



# Press Kit 2017

# SIRATA BEACH RESORT FACT SHEET

## DESCRIPTION

Sirata Beach Resort is a family-friendly hotel in St. Petersburg, Florida. It is located on 13 acres of lush tropical landscape. Sitting directly on the crystal clear waters of the Gulf of Mexico and the pristine sugary white sand of St. Pete Beach, Sirata Beach Resort provides comfortable rooms and suites featuring cable TV, Wi-Fi access, complimentary coffee, and much more. As a plus, it's a proud pet-friendly hotel!

Guests can enjoy one of three beachfront pools, two whirlpools, or dine in beachfront style at one of three great dining options available onsite: Compass Grille, for breakfast and dinner; Rum Runners Bar & Grille, directly on the beach and poolside for drinks, dining and breakfast on the beach; Harry's Beach Bar, a local institution that serves a casual menu.

Sirata Beach Resort's 30,000 square feet of functional indoor/outdoor space provides the perfect backdrop for a stunning wedding, an intimate social event, or a seamless business gathering. An experienced catering team and event planning staff take care of all the details. All this and more within a verdant tropical beachfront setting, where you can hear the gentle surf and enjoy amazing sunsets. Sirata Beach Resort is one of St. Pete Beach's finest casual resorts.

## LOCATION

St. Pete Beach, is on an island off Florida's west coast. It is located between the Gulf of Mexico and Boca Ciega Bay Aquatic Preserve, and has been voted *#1 Top 10 Beach Destinations* by TripAdvisor. St. Pete Beach includes the longest undeveloped stretch of public beach in the county. It is just south of Treasure Island and 20 miles from Clearwater Beach. Nearby is the famous Salvador Dali Museum, which features the world's most comprehensive collection of Dali's work and also the award-winning Fort De Soto Park. St. Pete Beach is only a 35-minute car ride from Tampa International Airport. Orlando, home to more than a dozen theme parks, is only a two-hour drive from St. Pete Beach or a 45-minute flight from Tampa.

Other close attractions include: Adventure Island, an outdoor water theme park; Busch Gardens; Clearwater Marine Aquarium; The David L. Mason Children's Art Museum; Florida Botanical Gardens; Lowry Park Zoo; Moccasin Lake Nature Park; Museum of Fine Arts; and Ruth Eckerd Hall, which is a Frank Lloyd Wright Foundation design and is recognized as one of the best acoustic facilities in the state of Florida.

## ADDRESS

Sirata Beach Resort  
5300 Gulf Boulevard  
St. Petersburg, FL 33706

## TELEPHONE

888.974.6206 (main)  
727.363.5100 (front desk)  
866.684.6890 (reservations)

## WEBSITE

<http://www.sirata.com/>

## **SOCIAL MEDIA**

**Facebook:** [www.facebook.com/SirataBeachResort/](http://www.facebook.com/SirataBeachResort/)

**Twitter:** @SirataStPete

**Instagram:** @SirataStPete

## **ACCOMMODATIONS**

Sirata Beach Resort offers 382 spacious beachfront rooms including 170 one-bedroom suites. Each of these St. Pete Beach accommodations comes with an array of inviting amenities. Many of the rooms and suites feature water views, a patio or a balcony. Every guestroom offers Wi-Fi access, cable TV, a refrigerator, and a comfortable layout.

### **Guestrooms:**

***Traditional Guestroom*** – Garden/Pool View with two queen beds, a writing desk, side chair, mini-refrigerator, Wi-Fi access, Cable TV and OnDemand media.

***Beachfront Guestroom*** – Ocean view with one king or two queen beds, walk-in shower, sitting area, mini-refrigerator, Wi-Fi access, cable TV and On Demand media.

***Studio*** – Over-sized studio, with two queen beds, a kitchenette, dining table, and complimentary coffee.

### **Suites:**

***One-Bedroom Suite*** – Garden/Ocean/Pool View with a separate bedroom and living area. It features a fully equipped kitchen and a spacious living/dining area. Each suite includes a unique layout and various luxury amenities. There is a queen or king bed in the bedroom and some suites include bunk beds.

***Executive Suite*** – Private Gulf/City View with a separate bedroom and living area. It features a kitchenette, and a spacious living area. Each suite includes a unique layout and various luxury amenities. There is one king or two queen beds in the bedroom.

## **WEDDINGS**

Sirata Beach Resort offers a variety of flexible event spaces, modern amenities and a full range of services designed to make that special day the most memorable. Whether the ideal setting is an intimate ceremony or a grand reception, Sirata Beach Resort can accommodate. It has been consistently voted a top wedding destination by Wedding Wire and The Knot. The resort's experienced wedding team along with striking sunsets makes dream weddings a reality. Venue options range from sunset celebrations alongside the water's edge at the Coconut Palm Pavilion—the resort's picturesque climate-controlled wedding venue, to a luxurious waterfront ballroom with 270 degree views of the ocean and Tampa Bay—perfect for those couples looking to host a classic indoor reception without sacrificing magnificent views.

## **HARRY'S BEACH BAR**

Harry's Beach Bar is the oldest beach bar on St. Pete Beach. Opened in 1983, it was the first food and beverage destination to open on the Sirata Beach Resort property. Harry's is named after Harry Nicklaus, one of the original owners of the Sirata Beach Resort. The bar is located right on the beach, under a covered patio and features a cozy fire pit and a full menu—Harry's serves cocktails, domestic, craft and imported beers. The food menu features their famous flatbread pizza and includes kid-friendly offerings. Locals and visitors alike enjoy live music every night of the week at this can't-miss spot. Harry's has been regularly voted one of the *Top 5 Florida Beach Bars* since 2012 and throughout the years has consistently received TripAdvisor's Certificate of Excellence.

## **COMPASS GRILLE**

Compass Grille delivers an exceptional culinary experience to epicures and locals alike. Located beachfront at Sirata Beach Resort, Compass Grille is a seasoned American dining destination that entices the imagination and awakens the senses with chef-inspired contemporary fare to delight even the most experienced foodie. Savor unique specialties such as Peruvian chile and lime scallops and grilled Filet Mignon stuffed with a mushroom duxelle and red wine sauce.

## **RUM RUNNERS BAR & GRILLE**

Rum Runners Bar & Grille is nestled between the relaxing atmosphere of one of Sirata Beach Resort's sparkling swimming pools and the white sand beachfront of St. Pete Beach. Offering a menu of beachside favorites alongside classic libations, craft beers, and snacks, Rum Runners features an expanded, covered patio dining area with nine flat-screen TVs, comfortable seating, a warming outdoor fireplace, a stage for live entertainment, and portable walls and a heater for those rare chilly days on the beach. Put your toes in the sand and a drink in your hand at Rum Runners private beach – now hosting private events under our Tiki Hut on the beach!

## **SIRATA BEACH RESORT TEAM**

### **CHRIS KLOCKE | GENERAL MANAGER**

With more than 16 years of experience managing full service property operations—throughout the East Coast and Midwest regions of the U.S., Chris Klocke is a skilled executive in hospitality management. He started in housekeeping and worked his way through all operations of the hotel. He is an Ohio State University graduate and recipient of the Western Golf Association's Evans Scholarship.

### **CRICKET WAGNER | DIRECTOR OF SALES AND MARKETING**

Twenty-five years of experience in the hospitality industry has honed Cricket Wagner's clairvoyant ability, which allows her to effortlessly tend to her client's every need before it even arises. Born and raised in the St. Petersburg/ Tampa Bay area, she started from the ground-up—first as a bellman and administrative assistant to catering manager and then sales. For seven years now, Mrs. Wagner has led the Sales department of Sirata Beach Resort. Her extensive background in operations, within 4 and 5-star properties, has provided Mrs. Wagner with the tools necessary to approach sales and marketing with a holistic perspective.

### **LOIS RODGERS | MARKETING MANAGER**

Lois Rodgers has 22+ years of experience in marketing and has been with the Sirata Beach Resort family for seven years. During her time on the business, she led the development and launch of the award-winning "Where the Memories Live" radio campaign, which was honored with an Addy—an acclaimed industry honor presented by the Tampa Bay American Advertising Federation. Throughout her career, Mrs. Rodgers has led innovative and forward-thinking campaigns across various channels within the media industry. She is a Florida State University graduate.

### **TERRY LUND | DIRECTOR OF FOOD & BEVERAGE**

Terry Lund, originally from Walker, Minnesota, has been working in the hospitality industry for 23 years. Growing up in the resort and fishing industry, he always knew this was his calling. A graduate of the University of Wisconsin, his expertise lies within financial and operational management. Mr. Lund specializes in developing and executing restaurant concepts, to include designing kitchens and menus.

### **DENNIS TASSLER | EXECUTIVE CHEF**

Dennis Tassler joined Sirata Beach Resort in April 2017, after leading culinary teams within various Hyatt Regency locations over the course of 22 years. A self-made culinarian, he caught the cooking bug while working at a truck stop in high school. After graduation, he got his feet wet in Boulder, Colorado, where he helped Dave Query open his first restaurant, Zolo Grille, which was voted *Best New Restaurant* by various trade

publications. Since then, Mr. Tassler's career has taken him all over the U.S. and Caribbean and allowed him the opportunity to take part in very high profile events, two of which have included attendance from Queen Elizabeth and President Obama.

### **KASEY BUSSELL & KELLI LOVE | CATERING MANAGERS – WEDDING**

Kasey Bussell and Kelli Love have over 25 years of combined experience in catering and events management. Mrs. Bussell's background in engineering design, sales and event management for the automotive industry, gives her a unique edge when helping couples plan and execute their best wedding day. She has a Bachelor of Science degree from Eastern Michigan University and a Master's degree in Professional Communications from Purdue University.

Mrs. Love got her start in the hospitality industry over 15 years ago, starting as the Night Auditor at the Front Desk of a small resort, while also directing the housekeeping staff. Her background in operations gives her the ability to flawlessly execute multiple minute details, which add up to a beautiful wedding day. Both managers' dedication and talent in wedding planning has made Sirata Beach Resort a *Best of Wedding* winner, awarded by The Knot, for ten years in a row.

### **DOMINICK MADDALONI | BARTENDER**

Dominick Maddaloni has been the lead bartender at Harry's, a local St. Pete Beach institution, for over 25 years and has been voted the *Best Beach Bartender* by local trade outlets. Mr. Maddaloni began his bartending career in New York and enjoys meeting people from all over the world. His time behind the bar has given him exposure to a variety of dialects, making him conversationally proficient across numerous languages.