

Tourist Development Tax Funds Quarterly Report

Organization Name: VISIT TAMPA BAY

Report for Quarter Ending June 30, 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)	\$4,463,644.00
Tourist Development Tax Funds Received for 4 th Quarter (July-September)	

Tourist Development Tax Funds Received Since October 1, 2018 **\$11,601,459.00**

Tourism Generated/Program Results

1. **SALES** – Convention Sales generated **136,602 Definite Room Nights** in Quarter 3 representing 84% of the Quarterly goal. Cumulatively, for the year, Convention Sales generated **411,028 Definite Room Nights**. There were **605,117 Lead Room Nights** in the sales funnel during Quarter 3, and **1,584,452** for the year. Leisure Sales had **2,756 Customer Interactions** in Quarter 3, and a total of **5,443** 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 **61 Trade Shows and Missions & Sales Events** in Quarter 3.

Start Date Event Name

4/1/2019	TravelBrands Agent Appreciation Events - Toronto, Canada
4/1/2019	WTM Latin America 2019, Tour Operator Event - Sao Paulo, Brazil
4/1/2019	Sales Calls - Minneapolis, MN
4/2/2019	TravelBrands Agent Appreciation Events - Ottawa, Canada
4/2/2019	WTM Latin America Trade Show - Sao Paulo, Brazil
4/3/2019	TravelBrands Agent Appreciation Events - Quebec City, Canada
4/3/2019	Sales Calls - Kansas City, KS
4/4/2019	Global Meetings Industry Day Event - Washington, D.C.
4/4/2019	Association of Meeting Professionals (AMP) Event - Washington, D.C.
4/4/2019	Cruise 360 Tradeshow - Fort Lauderdale, FL

4/4/2019 TravelBrands Agent Appreciation Events - Montreal, Canada
4/6/2019 American Osteopathic College of Radiology - San Antonio, TX
4/8/2019 UK Sales Mission 2019 - Glasgow, Preston and London
4/12/2019 American Board of Vocational Experts Pre-Promote - Tucson, AZ
4/15/2019 Argentum Pre-Promote - San Antonio, TX
4/24/2019 RTO Summit - New York, NY
4/24/2019 Florida's Gulf Coast Media Mission - Boston, MA
4/25/2019 Potomac Meeting Professional International Chapter Derby Days Event - Washington, D.C.
4/29/2019 International Association of Exhibitions & Events, DC Chapter Event - Leesburg, VA
4/30/2019 National Association of Women in Construction Pre-Promote - Nashville, TN
5/1/2019 Florida Federation of Garden Clubs Pre-Promote - Daytona Beach, FL
5/2/2019 National Association of Consumer Advocates Pre-Promote - Long Beach, CA
5/6/2019 Price Travel Call Center Presentation - Cancun, Mexico
5/6/2019 Scandinavian Sales Mission 2019 - Denmark and Norway
5/7/2019 PCMA Visionary Award Event - Washington, D.C.
5/7/2019 MarketHub Americas by HotelBeds 2019 Tradeshow - Costa Mujeres, Cancun
5/8/2019 U.S Travel Washington Representatives Meeting Event - Washington, D.C.
5/15/2019 PTANA Rochester Tradeshow - Rochester, NY
5/16/2019 Reston Herdon Meeting Planners Event - Sterling, VA
5/16/2019 2019 Disrupt + ED: Questioning Event - Washington D.C.
5/17/2019 PTANA Baltimore Tradeshow - Baltimore, MD
5/21/2019 FL Society of Association Executives (FSAE) South Florida Power Event - Ft. Lauderdale, FL
5/21/2019 IMEX (Incentive Travel, Meetings and Events) Tradeshow - Frankfurt, Germany
5/22/2019 USA Field Hockey Services Pre-promote - West Palm Beach, FL
5/29/2019 HelmsBriscoe Annual Business Conference - Houston, TX
5/29/2019 FEA (Fraternal Executives Association) Tradeshow - Las Vegas, NV
6/1/2019 IPW 2019 Tradeshow - Anaheim, CA
6/1/2019 IPW 2019 Brazil VIP Event - Anaheim, CA
6/2/2019 United States Geospatial Intelligence Foundation Pre-Promote - San Antonio, TX
6/4/2019 DC Appreciation Event - Washington, D.C.
6/6/2019 Meeting Planners International Educational Event - Washington, D.C.
6/8/2019 Northeast Client Event - Belmont Park, NY
6/12/2019 Visit Florida China Sales Mission 2019 - Beijing, Xi'An, Shenzhen, and Shanghai
6/12/2019 Congressional Travel and Tourism Caucus Brand USA Event - Washington D.C.
6/12/2019 Stand Together Sales Call - Washington, D.C.
6/12/2019 NATCAP Board Meeting Event - Arlington, VA
6/12/2019 Visit Florida China Sales Mission 2019 - Training Session - Presentation - Beijing
6/14/2019 Visit Florida China Sales Mission 2019 - Training Session - Presentation - Xi'An
6/15/2019 National Sheriffs' Association Pre-Promote - Louisville, KY
6/15/2019 Meeting Planners International Education Congress Tradeshow - Toronto, CA
6/17/2019 Visit Florida China Sales Mission 2019 - Training Session - Presentation - Shenzhen
6/17/2019 Orinter Florida Day 2019 - Sales Presentation - Sao Paulo, Brazil
6/19/2019 Visit Florida China Sales Mission 2019 - Training Session - Presentation - Shanghai
6/21/2019 International Annual Youth Convention Pre-Promote - Washington, D.C.
6/21/2019 Professional Convention Management Association Capital Chapter Event - Washington D.C.
6/25/2019 Professional Convention Management Association Education Conference Tradeshow - Los Angeles, CA
6/25/2019 Society of Government Meeting Professionals NEC Tradeshow - Detroit, MI

- 6/26/2019 Wisconsin Sheriffs' State Conference Pre-Promote - Greek Lake, WI
- 6/26/2019 Arkansas Sheriffs' State Conference Pre-Promote - Little Rock, AR
- 6/27/2019 Florida Federation of Business & Professional Women Pre-Promote - Punta Gorda, FL
- 6/28/2019 Professional Convention Management Association Event - Santa Monica, CA

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 **85 FAMs and Sites** in Quarter 3.

Start Date	Event Name
4/2/2019	Department Veteran Affairs Presentation - Site Visit
4/3/2019	Burger 21 - Site Visit
4/4/2019	Travel + Leisure - FAM
4/4/2019	Marriott International & NCAA Women's Final Four - FAM
4/5/2019	My Tampa Bay - Event
4/5/2019	Arts! History! Ahoy! - Event
4/6/2019	#UnlockTampaBay Photo Tour - Event
4/6/2019	All Access Pass - Event
4/6/2019	Don't Worry Be Hoppy - Event
4/8/2019	Teresa Bergen - FAM
4/10/2019	HCC Black, Brown & College Bound - Site Visit
4/10/2019	2020 Moen National Sales Meeting - Site Visit
4/11/2019	Meeting Professionals International Breakfast Club 2019 - Event
4/17/2019	Leadership Tampa Class of 2019 Tourism Day - Presentation
4/17/2019	Restaurant Facility Management Assn 2024 - Site Visit
4/17/2019	AVID 2019 – Site Visit
4/18/2019	US Army (Calibre) - Site Visit
4/20/2019	Bryan Carey Great Beer Now - FAM
4/23/2019	Westshore Alliance luncheon - Event
4/24/2019	Zheng Haozhong VF China - FAM
4/26/2019	Brazil Esferatur AA 2019 FAM - FAM
4/28/2019	Busch Gardens Food & Wine - FAM
4/28/2019	Meeting Professionals International Board Retreat 2019 - Event
4/30/2019	Florida Nursery, Growers & Landscape Association - Site Visit
4/30/2019	International Pediatric Simulation Society (IPSS) - Site visit
4/30/2019	EventSphere - Site Visit
4/30/2019	Alpha Kappa Psi 2021 Conference - Site Visit
5/1/2019	Marine Retailers Association of the Americas - Site Visit
5/1/2019	Society for Inherited Metabolic Disorders - Site Visit
5/1/2019	German Media - Fam
5/2/2019	JoAnn Actis-Grande - Fam

5/8/2019 Service Roundtable - Site Visit
5/8/2019 Raymond Cua - FAM
5/8/2019 NAEA - Site Visit
5/10/2019 HelmsBriscoe Florida Region Destination Experience - FAM
5/10/2019 LOT Polish Airline Promotion 2019 - Site Visit
5/10/2019 Society for Marketing Advances 2021 Annual Conference - Site Visit
5/13/2019 ACI Worldwide - 2021 ACI Global Sales Kickoff Conference - Site Visit
5/13/2019 CitiPass - FAM
5/13/2019 Emerald Expositions, LLC Digital Dealer - Site Visit
5/13/2019 The Association of Credit and Collection Professionals - Site Visit
5/14/2019 American Association of Colleges for Teacher Education - Site Visit
5/14/2019 Global Business Travel Association Tampa Chapter - Presentation
5/14/2019 Westshore Alliance 17th Annual Development Forum - Event
5/15/2019 Meeting Professionals International May 2019 Education Program - Event
5/15/2019 Congress of Chiropractic State Associations Convention - Site Visit
5/16/2019 American Moving Storage Association - Site Visit
5/16/2019 Jamie Kemble - FAM
5/16/2019 La Opinion Argentina - FAM
5/17/2019 American Association of Sexuality Educators, Counselors and Therapists - Site Visit
5/20/2019 National Association of Transaction Coordinators - Site Visit
5/21/2019 GetYourGuide Meeting 2020 - Presentation
5/22/2019 Tampa Chamber Connect with Coffee - Event
5/22/2019 Delta Sigma Theta Sorority 2020 Regional Conference - Site Visit
5/23/2019 VisionServe Alliance - Site Visit
5/28/2019 Stand Together - Site Visit
5/30/2019 VF German - FAM
5/30/2019 International Trauma Life Support - Site Visit
6/3/2019 Macgreor Communications - Site Visit
6/6/2019 Meeting Professionals International Awards Night 2019 - Event
6/6/2019 AP Readers - Event
6/9/2019 CAA Atlantic - FAM
6/9/2019 Atlanta 365 Traveler, Sue Rodman - FAM
6/10/2019 BAPS - Site Visit
6/10/2019 Alpha Sigma Tau 2022 Biennial Convention - Site Visit
6/10/2019 Roberto Fonseca Menu Magazine - FAM
6/11/2019 Vancouver Courier - FAM
6/11/2019 Kellen Meetings Services - Site Visit
6/11/2019 Meeting Professionals International - After 5 Networking June 2019 - Event
6/11/2019 Tampa Bay Diversity Chamber - Event
6/11/2019 Campbell's Soup Company - Site Visit
6/13/2019 Target Markets Program Administrators Association - Site Visit
6/13/2019 Southeastern Association of Area Agencies of Aging - Site Visit
6/13/2019 Westshore Alliance - Event
6/17/2019 Air Canada - FAM
6/17/2019 Society of Gynecologic Oncology 2023 Annual Meeting on Women's Cancer - Site Visit
6/20/2019 Visit Florida France - FAM
6/21/2019 Brightspark Outback Bowl Destination Experience - Site Visit

6/23/2019 Claire Sibonney, Parent Magazine - FAM
6/24/2019 Christa Thompson, Fairy Tale Traveler - FAM
6/24/2019 Fourth Friday - Event
6/25/2019 Unified Event Solutions - Site Visit
6/25/2019 L'Oreal Matrix - Site Visit
6/26/2019 Maritz – Sales Call
6/27/2019 RCP Annual Meeting 2021 - 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 \$ 1,925,212.37 in destination media value for quarter 3. We were mentioned in hundreds of publications, blogs and online. Here are a few:

- Fox Sports Net
- USA Today
- Telemundo
- Tripadvisor.com
- The Sunday Times

Campaign details for Quarter 3:

Out-of-State Campaign Ad Effectiveness Results

Record Levels of Market Reach:

- Visit Tampa Bay's 2019 Out-of-State campaign delivered impressive results this year. Overall awareness in the six target markets (Boston, Chicago, Dallas, New York, Philadelphia, Toronto) was 38% overall. Awareness in Chicago (42%), Dallas (43%) and New York (46%) was significantly higher than the Historical Average for those markets. High awareness coupled with six advertised markets this year (compared to just 4-5 markets in the past), provided for record market reach (5.3M households).
- The combination of video, digital, OOH and newspaper advertising was a good mix with digital advertising providing the primary reach vehicle for Visit Tampa Bay. Digital advertising alone reached 3.9M households at a cost of just \$0.04 each. Video advertising was close behind with 3.5M households at \$0.04 each. OOH/Transit ads reached 3.9M households but were a bit more expensive at \$0.18 each. Lastly, the newspaper advertising in Toronto reached 132k households at just \$0.08 each.
- The campaign was very efficient overall. The 5.3M total households reached with a total budget of \$987k provided for an average cost per aware household of just \$0.18. This is on par with the historical average, and just a bit higher than last year (\$0.16). New York was the most efficient market at \$0.12 while Boston was the most expensive at \$0.40.

Record Incremental Visits & Spending:

- The 2019 campaign also generated record incremental household visitation. The positive incremental conversion of 1.5% delivered a 0.2-point increase over last year and is on par with the Historical Average for the Out-of-State campaign. When extrapolated across the pool of aware travel households, incremental visitation reached 78k incremental household visits—topping last year's record of 59k. Visit Tampa Bay has steadily increased incremental visitation from this particular campaign each year since measurements began in 2014.

- The average visitor party spent \$887 during their stay in Tampa Bay. The 78k incremental visits to Tampa Bay produced incremental spending of \$69M. This is sales revenue that would not have occurred without the advertising efforts of Visit Tampa Bay.
- This \$69M in incremental revenue delivered a 31% increase over last year. This fueled a healthy ROI of \$70 this year.

Advertising Creates Lift in Intent to Visit:

- The Out-of-State marketing campaign continues to appeal to the target market, generating a likeability score of 74%—a significant increase over last year (63%) and the historical average (58%). Likewise, 77% of travelers felt the ads made Tampa seem more appealing as well, also significantly higher than last year (69%) and the historical average (65%).

In-State Campaign:

Campaign Objective: Grow awareness and interest in Tampa Bay to key feeder In-State drive markets, and position Tampa Bay as a leisure destination with world-class attractions, events and activities

Creative Strategy: Leverage the refreshed Florida’s Most campaign platform assets for Video, OOH and Digital

Timing: April 2019 – July 2019

Target Market: Miami, Orlando, Ft. Myers, Jacksonville (Digital Only) / Hispanic: Miami, Orlando

Target Audience Overview:

- Adults 25-54 (GenXers, Millennials)
- Hispanics (families, younger)
- Married or living with partner (HH size: 3-4 with children age 6-11)
- HHI \$75K+
- Educated, full-time workers
- Summer Travelers: “Active Adventures”
- Hispanic Travelers: “ever the Spring Breakers”

Media Channels: OOH (Static & Digital), Carvertise (Miami & Orlando), Broadcast TV (:15/:30 with segments), Connected TV (:30 with retargeted display), GSTV Digital Video Network (:15), Streaming Audio (:30) (Spanish language in Miami & Orlando)

Marketing, Media & ROI Evaluation: Campaign results provided following campaign

Visit Tampa Bay generated **52 Unpaid Corporate Media Placements** in Quarter 3. This resulted in an **Earned Media Value (unpaid) of \$7,202,202** for Quarter 3. The articles placed are listed below:

Date	Article	Publication	Headline
4/4/2019	Moving Tampa: Heating Up Tourism		
4/4/2019	Moving Tampa: Heating Up Tourism online		
4/8/2019	My Perfect Day		
4/10/2019	Uber drivers wrap cars with Tampa Bay photos as tourism promotion online		
4/10/2019	Uber drivers wrap cars with Tampa Bay photos as tourism promotion print		

4/10/2019 Busch Gardens Tampa Bay Reveals Opening Date for Tigris Roller Coaster
4/15/2019 Hillsborough County tourism continues to break records
4/16/2019 As Tampa's Airport Expands, DeSantis Touts Florida As A Global Destination
4/19/2019 Tigris springs into action for its opening day at Busch Gardens
4/22/2019 My Perfect Day - Santiago C. Corrada
4/25/2019 Tampa Bay area tourism execs expect to see boost with higher hotel taxes
4/26/2019 How an elimination of Visit Florida would impact Tampa Bay tourism
4/26/2019 Visit Tampa Bay would take \$1 million hit if state kills off Visit Florida
4/26/2019 Visit Tampa Bay would take \$1 million hit if state kills off Visit Florida print
4/26/2019 Madden Media, Burghardt+Dore Join Forces
4/26/2019 Travel & Tourism Hillsborough County tourism continues to break records
4/26/2019 Area continues run of record-breaking tourism revenues
4/29/2019 Tampa and Hillsborough hotel revenue and occupancy on the rise this quarter
4/29/2019 <https://www.sun-sentinel.com/travel/attractions/os-et-disney-not-so-scary-halloween-fireworks-201904>
4/29/2019 Tourism leaders say shutdown of 'Visit Florida' would hurt economy
4/29/2019 Hillsborough County set to raise hotel tax
4/29/2019 Hillsborough County set to raise hotel tax print
4/30/2019 Visit Tampa Bay se diferencia por clima e preço acessível
4/30/2019 Tampa projeta crescimento de 3,5% no número de turistas brasileiros em 2019
5/9/2019 Busch Boulevard is many tourists' first view of Tampa and this eyesore corridor is a turnoff
5/9/2019 Busch Boulevard is many tourists' first view of Tampa and this eyesore corridor is a turnoff
5/10/2019 The numbers are in: Tampa Bay's tourism industry crushed spring break season
5/10/2019 The numbers are in: Tampa Bay's tourism industry crushed spring break season print
5/13/2019 More than Hotels
5/13/2019 More than Hotels online
5/14/2019 Visit Tampa Bay Honors McKibbon Hospitality Chairman, John McKibbon, as Its 2019 Tourism Ambassador
5/15/2019 John McKibbon Honored by Visit Tampa Bay
5/15/2019 County sets record for tourism tax revenue
5/23/2019 Officials: Warrior Games Could Have \$5M Impact on Tampa Bay Area
5/23/2019 Warrior Games Bay News 9 Your Morning News at 5
5/23/2019 Warrior Games Bay News 9 Overnight
5/23/2019 Warrior Games Bay News 9 at 9
5/23/2019 Warrior Games Bay News 9 at 8
5/28/2019 Warrior Games Impact on Tampa
5/31/2019 News Brief: Tampa's Tourism Marketing District
6/3/2019 Entrepreneurs seize on opportunities Tampa Bay offers
6/6/2019 County commissioners vote to raise Hillsborough tourism tax
6/6/2019 County commissioners vote to raise Hillsborough tourism tax print
6/10/2019 IPW 2019: Tampa Bay, Kissimmee e St. Pete fazem a tradicional recepção de brasileiros no IPW; fotos
6/10/2019 Tampa Bay, St. Pete e Kissimmee abrem IPW 2019 com festa dos brasileiros; fotos
6/11/2019 Santiago Corrada - June 2019 Publication
6/13/2019 Column: Marketing to foreign travelers vital to Tampa Bay
6/13/2019 Column: Marketing to foreign travelers vital to Tampa Bay print
6/14/2019 Hillsborough County tourism revenue reaches new record for April
6/14/2019 Women's Final Four helped Hillsborough set a tourism record
6/20/2019 Visit Tampa Bay Presents Ambassador Award
6/28/2019 Breezin Chats Podcast

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 3. These events are listed below:

Start Date	Event Name
4/12/2019	2019 Tee Off for Tourism Golf Tournament
4/23/2019	Keys to Success
4/24/2019	GET 4.24.19 TIA Taxi Driver Private Training
5/7/2019	2019 National Tourism Week Luncheon
5/23/2019	Business by the Bay - Courtyard by Marriott Tampa Downtown
6/5/2019	Visit Tampa Bay 101 - June 2019
6/13/2019	Partnership 201 - June 2019
6/18/2019	GET 6.18.19 Visit Tampa Bay Open Training
6/25/2019	Keys to Success June 2019
6/27/2019	Business by the Bay - Aloft Tampa Downtown 2019

4/12/2019	2019 Tee Off for Tourism Golf Tournament
4/23/2019	Keys to Success
4/24/2019	GET 4.24.19 TIA Taxi Driver Private Training
5/7/2019	2019 National Tourism Week Luncheon
5/23/2019	Business by the Bay-Courtyard by Marriott Tampa Downtown
6/5/2019	Visit Tampa Bay 101 - June 2019
6/13/2019	Partnership 201 - June 2019
6/18/2019	GET 6.18.19 Visit Tampa Bay Open Training
6/25/2019	Keys to Success June 2019

In addition, Visit Tampa Bay had **24 Public Speaking Engagements**. These speaking engagements implore our community to support tourism, as well as selling and marketing the destination.

Visit Tampa Bay secured **30 New Partners** in Quarter 3 which is 105% of our quarterly goal. Visit Tampa Bay had **1,497 Partner Referrals** and **\$54,063 in partner in-kind donations** to help us fulfill our mission.

Visit Tampa Bay generated **\$41,800 in Sponsorships**, which contributed to our overall private revenue generation of **\$641,278** for Q3.

5. **VISITOR EXPERIENCE PROGRAM**

Quarter 3 Visitor Center Traffic:

Plant City Chamber: 122

Ybor City Chamber: 19,817

Railroad Museum: 2,436

Unlock Tampa Bay is developing a new way to view. Since the center has a communication of local traffic, in sites FAMS, and other events, we have started to collect zip codes to differentiate visitors from local traffic. Report to develop next quarter.

Quarter 3 Reimbursed Documented Expenses:

Plant City Chamber - \$0

Train Museum - \$6,941

Ybor City Chamber - \$14,977

6. **FESTIVALS & EVENTS PROGRAM**

Quarter 3 distributed funds:

Florida Birding & Nature Fest	\$ 3,600
Summer of Rum Festival	\$ 40,000
MLK Parade	\$ 12,000
Viva Tampa Bay Hispanic Festival	\$ 3,800

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 3:

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. For this third quarter, advertising included listings on the Visit Tampa Bay website; social media advertising through Media Agency Group to intenders from the UK. Tradeshow participation included IPW elements.

Straz Center for the Performing Arts: The third quarter report has not been submitted yet. The coordinated tourism marketing for the Second 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 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.

The pre-marketing strategies to attract major Broadway productions to Tampa included the following shows: the U.S. tours of King Kong, Tootsie, Moulin Rouge and Hadestown.

Glazer Children's Museum: The funding has been used in coordination with Destination Travel Network for advertising in the VisitTampaBay.com Things to Do - General section. 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 AAA Living for advertising in the Visit Florida Co-Op edition, in addition to digital on AAALiving.com. Print ads were also planned in the Gulf to Bay magazine through Visit St. Pete/Clearwater and Visit Tampa Gay an LGBTQ visitors guide. All funding has been spent and reimbursed.

Tampa Museum of Art: The funding has been used in coordination with Shifino Lee on managing a digital buy. The campaign consisted of 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. All funding has been spent and reimbursed.

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

5/20/19.
Date