. However, the interest that is generated is more event-focused rather than brand-focused. People may see promotions for events and become interested in attending the event itself, rather than the club. Because most social media posts promote events without further explanation of the club, it's unlikely that interest will build to a desire to engage with the organization beyond attending the event.
Desire	The club offers an email newsletter, a typical marketing tool that builds desire and action. Unfortunately, the email newsletter sign-up does not work properly on their website, and the club could be missing out on potential conversions. Other than that, the club does not currently run any promotions that evoke desire for club membership or long-term engagement.
Action	St. Pete Shuffle does not currently run any promotions to encourage purchases of its memberships. It seems like the club hopes its use of other promotional strategies will lead to membership purchases without explicitly encouraging it.

Place:

The St. Petersburg Shuffleboard is the oldest and largest shuffleboard club in the world, founded in 1924 and recognized as a historic site (Client Brief). The club provides free, on-site parking for both club members and guests. Conveniently located just off Highway I-275 South near downtown St. Petersburg, its proximity to the city center helps to draw traffic from both locals and tourists. Additionally, the club is only about 20 minutes from several local beaches, making it a prime location for attracting visitors and tourists to the area.

Price:

The St. Pete Shuffleboard Club is a nonprofit recreational organization (501c4) (Client Brief). They currently use a tiered membership pricing strategy, offering three membership options: Annual Individual Membership at \$75, Annual Family Membership at \$125, and a Supporter Membership at \$50. This affordable pricing structure is designed to promote accessibility for all ages and families. It incorporates second-degree pricing segmentations, bundles, and elements of a two-part tariff. Overall, the club's pricing strategy reinforces the company's mission to build a community rather than maximize profits. In addition to memberships, the club hosts events where admission is \$10 for nonmembers to have unlimited

play, offering a cheap alternative to those who might not want a full membership while still raising revenue to support the club.

ANNUAL INDIVIDUAL MEMBERSHIP, \$75 PLUS 7% FLORIDA SALES TAX (\$80.25)

For an individual person. You are welcome to bring up to 3 guests to play (enough to fill one court).

ANNUAL FAMILY MEMBERSHIP, \$125 PLUS 7% FLORIDA SALES TAX (\$133.75)

A family membership includes two adults in the same household and their dependent children. You are welcome to bring up to six guests (enough to fill up two courts) with both adult members of the shared family membership in attendance.

SUPPORTER, \$50 PLUS 7% FLORIDA SALES TAX (\$53.50)

For those who wish to support the club, but don't need a full-fledged membership. Supporters do not have all the benefits of full members, but can play during our open hours without paying the \$10 nonmember fee, and are eligible to rent the club for special events. Open hours are Tuesday and Thursday, 6 - 9 pm; Friday, 7 - 10 pm; and Sunday, 9 am - noon.

CURRENT MARKET SITUATIONS AND TRENDS

Political	We are omitting political factors from our report. The club's operations are not tightly bound by political policies and is a nonprofit organization.
Economic	<ul style="list-style-type: none"> • Shuffleboard is a low-cost leisure activity • College students are a price-sensitive demographic that enjoys leisure and social activities • Tourism in St Petersburg and downtown foot traffic create spillover opportunities for people who were in St Petersburg for reasons other than to play shuffleboard
Social	<ul style="list-style-type: none"> • Historic and cultural value, founded nearly 100 years ago <ul style="list-style-type: none"> ○ Once served as a community center as well • Younger demographic likes to mix leisure and exercise activities with socializing • "Friday Night Shuffle." <ul style="list-style-type: none"> ○ Social night ○ \$10 for nonmembers ○ Participants bring their own food and drinks ○ Kids free • Leagues and bootcamps available

Technological	We are omitting technological factors from our report. Shuffleboard is a traditional activity that does not require extensive innovation.
Legal	We are omitting legal factors from our report. There is low regulatory risk for St. Pete Shuffleboard Club, and its fundamental legal issues are stable.
Environmental	<ul style="list-style-type: none"> • Coastal location in St Petersburg • Risks/Challenges <ul style="list-style-type: none"> ○ Hurricanes and flooding ○ Can raise insurance prices and lower property value ○ Potential loss of revenue if a storm causes the club to close for any period • Advantages <ul style="list-style-type: none"> ○ Climate invites open-air social recreation even during winter months ○ Green space
Demographic	<ul style="list-style-type: none"> • The largest colleges in the Tampa Bay Area are the University of South Florida and the University of Tampa <ul style="list-style-type: none"> ○ University of Tampa is 21.4 miles away <ul style="list-style-type: none"> ▪ 10,594 students (U.S. News & World Report <i>University of South Florida</i>) ○ USF is 31.5 miles away <ul style="list-style-type: none"> ▪ 38,525 students (U.S. News & World Report <i>University of Tampa</i>) ○ The University of Tampa is a more realistic pool of students to target regarding location

Market Situation and Trend Summary

The current market environment presents opportunities and challenges for St Pete Shuffle to attract young adults and college students. This demographic enjoys experience-based activities but is relatively unfamiliar with shuffleboard. College students are price sensitive, which shuffleboard can match with its already low cost for consumers and low variable expenses for the company. College students are open to unique, community-based experiences, but often want an introduction, special invitation, or invitation to try out something new. St Pete Shuffle can utilize third-degree price segmentation and special events to garner initial attention from college students.

COMPETITIVE ANALYSIS

Porter's Five Forces is used to conduct a competitive analysis.

Threat of New Entrants	<ul style="list-style-type: none"> • Very difficult to replicate • Large investment to buy land, build shuffleboard courts, a clubhouse, and maintain it all
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	<ul style="list-style-type: none"> ○ No guaranteed return • Would need to follow zoning and acquire permits • Takes a long time to create a community for an already niche activity • Not a large market for a new entrant
Bargaining Power of Buyers	<ul style="list-style-type: none"> • Well-priced monthly memberships (\$75) and drop-in fees (\$10) • No direct competitor to compete with on price • Buyers can leverage substitutes to push prices lower
Bargaining Power of Suppliers	We are omitting the bargaining power of suppliers from our report. Supplier dynamics don't influence St Pete Shuffle's marketing environment, perceived customer value, or positioning as the other forces do.
Threat of Substitute Products	<ul style="list-style-type: none"> • St Petersburg Lawn Bowling is a similar niche sport with historical significance • Pickleball <ul style="list-style-type: none"> ○ Growing sport with high emphasis on community and low impact on the body • Run Clubs <ul style="list-style-type: none"> ○ Free way to establish community and get exercise • Pilates classes <ul style="list-style-type: none"> ○ Low impact, but expensive, form of exercise where users establish community with one another • Parks and downtown recreation <ul style="list-style-type: none"> ○ Outdoor space and community • Nightlife <ul style="list-style-type: none"> ○ End of week social atmosphere, people will participate in instead of Friday Night Shuffle
Rivalry Among Existing Competitors	<ul style="list-style-type: none"> • Other Shuffleboard courts exist in St Petersburg <ul style="list-style-type: none"> ○ Resorts, parks ○ No other direct competition as a shuffleboard club • St Pete Shuffle mainly competes with substitute products

Competitive Analysis Summary

St Pete Shuffleboard Club's competitive landscape is unique in that they face very low direct competition, but a high threat of substitutes. There is no nearby competitor that offers the same experience as St Pete Shuffleboard, but the number of substitutes that offer a similar job to be done at a similar value for the customer is seemingly endless. The likelihood of replication of another shuffleboard club in the area is close to zero, but new recreational and social clubs are being implemented fast, and St Pete Shuffle needs to keep up with these firms.

Pickleball, run clubs, pilates classes, and other low-impact recreational and social activities are on the rise both in the local area and around the country. Nightlife, beaches, restaurants, and concerts are other common places for people to go on Fridays, drawing customers away from St Pete Shuffle's Friday night event. Consumers, especially college

students, may choose these substitutes over St Pete Shuffleboard due to stronger brand familiarity, affordability, perceived excitement, and peer norms. St Pete Shuffle must tackle these reasons to choose substitutes to grow this market.

ANALYSIS

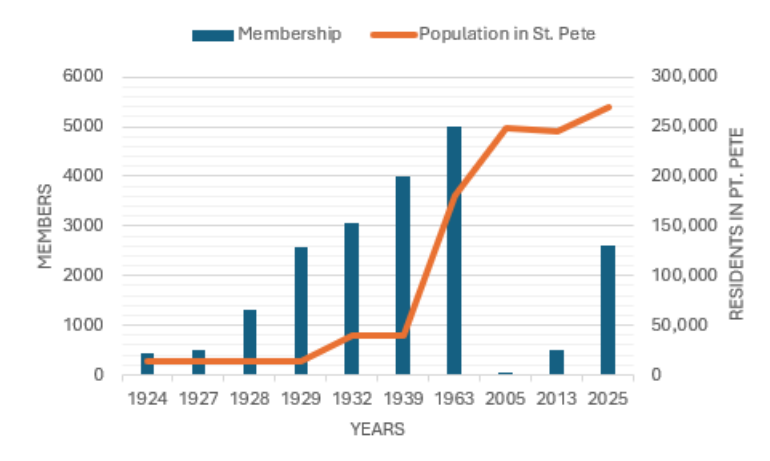
To analyze and evaluate St. Petersburg Shuffleboard Club's current strategic position, we must use structured frameworks to better understand the organization's strengths, weaknesses, and its current position in the recreational sports market. This analysis aims to show how the club can identify the factors influencing attendance and engagement, and to highlight where meaningful opportunities can be utilized. This section will provide a clear understanding of the challenges the organization faces as well as the areas it can best use to strengthen its reach and impact. This is best shown starting with the SWOT analysis:

Strengths Distinctive and rich brand identity	<ul style="list-style-type: none"> • St. Petersburg Shuffleboard Club is the biggest and oldest shuffleboard club in the world. (St. Pete Shuffleboard, 2024) • Standardizing rules in 1928 (St. Pete Shuffleboard, 2024) • Growing to 82 courts by 1931, allowing 328 players on the court at the same time, with membership spanning across 41 states (St. Pete Shuffleboard, 2024)
Weaknesses Low awareness and limited marketing visibility	<ul style="list-style-type: none"> • 96% of respondents have never heard of the club (Survey Data, 2025) • Only 1 respondent (1.6%) reported ever seeing a social media ad for the club (Survey Data, 2025)
Opportunities Growing market potential	<ul style="list-style-type: none"> • St. Pete is constantly growing with a population of 269,059, with a growth rate of 0.73% annually (World Population Review, 2025) • University outreach, perfect for Greek life, student organizations, and intramural activities • Low barriers for learning and accessibility for all ages
Threats External competitive and environmental challenges	<ul style="list-style-type: none"> • Hurricanes and flooding lead to potential loss of revenue if a storm causes the club to close for any period • Pickleball, as a growing sport with high emphasis on community and low impact on the body • Perceptions about shuffleboard, lots of young adults stated in the survey that shuffleboard is an "older persons' game." (Survey Data, 2025)

This SWOT analysis clearly highlights where St. Petersburg Shuffleboard Club currently stands. They have a strong advantage in rich historical identity, a long-lasting legacy, and a highly unique standing as the largest and oldest shuffleboard club in the world. This shows how other competing clubs cannot replicate what the St. Pete Shuffleboard Club is offering. However, our primary survey data still shows that upwards of 96% of respondents have never heard of the club, and only one person in our survey has even seen a social media advertisement. The biggest challenge right now is not the club or the reputation, it's visibility. The St. Pete Shuffleboard Club also has a good environment to stand by. St. Pete is constantly growing, bringing in around 2,000 residents per year (World Population Review, 2025). This is bringing in new clientele looking for social, easy-to-learn, and affordable activities to do on the weekends. The only issue with this is that if the club does not modernize its current outreach, it will eventually lose its need for a younger crowd and even be substituted for other activities like pickleball. This creates a situation where the club has many strengths but lacks the momentum needed to grow. This shows a very similar path that aligns with the maturity stage of the product life cycle, where long-standing products come in dire need of rebranding and updated engagement strategies to avoid hitting the decline stage.

The St. Pete Shuffleboard club strongly aligns with the maturity stage of the product life cycle. Characterizing the maturity stage is a plateau of sales, and maximum market penetration has already been achieved. This well reflects the club's current state, as the need for activity has increased due to the plateau of club membership. There are also signs of brand fatigue, which is common at the maturity stage. The club has minimal innovation and limited digital awareness. Without an update in marketing and event formats, the club risks a transition from maturity into decline.

Looking at the graph, the membership and population trends indicate that the club is in the maturity stage. In its early years, membership grew rapidly, increasing from just 426 members in 1924 to nearly 5,000 by the early 1960s. However, starting in the late 20th century, membership sharply declined, dropping to just 35 members in 2005, despite St. Pete's overall population rising from 14,200 to 269,000 residents.



This gap between residents and membership levels indicates that the club is no longer expanding in its market. This highly reflects a maturity level in the product life cycle, where a long-established company is maintaining steady participation but lacking the rapid growth seen in the earlier stages of the cycle.

ISSUES ANALYSIS

Primary issues

Aging Membership Base

Based on current market situations and trends, the demographic covers one of our main problems, being older membership holders. With a population of 263,134 in St. Petersburg, the Shuffleboard Club has 20.5% of members 65 or older. Which is the demographic historically drawn to the shuffleboard? While this age group has sustained the club for decades, it also shows signs of long-term vulnerability. With most of the member base being older, they have shorter customer lifespans. With the city's median age of 43.5, this could reinforce the imbalance of the customer base. This means that a large portion of the community falls below the club's traditional user base. Some symptoms of this issue include declining renewal rates with older members, lower participation from younger adults, and reduced diversity in age. The main problem is that the club's current member base is aging without being replaced by younger generations. This puts long-term membership stability, event attendance, and revenue at risk. Without efforts to target millennials, Gen Z, and young families, the club will suffer major sustainability issues.

Increasing Substitutes

A second primary issue facing the St. Petersburg Shuffleboard in the competitive analysis section of Porter's Five Forces is the rapid growth in recreational options in the area, causing threats of substitute products. St. Petersburg's outdoor culture consists of parks, waterfront areas, and downtown recreation, which has made an impact on activities for everyone. Pickleball, one of the major outdoor activities with a fast growth rate, has taken the sports world by surprise. Pickleball offers community and attracts younger and older generations. Pickleball potentially takes members away from the shuffleboard, particularly those wanting to be more physical and to try new activities. The city offers vibrant nightlife and social events that also clash with signature events such as Friday Night Shuffle. College students might choose bars, night markets, live music, or other downtown attractions instead of shuffleboard. These nightlife experiences offer group-friendly functions for social gatherings. Some symptoms of this issue include the downturn in attendance at key events, slower growth in new membership, and increased substitutions of younger participants for recreational activities. The core problem is that the club is no longer the default or most interesting choice of outdoor activity. This reduces the relevance of the market choice with fast-growing alternatives such as basketball, tennis, and pickleball. Without a differentiation strategy, the club risks losing its market share to other competitors.

Limited Appeal to Tourists

In the target markets for tourists and locals, the final primary issue is the tourist market and missed tourism opportunities. Despite its rich history and unique cultural appeal, the St. Petersburg Shuffleboard Club is not using its ability to capture the fast-growing heritage tourism market. St. Pete attracts visitors who value arts, history, and local experiences. The club was founded in 1924 with the original architecture and historic courts that offer the rich history the club provides. This experience cannot be replicated elsewhere because of the uniqueness of "old Florida." Many tourists playing at the St. Pete Club could bring family members for memory-making, photo-worthy opportunities for grandparents to show grandkids where they once played. Yet the Club's current marketing, partnerships, and visitor engagement strategies do not target or convert this segment. This results in missed opportunities for increased new customers and long-term visibility. The visitors' audience typically ages from 25 to 55 with middle to upper-middle incomes and is motivated by nostalgia, authenticity, storytelling, and cultural immersion. Heritage tourism continues to grow as travelers seek meaningful, local experiences rather than

generic attractions. Symptoms of this issue are tourist turnout, limited off-season attendance, underpromotion in travel channels, and the absence of strong partnerships with cultural groups. The main problem is that while demand exists and is growing, the club has not effectively switched to heritage tourism. This trend would allow them to have more sustained participation. Without targeted outreach, clearer positioning as a cultural landmark, and products tailored to tourists, the Club risks remaining an underrecognized asset despite its historical significance.

Secondary issues

Environmental threats

The first secondary issue was covered in the current market situations and trends in the environment section. The St. Petersburg Shuffleboard Club faces significant environmental threats due to its coastal location, which exposes it to hurricanes, flooding, extreme weather, and long-term climate risks. While Florida has a warm climate that supports open-air recreation for most of the year, the Club can use this advantage over indoor or seasonal sports. The same environmental factors create operational and financial vulnerabilities. Insurance premiums could be increased by the intense hurricane seasons in Florida, causing property value to decrease and risk of sudden facility closures, resulting in revenue loss. Any storm-related damage to the historic courts or the 1924 infrastructure could be most costly to repair and book events. Symptoms of this issue include rising maintenance due to weather exposure, higher insurance costs, and operational shutdowns during storm season. Environmental unpredictability also limits long-term planning and can impact customers. Especially during months when members are visiting Florida or tourists. The core problem is the club's reliance on outdoor facilities, which makes it vulnerable to environmental damage and revenue instability from hurricane season. Also, the unpredictable rain showers Florida has. Without a mitigation strategy, such as an indoor facility or protective infrastructure investments, the club risks operational interruptions and long-term financial strain.

Membership fee - Company overview and current marketing strategy

Another secondary issue mentioned in the company overview and current marketing strategy is the club's membership fee. The club uses a tiered pricing structure: \$75 for an individual membership, \$125 for a family membership, and \$50 for a supporter membership. This is designed to be accessible and community-focused. Since this pricing promotes inclusivity, it also restricts revenue potential compared to other recreational activities that charge higher fees or use dynamic pricing or generate income from premium experiences. The club offers open play, community connection, and participation in leagues and events. Additionally, the \$10 nonmember admission for unlimited play, while it attracts visitors, also could make potential customers stray away from becoming full-time members. Symptoms of this issue are slow growth, limited funds for maintenance, reliance on volunteers, and budget constraints that make having a competitive advantage difficult. Against modern, better-funded recreation centers, they don't stand a chance. The core problem is that the Club's low pricing structure is combined with the perishable nature of recreational services, which results in limited financial flexibility. Without looking for other options for revenue, such as premium events, partnerships, grants, merchandising expansion, and enhanced tourist offerings, the club faces long-term financial vulnerability.

TARGET MARKETS

The Club's historic charm, affordability, and community-centered culture make it appeal to a diverse set of visitors. Based on the environmental scan and prior analysis, the St. Petersburg Shuffleboard Club's target markets can be segmented into B2C and B2B audiences. The B2C market includes young adults, families with children, tourists, and locals. The B2B market consists of event hosts or sponsors/donors. These segments have distinct needs, behaviors, and preferences that influence why they "hire" the Club. It also assists in framing how the Club differentiates itself, who it must collaborate with, and respond to trends that impact the demand.

B2C Segments:

1. Older Adults (55+)

This segment is comprised of individuals aged 55 and above, most often retired or semi-retired. They reside mainly in or around St. Petersburg or the greater Tampa Bay region, with most of them seeking an activity and social interaction (Visit St. Pete-Clearwater). This segment is living on a fixed or retirement income that may include both singles and couples. Many live on fixed or retirement incomes that may include singles or couples (U.S. Census Bureau; Claritas). Older adults frequently search for low-intensity physical activity, wellness, community, and tradition, as well as venues that are easily accessible and safe (Gootee-Robinson, 2024). This segment also tends to embrace environments that are predictable, inclusive, and support social connection without high risk (Pereira dos Santos et.al., 2023). Many belong to social or professional affiliations like retirees' clubs or organizations, which often promote both physical and social vitality.

This segment will help reinforce the Club's role as a community gathering place through its gameplay that matches the trends in senior wellness and outdoor recreation. Behaviorally, older adults often seek regular, scheduled leisure, like weekly or monthly shuffleboard games and tournaments (NPRA, 2022; Gootee-Robinson, 2024). Though physical or health constraints may occasionally limit participation and attendance (National Recreation and Park Association, 2022). Ultimately, their "job to be done" is to remain active, socially engaged, and connected to a community without high intensity or cost.

Given these preferences, the St. Petersburg Shuffleboard Club is positioned to help older adults achieve this "job to be done". The Club's low-intensity gameplay, accessible court layout, and easy to learn game meet seniors' wellness and needs. Leagues, tournaments, and shuffleboard events even provide them with predictable, structured leisure that they prefer, while still making it affordable to fit older adults on fixed incomes. Its historic charm and community presence will also resonate with seniors who like tradition (St. Pete Magazine, 2024). By offering senior-friendly programming, promoting daytime play, and partnering with retiree associations or civic groups, the Club can effectively target this segment.

Positioning Statement

For retirees and seniors in the St. Petersburg area seeking safe, social, and low-impact recreation, the St. Petersburg Shuffleboard Club is the only local venue that consistently offers organized shuffleboard sessions, combining accessibility, affordability, and tradition.

2. Young Adults (18-25)

Young Adults are primarily college students or young professionals. More specifically, they are 18-25 years old who may live on campus, in nearby urban apartments, or in shared housing. Geographically, they are concentrated in St. Pete or nearby areas such as Tampa, favoring those locations with convenient access to nightlife and recreational venues (UT Events, 2025). Most of the time, this group has limited disposable income and values social experiences but is comfortable spending on affordable leisure. Findings show that Gen. Z is increasingly preferring low-cost entertainment activities over traditional drinking or nightlife settings (Mintel, 2023). Industry reports also conclude that competitive socializing is growing significantly in social game venues like shuffleboard, darts, pickleball, etc., and is heavily driven by young adults wanting more playful group-oriented experiences (Greenspan, n.d.). This helps the Club, which is in constant comparison with bars and other recreational spaces (Mintel, 2023; Greenspan, n.d.). Shuffleboard provides competitiveness and space to interact with friends' groups and compete against one another.

This group prioritizes self-expression, social identity, novelty, and peer recognition. They have favorable attitudes towards shareable, “instagrammable”, and group activities (Anderson, 2024). They may belong to campus clubs, online communities, or lifestyle-focused social groups. Young adults often enjoy socializing and are ready to engage with places offering competitive play, community, and fun (Anderson, 2024; UT Events, 2025). Shuffleboard works into this because it is easy to learn and enjoyable in groups (APHA, 2023). This group will probably try to attend shuffleboard nights or social events, attending intermittently. Intentions to participate may be high, but actual attendance can vary due to scheduling, budget constraints, or competing social options such as bar hopping, clubbing, etc.

Young adults “hire” the St. Petersburg Shuffleboard Club as an affordable, fun, and social activity that gives them a chance to connect with friends and that can be shared with friends and on social media. The Club directly aligns with their motivators through their Friday Night Shuffle. Providing young adults with casual gameplay, BYOF, lights, music, and a casual environment that reflects the convenience, flexibility, and overall vibe of popular hangout spots for young adults (St. Pete Shuffleboard, 2025). Its historic, vintage aesthetic will also make it stand out from traditional bars and other clubs. By offering a high-energy, low-cost, and shareable experience, the St. Pete Shuffleboard Club positions itself as the new go-to venue for young adults wanting memorable leisure.

Positioning Statement:

For young adults and professionals seeking an affordable and social night out, the St. Petersburg Shuffleboard Club is the only local venue that delivers interactive shuffleboard, social events, and a laid-back community vibe because it blends casual competition, communal recreation, and a historically rich ambiance that feels unique compared to standard bars or nightlife.

Consumer Persona:



Consumer Persona:
Young Adult

Emily Perez

Age: 20

Gender: Female

Location: Tampa, Florida

Occupation: Part-time Waitress

Emily is a college student at the University of Tampa. She is driven by finding fun, affordable experiences that help her decompress and make memories with friends. Emily likes fun and photo-worthy experiences but is often challenged by tight budgets and scheduling. She relies heavily on word-of-mouth and social media to choose where to go.

Background

Preferences & Values

- Social, group-friendly activities they can do with friends*
- Aesthetic/"Instagrammable" environments
- Convenient locations
- Affordable experiences*

*(Greenspan, n.d.)

*(Mintel, 2023)

Where They Go

- TikTok, Instagram Reels, Snapchat*
- Word-of-mouth from friends*
- Campus clubs & student organizations*
- Influencer/local "St. Pete things to do" accounts*

*(Anderson, 2024)

Goals

- Find something fun to do that doesn't cost much
- Share unique experiences on social media
- Spend quality time with friends
- Avoid the typical bar/club scene while still socializing*

*(Greenspan, n.d.)

Challenges

- Limited budgets
- Lack of transportation or difficulty parking
- Perception of shuffleboard
- Need for activities that fit all friends schedules

3. Families with Children (25-50)

This segment consists of parents aged 25-30 with children under 18. Demographically, these households are earning income dually, earning 60,000-120,000, living in suburban areas near St. Pete and Tampa Bay (U.S. Census Bureau; Claritas). Families with children are often seeking nearby, safe, outdoor activities with easy parking and predictable schedules. The Club's layout provides open-air courts, early drop-ins with no reservations necessary, and an accessible location right off the highway. Many parents participate in school or parent associations and prefer structures and family-friendly environments (NRPA, 2021). Post-pandemic shifts have shown that families are increasingly prioritizing affordable, outdoor, community-centered recreation (Family Travel Association, 2024). Parents are always looking for new ways to create screen-free, family bonding, and enriching experiences for their children (National Recreation and Park Association, 2023). The Club fits in with these preferences, not just because it's an easy game that's predictable, but also because you don't need any specialized, expensive tickets.

Behavioral patterns include regular weekend attendance, planning visits in advance, and selective participation based on the weather. Families may also plan to visit mainly on weekends or school holidays (Visit St. Pete Clearwater, 2024). Making the Club's public hours, special family days, and weekend events more attractive.

Their "job to be done" is to find an affordable, enriching outdoor activity that engages both children and adults, while still reducing screen time. Shuffleboard is a low-cost way for families to explore historic St. Pete while still engaging in something social and fun. The best part- you do not have to use your digital devices (Visit St. Pete/ Clearwater, 2024).

Families "hire" the Club for its family-friendly environment, gameplay, and accessible location. The club meets these exact needs by offering an activity that adults and children can learn quickly and together in a favorable location. Families can appreciate that the Club offers a nostalgic, screen-free experience that promotes bonding, physical activity, and fun (Family Travel Association, 2024). The affordability and nostalgia make it appealing to families who want budget-friendly ways to spend time together and to also get in touch with Florida culture. Most importantly, this segment expands the Club's reach to local households and opens the door for partnerships with schools, family organizations, or community programs wanting to explore safe outdoor recreation (Visit St. Pete-Clearwater, 2024).

Positioning Statement:

For families seeking an inclusive, wholesome activity, the St. Petersburg Shuffleboard Club is the only local leisure club that offers easy-to learn games in a friendly setting that supports quality time without screens, stress, or high costs, engaging both children and adults.

Consumer Persona



Consumer Persona:
Family with Children

The Walkers

Age: 34

Gender: Fe/Male

Location: St. Petersburg, Florida

Occupation: Teacher

Riley and Alex are a mid-30s dual-income couple raising two young kids. They seek safe, structured, screen-free activities that keep their children engaged without stress or high cost. Their biggest challenges are finding nearby options that fit into busy routines, offer easy parking, and are manageable for the whole family.

Background

Preferences & Values

- Safe, clean, predictable environments*
- Activities that are easy for kids to learn*
- Outdoor space with room to roam
- Reasonable cost for the whole family*
- Friendly, welcoming culture*
- Opportunities to bond while doing something active*

* (Family Travel Association, 2024).

*(Visit St.Pete/Clearwater, 2025).

Where They Go

- Facebook groups ("St. Pete Moms," local parenting groups)*
- Google search ("things to do with kids St. Pete")
- Word-of-mouth from other families

Goals

- Find family outings that are fun, safe, and affordable
- Keep kids active and away from screens
- Build traditions and memorable experiences
- Discover local attractions that are unique to the area

Challenges

- Activities that are too expensive for multiple kids*
- Need for easy parking and stroller-friendly access*
- Concern about weather (Florida heat, storms)
- Difficulty finding activities suitable for mixed ages*
- Limited time due to work/school schedules

*(Family Travel Association, 2024)

4. Tourists (25-55)

Visitors to St. Pete, especially those drawn to arts, history, and unique local attractions, represent a strong segment. The Club's 1924 architecture, historic courts, and iconic aesthetic make it a cultural landmark (St. Pete Shuffleboard Club, 2025). An authentic old school type of Florida experience compared to other mainstream tourist spots.

This segment includes domestic and international tourists visiting St. Pete, as well as residents interested in the historically rich, authentic, and immersive recreational experiences. Tourists likely range from 25 to 55 years old with middle to upper middle incomes, whereas locals may span a wider age range (Grand View Research; Visit St. Pete-Clearwater, 2025). These visitors have values that prefer to feel nostalgia, discovery, authenticity, and unique experiences. Tourists actively look for photo-worthy, historically significant sites that connect them to the city they are visiting (Visit St. Pete/Clearwater, 2025). Their attitudes lean towards appreciation of history, authenticity, and meaningful engagement. Many belong to travel-oriented or culture-focused affiliations, such as heritage travel groups, cultural societies, or social circles interested in local history (The Shuffleboard Club, 2025).

Tourists and locals contribute to seasonal and event-driven demand, positioning the Club among other cultural attractions and reinforcing its relevance as a unique historical experience. Tourists also do single visits during vacations, whereas locals may visit seasonally or for events. Their "job to do" is exploring and connecting with local history, enjoying a meaningful activity, and creating memories tied to place and culture (St. Pete Shuffleboard Club, 2025). With heritage tourism, nostalgia, and local immersion experiences trending among travelers, the Club can use this to its advantage (Visit St. Pete/ Clearwater, 2025). Playing shuffleboard at the world's largest becomes a "must-do" activity that connects them to St. Pete's heritage (St Pete Magazine, 2024). The Club can meet this by letting tourists explore local history, offering a meaningful experience, and enjoying a relaxing piece of Florida culture.

Positioning Statement:

For visitors who seek to experience the authentic spirit of St. Petersburg, the Club offers a one-of-a-kind historic venue where guests can immerse themselves in one of Florida's iconic pastimes.

B2B Segment:

1. Event Planners & Community Organizations

This segment includes professional event planners (ages 25-50) as well as local businesses, sponsors, and donors aged 30+. It covers individuals who frequently organize or are looking to organize birthday parties, meetups, weddings, reunions, or casual gatherings. More specifically, individuals want a venue that is visually distinctive and historic. Planners and sponsors value reliability, flexibility, reputation, community impact, and professional presentation (Cook; Cvent, 2024). They prefer venues that offer customization, clear logistics, and a strong history or brand legitimacy. They do not want to risk anything going wrong and prefer dependable venues with good track records.

Planners and sponsors engage in periodic event bookings, may repeat engagements, and prefer turnkey solutions (venue, catering, coordination). Their "job to be done" is executing memorable, high-quality events with minimal hassle, to ensure smooth operations and positive outcomes, as this will reflect *their* reputation. Shuffleboard's historic profile, location, and ability to host either intimate gatherings or huge parties make it more desirable for planners who want a unique and scenic venue (Cook, 2024).

Simple bookings, flexible layouts, and standout environments are current trends for event planners. People overall are just increasingly choosing casual, nontraditional venues for celebrations, favoring places that provide built-in activity and a laid-back atmosphere (Eventbrite, 2024). These groups also appreciate communication, simple logistics, and flexible scheduling. Event planners are gravitating towards outdoor-capable, multi-use, locally iconic venues that offer built-in experiences and character for their audiences (Cook; Eventbrite, 2024). The Club's historic profile, adaptable outdoor spaces, and customizable packages position it as an ideal choice, allowing planners to deliver memorable and culturally immersive experiences efficiently. Event coordinators and nonprofit groups can plan festivals, fundraisers, and community gatherings at the Club. It's an adaptable outdoor space with history. Including the Club's open-air design and the space coming from the Club's shuffleboard courts, accommodating both small and large groups, it fits the criteria well.

Sponsors and donors, including local businesses and nonprofits, seek opportunities to engage with the community while gaining visibility and social responsibility (Urban Institute, 2023). The Club supports this by providing a venue that is both community-centered and has high visibility, making it an attractive place for partners looking for collaborations, fundraisers, and sponsored events. This segment will "hire" the Club for its combination of history, flexibility, and specific event packages. By offering various packages, dependable service, and built-in activities, the Club provides event planners with an unforgettable event. Not to mention, it's unique, culturally immersive location and vibe.

Positioning Statement:

For event planners and sponsors seeking reliable, flexible, and distinctive event spaces, the St. Petersburg Shuffleboard Club is the only venue that delivers a large-scale, fully customizable event experience combining historic charm and a proven track record, creating the perfect spot for fundraisers, festivals, and community events.

Consumer Persona:



Consumer Persona:
Event Planner

Adam Kent

Age: 30

Gender: Male

Location: St. Petersburg, Florida

Occupation: Professional Event Planner

Adam is driven by creating memorable experiences that impress clients and reflect his high standards. He appreciates unique venues with character, but needs clear communication, predictable logistics, and flexible space layouts. Strict venue policies and tight budgets frequently challenge Adam.

Background

Preferences & Values

- Clear communication, timelines, and booking procedures*
- Transparent pricing and policies
- Combination of historic charm + functional space*
- Flexibility to customize layout and activities*
- Venues with strong reputations and proven track records*
- Spaces that appeal to diverse audiences (donors, families, businesses)

*(Cvent, 2024)

Where They Go

- Venue and rental websites*
- Online reviews*
- Instagram, LinkedIn, etc.
- Word-of-mouth within the planner community*
- City and nonprofit partner lists*

*(STOVA, 2025)

Goals

- Deliver smooth, memorable events with minimal hassle
- Impress clients, donors, or attendees
- Stay within budget while adding unique value- easy logistics

Challenges

- Membership requirement: Adds friction for one-time rentals; planners must explain it to clients.*
- Peak-season Saturday minimum (\$1,500): Limits smaller events; pushes budget-conscious clients away.*
- Mandatory staffing at \$40/hour: Raises total cost; long events become expensive.*

*(Shuffleboard Club, 2025)

PROPOSED MARKETING STRATEGY

The proposed marketing strategy for the St. Pete Shuffleboard Club is designed to strengthen brand awareness, attract younger audiences, and increase membership by making sure the Club's offerings align with our findings. We found low awareness among younger adults, limited digital engagement, and an aging member base. Therefore, our strategy is structured using the AIDA framework to guide consumers from awareness to action.

Action Plan 1: Instagram & TikTok Optimization

This action plan focuses on grabbing the attention of young adults by strengthening the Club's digital presence on various social media channels like Instagram and TikTok. Since so many young adults rely heavily on social platforms to discover local activities, creating trendy and personality-driven content is critical to reach them. This includes using short videos displaying gameplay, events, member stories, or behind-the-scenes videos. This will also help build a community and highlight the Club's unique social environment. Through partnerships with local influencers, student interns, and user-generated content, we will amplify reach while maintaining authenticity. Overall, by improving visibility on platforms where young people spend the majority of their time, this action plan modernizes the Club's image and positions shuffleboard as a relevant recreational activity. Most importantly, these digital efforts create the first step of the AIDA model, capturing attention through consistent, visually engaging content.

Action Plan 2: School Shuffle Package

Action Plan 2 builds interest by introducing shuffleboards to children, families, and educators through field trips, family nights, and educational mini curriculum. This also poses a way for the Club to create a structured, affordable way for generations to learn about the game. Ultimately, the "School Shuffle Package" is a product that combines education, recreation, and incorporates history. The package is designed to create positive early exposure and strengthen awareness among families shifting the Club to been seen as a fun, family friendly recreational option. Offering affordable pricing for school groups, child-friendly experiences, and giving merch to take home will increase curiosity, familiarity, and recall. This action plan will also show interest by showing families that the Club offers value, safety, and enriching experiences beyond traditional sports or after-school programs.

Action Plan 3: First Friday Shuffle Nights

Action Plan 3 generates desire by reframing shuffleboard as an exciting nightlife option through a collaboration with St. Pete's infamous First Friday event. "Shuffle Night" includes enthusiastic staff, DJs, BYOB structure, promotional QR codes, and themed competitions that appeal directly to young adults wanting social, low-cost activities. By tapping into First Friday's strong foot traffic, this strategy positions shuffleboard as an alternative to crammed bars and clubs. Event-specific pricing and limited-time membership promotions will make attendees feel exclusivity and desirability. These experiences reshape outdated perceptions, helping young adults to feel more motivated and actually want to visit the Club. Through atmosphere, energy, and exclusivity, the plan cultivates desire for the Club's social offerings.

Action Plan 4: University Pop-Up Events

To drive action, Action Plan 4 engages with student markets directly by hosting pop-up events at the University of South Florida and the University of Tampa. These on-campus events include gameplay demonstrations, branded merchandise, live music, and opportunities for

students to enter to win free shuffle bucks or discounted memberships. By meeting and interacting with young people in their natural habitat (high-traffic campus spaces), the Club reduces barriers of location and participation. Not to mention, by allowing students to try the game firsthand, it might increase the likelihood of immediate follow-through (conversions) of member registrations or visits to the Club. Students value affordable, social activities close to campus; these pop-ups create momentum and motivate direct action.

Action Plan 5: Partner with On-Campus Clubs, Frats, and Sororities

To gain awareness and credibility with college aged students, the Club will partner with universities such as The University of Tampa, The University of South Tampa, through “Spirit Night”. This approach is similar to traditional restaurant fundraisers, but instead it will incorporate the Club’s Friday Night Shuffle experience. Student attendees will pay the \$10 nonmember rates, and 20% of each ticket will be donated back to the campus they belong to. The strategy benefits all stakeholders as the club gains exposure; campus organizations get fundraising options, and students get an affordable social event. By using the student organizations and promotions through IG stories, campus pages, and group chats, the Club can position shuffleboard as a convenient, low-cost option. The strategy ultimately reframes the Club as a hip and motivates students who might regularly overlook shuffleboard to look more into it. With social events and peer-driven word-of-mouth, the plan increases desire and creates a way for students to try the club for the first time.

Action Plan 6: Student Discounts

Overall, Action Plan 6 increases accessibility and repeat engagement by introducing a student discount program. The program will reduce costs of admission for ages 12-22 and introduce a lower-cost student membership tier for the Club. This plan generates desire by reducing young adults' financial burdens by making shuffleboard more affordable. By using broadcasting techniques across IG, TikTok, and student channels, the Club meets common young adult motivators. The pricing strategy and use of a student exclusive membership card show audiences the Club values their membership. This can make students visit more frequently, bring friends, and view shuffleboard as a part of their regular social routine. With affordability, recognition, and targeted digital communication, the plan focuses on creating desire and helps build strong long-term loyalty from a new generation of players.

Together these action plans create a cohesive marketing strategy that addresses the Club’s major challenges while aligning with its goals for modernization, community engagement, and member growth.

Strategic Approach and the 4 Ps

Our strategic marketing plan for the Club is using an approach that coordinates programs, pricing, communication, and outreach. Utilizing the 4 P’s framework, we will provide a straightforward plan for reaching students and families, and partners while prioritizing the position of shuffleboard as a modern, engaging, and accessible activity.

Product:

- Social and recreational experiences (shuffle nights, pop-ups, family field trip)
- Educational offerings through “School Shuffle Package.”

- Digital content to create a modernized brand experience
- Student discounts with membership card
- Fundraising partnerships with on-campus clubs and frats for “Spirit Nights.”

Price:

- Affordable school group packages
- Event-specific discounts during First Friday
- Student promotions, student memberships, and trial incentives
- Share revenue from Spirit Nights with partners

Place:

- Stronger digital presence on Instagram and TikTok
- In-person outreach through schools and university pop-ups
- Collaborations with downtown St. Pete events
- All student events are at the Club

Promotion:

- Trend-driven social media content
- Influencer collaborations and user-generated marketing
- QR codes, merchandise, giveaways, game demonstrations
- Cross-promotion through First Friday and school partners
- On-campus organizations promote Spirit Night on their media platforms

By meshing digital media channels, school partnerships, nightlife collaborations, university outreach, and student discounts, the St. Pete Shuffleboard Club builds a plan to convert awareness to action. This multi-channel approach ensures that shuffleboard becomes not only more visible, but more relevant to audiences for the future of the Club.

ACTION PLANS

Action Plan 1: Focus efforts on growing social media platforms (Instagram + create a TikTok page).

Objective: The objective is to grow awareness of St. Pete Shuffle, enhance social media platforms to boost engagement, and reach younger audiences to interest them in the club.

Issue(s) Addressed: St. Pete Shuffle’s largest social media platform is currently Facebook. However, this platform does not align with what younger audiences use on a day-to-day basis. From primary research, 87% of students at the University of Tampa hear about local events through Instagram. Because of this, St. Pete Shuffle should focus on building their Instagram page to build brand recognition and awareness for younger audiences. With the current Instagram posts, online users who don’t know St. Pete Shuffle cannot tell who is running the club or what they even offer. There needs to be more personal connection – build an online community! Show young people WHY they should be interested and why they should come play at St. Pete Shuffle. In addition to the issues in content, there is also very little engagement on the Instagram page, and a TikTok platform for the club does not yet exist.

Target Market: The target market for this action plan would primarily be young adults (18-25) in the St. Pete and Tampa area. They are always on social media platforms, aware of new trends that are happening, and looking for “instagrammable” and shareable experiences. Young adults tend to enjoy social environments, hangout spots, and themed nights – all things the St. Pete Shuffle can offer to them. Young adults typically search on social media platforms, such as Instagram and TikTok, to give them ideas, reviews, or local events in the area.

Description:

- **Product:** The product would be the social media content for the club’s Instagram and TikTok pages. The content should communicate what the St. Pete Shuffleboard Club is about, how to play shuffleboard, and the unique value propositions of the company. Not only that, but the content should follow online trends, incorporate trending music or audios, and make something that is relatable and shows personality. This content should be focused on attracting attention from young adult users and building an online community/following for both Instagram and TikTok. Ideally, higher engagement on social media will increase membership conversions and participants in club events.
- **Promotion:** The promotion strategy in this action plan would also be the social media content itself. Using the Rule of Thirds, one-third of social media posts should be about promoting the company and what they offer. In this case, the club should promote its annual memberships and explain the benefits of each to encourage new members to join. The messaging should convince customers to choose St. Pete Shuffle over its competitors and substitutes. Not only that, but the messaging should use motivations to encourage actions. For example, motivate through “social needs” like in Maslow’s Hierarchy of Needs, as St. Pete Shuffle is known to be a community club. Promoting the club as a fun hangout spot will help to target young adults.
- **Price:** Creating social media content does not require a budget, as posting on platforms is entirely free. However, recording, editing, and designing content for the club could take significant time and effort. If the club finds there is little time to film and upload quality content, it should consider collaborating with local social media influencers or hiring social media interns. If approached correctly, small, local social media influencers could create content and promote the club for free in return for a free shuffleboard session or membership. Hiring social media interns could also be a potential option as several young college students are looking for experience, and unpaid intern positions are very common in the marketing field.
- **Place:** Instagram and TikTok are the place where social media content will be posted, viewed, and shared.

Potential budget: There is no need to pay for social media content, so there is no price or budget for this action plan. However, if this action plan is proceeded without cost and seems to be inefficient, then the club should consider paid options. Primary research found that 90% of students at the University of Tampa have never seen a social media advertisement for St. Pete Shuffle before, so there is a potential opportunity to run Instagram advertisements if organic reach is not increasing. Besides advertisements, paid collaborations with local influencers could help to create quality content. Influencers who Paid social media marketing should be considered only after trying to grow the platforms organically.

How to measure: To measure the success of this action plan, the club should first set goals for its social media pages. Follower growth is one of the easiest ways to track success in building social media platforms and growing an online community. St. Pete Shuffle’s Instagram currently has 6,448 followers; a reasonable goal would be to reach 10,000 followers within 6 months of incorporating this action plan. Creating a TikTok page from scratch may seem intimidating, yet its potential for virality and large reach is significantly greater than Instagram. Younger people tend to spend more time on TikTok than Instagram, and the primary audience for TikTok is Gen Z users (ages 18-34) (Napolify, 2025). TikTok users check the app 18 time a day on average, especially during peak times from 7-10pm (Napolify, 2025). In addition, weekend use of TikTok is 15% higher than on weekdays (Napolify, 2025). These TikTok insights will be helpful in curating content and help to define a goal of 20,000 followers within 6 months. Besides follower count, social media engagement can be tracked through metrics such as likes, shares, comments, mentions and saved posts. TikTok can track views on posts, and Instagram can track views on story posts. Increasing engagement rate is important for social media reach, as it can lead to earned media, or the “snowball effect,” where online users share content organically. Goals for engagement rates on both Instagram and TikTok should be 5% (Napolify, 2025).

Content ideas using the Rule of Thirds:

1. *Promote the club and what it offers.* Promote membership offerings through story highlights or pinned posts on Instagram. Promote events like Friday Night Shuffle by creating videos that highlight the event and what it offers. This could include videos created by staff or collaborations with local influencers.
 - Some video examples:
 - <https://www.tiktok.com/t/ZTrfukyc4/>
 - <https://www.instagram.com/reel/DRjt-CvjO1/?igsh=MWsxNzUzbGs3MDJ5dA==>
 - <https://www.tiktok.com/t/ZTrfmR9L9/>
 - <https://www.instagram.com/reel/DIM81cVhMYt/?igsh=b2J6ZnR3M2FwOGZ6>
2. *Share meaningful customer experiences.* Introduce members of the club and ask what their favorite part of coming to play is. Local influencers could help with content here too.
 - Here are some video examples of member interviews:
 - <https://www.tiktok.com/t/ZTrfue9Sr/>
 - <https://www.tiktok.com/t/ZTrfuXjeb/>
 - Here is a video from a local influencer:
 - <https://www.tiktok.com/t/ZTrfaVYgb/>
3. *Build the brand.* Give a tour of St. Pete Shuffle! Show off the club, the different features, and what the courts look like. Introduce club staff and what they do at the club. Share a video on how to play shuffleboard or some strategies behind it.
 - Here are some “how to play” video examples
 - https://www.instagram.com/reel/C_v0ghOyLgK/?igsh=b3FrMG0yOWgxbDlq
 - <https://www.tiktok.com/t/ZTrfuFLWG/>

Action Plan 2: Partner with Local Schools (Elementary/ Middle)

Objective: Increase family engagement and awareness among parents, teachers, and children. We will do this by integrating Shuffleboard into school-based activities (field trips, family nights, PE enrichment). It is also a great opportunity to promote family membership. Schools play a role as the central community hubs for youth recreation partnerships (Recreation Management, 2024).

Issue(s) Addressed: Low brand awareness among younger audiences and parents; limited exposure to shuffleboard as a family-friendly and accessible recreational activity.

Target Market: Families with children- specifically children between the ages of 6 and 14, their parents, after-school coordinators, and PTAs. Families are consistently looking for screen-free, outdoor activities, and the Club can provide them with that. With 22.6 million U.S. children lacking access to after-school programs, this accessible shuffleboard program would ultimately fulfill a significant community need (Youth Sports Business Report, 2025).

Description: The Club will develop formal partnerships with elementary and middle schools in the St. Pete/ Tampa Bay area to offer structured, educational, and shuffleboard gameplay. This includes 90-minute field trips and Family Night Shuffle Events.

Schools promote events internally to parents and with the Club having the right amount of space, equipment, volunteer coaches, it would be fun and enriching to share fun facts about the history of shuffleboard and refine kids' fine motor skills. This positions St. Pete Shuffleboard as an affordable, enriching, family-friendly activity and strengthen its relevance to a new generation.

- **Product**
 - “**School Shuffle Package**”: 90-minute field trip with a brief history lesson, and demonstration of “how to”, teaching the basics of shuffleboard.
 - Include light, family friendly music, and equipment.
 - Create “Junior Shuffle Kits” that includes take-home info packets, such as a pamphlet or small flyer promoting family membership information so the kids can show it to their parents when they get home. Or a calendar of the Club’s upcoming scheduled events. Also, kids love stickers so giving them a sticker or button would brighten their day, and they tend to show it to everyone so it would be a good word-of-mouth technique. Include a simple coloring sheet for elementary schoolers.
 - The Club would also offer Family Night Shuffle Events for each partner at school.
- **Promotion:**
 - Flyers and digital promotional flyers are sent to the school's administrators and PTAs
 - Include basic information, like open hours, address, and contact information
 - Include a calendar of upcoming event
 - Take home Junior Shuffle Kits to reinforce brand recall
 - Stickers or buttons, coloring sheet, pamphlet with family membership information
 - Social media collaboration with partner schools

- After field trips or Family Nights, host a friendly competition where parents can show off their child's coloring sheet for a chance to win a merchandise.
 - Competition between schools, see which school has the most Family Night participants, and gift them with a small party hosted by the Club. Then post pictures of the party on all media channels.
 - This will also increase CSR.
- PTA and school event outreach
 - By promoting internally through the school, the promotional content is more likely to be effective in reaching parents (APHA, 2024).
 - Studies also show that an effective way to reach families and improve youth engagement is through school and out-of-school (OST) programs (APHA, 2024; NPRA, 2021).
- **Price:**
 - Field trip: \$5 per student, chaperones free
 - Family Nights: \$5 per child
 - Offer an exclusive 10% discount on family memberships for families (that belong to a partnered school) that attend(ed) a Family Shuffle Night.
- **Place:**
 - All activities take place on-site at the St. Pete Shuffleboard Club for safety reasons.
 - Schools provide transportation for field trips; families' self-transport for night events.

Potential Budget

- Volunteer or part-time staff for field trips and family nights
- Marketing materials: Printing for flyers, Junior Shuffle Kits, and edu
- Junior Shuffle Kits:
- Total estimated semester costs

How to Measure:

- Number of school partnerships formed per school year (Annual goal)
- Family Night Shuffle attendance (50-150 families per Family Night)
- Conversion to family memberships (target: 5-10 per school event)
- Weekday visit increases from families
- Social media engagement showing school-partner posts
- Teacher/parent satisfaction survey (Short 3-question follow-up)

Action Plan 3: Collaborate with First Friday in St. Pete

Objective:

The objective of this collaboration is to increase awareness and interest among residents and young adults visiting St. Pete for First Friday. By showcasing shuffleboard in a lively and social environment, the club can aim to attract new, younger audiences and increase weekend activity and new memberships.

Issue(s) Addressed:

- Low awareness among younger adults and St. Pete visitors
- Increasing competition from other social outings (bars, pickleball)
- Perception of shuffleboard as “old” rather than fun and social for young adults

Target Market:

- Young adults ages 21-35 attending First Friday for nightlife
- Residents exploring new activities
- Visiting tourists of St. Pete looking for fun, low-cost activities
- Friend groups and couples looking for a different experience

Description:

St. Pete Shuffleboard Club will host a rebranded, interactive shuffleboard night during First Friday. Staff and volunteers will demonstrate gameplay to first-timers, and there will be fun challenges and competitions for giveaways. There will also be a DJ making sure the environment is highly energetic with music everyone will love. With a BYOB (bring your own beer) structure, guests won't have to worry about spending up to a hundred dollars going to a bar. A sign-up station with QR codes will also allow first-time attendees to claim a free pass for one night, helping to bring in more traffic and word of mouth.

- **Product:**

- Fun demonstration of Shuffleboard
- Free game passes for first-time attendees
- Giveaways such as merchandise
- Membership discounts

- **Promotion:**

- Partner with First Friday event organizers to be pushed on social media
- Videos and drone footage of the first big night to attract more customers
- QR codes for sign-ups
- Live DJ to create high energy and promote on their social media

- **Price:**

- First Friday membership specials (\$20 off annual pass)
- Merchandise discounts (\$5-10 off merchandise)
- Weekend deals (\$15 for the whole weekend)
- Deals on groups for First Friday (\$30 for a group of 4)

- **Place:**

- Stay at St. Pete Shuffleboard club for the atmosphere, lights, and DJ
- 2-minute walk from Central Avenue, the main area for First Friday

Potential budget:

- Live DJ (\$200-\$300 depending on rates)
- Marketing materials (\$50 - posters, QR codes)
- Merchandise and giveaways (\$100-\$150)
- Food and drinks for volunteers and staff (incentives - \$75)
- Total = \$425-\$575

How to measure:

To measure, we can track the number of people who stop by and engage with the QR codes and sign-ups. We can also track the membership growth over time in the following weeks of the first event. We can track and monitor social media engagement, including posts and stories, hashtags, and follower growth. Another way to do this is to directly collaborate with the First Friday social media team and track engagement on those posts. The first few events would also be good to collect quick feedback surveys and gauge the overall engagement of the interest levels. The last thing we could do is review Google and Yelp activity to monitor new photo uploads and fresh reviews.

Action Plan 4: Host pop-up events at local universities (USF, UT) to build awareness and interest in the club.

Objective: Our objective would be to create awareness, interest, and trial engagement for younger demographics, such as ages of 18-25, to help diversify and reach younger audiences. We hope to bring more customers to St. Pete Shuffleboard Club and increase the membership base.

Issue(s) Addressed:

- Aging member base and lack of younger participants
- Limited appeal to younger audiences
- Increasing Competition

Target Market: We would target college students at the University of South Florida and the University of Tampa. Ages from 18-24, or even teachers and faculty, if they would like to join also. Anyone who enjoys recreational activities, social clubs, and low-cost entertainment.

Description: St. Petersburg Shuffleboard Club will host an interactive on-campus pop-up event designed to ease college students into the game. With an engaging, modern, and social way to introduce shuffleboard. Each pop-up will be a mini experience of a Friday Night Shuffle, bringing fun and energetic vibes. The club will bring portable shuffleboards or a smaller version to replicate what the real experience will be. Students would be able to stop between classes, club fairs, or rec center times to demo straight by members or staff of the St. Petersburg Shuffleboard Club. To appeal to Gen Z and college students, we would have a music playlist bringing high energy. Also, branded props encourage students to take photos on Instagram or TikTok to spread the word. After watching a session from a member, we would host mini competitions to draw more engagement. A sign-up booth will also be at the pop-up events that have QR codes or tablets that will allow students to register. The students could register for a free Friday Night Shuffle pass, an exclusive student email list for future events, and a discounted student membership.

- **Product:** Experimental introduction to shuffleboard, supported by free time trials, discounted student memberships, and branded club merchandise.
- **Promotion:**
 - o Posters and flyers on campus
 - o Partnerships with the campus social media teams
 - o Instagram Reels/TikTok content of the event
 - o QR codes linking to membership sign-ups
 - o Collaboration with university recreation departments
- **Price:**

- For students to attend the pop-up events, it would be free
- Offer a limited-time student membership discount ex: \$20 off an annual membership
- Optional low-cost merchandise such as hats, shirts, stickers, or jackets for \$10-25
- **Place:**
 - On campus locations with high foot traffic
 - USF Marshal Student Center Lawn, rec center plaza
 - UT Vaughn Center courtyard, Plant Park
 - Encouraging follow-up visits from students to go to the St. Pete Shuffleboard Club facility

Potential budget:

- Portable Shuffleboard: \$300-600
- Marketing Materials flyers or posters: \$50-150
- Merchandise giveaways: \$200-400
- Student membership promo from the discount, but it could change
- Total potential budget \$550-1200 per event

How to measure: By partnering with the social media teams, we can get together and spread the news to let students know (UT Events). They have a website to show upcoming events and social gatherings for the students. On the website, they have events such as Senior Sendoff, Tote Bag Painting, Cookies and Coffee, and Club Meetings (UT Events). They also show events if they get canceled with real-time updates. To guess how many students show up, we could take notes from the pop-up events. Use the QR code to see how many students register. We could measure the growth of social media followers during and after the event. And lastly, having a survey for students to take, asking for any feedback, interest, or brand awareness.

Action Plan 5: Partner with on-campus clubs, fraternities, and sororities to fundraise for both entities.

Objective: St Pete Shuffleboard Club will partner with college clubs, fraternities, and sororities to bring in new customers for Friday Night Shuffle while also fundraising for the on-campus organizations. St Pete Shuffle will take a small loss in revenue for each customer from this promotion, but will aim to give each customer an experience that they will come back for without the promotion.

Issue(s) Addressed: Awareness is the main issue addressed by this strategy. Since most college students have little to no knowledge of both St Pete Shuffle and shuffleboard as a whole, this will introduce these new customers to the sport and the organization. This strategy also drives customers away from substitute products and helps invest in the community.

Target Market: The target market for this action plan is college students in on-campus organizations and their friends.

Description: St Pete Shuffleboard will partner with clubs, fraternities, and sororities, similarly to a spirit night often used by restaurants. Chipotle commonly utilizes this strategy. How it works is the restaurant will agree that if a customer says they are there that day in support of their on-campus organization, they will still pay full price for their meal, but a percentage of the revenue from their meal will be donated to their club. The customer doesn't have to be in the club, but

can be there to support their friend's club or just to support their peers. This helps three parties. The restaurant gets more customers by giving them an added incentive to buy. The club gets fundraising revenue through the partnership. Finally, the customers get to experience community through the event. People associated with an on-campus organization get to eat with each other at a time when they might not have without the promotion.

This can be replicated by St Pete Shuffleboard Club. They will reach out to various clubs and panhellenic organizations at The University of Tampa and the University of South Florida for "spirit night" for Friday Night Shuffle. When a student pays the nonmember fee for Friday Night Shuffle, they will say what organization they are supporting. This does not have to be a one-time thing for an organization, and more than one organization can be partnered on one night.

- **Product:** The product being offered is still the same: Friday Night Shuffle. There won't be tweaks to the actual product.
- **Promotion:** Promotions for each spirit night will be posted on social media by both the on-campus organizations and St Pete Shuffleboard Club. A larger conversion rate is expected from the on-campus organization's posts as the new customers likely already follow those pages, but not St Pete Shuffle's. These organizations will post individual pictures on Snapchat and Instagram that look like flyers. It will have all the information on the time, place, price, and what they will be participating in, as well as the St Pete Shuffleboard Club logo. The same flyer will be posted by St Pete Shuffleboard Club to show investment into the community, show strong partnership with the on-campus organization, and show people who aren't part of the club where the new customers they've never seen before are coming from. It gives a good conversation starter, better establishing a sense of community.
- **Price:** Customers from this promotion will still pay the full \$10 nonmember fee. However, 20% of each \$10 fee (\$2) will be donated back to the on-campus organization.
- **Place:** The product will be offered at St Pete Shuffleboard Club. There is no new place this action plan is offering the product.

Potential budget: There is no additional monetary expense to enact this strategy. However, time and effort by management will need to be utilized to work with the on-campus organizations.

How to measure: When a customer says they are from a specific on-campus organization, it is pretty safe to say they would not have been at the shuffleboard club without the promotion. Each new customer who says they are part of the on-campus organization brings in \$8 of revenue on their first visit. If a customer chooses to come back to play shuffleboard another day, their customer lifetime value can be attributed to the promotion. Their customer lifetime value will be recorded by their general registration information, like phone number and email.

Action Plan 6: Offer student discounts for club events and memberships (for middle school/high school/college students).

Objective: The goal is to increase younger audiences' interest, engagement, and membership at St. Pete Shuffle through accessible and affordable prices by offering targeted student discounts for middle school, high school, and college students.

Issue(s) Addressed: St. Pete Shuffle currently faces a gap in awareness and engagement with younger audiences, as well as an aging membership demographic. In fact, 96% of students at the

University of Tampa have never heard of the St. Pete Shuffleboard Club. By creating student-focused pricing and promotions, the club will build stronger awareness and interest within this demographic. Not only that, but student discounts will encourage repeat visits, helping to convert younger audiences into loyal members.

Target Market: The target market would be students in middle school, high school, and college (12-22) in the St. Petersburg or Tampa area. This audience enjoys recreational activities, going to social events, hanging out with friends, and going to local events on a budget. This audience is likely to participate repeatedly in activities when pricing feels affordable.

Description:

- **Product:** The product in this action plan would be the student discount and discounted memberships. The club should consider providing a tangible product (ex, membership card or keyring tag) for student members. Discounts would include:
 - o Reduced Friday Night Shuffle admission for any student with a valid student ID who presents it upon admission.
 - o A new membership tier dedicated to students with the same benefits as an individual membership but at a lower cost. Also requires a valid student ID when registering and renewing membership.
- **Promotion:**
 - o Social media posts on Instagram, Facebook, and TikTok (if page is created) introducing the student discounts and memberships and explaining their benefits. The target audience largely uses Instagram and TikTok, making it a preferred promotional tool.
 - o Social media posts highlighting students at events like Friday Night Shuffle or other events/tournaments hosted by the club; promoting the club as a “hang-out spot”.
 - o If coupled with other action plans, promote at local schools and pop-up events on college campuses like UT or USF.
 - o Add the student membership tier to the website.
- **Price:** Students typically have limited income and spending money, which could prevent this audience from attending events (ex, Friday Night Shuffle) or from purchasing memberships from the club. Offering a student discount, as a form of tertiary pricing segmentation, would increase accessibility to the club for younger audiences. The entry price to Friday Night Shuffle for students would be reduced from \$10 to \$5. Student memberships would be reduced from \$75 to \$50 annually. If the club decides to give out tangible products when selling student memberships, the cost for that should also be considered. Costs in reduced revenue would be offset by increased event attendance and memberships.
- **Place:** The place would be the St. Pete Shuffleboard Club, as this is where student memberships and discounts will be sold, as well as where they will actually be utilized. Digital promotions would happen online on social media platforms like Instagram, Facebook, and TikTok (if a page is created), as well as on the St. Pete Shuffle website. Promotions would also occur at local schools and colleges.



Potential budget: Implementing student discounts does not require any upfront monetary budget. The cost of this action plan comes from the price change for students, which will be offset by increased attendance at St Pete Shuffle events, higher membership conversion, and more repeated visits. Most promotions for this action plan also do not require any monetary budget. Social media posting is free, yet it can be time-consuming and take a lot of effort. However, costs for promotions at local schools and colleges would depend on location, partnership, etc. Review Action Plan 2 for more details on the budget for local school promotions and Action Plan 4 for more details on the budget for college pop-up events. An optional cost would be looking into tangible products like membership cards or key tags. It would cost about \$500 for 500 customizable plastic key tags, or about \$1 per registered member (Cardprinting, 2025).

How to measure: To measure the success of this action plan, several metrics should be decided before “launching” the student discount. Such key indicators to monitor could be:

- Number of students who attended Friday Night Shuffle (record every week)
- Number of student memberships sold every month
- Attendance patterns comparing students vs. non-students (a membership card would be helpful in this case, as it could track when members scan into the club during their visit)
- Student membership retention rates (how many renew their membership annually)
- Youth attendance during regular club hours
- Social media engagement with the target audience (younger users/students)

After introducing the student discount, metrics should be monitored and tracked with the goal of seeing increased youth participation at the club.

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APPENDIX

A. PRIMARY RESEARCH SURVEY

1. Welcome! You're invited to participate in a research project about St. Pete Shuffleboard. This survey is voluntary, and your responses will be kept confidential. If you agree to participate, you must be at least 18 years of age and proficient in the English language. You can withdraw at any time without consequence. The survey should take about 3 minutes. Please contact Natalie Mantras at natalie.mantras@spartans.ut.edu or Mark Bender at mbender@ut.edu, or the Institutional Review Board at the University of Tampa at irb@ut.edu if you have questions about your rights as a research subject.
 - I consent and am at least 18 years old.
 - I do not consent; I do not wish to participate.
2. Have you ever played court shuffleboard?
 - Yes
 - No
3. What words come to mind when you think of shuffleboard?
 - Text entry
4. On a scale of 1 through 5, how appealing does playing shuffleboard sound to you?
 - 1 = Not appealing, 3 = Neutral, 5 = Very appealing
5. Have you ever heard of the St. Pete Shuffleboard Club?
 - Yes
 - No
6. (If “Yes” to 5) How did you hear about the St. Pete Shuffleboard Club?
 - Text entry
7. How familiar are you with what the St. Pete Shuffleboard Club offers?
 - Very familiar - I’ve been there and know what it’s about
 - Somewhat familiar - I’ve heard about it but haven’t visited
 - Not familiar - I don’t really know what it is
8. The St. Petersburg Shuffleboard Club is the world's largest and oldest shuffleboard club, located in the heart of downtown St. Petersburg, Florida. They offer a welcoming community where players of all ages and skill levels can connect, compete, and have fun. Members enjoy year-round access to the beautifully maintained courts, equipment, and clubhouse from early morning until midnight, along with exclusive events, league play, and discounts on merchandise.
9. On a scale of 1 through 5, how likely is it for you to visit this club?
 - 1 = Not likely, 3 = Neutral, 5 = Very likely
10. On a scale of 1 through 5, how would the following factors influence your likelihood to attend a St. Pete Shuffleboard Club event?
 - 1 = Not likely, 3 = Neutral, 5 = Very likely
 - Live music/DJs
 - Themed Nights (Halloween, St. Patrick's Day, etc.)
 - Food vendors/food trucks
 - Free or discounted admission
 - Bringing your own drinks/food
11. The St. Pete Shuffleboard Club offers the Friday Night Shuffle event weekly from 7 to 10 pm. Admission is free for members and their guests, while non-members pay \$10 per

person. Courts and equipment are available on a first-come, first-served basis, with a two-court limit per group. Visitors are welcome to bring food, drinks, and dogs.

12. Would you be interested in coming to Friday Night Shuffle events?
- Yes
 - No
13. How often do you go out to local events? (bars, farmer's markets, club events, etc.)
- Always (almost every week)
 - Sometimes (about once a month)
 - Rarely (a few times a year)
 - Never
14. Have you ever heard of First Friday in St. Pete?
- Yes
 - No
15. (If "Yes" to 14) How often do you participate in First Friday?
- Always
 - Often
 - Rarely
 - Never
16. What social media platform often informs you about local events?
- Instagram
 - Facebook
 - X (Twitter)
 - Snapchat
 - Other: _____
17. Have you ever seen a social media advertisement for the St. Pete Shuffleboard Club?
- Yes
 - No
 - I don't know
18. (If "Yes" to Question 17) On what social media platform did you see the ad?
- Text entry