

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **December 31, 2018**

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)	
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 **\$3,018,946.00**

Tourism Generated/Program Results

1. **SALES** – Convention Sales generated **124,136 Definite Room Nights** in Quarter 1 representing 117% of the Quarterly goal. There were **369,452 Lead Room Nights** in the sales funnel during the Quarter 1. Leisure Sales had **2,145 Customer Interactions** in Quarter 1. 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 **61 Trade Shows and Missions & Sales Events** in Quarter 1.

Start Date	Event Name
10/2/2018	FL Society of Association Executives - Event – Tallahassee, FL
10/2/2018	FIT – Trade Show - Buenos Aires, Argentina
10/2/2018	Florida Society of Association Executives Education Expo – Trade show - Tallahassee, FL
10/3/2018	The Villages Women's Expo – Trade show - The Villages, FL
10/4/2018	Ladevi Lounge USA - Trade Show- Santiago, Chile
10/4/2018	HelmsBriscoe Tasting - Event - Tallahassee, FL
10/5/2018	VSPC & VTB Chile Travel Agent Seminar - Event - Santiago, Chile
10/6/2018	Dortmund Reisekarten 2018 - Sales Presentation - Germany
10/10/2018	AmBar Resaturant - Sales Mission - Washington, D.C.
10/10/2018	La Vie Restaurant - DC Sales Mission - Washington, D.C.
10/11/2018	Officina Restaurant - DC Sales Mission -Washington D.C.
10/11/2018	Ladevi Lounge USA - Trade Show- Medellin, Colombia
10/15/2018	IMEX America 2018 - Trade Show - Las Vegas, NV

10/17/2018 Simon Properties Event - Presentation - Cali, Colombia
 10/18/2018 Simon Properties Event - Presentation - Medellin, Colombia
 10/18/2018 Trade & Media Luncheon 2018 - Sales Mission - Montreal, Canada
 10/19/2018 International Tourism & Travel Show 2018 - Trade Show - Montreal, Canada
 10/22/2018 Travel Bulletin Family Holidays Showcase 2018 - Trade Show - Norwich
 10/23/2018 CVB Reps Meeting - Event - Washington, D.C.
 10/23/2018 PCMA Capital Chapter - Event - Washington, D.C.
 10/23/2018 Society of Government Meeting Professionals - Event - Washington, D.C.
 10/25/2018 Visit Florida Destinos Aviareps Event - Cancun, Mexico
 10/26/2018 The Mark Travel Corp. Summit 2018 – Trade Show - Cancun, Mexico
 10/26/2018 Halloween Travel Agent Event 2018 - Sales Presentation - Germany
 10/29/2018 Applied Superconductivity - Event- Seattle, WA
 11/1/2018 Collegiate Entrepreneurs' Organization - Event - Kansas City, MO
 11/1/2018 Travel Weekly Florida Plus webinar - Sales Presentation - USA
 11/3/2018 Fall Fiesta November 2018 - Trade Show - Orlando, FL
 11/4/2018 COGIC AIM Services - Event - St. Louis, MO
 11/4/2018 NTA Travel Exchange - Trade Show - Milwaukee, WI
 11/6/2018 American Academy of Otolaryngology - Event, Annadale VA
 11/6/2018 Hospitality Performance Network Global (HPN) - Tradeshow - Miami, FL
 11/7/2018 Society Government Meeting Professionals - Event - Washington, D.C.
 11/8/2018 Cruiseworld 2018 – Trade Show - Ft. Lauderdale, FL
 11/9/2018 International Association of Exhibitions & Events - Event - National Harbor, MD
 11/10/2018 Star-Tribune Vacation & Travel Experience – Trade Show - Minneapolis, MN
 11/12/2018 Connect Faith Marketplace - Event - Ontario, CA
 11/13/2018 Professional Convention Management Association - Event
 11/15/2018 Association of Meeting Professionals - Event - Washington, D.C.
 11/15/2018 Youth Specialties Services - Event- St. Louis, MO
 11/16/2018 American Society of Heating, Refrigerating & Air-Conditioning Engineers - Sales
 Presentation - Atlanta, GA
 11/20/2018 Swoop Event - Sales Presentation - Hamilton, Canada
 11/28/2018 Florida Encounter 2018 - Trade Show - Bonita Springs, FL
 11/28/2018 U.S Travel Washington Representatives - Event, Washington D.C.
 12/2/2018 SITE Southeast Education Summit 2018-Event - Charleston, SC
 12/3/2018 Association of Meeting Professionals - Event - Washington D.C.
 12/4/2018 Meeting Professionals International - Event - St. Pete, FL
 12/5/2018 AAA Winter Sales Mission 2018 – Event - Central Florida
 12/5/2018 Convention Management Association - Event -Atlanta, GA
 12/6/2018 CVB's of Florida Tallahassee Holiday Party 2018 - Tallahassee, FL
 12/6/2018 Society of Government Meeting Professionals NATCAP - Event - Arlington, VA
 12/6/2018 Society Government Meeting Professionals NATCAP - Event - Washington, D.C.
 12/9/2018 M&I Transatlantic Forum - Event - Cancun, Mexico
 12/12/2018 U.S. Travel Association Event - Washington D.C.
 12/12/2018 IMN Solutions - Event – Arlington, VA
 12/12/2018 Holiday Showcase 2018 - Trade Show - Chicago, IL
 12/13/2018 Meeting Professionals International Potomac - Event – Washington, D.C.
 12/13/2018 Amex INTERaction 2018 -Trade Show-San Diego, CA
 12/17/2018 Visit Tampa Bay DC Satellite – Event – Washington, D.C.
 12/18/2018 Holiday Industry Event -Washington, D.C.
 12/19/2018 American Retirement Association - Sales Call – Washington, D.C.

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 **139 FAMs and Sites** in Quarter 1.

Start Date	Event Name
10/2/2018	Hispanic Chamber Networking Social in the Visitor Center - Event
10/3/2018	The Council of Independent Colleges - Site
10/4/2018	National Academy of Kinesiology - Site
10/4/2018	Meeting USA & Onyx - Event
10/4/2018	Tampa Night Market - Event
10/5/2018	Anna Stock - FAM
10/9/2018	Association for Healthcare Resource & Materials Management - Site
10/9/2018	Tampa Connection Leadership Meeting in Visitor Center - Event
10/10/2018	Copa Colombia USA Soccer Game - FAM
10/10/2018	Ella Buchan UK - FAM
10/11/2018	Dutch/Belgium 2018 - FAM
10/11/2018	Meeting Professionals International - Event
10/13/2018	Norwegian Airlines - FAM
10/14/2018	COGIC AIM - Site
10/14/2018	Kappa Alpha Psi Fraternity - Site
10/16/2018	Educational & Institutional Insurance Administrators - Site
10/16/2018	Copa Medellin 2018 - FAM
10/16/2018	FL Society of Association Executives (FSAE) - Event
10/17/2018	The Florida Bar Voluntary Bar Leaders Conference - Site
10/18/2018	Tina Seidling Germany - FAM
10/18/2018	Tourism Institute - FAM
10/18/2018	Affordable Housing Investors Council - Site
10/18/2018	Meeting Professionals International-Emerging Leaders Program - Event
10/18/2018	Legoland Brazil 2018 - FAM
10/21/2018	Transat - FAM
10/22/2018	National Association of Regulatory Utility Commissioners - Site
10/23/2018	New Mercies Christian Church-Noble Warriors men's Conference - Site
10/26/2018	American College of Foot & Ankle Surgeons Annual Scientific Conference 2023 - Site
10/26/2018	Fourth Friday in the Visitor Center - Event
10/27/2018	Riverwalk Trick or Treat - Event
10/27/2018	Uli Morant - FAM
10/29/2018	Kellen Managers Meeting - Site
10/29/2018	North American Skull Base Society - Site
10/29/2018	National Assoc. of Telecommunications Officers & Advisors - Site
10/30/2018	National Association for Free Will Baptist - Site
10/30/2018	Gesneriad Society Convention 2020 - Site Visit
11/1/2018	American Anthropological Association - Site
11/1/2018	American Council of Learned Societies - FAM
11/1/2018	Association for Slavic, East European, and Eurasian Studies - Site
11/1/2018	Blacks in Government - Site

11/1/2018 American Society for Aesthetics - Site
11/1/2018 Modern Language Association of America - Site
11/1/2018 Shakespeare Association of America - Site
11/1/2018 Association of Jewish Studies - Site
11/1/2018 World History Association - Site
11/1/2018 American Society for Legal History - Site
11/1/2018 Oral History Association - Site
11/1/2018 Linguistic Society of America - Site
11/1/2018 Dictionary Society of North America - Site
11/1/2018 The Bibliographical Society of America - Site
11/1/2018 American Historical Association - Site
11/1/2018 Medieval Academy of America - Site
11/1/2018 The Society for Ethnomusicology - Site
11/1/2018 Latin American Studies Association - Site
11/1/2018 American Council of Learned Societies - Site
11/1/2018 American Political Science Association - Site
11/1/2018 American Society for Eighteenth-Century Studies - Site
11/1/2018 National Council of Teachers of English - Site
11/1/2018 The Society for the History of Technology - Site
11/1/2018 Austrian Studies Association - Site
11/1/2018 Society for Military History - Site
11/1/2018 American Dialect Society - Site
11/1/2018 American Schools of Oriental Research - Site
11/1/2018 Law and Society Association - Site
11/1/2018 National Humanities Alliance - Site
11/1/2018 American Antiquarian Society - Site
11/1/2018 Association for the Advancement of Baltic Studies - Site
11/1/2018 American Philosophical Association - Site
11/1/2018 Middle East Studies Association of North America - Site
11/1/2018 The Renaissance Society of America - Site
11/1/2018 American Association of Geographers - Site
11/1/2018 German Studies Association - Site
11/1/2018 American Society for Comparative Law - Site
11/1/2018 Organization of American Historians - Site
11/1/2018 Association of Asian Studies - Site
11/1/2018 American Society for Environmental History - Site
11/1/2018 National Council on Public History - Site
11/1/2018 American Academy of Religion - Site
11/1/2018 Society of Cinema and Media Studies - Site
11/1/2018 Dance Studies Association - Site
11/1/2018 American Folklore Society - Site
11/1/2018 Laura Manske - FAM
11/1/2018 American Sociological Association - Site
11/1/2018 Rhetoric Society of America - Site
11/5/2018 SAE International - Site
11/5/2018 TD Jake's Potter's House - Site
11/5/2018 T.D. Jakes Ministries, The Potter's House - Site
11/6/2018 Nomadic Boys – FAM
11/6/2018 Visit Florida Domestic - FAM
11/6/2018 Southern Economic Development Council - Site
11/8/2018 Marriott Business Council, Annual Casino Night - Event

11/8/2018 FL Society of Association Executives - Event
11/8/2018 FL Society of Association Executives (FSAE) - Event
11/9/2018 Marriott One Gala - Event
11/9/2018 Association of Fraternity/Sorority Advisors - Site
11/10/2018 David Freezer Norwich - FAM
11/12/2018 New Mercies Christian Church - Site
11/12/2018 Department of Defense - Site
11/12/2018 Florida State Fairgrounds Golf Tournament 2018 - Event
11/14/2018 International Cleaning and Restoration Association - Site
11/15/2018 Reston/Herndon Meeting Planners - Event
11/15/2018 Corporate Housing Providers Association - Site
11/15/2018 Cocha Chile 2018 - FAM
11/19/2018 Ana Paula Garrido - FAM
11/19/2018 Julia Schaffner - FAM
11/19/2018 American Retirement Association - Site
11/20/2018 Wolfgang Greiner Road Trip - FAM
11/20/2018 Meeting Professionals International - Event
11/26/2018 Hospitality Performance Network Global - Site
11/26/2018 National Consumer Reporting Association National Conference 2019 - Site
11/26/2018 Creative Media Concepts NPC Annual General Managers Conference - Site
11/27/2018 Vietnam Helicopter Pilots Association - Site
11/28/2018 Global Cynergies - Site
11/29/2018 TESOL International Association - Site
11/29/2018 Southern Economic Development Council - Site
11/29/2018 Tampa RTO - Event
11/29/2018 Tampa Night Market - Event
11/29/2018 Tampa RTO Event 2018 - FAM
12/2/2018 Financial Planning Association Annual 2021 Conference- Site
12/3/2018 Women's Basketball Coaches Association - Site
12/4/2018 Meeting Professionals International, Holiday Beach Ball - Event
12/4/2018 Department of Veteran Affairs/CAMLS meeting - Sales Call
12/4/2018 Ladevi 2018 - Site
12/5/2018 Westshore Alliance Holiday Luncheon - Event
12/5/2018 Imagazinetur 2018 - Site
12/7/2018 LGBT FAM with AERTCKET - FAM
12/10/2018 PennWell Corporation - Site
12/11/2018 Florida Federation of Business Professional Women - Site
12/11/2018 Jennifer Pocock Meetings - FAM
12/13/2018 Tactile Medical 2020 or 2021 National Sales Meeting - Site
12/13/2018 ITV - FAM
12/16/2018 Vanessa Kuhn Marriott - Site
12/17/2018 Independent Educational Consultant Association - Site
12/18/2018 United States Concealed Carry Association 2020 - Site
12/20/2018 Tampa Night Market - Event
12/26/2018 United Hemispheres - FAM
12/26/2018 Thais Moura Blogger, Brazil - FAM
12/27/2018 American Board of Vocational Experts (ABVE) - Site
12/28/2018 Michael Satterfield - FAM

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 **40,848,633 Destination Advertising Impressions** in Quarter 1. We were mentioned in hundreds of publications, however, here were our top 5:

- Fox Sports Net
- The Boston Herald
- Forbes.com
- Travelocity.com
- The Sun

Campaign details for Quarter 1:

Media Planning and Creative Update for Out-of-State Campaign

- Established Markets – Continue to Grow
 - Chicago, Dallas, Toronto (Legacy)
 - New York, Philadelphia (Introductory)
 - Returning Markets – Rebuild a Base
 - Boston

Timing: January-early April 2019

Media firsts and other call-outs:

- VTB is one of the first destinations to advertise in a custom, market-specific buy on Discovery, Inc.'s networks through Connected TV that runs :30 video to streaming services like Roku, Hulu or network apps.
- We are partnering with Carvertise for the first time in out-of-state markets to wrap Uber and Lyft ride share cars which provides VTB with a fleet of cars that consistently share VTB's messaging across the markets.
- With a strong relaunch strategy for Boston, we are running on Tampa Bay messages on over 99 Solar Recycling Kiosks and VTB posters will also be featured on 7' tall vertical street kiosks.
- To build on our success in Philadelphia, we will have Digital Urban Panel placements reaching high income, high traffic areas of downtown, as well as Digital Bus Shelters that run 7.5 sec slow motion video.
- VTB is also returning to Dallas, Chicago, New York and Toronto with high profile out of home and transit placements to reach busy commuters.

Creative Refresh Strategy:

Visit Tampa Bay launched the Florida's Most campaign in 2015 with a goal of elevating the destination's position in the popular vacation state of Florida. The design elements were updated in 2017 to bolden the color palette.

Leveraging Florida's top of mind awareness, the Florida's Most campaign has achieved H2R Study (consumer effectiveness study) results above any historical benchmark.

To keep the message fresh and engaging, we seized the opportunity to explore new ways to communicate the positioning of Florida's Most, and in doing so also elevated the word 'Florida' to be in the logo.

Campaign objectives:

- Drive awareness for Tampa Bay as a must-see Florida destination
- Drive incremental visitation and room nights to Tampa Bay
- Elevate Tampa Bay as a lifestyle destination; primarily with the leisure audience

- Highlight VTB personality: Adventurous, Cultured, Urban, Authentic

Media Planning and Strategy for United Kingdom Regional Co-Op

- Goal: Drive visitation to the great Tampa Bay regional area (Tampa/Bradenton/VISIT FLORIDA)
- Market: London, U.K.
- Target: Winter Sun Seekers
- Timing: February 2019
- Peak U.K. planning/booking season
- Media tactics: Focus on key arteries to reach travel intenders

Visit Tampa Bay generated **29 Unpaid Corporate Media Placements** in Quarter 1. This resulted in an **Earned Media Value (unpaid) of \$2,397,167** for Quarter 1. The articles placed are listed below:

Article Date	Publication	Headline
10/1/2018	www.bizjournals.com	Visit Tampa Bay votes to endorse All for Transportation
10/3/2018	floridapolitics.com	Group backing Hillsborough transit tax holding Oct. 9 fundraiser
10/5/2018	www.fox13news.com	Florida tourism agencies fight perception that red tide is everywhere
10/5/2018	www.bizjournals.com	Tampa Bay hits a new record for tourism revenue
10/8/2018	www.bizbash.com	The Top 500 People in Events
10/10/2018	cltampa.com	Visit Tampa Bay endorses All for Transportation plan
10/11/2018	Selling Travel	Tampa Bay launches destination training
10/12/2018	TampaBayTimes.com	What Red Tide? New Florida tourism campaigns promote museums, craft beer and local experiences
10/16/2018	Report Mexico Al Dia	Registra Tampa récord millonario por ingresos de turismo
10/18/2018	Brasilturis.com.br	Busch Gardens detalha a Tigris e planeja uma nova atração para 2020
10/22/2018	Florida Politics	Black community newspaper backs Hillsborough transportation initiative
10/25/2018	Report Americas	Ano record en ingresos turisticos
11/7/2018	floridapolitics.com	Hillsborough transportation, education sales tax initiatives pass
11/7/2018	WUSF News	Hillsborough Voters Approve Sales Tax for Roads, Transportation
11/7/2018	Tampa BayTimes.com	Hillsborough voters approve sales tax hikes for transportation, schools' improvements
11/7/2018	TBO.com	Hillsborough voters approve sales tax hikes for transportation, schools' improvements
11/7/2018	TampaBay.com	Hillsborough sales tax for transportation sailing toward easy passage
11/1/2018	FADMO Newsletter	Best of...Visit Tampa Bay
11/1/2018	FADMO Newsletter	Visit Tampa Bay Ends FY18 With Record \$34 Million TDT
11/13/2018	WFTS-TV ABC Action News	Tampa's Table: A Culinary Journey Through Tampa Bay
11/13/2018	WFLA News Channel 8	Cook like your favorite Tampa Bay restaurants
11/1/2018	Report Americas	Ano record en ingresos turicos
11/28/2018	M&C Meetings & Conventions	Visit Tampa Bay Debuts Cookbook Celebrating Local Cuisine: Meetings & Conventions
12/4/2018	DraysBay.com	How Tourism Taxes Will Fund the Rays Stadium
12/20/2018	desmoinesregister.com	The 11 best amusement parks in Florida, 2019 edition-Des Moines
12/21/2018	Bay News 9 at 8	Tampa Bay Has Record-breaking Convention Year
12/21/2018	Bay News 9	Tampa Bay Has Record-breaking Convention Year at 9

12/21/2018 Bay News 9
12/21/2018 Bay News 9

Tampa Bay Has Record-breaking Convention Year 7pm
Tampa Bay Has Record-breaking Convention Year 6pm

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 **10 Local Industry and Partner Tourism Events** in Quarter 1. These events are listed below:

Start Date	Event Name
10/11/2018	Business by the Bay-AC Marriott Hotel Tampa Airport
10/24/2018	GET 10.24.18 Barrymore Hotel Open Training
10/30/2018	October Hospitality Partner Meeting
11/1/2018	33rd Annual Meeting
11/5/2018	GET 11.5.18 Godfrey Private Training
11/27/2018	November Hospitality Partner Meeting
12/4/2018	2018 Holiday Open House
12/6/2018	GET 12.6.18 Visit Tampa Bay Open Training
12/13/2018	2018 Marketing Summit
12/19/2018	December Hospitality Partner Meeting

In addition, Visit Tampa Bay had **27 Public Speaking Engagements**. These speaking engagements implore our community to support tourism, as well as selling and marketing the destination.

Visit Tampa Bay secured **12 New Partners** in Quarter 1 which is 86% of quarter goal. Total **Partners Dues Revenue was \$123,096**, which is 97% of goal for the quarter. Visit Tampa Bay garnered **\$36,700 in Sponsorships** in Quarter 1. Visit Tampa Bay created a new sponsorship program and is actively working on a plan to secure additional dollars.

Visit Tampa Bay had **951 Partner Referrals** and **\$45,463 In-Kind** donations from our partners to help us fulfill our mission.

Visit Tampa Bay sold over **\$10,940 in Experience Package Revenue** including CityPASS Booklets to Hillsborough County visitors for the quarter. This achieved 137% of goal for Quarter 1. **Website Revenue booked \$20,178** for Quarter 1. This achieved 100% of goal for the Quarter 1.

5. **VISITOR EXPERIENCE PROGRAM**

Quarter 1 Visitor Center Traffic:

Plant City Chamber: 50
Ybor City Chamber: 5,108
Railroad Museum: 1,795
Visit Tampa Bay: 3,448

Quarter 1 reimbursed documented expenses:

Plant City Chamber - \$0
Train Museum - \$6,941
Ybor City Chamber - \$12,285

6. **FESTIVALS & EVENTS PROGRAM**

Quarter 1 distributed funds:

Gasparilla International Film Festival	\$ 20,000
Tampa Black Heritage Festival	\$ 13,000
Gasparilla Music Foundation	\$ 20,000
Circles at Lands' End Fireworks	\$ 6,000

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 1:

Tampa Value Ticket: Q1 Report has not been received, will report Q1 in Q2 report.

Straz Center for the Performing Arts: Q1 Report has not been received, will report Q1 in Q2 report.

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: Q1 Report has not been received, will report Q1 in Q2 report.

Tampa Bay History Center: The funding has been used to place a digital marketing campaign.

Overall, the participation in the TDC grant program in 2018 has allowed the History Center to reach well beyond the boundaries of Hillsborough County and the Tampa Bay area, and our walk-up visitation since our campaign began in February 2018 is up by roughly 20%. Similarly, visitation to our website for July and August is up more than 20% compared to July-August 2017.

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

2/28/19
Date