

Tourist Development Tax Funds Quarterly Report

Organization Name: VISIT TAMPA BAY

Report for Quarter Ending September 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)	\$ 698,541.00

Tourist Development Tax Funds Received Since October 1, 2018 **\$ 12,300,000.00**

Tourism Generated/Program Results

1. **SALES** – Convention Sales generated **151,401 Definite Room Nights** in Quarter 4 representing 133% of the Quarterly goal. Cumulatively, for the year, Convention Sales generated **562,429 Definite Room Nights**. There were **803,190 Lead Room Nights** in the sales funnel during Quarter 4, and **2,387,642** for the year. Leisure Sales had **4824 Customer Interactions** in Quarter 4, and a total of **13,669** 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 **66 Trade Shows and Missions & Sales Events** in Quarter 4.

Start Date Event Name

7/3/2019	FDM Travel USA Trade Show - Copenhagen, Denmark
7/4/2019	USA Travel Show 2019 Discover America Trade Show - Copenhagen, Denmark
7/6/2019	Visit Florida Uptown Country Brazil Road Show Sales Presentation - Brazil
7/7/2019	National Alternative Education Association Pre-promote - Smyrna, Georgia
7/8/2019	Festuris Gramados Trade show - Rio Grande do Sul, Brazil
7/9/2019	Tampa & Visit St. Pete/Clearwater Sales Mission Germany - Zurich, Germany
7/9/2019	USA Summer Soiree Sales Presentation - Dublin, Ireland
7/9/2019	Ireland Sales Mission 2019 - VTB and SeaWorld - Dublin, Ireland

7/9/2019 FL Society of Association Executives -Foundation Board of Trustees Event - Jacksonville, FL

7/10/2019 U.S. Travel Association Representatives Meeting Industry Event - Washington, D.C.

7/10/2019 Tampa & AERTiCK Event Sales Mission - Munich, Germany

7/10/2019 FL Society of Association Executives Annual Conference - Jacksonville, FL

7/11/2019 Tampa & AA Airlines Event 2019 Sales Mission - Frankfurt, Germany

7/11/2019 Omega Psi Phi Fraternity Inc. Pre-promote - Atlantic City, NJ

7/11/2019 Visit Florida Capital Cities Brazil Road Show Sales Presentation- Brazil

7/11/2019 UK Sales Mission 2019 with ZooQuarium - Newcastle, Romford and London

7/17/2019 DC Concert Client Event - Washington, D.C.

7/18/2019 Professional Convention Management Assoc. SPARK Event - Washington, D.C.

7/18/2019 Reiseboersen Sales Presentation - Germany

7/19/2019 Forum Panrotas Trade show- Sao Paulo, Brazil

7/19/2019 Visit USA Germany Trade Show - Stuttgart, Germany

7/19/2019 Visit USA Germany Trade Show - Munich, Germany

7/20/2019 NATCAP Board Meeting Event - Washington, D.C.

7/23/2019 Council of Engineering and Scientific Society Executives Leadership Conference - Baltimore, MD

7/23/2019 International Association of Golf Tour Operators in America Gold Tourism Pre-romote - Austin, TX

7/27/2019 Miami VIP Event 2019 Sales Presentation - Miami, FL

7/27/2019 Jennifer Lopez Concert Client Event - Miami, FL

7/29/2019 AAA Summer Sales Mission - Florida

7/29/2019 U.S. Grains Council Pre-Promote - Cincinnati, OH

8/1/2019 Reston Herndon Meeting Planners Event - Herndon, VA

8/5/2019 Blacks in Government Services - Dallas, TX

8/5/2019 Visit USA Brazil Trade show - Sao Paulo, Brazil

8/6/2019 CVB REPs Client Event - Alexandria, VA

8/7/2019 Visit USA Brazil Trade show - Campinas, Brazil

8/8/2019 Educational Seminar Presentation - São Paulo, Brazil

8/9/2019 Student Youth Travel Association Annual Conference - Tradeshow - Birmingham, AL

8/10/2019 American Society Association Executives Trade Show- Columbus OH

8/12/2019 Fly tour Brazil Florida Day 2019 Sales Presentation - Sao Paulo, Brazil

8/13/2019 Global EDC Trade Mission - Sao Paulo, Brazil

8/15/2019 Experient & Conference Direct Sales Call - Orlando, FL

8/18/2019 Travel ConneXion Trade Show - Frankfurt, Germany

8/18/2019 Visit USA Germany 2018 Trade show - Leipzig, Germany

8/18/2019 Smart Meetings Trade Show - Marco Island, FL

8/19/2019 JW Marriott Partners Sales Call - Washington, D.C.

8/20/2019 Meeting Professionals International Sunshine Education Summit Trade show-Orlando, FL

8/25/2019 American Society of Travel Advisers Annual Conference 2019 - Tradeshow - Hollywood, FL

8/26/2019 Visit USA Panama 2019 Trade show - Panama City

8/26/2019 Connect Marketplace Event - Louisville, KY

9/4/2019 La CITA de las Americas Trade show - Kissimmee, FL

9/4/2019 U.S Travel Washington Representatives Meeting Event - Washington, D.C.

9/8/2019 IMEX Worldwide Exhibition for Incentive Travel, Meetings and Events - Las Vegas, NV

9/9/2019 Brand USA Travel Week 2019 Trade Show - London

9/10/2019	NEXT Travel Trade Exchange Trade show - Riviera Maya, Cancun
9/10/2019	National Capital Chapter Board Meeting of the Society for Government Event - Arlington, VA
9/16/2019	Society of Government Meeting Professionals Event - Washington, D.C.
9/18/2019	Travel Trade Workshop Lausanne 2019 - Trade Show - Montreaux, Switzerland
9/18/2019	US Army (Calibre) Sales Calls - Washington, D.C.
9/18/2019	Office of Nuclear Regulatory Commission Sales Calls - Washington, D.C.
9/21/2019	Delta Vacations University Trade show - Detroit, MI
9/23/2019	Federal Administrative Law Judges Conference - Westminster, CO
9/25/2019	Brazilian Travel Agencies Association 2019 - Trade Show - São Paulo, Brazil
9/26/2019	Truluck's Luncheon - Sales Mission - Chicago, IL
9/27/2019	The Dalcy at Aba Luncheon - Sales Mission - Chicago, IL
9/27/2019	World Tourism Day Tradeshow - Orlando, FL
9/28/2019	Wendela Architecture Boat Tour and Brunch - Sales Mission - Chicago, IL
9/29/2019	Southern Gas Association Machinery Conference - San Antonio, TX

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 **76 FAMs and Sites** in Quarter 4.

Start Date	Event Name
7/1/2019	American Airlines Júlia Yamanishi - Site Visit
7/7/2019	The Society for Cardiovascular Angiography and Interventions Foundation - Site Visit
7/8/2019	Airports Council International - Site Visit
7/8/2019	The Society for Post Acute and Long Term Care - Site Visit
7/9/2019	Argentum Planning - Site Visit
7/9/2019	The Alliance for Academic Internal Medicine - Site Visit
7/9/2019	The Alliance for Academic Internal Medicine Planning - Site Visit
7/11/2019	National Association of State Boards of Accountancy - Site Visit
7/12/2019	Busch Gardens Tampa Bay, Unlock Tampa Bay Visitors Center - Event
7/12/2019	Juan Toselli Tour Operator Argentina 2019 - Site Visit
7/12/2019	Reishnonger, Jos Ensing - FAM
7/14/2019	America Gas Association - Site Visit
7/15/2019	Samuel Curtis Johnson - Site Visit
7/15/2019	International Annual Youth Convention - Site Visit
7/15/2019	Howard, Needles, Tammen & Berfendoff 2022 Conference - Site Visit
7/16/2019	Samuel Curtis Johnson - Site Visit
7/17/2019	GBS/CIDP Foundation International - Site Visit
7/22/2019	American Society for Parenteral and Enteral Nutrition - Site Visit
7/26/2019	Southeastern Electric Exchange - Site Visit

7/26/2019 University of Florida National Urban Extension Leaders - Site Visit
7/26/2019 Public Relations Society of America, Unlock Tampa Bay Visitors Center - Event
7/29/2019 Beds4Travel Spain - Site Visit
7/31/2019 Event Service Professionals Association - Unlock Tampa Bay Visitors Center - Event
7/31/2019 National Defense Industry Association - Site Visit
8/1/2019 Phi Beta Kappa Society, Triennial Council 2024 - Site Visit
8/8/2019 Just for Kix Outback Bowl Destination Experience - Site Visit
8/8/2019 De Telegraf - FAM
8/8/2019 De Telgraf - FAM
8/9/2019 Scrapendipity 2020 - Site visit
8/10/2019 Scrapoween - Site Visit
8/12/2019 U.S. Grains Council 17th International Marketing Conference - Site Visit
8/14/2019 Lisa Elia Okeechobee Magazine - FAM
8/14/2019 Meeting Professionals International Networking Kickoff - Event
8/15/2019 Society for Sex Therapy and Research - Site Visit
8/15/2019 Building Industry Consulting Service International - Site Visit
8/15/2019 Building Industry Consulting Service International, Unlock Tampa Bay Visitors Center - Event
8/15/2019 Youth Specialties – Site Visit
8/15/2019 NGLCC, Unlock Tampa Bay Visitors Center - Event
8/17/2019 Queen - FAM
8/17/2019 Karen Escalera Miami Curated - FAM
8/21/2019 Academy of General Dentistry - Site Visit
8/21/2019 Allied T-Pro Travel Tampa - Site Visit
8/21/2019 Sage Dining Services - Site Visit
8/22/2019 USF Welcome Weekend, Unlock Tampa Bay Visitors Center - Event
8/23/2019 Women’s Council of the National Association of Real Estate Brokers, Inc. - Site Visit
8/23/2019 Fourth Friday, Unlock Tampa Bay Visitors Center - Event
8/26/2019 American Planning Association 2026 National Conference - Site Visit
8/26/2019 Kellen Managers Summit -Tradeshaw
8/27/2019 US Department of State Trainings 2020 - Site Visit
9/2/2019 Richard Kerler - FAM
9/6/2019 Florida Court Reporters Association - Site Visit
9/8/2019 Life Office Management Association - Site Visit
9/9/2019 National Sheriffs Association - Site Visit
9/9/2019 Matt Long Marriott International - FAM
9/10/2019 Electrical Specialties Group of Motion Industries, Inc. - Site Visit
9/11/2019 Dot Foods, Inc - Site Visit
9/11/2019 Walden University - Site Visit
9/11/2019 Metrohm USA - Site Visit
9/11/2019 American Society for Parenteral and Enteral Nutrition – Site Visit
9/12/2019 Lifesavers - Site Visit
9/14/2019 Hotelbeds 2019 Jet set Holidays - Presentation
9/14/2019 Hotelbeds UK - FAM
9/15/2019 i3 Events - Site Visit
9/18/2019 Florida Association of Environmental Professionals, Unlock Tampa Bay Visitors Center - Event
9/20/2019 Ases a Bordo - FAM
9/22/2019 National Association of Telecommunications Officers and Advisors - Event

9/23/2019 Insurance Advertising Compliance Association - Site Visit
9/23/2019 American Associated Pharmacies - Site Visit
9/23/2019 International Downtown Association - Site Visit
9/24/2019 Hotelbeds - Site Visit
9/24/2019 Hospitality Performance Network Global Alpha Delta Phi - Site Visit
9/26/2019 Amalie Client Event - Event
9/27/2019 American Society of Emergency Radiology - Site Visit
9/27/2019 Florida Association for Behavior Analysis - Site Visit
9/27/2019 Cheryl Grant Gatehouse Media - FAM
9/28/2019 Get Fit in Florida - FAM
9/30/2019 British Airways - 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 **56,569,370 Destination Advertising Impressions** in Quarter 4. We were mentioned in hundreds of publications, blogs and online. Here are a few:

- Miami Herald
- The Scottish Sun
- New York Daily News
- USAToday.com
- The Daily Star

Campaign details for Quarter 4:

In-State Campaign

Objective: Encourage visitors traveling into Orlando to include a trip to Tampa Bay during their stay.

Strategy: Reach the target audience at key touchpoints from the start of their travel-journey, to the point of arrival (from booking to arrival in Orlando)

Target

- In-bound visitors to Orlando/MCO Airport
- Creative Messaging
- Update In-State creative with a strong call-to-action (ex. ‘short drive away’)

Timing: July 2019 – August 2019

Media Channels: Digital (Destination Targeting, In-Airport Geo-Fence), OOH (In-Airport)

OOH Advertising Drives Awareness:

Visit Tampa Bay continues to run an effective In-State Marketing Campaign that drives incremental visitation to the area at an efficient cost delivering a return on investment. The combination of TV, Out of Home (OOH) and Digital advertising was the right mix to drive visitation to Tampa Bay from its in-state target markets. The 2019 In-State Campaign reached 48% of the households in the target markets of Orlando, Miami and Ft.

Myers equating to 1.4M households. This reach is on par with last year's 1.6M households reached across *four* markets (instead of just three this year).

Once again, OOH advertising generated the highest level of awareness (39%)—a 3-point increase over 2018, and up 10 points since OOH began for the In-State Campaign in 2016. This included a combination of Gas Station TV, Digital Outdoor Bulletins and Transit Bus/Carvertise ads. TV advertising awareness followed closely (32%) but is down 3 points compared to last year. Digital awareness was also strong at 31% and was up 3 points compared to last year.

The 2019 In-State Campaign efficiently reached the households in the target markets with a Gross cost of just \$0.23 per aware travel household (Net: \$0.22). This is slightly higher than 2018 (Gross & Net: \$0.21) but was expected with the slightly smaller gross market reach created by having one less market this year.

Visitor Spending Increases:

While reaching households with the marketing message is important, driving visitation to Tampa Bay that would not have occurred otherwise is the true objective. The 2019 In-State Campaign delivered a +2.3% increment this year translating to 33k Incremental Trips to the Tampa Bay area. This increment is on par with the In-State Historical Average of 2.2%; and, the number of Incremental Trips outpaced the Historical Average of 26.5k.

Incremental visitors to the Tampa Bay area spent an average of \$850 per party—up from the \$682 spent last year, and higher than the Historical Average of \$669. Extrapolated across Incremental Trips, it reveals the 2019 In-State Campaign generated more than \$28M in Incremental Travel Revenue. This is the second highest level of incremental spending generated from an In-State Campaign – behind only last year's \$32M. Furthermore, the 2019 In-State Campaign generated a Gross ROI of \$86 and a Net ROI of \$89.

This year's campaign also helped benefit the local economy by generating more than 49k Incremental Room Nights for Hillsborough County alone and more than 105k room nights were generated for the greater Tampa Bay area.

Ads Resonate and Inspire Action:

The 2019 In-State Campaign continued to resonate with in-state travelers. The ads remain relevant (69%) and continue to fit the Tampa Bay brand (85%)—both topping the In-State Historical Average in their respective categories. Travelers from Orlando and Miami find the ads most relevant (71%).

More than four in ten Travelers indicated they could tell the ads were for Tampa Bay, even if the logos/names were removed. The ads continue to make Tampa Bay seem like an easy place to visit for a quick getaway (80%) and show In-State Travelers new things to do and explore (70%). The ads also continue to inspire action, as they are generating Lift in intent to visit Tampa Bay in the future. Overall Lift reached +9 points, with the largest Lift seen among Orlando travelers (+11pts).

This year, those who indicated they are bilingual with both English and Spanish languages were given the opportunity to review the Spanish-Language ads. More than three-quarters of these Travelers found the ads appealing (76%), comparable to the English ads (73%). Furthermore, 82% said the ads made Tampa Bay seem more appealing, significantly higher than the 73% who said the same about the English ads. Finally, 81% of Bilingual Travelers found the ads relevant, compared to just 69% of Travelers who indicated the same about the English ads.

Visit Tampa Bay generated **72 Unpaid Corporate Media Placements** in Quarter 4. This resulted in **\$6,837,422 in Destination Earned Media Value** in Quarter 4. The articles placed are listed below:

Date	Article	Publication	Headline
7/1/2019	VTB logo inclusion in limelight series		
7/16/2019	Florida Gulf Coast - In Corporate & Incentive Travel Mag		
7/23/2019	Norwich City F.C. Soccer Team Partnership Renewal		
7/29/2019	Tourism Adds \$6.6B to Hillsborough Economy in 2018		
7/30/2019	New incubator could shift Ybor from 'Cigar City' to 'Cyber City'		
7/30/2019	Hospitality Industry Supports Designating 33% of the Total Tax Collections Specifically for Countywide		
7/30/2019	Amalie Arena Prepares for Can-Struction		
7/30/2019	Tourism Reaches New Peaks		
7/30/2019	Here's what Hillsborough could spend its new bed tax money on (besides a baseball stadium)		
7/30/2019	Hillsborough, Pinellas see jump in tourism taxes		
7/30/2019	How the Bay area is establishing itself as a LGBT+ destination		
7/30/2019	48 Destinations Receive DMAP Designation At Destinations International's Annual Convention		
7/30/2019	Is Tampa the new Miami for tourists?		
7/30/2019	Column: Marketing to foreign travelers vital to Tampa Bay Enjoy		
7/31/2019	McKibbon Places Launched for Third-Party Development and Renovation hotels		
8/6/2019	Tourism Adds \$6.6B to Hillsborough Economy in 2018 - Florida Trend		
8/6/2019	Norwich City renew Visit Tampa Bay partnership		
8/7/2019	Visit Tampa Bay & Bradenton Co op		
8/7/2019	Canaries youngster signs new deal before joining Tampa Bay Rowdies on loan as part of new partner		
8/7/2019	Canaries youngster signs new deal before joining Tampa Bay Rowdies on loan as part of new partner EDP		
8/9/2019	Visit Tampa Bay to see more than \$15M with new tourism taxes		
8/9/2019	Tampa Bay continues to be on the frontlines of hosting major military events		
8/9/2019	Tampa Bay continues to be on the frontlines of hosting major military events print		
8/23/2019	Cultural Havens - Tampa Bay Feature		
8/26/2019	Visitors and locals alike can take walking tours of historic Ybor City		
8/26/2019	Two Shepherds Taproom, an indoor dog park and craft beer bar, is coming to Tampa		
8/28/2019	Ulele among most kid-friendly restaurants in the U.S., OpenTable says - PRINT		
8/28/2019	Visitors pump up area economy to the tune of \$6.6 billion		
8/28/2019	Brand USA unveils full list of exhibitors participating in the inaugural Brand USA Travel Week Europ		
8/29/2019	Tampa Bay Beaches Chamber hears from Leaders in Tourism		
8/29/2019	Lobbying compensation: RSA Consulting Group earns \$415K in Q2		
8/30/2019	IMPACTOS ECONÓMICOS LOCALES ANTE POSIBLE LLEGADA DEL HURACÁN DORIAN		
8/30/2019	Efectos Positivos y Negativos a la Economía		
8/30/2019	Efectos Positivos y Negativos a la Economía 6pm		
8/30/2019	Efectos Positivos y Negativos a la Economía 6am FTT		
9/6/2019	IMPACTOS ECONÓMICOS LOCALES ANTE POSIBLE LLEGADA DEL HURACÁN DORIAN		
9/6/2019	Telemundo 49 -SuperBowl Interview		
9/9/2019	Brand USA: The Current State of Play		
9/9/2019	The Tampa Bay Outback Bowl Is More than a Game for Universities, Businesses, Charities and Fans		
9/9/2019	The Tampa Bay Outback Bowl Is More than a Game for Universities, Businesses, Charities and Fans		
9/9/2019	The Tampa Bay Outback Bowl Is More than a Game for Universities, Businesses, Charities and Fans		
9/17/2019	Fabstayz helps connect LGBTQ travelers with welcoming communities		
9/19/2019	Ybor City Development Corporation's 'More in Ybor' Campaign Wins Prestigious Award		
9/19/2019	New finalists named for Visit St. Pete/Clearwater president & CEO		
9/23/2019	Tampa Bay: Rich and Inviting for Meetings and Events		

9/23/2019 Cultural Havens - Tampa Bay Feature

9/23/2019 Tampa Bay Unlocks the Potential of WOMEN OWNED BUSINESS

9/24/2019 Opportunities, accessibility and other top takeaways from Tampa Bay's first esports summit

9/24/2019 Go inside the haunts of Busch Gardens' 2019 Howl-O-Scream on opening night - TBBJ PRINT

9/24/2019 Tourist tax collections still on record-setting pace, despite slight downtick in July

9/26/2019 Florida Aquarium Reproducing Lab Coral

9/27/2019 Hillsborough's film commissioner Tyler Martinolich calls 'action' on business development

9/27/2019 Wintertrainingslager: Eintracht Frankfurt bereitet sich in Florida auf die Rückrunde vor

9/27/2019 Tampa Bay - al ritmo de JLO (8/5/2019)

9/27/2019 Visit Tampa Bay: puro ritmo de JLO

9/27/2019 Super Bowl host committee looks ahead to an event 'unlike any other'

9/27/2019 Super Bowl host committee looks ahead to an event 'unlike any other' PRINT

9/27/2019 Hillsborough hotel revenue, bed taxes expected to hit all-time record by year's end

9/27/2019 Tampa becomes second Florida city to recognize LGBT-owned businesses after Castor signs order

9/27/2019 Tourism Gives Back in Tampa Bay

9/27/2019 Bradenton, Tampa Dmos work together to promote tourism

9/27/2019 Tampa's Table in FADMO newsletter

9/27/2019 Visit Tampa Gay in FADMO newsletter

9/30/2019 Tampa Residences Expand Urban Lifestyle - Built on Penetron Technology

9/30/2019 Tampa 'boomerangers' making their mark on the community (July 17, 2019)

9/30/2019 The Tampa Bay Outback Bowl Is More than a Game for Universities, Businesses, Charities and Fans

9/30/2019 The Super Bowl is coming to Tampa! See the new host committee logo for Super Bowl LV

9/30/2019 The Outback Bowl: More than a football game

9/30/2019 WTTA (6AM) - Hillsborough County Breaks Tourism Records

9/30/2019 WFLA - Hillsborough County Setting Tourism Records

9/30/2019 WFLA (6AM) - Hillsborough County Setting Tourism Records

9/30/2019 WTVT - Superbowl Tourism Economic Driver (8/15/2019)

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 **5 Local Industry and Partner Tourism Events** in Quarter 4. These events are listed below:

Start Date	Event Name
7/11/2019	Tourism Gives Back 2019
8/8/2019	Business by the Bay - Davidoff of Geneva
9/17/2019	Business by the Bay - Seminole Hard Rock Hotel & Casino
9/24/2019	Keys to Success - September 2019
9/25/2019	GET 9.25.19 Visit Tampa Bay Open Training

In addition, Visit Tampa Bay had **19 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 4 which is 86% of our quarterly goal. Visit Tampa Bay had **2,816 Partner Referrals** and **\$50,086** in **partner in-kind donations** to help us fulfill our mission.

5. VISITOR EXPERIENCE PROGRAM

Quarter 4 Visitor Center Traffic:

Plant City Chamber: 167

Ybor City Chamber: 4,441

Railroad Museum: 1,231

Unlock Tampa Bay has developed 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.

Quarter 4 Reimbursed Documented Expenses:

Plant City Chamber - \$12,409

Train Museum - \$10,423

Ybor City Chamber - \$17,445

6. FESTIVALS & EVENTS PROGRAM

Quarter 4 distributed funds:

Temple Terrace Community Arts Festival	\$ 2,000
Riverwalk Trick or Treat Sponsor	\$ 5,000
Tailgate Taste Fest	\$ 7,000

7. 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 4:

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 fourth quarter, advertising included listings on the Visit Tampa Bay website; social media advertising through Media Agency Group to intenders from the UK.

Straz Center for the Performing Arts: The fourth quarter report has not been submitted yet. The coordinated tourism marketing for the third quarter included: three different contracts with Madden Media, including two digital campaigns with reports; monthly advertising on www.visittampabay.com and participating in the co-op in-state campaign.

The pre-marketing strategies to attract major Broadway productions to Tampa included the following shows: the U.S. tours of Marie, Dancing Still and The Band's Visit-US Tour.

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.

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.

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

11/21/19
Date