

Tourist Development Tax Funds Quarterly Report

Organization Name: VISIT TAMPA BAY

Report for Quarter Ending **March 31, 2019**

Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 st Quarter (October-December)	\$3,018,946.00
Tourist Development Tax Funds Received for 2 nd Quarter (January-March)	\$4,118,869.00
Tourist Development Tax Funds Received for 3 rd Quarter (April-June)	
Tourist Development Tax Funds Received for 4 th Quarter (July-September)	

Tourist Development Tax Funds Received Since October 1, 2018 **\$7,137,815.00**

Tourism Generated/Program Results

1. **SALES** – Convention Sales generated **150,290 Definite Room Nights** in Quarter 2 representing 109% of the Quarterly goal. Cumulatively, for the year, Convention Sales generated 274,426 **Definite Room Nights**. There were **609,883 Lead Room Nights** in the sales funnel during Quarter 2, and 979,335 for the year. Leisure Sales had **3,217 Customer Interactions** in Quarter 2, and a total of 5,362 for the fiscal year. Our sales teams participated in the events listed below. All of these events increase visitation and overnight stays in our market.
2. **TRADE SHOWS AND MISSIONS & SALES EVENTS (Out-of-Market)** – These activities occur out-of-market (nationally and internationally) and consist of attending trade shows, sales presentations, pre-promotions and media and sales missions. These trade shows and missions allow the Visit Tampa Bay team to promote and present the destination and the many products that Hillsborough County has to offer. The goal of these trade shows and missions is to generate greater awareness of Hillsborough County and encourage travel (leisure and meetings/conventions) to the destination. Visit Tampa Bay team members attend trade shows, missions and sales events across all departments (Convention Sales, Services, Leisure Sales, and Marketing and Communications).

Visit Tampa Bay attended **67 Trade Shows and Missions & Sales Events** in Quarter 2.

Start Date Event Name

1/3/2019	Meeting Professionals International Potomac Educational Event - Washington, D.C.
1/6/2019	Professional Convention Management Association (PCMA) Event - Pittsburgh, PA
1/8/2019	Florida Huddle 2019 Trade Show - Daytona Beach, FL
1/11/2019	The Villages Travel Expo - The Villages, FL
1/12/2019	Chicago Travel & Adventure Trade Show - Chicago, IL
1/15/2019	Association of Meeting Professionals (AMP) Event - Washington, D.C.
1/16/2019	US Travel Association Event - Washington, D.C.
1/17/2019	Reston Herdon Meeting Planners Event - Dulles, VA
1/17/2019	Florida Nursery, Growers & Landscape Association Presentation - Fort Lauderdale, FL

1/21/2019 National Biodiesel Event - San Diego, CA
1/22/2019 FITUR 2019 Tradeshow- Madrid, Spain
1/24/2019 Tampa's Table Evet- New York, NY
1/25/2019 New York Times Trade Show - New York, NY
1/28/2019 2019 Florida Snowbird Extravaganza Trade Show - Lakeland, FL
1/29/2019 RCMA (Religious Conference Management Assn) Emerge Trade Show - Greensboro, NC
1/30/2019 VISIT USA Seminar Tradeshow - Switzerland
2/3/2019 Independent Planner Education Conference (IPEC) Event - San Antonio, TX
2/7/2019 CCRA Power Solutions Trade Show - National Harbor, MD
2/7/2019 Professional Convention Management Association Event - Pittsburgh, PA
2/7/2019 FSAE Meeting Planner Roundtable - Tallahassee, FL
2/8/2019 ACS Services Event - Charleston, SC
2/8/2019 International Association of Exhibitions & Events Event - Arlington, VA
2/8/2019 AAA Great Vacations Travel Expo Trade Show - Columbus, Ohio
2/8/2019 IEEE Applied Superconductivity Event - Charleston, SC
2/9/2019 Boston Travel & Adventure Trade Show - Boston, MA
2/12/2019 Destination Showcase Trade Show - Washington, D.C.
2/12/2019 Visit Florida Toronto Reception Event - Toronto, Canada
2/13/2019 U.S Travel Washington Representatives Meeting Event - Washington, D.C..
2/14/2019 European Sales Mission 2019 - Frankfurt, Wolfsburg, Amsterdam, London, Norwich City
2/14/2019 Marriott Sales Call - Washington, D.C.
2/19/2019 XSite Trade Show - Tallahassee, FL
2/19/2019 CVB Reps Meeting Event - Washington, D.C..
2/20/2019 Connect Travel Marketplace Tradeshow - Kissimmee, FL
2/20/2019 EMS Today Event -National Harbor, MD
2/22/2019 Meetings Professional International Mid Atlantic Conference and Expo Tradeshow - Washington D.C.
2/25/2019 Peninsula Presentations Spring Trade Show - Atlanta, GA
2/26/2019 Peninsula Presentations Spring Trade Show - Greenville, SC
2/26/2019 ANATO 2019 Travel Agent Presentation- Bogota, Colombia
2/27/2019 Peninsula Presentations Spring Trade Show - Charlotte, NC
2/27/2019 LIMRA Services Event - Ft. Lauderdale, FL
2/27/2019 ANATO 2019 Tradeshow - Bogota, Colombia
2/28/2019 Iceland Mid-Atlantic Trade Show - Reykjavik, Iceland
3/1/2019 AAA East Marketplace 2019 Trade Show - Foxboro, MA
3/4/2019 Conference Direct Annual Partner Meeting Trade Show - Atlanta, GA
3/6/2019 ITB Berlin, Germany 2019 Trade Show - Berlin, Germany
3/6/2019 New York Society of Association Executives (NYSAE)Event- New York, NY
3/7/2019 SE Produce Services Event - Orlando, FL
3/9/2019 Philadelphia Travel & Adventure Trade Show - Philadelphia, PA
3/12/2019 Experient EnVision Tradeshow - Las Vegas, NV
3/13/2019 US Travel Association Event - Washington, D.C..
3/16/2019 DC Travel & Adventure Show 2019 - Trade Show - Washington, D.C..
3/17/2019 American Society Association Executives Trade Show- Colorado Springs, CO
3/21/2019 Reston Herndon Meeting Planners Event- Reston VA
3/21/2019 Florida's Gulf Coast Media Mission - Dallas, TX
3/23/2019 American Society for Parenteral Nutrition Science & Practice Conference Event-Phoenix, AZ
3/25/2019 ASPEN Event - Pheonix, AZ

- 3/25/2019 Copa Airlines travel agent breakfast training - Santiago, Chile
- 3/25/2019 Travel agent lunch presentation - Santiago, Chile
- 3/26/2019 In-Office Training presentations - Cordoba, Argentina
- 3/26/2019 AAA Spring Sales Mission 2019 - North Florida
- 3/26/2019 Destination Training presentation - Cordoba, Argentina
- 3/27/2019 A Travel agent Lunch presentation - Cordoba, Argentina
- 3/28/2019 Copa Airlines Travel Agent presentation - Buenos Aires, Argentina
- 3/28/2019 In-Office Training presentations - Buenos Aires, Argentina
- 3/29/2019 VIP Tour Operator Event- Buenos Aires
- 3/31/2019 Lifesavers Event - Louisville, KY
- 3/31/2019 International Card Manufacturers Association Event - Championsgate, FL

FAMS AND SITES (In-Market) – These activities occur in-market and consist of hosting clients/meeting planners, tour operators and journalists to the destination. These site visits or Familiarization Tours (FAMs) allow these different audiences to experience the destination and the many products that Hillsborough County has to offer. The goal of these site visits and FAMs is to generate greater awareness of Hillsborough County and encourage travel (leisure and meetings/conventions) to the destination. Visit Tampa Bay team members host site visits and FAMs across all departments (Convention Sales, Services, Leisure Sales, and Marketing and Communications).

Visit Tampa Bay hosted **121 FAMs** and **Sites** in Quarter 2.

Start Date	Event Name
1/1/2019	Volker Feuerstein FAM
1/2/2019	Creative Media Concepts Annual General Managers Conference - Site Visit
1/5/2019	Pre-Huddle UK - FAM
1/8/2019	Medco/Ace Tool/G2S Customer Appreciation Show - Site Visit
1/10/2019	CTV Shoot - FAM
1/11/2019	ARTANIA Port of Call - FAM
1/12/2019	VISIT FLORIDA Influencers - FAM
1/13/2019	Visit Florida Post-Huddle Brazil - FAM
1/15/2019	Sandra Fiore Brazil Post-Huddle - FAM
1/15/2019	Agenda do Viajante /Azul Viagens Brazil Magazine - Site Visit
1/17/2019	Non-Ferrous Founders Society Conference - Site Visit
1/18/2019	Association of Public Health Laboratories - Site Visit
1/20/2019	Investments & Wealth Institute - Site Visit
1/21/2019	Joyce Meyer Ministries - Site Visit
1/21/2019	Retirement Management Forum 2019 - Site Visit
1/21/2019	Travelocity Reception - Sales Presentation
1/23/2019	African American Credit Union Coalition 2020 Meeting - Site Visit
1/23/2019	Robert de Koning America magazine - FAM
1/24/2019	Marriott International Global Sales Organization - Site Visit
1/24/2019	Hospitality Performance Network Global - Site Visit
1/24/2019	2019 Gasparilla - FAM
1/24/2019	Academy of General Dentistry - Site Visit
1/24/2019	National Technical Investigators Association - Site Visit
1/24/2019	International Association of Administrative Professionals - Site Visit

1/24/2019 The Society for Cardiovascular Angiography and Interventions - Site Visit
1/24/2019 PSCU Credit Union Experience - Site Visit
1/24/2019 FIRST Agency - Site Visit
1/24/2019 American Dental Education Association - Site Visit
1/24/2019 American Gas Association - Site Visit
1/24/2019 American Dental Education Association - Site Visit
1/24/2019 National Credit Union Administration - Site Visit
1/24/2019 Southern Association of Colleges and Schools - Site Visit
1/24/2019 Associated Builders and Contractors, Inc. - Site Visit
1/24/2019 Vision Source - Site Visit
1/24/2019 Independent Meeting Planners - Site Visit
1/24/2019 National Marine Manufacturers Association - Site Visit
1/24/2019 Society of Environmental Toxicology and Chemistry - Site Visit
1/24/2019 American Short Line & Regional Railroad Association - Site Visit
1/24/2019 National Association for College Admission Counseling - Site Visit
1/24/2019 Vision Source - Site Visit
1/24/2019 Universal Technology Corporation - Site Visit
1/26/2019 Association to Advance Collegiate Schools of Business-Annual Meeting- Site Visit
1/26/2019 Checkers Rally - Site Visit
1/26/2019 Association to Advance Collegiate Schools of Business-Small Meetings- Site Visit
1/26/2019 Hospitality Performance Network Global - Site Visit
1/28/2019 Kellen Meetings - Site Visit
1/28/2019 Vulcan Materials - Site Visit
1/29/2019 National Academy of Inventors/HelmsBriscoe - Site Visit
2/6/2019 Florida Hall at Destination Weddings & Honeymoons Virtual Expo - Trade Show
2/6/2019 National Gay & Lesbian Chamber of Commerce-Services - Site Visit
2/7/2019 Joyce Meyer Ministries Hockey - Site Visit
2/8/2019 Payment Systems for Credit Unions (PSCU) - Site Visit
2/8/2019 Switzerland Tour Operator FAM 2019 - FAM
2/9/2019 Meeting Professionals International-Annual Community Outreach - Event
2/9/2019 ATSSA-Unlock Tampa Bay Visitor Center & Retail Store Spouse Lounge - Event
2/10/2019 Viaja Bi Brazilian Blogger - FAM
2/11/2019 VisionServe Alliance - Site Visit
2/11/2019 ATSSA-Unlock Tampa Bay Visitor Center & Retail Store Reception - Event
2/12/2019 Changing Flames - Site Visit
2/12/2019 Florida Nursery, Growers & Landscape Association (FNGLA) - Site Visit
2/13/2019 Experient - Site Visit
2/13/2019 Meeting Professionals International - February Education Program- Event
2/14/2019 Florida Optometric Association- Presentation
2/15/2019 Booking Contest ICELAND AIR Netherlands - Sales Initiative
2/18/2019 The Lutheran Church - Site Visit
2/19/2019 Women's Final Four - Site Visit
2/19/2019 Church of God in Christ - Site Visit
2/19/2019 Paccar Parts - Site Visit
2/19/2019 Association of Fundraising Professionals - Site Visit
2/20/2019 Nord Anglia Education - Site Visit
2/20/2019 American College of Neuropsychopharmacology (ACNP) - Site Visit

2/22/2019 Liz Fleming - FAM
2/22/2019 Dynamic Communities User Group - Presentation
2/24/2019 Association for High Technology Distribution - Site Visit
2/25/2019 University of Tampa marketing class - Presentation
2/26/2019 American Association of Colleges of Pharmacy - Site Visit
2/28/2019 Kappa Alpha Psi Fraternity Inc. - Site Visit
2/28/2019 Florida Society of Association Executives - Event
3/1/2019 Quarterly Destination Education Experience for TIA & VTB Info Desk Staff - Event
3/1/2019 Spooky Empire - Site Visit
3/1/2019 Cheg Guga - FAM
3/3/2019 Vision Source - Site Visit
3/3/2019 Youth Specialties - Site Visit
3/5/2019 The Lutheran Church - Site Visit
3/5/2019 The Lutheran Church - Site Visit
3/6/2019 Argentum - Site Visit
3/6/2019 Argentum - Site Visit
3/6/2019 Department of Defense Intelligence Information System - Site Visit
3/8/2019 SITE-International Women's Day Sustainable Education - Event
3/11/2019 Master's Circle Superconference - Site Visit
3/11/2019 Rotary International Zones 33 & 34 Institute 2021 - Site Visit
3/13/2019 NES Health Fall 2019 Meeting - Site Visit
3/14/2019 McKibbon One Leadership Conference -Site Visit
3/14/2019 Omega Psi Phi Fraternity Inc. - Site Visit
3/14/2019 Omega Psi Phi Fraternity, Inc. - Site Visit
3/14/2019 Distant Thunder - FAM
3/14/2019 Meeting Professionals International (MPI) - Event
3/17/2019 Fabio Sorini Distant Thunder TB Lightning - FAM
3/17/2019 ACI-NA International North America - Site Visit
3/17/2019 American Academy of Sleep Medicine Sleep Medicine Trends 2020 - Site Visit
3/18/2019 National Gay & Lesbian Chamber of Commerce - Site Visit
3/18/2019 McFarland Cascade-Stella Jones Company - Site Visit
3/18/2019 National Gay & Lesbian Chamber of Commerce - Site Visit
3/19/2019 The Academy for Professional Painting Contractors - Site Visit
3/20/2019 Agent at Home Leisure, Destination & Cruise Expo Virtual Expo - Trade Show
3/20/2019 Tom Jenkins Norwegian Air - FAM
3/20/2019 Tom Jenkins Norwegian Air - FAM
3/21/2019 John Hopkins University Joint Army Navy NASA Air Force - Site Visit
3/21/2019 Society of American Military Engineers (SAME) – Site Visit
3/22/2019 Renee Werbin Travel Girl magazine - FAM
3/24/2019 Ocean Holidays - Site Visit
3/24/2019 Ocean Holidays - FAM
3/24/2019 Gold Medal - FAM
3/25/2019 Tennessee Fuel and Convenience Store Association - Site Visit
3/25/2019 Gulf of Mexico Research - Site Visit
3/27/2019 The Rainmaker Companies - Site Visit
3/27/2019 Discover America Sweden - European Online Flight – Site Visit
3/28/2019 Felicita Moncada SoFla Mom Blogger - FAM

- 3/28/2019 Synovus - Site Visit
- 3/28/2019 The Cutlery Chronicles - FAM
- 3/29/2019 Michigan Lutheran District Church - Site Visit

3. **MARKETING & COMMUNICATIONS** – With a focus on generating exposure for Tampa Bay, Visit Tampa Bay is implementing an advertising plan in consumer and trade media, as well as travel-related internet sites.

Visit Tampa Bay generated **\$8,413,513** in destination media value for quarter 2. We were mentioned in hundreds of publications, however, here were our top 5:

- Orlando Sentinel
- Ladevi Argentina
- Forbes
- Washington Times
- FoodandWine.com

Campaign details for Quarter 2:

Out-of-State Campaign

- Top Markets
 - Boston
 - Chicago
 - Dallas
 - New York
 - Philadelphia
 - Toronto
- Timing: January-early April 2019
- Target Audience
 - Affluent, educated
 - Age 25-54
 - Couples, married with children
 - Active Adventures; Culture Seekers
 - Book within 6 months of travel
 - 'I'm my own travel agent' and tend to book their own travel online
- Recap and Advertising Effectiveness Study to be completed by third quarter report.

Media Recap for United Kingdom Regional Co-Op

- The 2019 UK Co-Op Program unveiled a new regional partnership between Visit Tampa Bay and Bradenton Area CVB
- The program was supported in part by Visit Florida's Regional Marketing Co-Op Program, which allows for DMO's to apply for matching funds to assist in the execution of their regional marketing campaigns
- The campaign achieved a total of 38M+ impressions! That is 10M+ over the estimated amount
- Above the strong upfront negotiations and bonus media weight, the campaign's over-delivery of impressions added over \$140k in additional media value to the \$250k spend

Visit Tampa Bay generated **47 Unpaid Corporate Media Placements** in Quarter 2. This resulted in an **Earned Media Value (unpaid) of \$8,413,513** for Quarter 2. The articles placed are listed below:

Article Date	Publication	Headline
1/3/2019	970 WFLA RADIO	Outback Bowl WFLA-AM CutIn 510am
1/3/2019	970 WFLA RADIO	Outback Bowl WFLA-AM CutIn 542am
1/3/2019	970 WFLA RADIO	Outback Bowl WFLA-AM CutIn 605am
1/3/2019	970 WFLA RADIO	Outback Bowl WFLA-AM CutIn 635am
1/3/2019	970 WFLA RADIO	Outback Bowl WFLA-AM CutIn 306pm
1/3/2019	970 WFLA RADIO	Outback Bowl WFLA-AM CutIn 836am
1/11/2019	Journal PANROTAS - Online	Piratas 'invadem' almoço no Florida Huddle; veja as fotos
1/11/2019	WTVT-TV FOX 13	FMEA on Charley Belcher 850am
1/11/2019	WTVT-TV FOX 13	FMEA on Charley Belcher 950am
1/11/2019	WTVT-TV FOX 13	FMEA on Charley Belcher Noon
1/22/2019	83 degrees	UF study shows why Tampa sees itself as top destination for girlfriend getaways
1/30/2019	WWBA-AM 820	Gasparilla Santiago NewsTalk Florida
1/30/2019	WWBA-AM 820	Gasparilla Santiago NewsTalk Fla
1/30/2019	NewsTalk Florida	Gasparilla Santiago NewsTalk Florida online
1/31/2019	WTSP-TV Online	3 biggest changes in Tampa ahead of Super Bowl in 2021
1/31/2019	TampaBay.com	Pinellas commissioners oppose privatizing Visit St. Pete/Clearwater tourism bureau
1/31/2019	Tampa Bay Times	Pinellas commissioners oppose privatizing Visit St. Pete/Clearwater tourism bureau print
2/1/2019	TampaBay.com	Cold in London? Tourism agency to lure Brits to Tampa Bay with sunny campaign
2/1/2019	Tampa Bay Times	Cold in London? Tourism agency to lure Brits to Tampa Bay with sunny campaign print
2/15/2019	Orlandosentinel.com	Hotel taxes for film incentives? Why I support this flawed idea
2/15/2019	Orlando Sentinel	Hotel taxes for film incentives? Why I support this flawed idea print
2/20/2019	specialreports.oaaa.org	Tourism Ads Target Depending on the Weather
2/20/2019	lodgingmagazine.com	HRI Properties Breaks Ground on Dual-Branded Hyatt Place and Hyatt House in Tampa
2/20/2019	travmagazine.nl	Klassieker Tampa heeft nu een heel hip jasje
2/22/2019	bizjournals.com	SeaWorld Entertainment, parent company of Busch Gardens, names new CEO, COO
2/25/2019	brasilturi.com.br	Visit Tampa Bay registra recorde US\$ 673 milhões com turismo em 2018
2/25/2019	Brasilturis.com.br	Visit Tampa Bay apresenta companhia "Golden Rule" para 2019
2/26/2019	northstarmetingsgroup.com	Florida Welcomed Record Number of Tourists in 2018
2/26/2019	Brasilturis.com.br	Visit Tampa Bay apresenta companhia "Golden Rule" para 2019
2/26/2019	Panrotas Editora (Brazil)	Visit Florida fará roadshow em Goiânia, Brasília e Fortaleza
3/6/2019	https://goingplacesfarandnear.com	Hsmai Honors Innovation at its 60th annual Adrian awards
3/6/2019	TampaBay.com	Search for the next CEO of Visit St. Pete/Clearwater is about to begin
3/7/2019	TampaBay.com	Carlton: Gasparilla 'season' not just for pirates anymore
3/7/2019	TampaBay.com	Carlton: Gasparilla 'season' not just for pirates anymore PRINT
3/11/2019	WUSF News	WrestleMania Coming to Tampa in 2020
3/11/2019	WUSF News	WrestleMania Coming to Tampa in 2020 radio
3/13/2019	floridapolitics.com	Second All for Transportation lawsuit offers plan B to Stacy White's challenge
3/13/2019	TampaBay.com	Slime trend oozes into Comic Con territory as Tampa's first Slime Rodeo arrives

3/13/2019	Tampa Bay Times	Slime trend oozes into Comic Con territory as Tampa's first Slime Rodeo arrives
3/18/2019	WFTS-TV ABC Action News	Candidates for Mayor in Tampa
3/18/2019	WFLA News Channel 8	Tampa Mayor Race
3/25/2019	bizjournals.com	Meet Visit Tampa Bay, a 2019 Best Places to Work honoree
3/25/2019	Florida Courier	WOMEN ON THE MOVE
3/26/2019	Tourism Marketing Today	Dana Young Seeks Industry's Input at Visit Florida
3/26/2019	Tourism Marketing Today	Tampa Bay Releases Culinary Journal
3/28/2019	inc.com	Tampa is emerging as a future destination for startups, not just retirees.
3/29/2019	floridapolitics.com	VISIT FLORIDA funding vital in red tide counties

4. **LOCAL INDUSTRY & PARTNER TOURISM EVENTS** – These events educate the local community on tourism efforts so that they support our efforts nationally and internationally. These activities create a deeper relationship with our Partners, and as a result, when we travel out-of-market, these Partners then collaborate with us on tradeshow booth costs, campaigns and event costs. Locally, these Partners come to the table when we host clients in-market for sites and FAM's to showcase our destination.

Visit Tampa Bay held **9 Local Industry and Partner Tourism Events** in Quarter 2. These events are listed below:

Start Date Event Name

1/29/2019	Breakfast by the Bay - Little Donut House
1/30/2019	January Hospitality Partner Meeting- 2019
2/5/2019	GET 2.5.2019 Visit Tampa Bay Open Training
2/14/2019	Partnership 101-February 2019
2/20/2019	Business by the Bay - Watervue Grille
2/26/2019	Partnership 201 - February 2019
3/7/2019	Business by the Bay - ZooTampa at Lowry Park
3/28/2019	GET 3.28.19 Women's Final Four Private Training
3/31/2019	GET 3.31.19 Women's Final Four Private Training

In addition, Visit Tampa Bay had **22 Public Speaking Engagements**. These speaking engagements implore our community to support tourism, as well as selling and marketing the destination.

Visit Tampa Bay secured **20 New Partners** in Quarter 2 which is 105% of our quarterly goal. Visit Tampa Bay had **1,586 Partner Referrals** and **\$42,905 in partner in-kind donations** to help us fulfill our mission.

Visit Tampa Bay generated **\$42,650 in Sponsorships**, which contributed to our overall private revenue generation of **\$775,135** for Q2.

5. **VISITOR EXPERIENCE PROGRAM**

Quarter 2 Visitor Center Traffic:

Plant City Chamber: 211

Ybor City Chamber: 9,367
Railroad Museum: 1,492
Visit Tampa Bay: 4,703

Quarter 2 reimbursed documented expenses:

Plant City Chamber - \$12,569
Train Museum - \$6,941
Ybor City Chamber - \$31,519

6. **FESTIVALS & EVENTS PROGRAM**

Quarter 2 distributed funds:

Tampa Margarita Festival	\$5,000
Music on the Bay	\$6,000
RiverFest	\$16,000

7. **OUT-OF-AREA MARKETING PARTNERSHIP**

Out-of-Area Marketing Partnership – These funds are limited to expenses for purchased media placements that are targeted outside and beyond the Tampa Bay Media Market, which includes Hillsborough, Pinellas, Pasco, Manatee, Sarasota, Hardee, Highlands and Polk Counties. The intent of these funds is to generate overnight lodging stays and not to promote within the local drive market.

Campaign details for Quarter 2:

Tampa Value Ticket: This funding has been used in coordination with the two other "Tampa Value Ticket" (formerly "Tampa Trio") members: The Florida Aquarium (FLAQ) and The Museum of Science and Industry, Inc. (MOSI). The funding has been undertaken within the criteria set forth under the contract agreement with the Tampa Bay Convention & Visitors Bureau, Inc. (VTB) and Hillsborough County for tourism advertising.

Straz Center for the Performing Arts: Coordinated tourism marketing for our first Quarter included: three different contracts with Madden Media, including two digital campaigns with reports; advertising for Opera Tampa in the Wall Street Journal and in Chicago's Lyric Theater Playbill; monthly advertising on www.visittampabay.com; full page advertising in two print issues and the Holiday Guide of Watermark Magazine as well as an online banner and online advertising in Watermark's online ENewsletter; an Opera Tampa 2018-2019 Season insert in the Wall Street Journal; one full-page and one two-page feature ads for the Patel Conservatory's national ballet program in two issues of Pointe Magazine and a half-page ad in Dance Spirit national magazine.

Our pre-marketing strategies to attract major Broadway productions to Tampa included investments in the U.S. tours of King Kong, Tootsie, Moulin Rouge and Hadestown.

Q2: Not yet provided

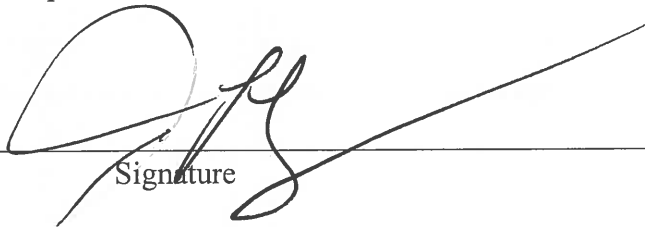
Tampa Museum of Art: The funding has been used for a digital program using paid social media and digital display ads. These ads were targeted to cities outside of Tampa Bay including Miami, Orlando, and Ft. Myers/Naples. Creative messaging highlighted exhibitions by Patricia Cronin, Yayoi Kusama, and Robert Indiana.

Glazer Children's Museum: The funding has been used in coordination with Madden Media for advertising in the 2019 Tampa Bay Official Visitors Guide. The marketing activities have been undertaken within the criteria set forth under the contract agreement with the Tampa Bay Convention & Visitors Bureau, Inc. (VTB) and the Glazer Children's Museum of Tampa Bay, Inc.

Tampa Bay History Center: The funding has been used in coordination with Vertical Network to implement a 12-month digital plan.

All of the information in this Report is true and correct to the best of my knowledge and belief.

JoLynn M. Lokey, COO
Print Name and Title



Signature

7/9/19
Date