

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **September 30, 2020**

Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 st Quarter (October-December)	\$ 3,902,308
Tourist Development Tax Funds Received for 2 nd Quarter (January-March)	\$ 3,902,308
Tourist Development Tax Funds Received for 3 rd Quarter (April-June)	\$ 3,093,942
Tourist Development Tax Funds Received for 4 th Quarter (July-September)	\$ 3,490,733

Tourist Development Tax Funds Received Since October 1, 2019 **\$ 14,389,291**

1. **SALES** – Leisure Sales had **914 Customer Interactions** in the Quarter. Convention Sales generated **16,369 Definite Room Nights** resulting in **\$23,364,288 of Estimated Economic Impact** to the Community.
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).

Our sales and marketing teams worked diligently to create new virtual and mobile platforms to conduct 18 Trade Shows and Missions & Sales Events in Quarter 4:

Start Date	Event Name
7/14/2020	Destinations International Annual Convention
8/4/2020	US Travel Webinar 8/4
8/6/2020	Adara Webinar 8/6
8/6/2020	US Travel Meeting 8/6
8/6/2020	Educational Seminar for Tourism Organizations (ESTO) Webinar 8/6
8/11/2020	US Travel Meeting 8/11
8/12/2020	Destination Reps Planner Webinar - Sales Presentation - Chicago, IL
8/20/2020	Educational Seminar for Tourism Organizations (ESTO) Webinar 8/20
8/23/2020	Educational Seminar for Tourism Organizations (ESTO) Webinar 8/23
8/27/2020	Educational Seminar for Tourism Organizations (ESTO) Outreach Committee Meeting
9/2/2020	Destinations Florida Board Meeting - 9/2
9/4/2020	Regional DMO Call - Sept. 4
9/6/2020	Destinations Florida Board Meeting - 9/6
9/8/2020	US Travel Marketing Committee - Sept. 8
9/15/2020	US Travel Marketing Committee - Sept. 15
9/18/2020	Regional DMO Call - Sept. 18
9/21/2020	Connect CMO Conference
9/22/2020	US Travel Marketing Committee - Sept. 22

3. **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).

Our sales and marketing teams worked diligently to create new virtual and mobile platforms to conduct 45 FAMs and Sites in Quarter 4:

Start Date	Event Name
7/10/2020	Regional DMO Call - July 10
7/10/2020	FAU COVID Conference
7/19/2020	Peter Greenberg - Media/PR FAM
7/21/2020	DC CVB Reps Networking/State of Industry Meeting (Virtual)
7/21/2020	Society Government Meeting Professional - Instagram Takeover - Industry Event
7/23/2020	International Parking & Mobility Institute (IPMI) Virtual Planning Site
7/24/2020	Brand USA Mexico Virtual Webinar 2020 - Sales Presentation- Mexico
7/24/2020	National Center for Employee Ownership (NCEO) Virtual Planning Site
7/24/2020	Regional DMO Call - July 24
7/28/2020	TPA Regional Partner Meeting
7/30/2020	Destinations Florida Conference
7/31/2020	927 Wing/ MacDill AFB Retirement Party
8/6/2020	Infrastructure Resources Virtual Planning Site
8/7/2020	Regional DMO Call 8/7
8/7/2020	English for the Tourism Industry (EFTI) Board Meeting - 8/7
8/11/2020	Visit Florida Connection Webinar Brazil 2020 - Sales Presentation- Brazil
8/12/2020	National Association for Home Care & Hospice Virtual Planning Site
8/12/2020	Destinations Florida exec committee 8/12
8/14/2020	English for the Tourism Industry (EFTI) Board Meeting - 8/14
8/18/2020	Club Management Association Of America (CMAA) Virtual Planning Site #3
8/18/2020	Elks Virtual Planning Site
8/18/2020	International Parking & Mobility Institute (IPMI) Virtual Planning Site #3
8/19/2020	Meeting Professional International - Sunshine Education Summit Webinar
8/19/2020	Lauren Gay FAM
8/19/2020	Mid Atlantic CVB Reps -Monthly Meeting - Industry Event
8/20/2020	Visit USA Argentina Webinar 2020 - Sales Presentation - Argentina
8/20/2020	Imprint Events -Customer Call / Creative Solutions to On-line meeting series Industry Event
8/20/2020	Meeting Professional International - Carolina Chapter Quarterly Meeting - Industry Event
8/21/2020	Greater Tampa Bay Racing Pigeon Combine - Site Visit
8/21/2020	Meeting Professional International -Mid-Atlantic POTOMAC Chapter Meeting - Industry Event
8/26/2020	Visit Florida Mexico Webinar 2020- Sales Presentation- Mexico
8/31/2020	Nick & Grant VF Media FAM
9/1/2020	LTA Manufacturing - Site Visit
9/9/2020	Visit Florida Mexico Webinar 2020- Sales Presentation- Mexico
9/13/2020	The American Legion FAM
9/15/2020	Visit USA Colombia 2020 Webinar - Sales Presentation- Colombia
9/17/2020	Visit USA Uruguay 2020 Webinar - Sales Presentation- Uruguay
9/19/2020	Tracy Shaw FAM
9/21/2020	Visit Florida Colombia Anato Webinar 2020 - Sales Presentation- Colombia
9/23/2020	Visit Florida Canada Webinar 2020- Sales Presentation- Canada
9/24/2020	American Massage Therapy Association (AMTA) Virtual Planning Site
9/28/2020	AAA Northeast Travel Agent Webinar 2020- Sales Presentation -USA

9/29/2020	TPA Partner Meeting - Sept. 29
9/30/2020	Visit Florida Mexico Webinar 2020- Sales Presentation- Mexico
9/30/2020	NEEXTT Travel Trade Virtual Exchange 2020 - Tradeshow

4. **GEOGRAPHICAL CENTRIC SALES AND MARKETING** – New initiatives put in place supporting the needs of the four geographical areas of the County.

Downtown

- Apply the Hybrid Meeting Grant program to retain existing conventions, extend pre/post length of stay, and promote the destination to virtual attendees
- Direct rescheduled events to need periods based upon pace performance
- Continue identifying and pursuing displaced conventions resulting from closures or postponements
- Document and share success stories from events operating within new safety guidelines
- Proactively communicate with convention organizers and partners for timely adjustments
- Promote new developments and renovations
- Pursue new citywides and revisit events that had outgrown the destination
- Conduct monthly strategic sales meetings with downtown partners
- Focus on new demand generators such as the Morsani College of Medicine

East Tampa

- Continue promoting Florida State Fairgrounds to events with physical distancing requirements
- Highlight accessibility of East Tampa hotel products for meetings from within the drive market
- Maintain increased group demand produced by SportsPlex of Tampa Bay
- Focus on the shifts in leisure travel resulting from the new Seminole Hard Rock inventory

North Tampa

- Continue promoting USF facilities and Yuengling Center to events with physical distancing requirements
- Highlight accessibility of North Tampa hotel products for meetings from within the drive market
- Promote outdoor spaces in attractions and recreation areas for offsite events and activities
- Further promote the Talk Up Tampa Bay for local lead generation among faculty members
- Pursue meeting opportunities among state associations, state government agencies and educational institutions
- Apply resources to uncover large conventions from fraternal organizations, faith-based events, youth programs and network marketing companies specifically during the summer and in need months

West Tampa

- Increase emphasis on securing meetings from local/regional corporations
- Encourage creation of bounce back offers and meeting incentives during recovery
- Target weekend meeting and convention business covering the Thursday – Monday pattern
- Continue collecting partner safety measures implemented at individual properties

5. **MARKETING & COMMUNICATIONS** – In March of 2020, the travel and tourism industry came to a screeching halt due to the novel virus, Covid-19. From travel bans and restrictions to complete lockdowns domestically and abroad, demand for travel evaporated almost instantly.

As Florida’s tourism industry reopens, Visit Tampa Bay is inspiring travelers to hit the road and step into the sun. Its newly launched Florida’s Most Campaign welcomes back visitors to Tampa Bay and showcases the area’s array of open-air adventures to encourage summer travel and breathe new life into the local hospitality community and county economy.

The goal of the campaign for the remainder of the fiscal will move away from brand awareness and higher funnel long-term conversions and focus on immediate and short-term bookings.

Recovery Campaign details for Quarter 4:

Creative Overview:

With our blue skies and water, coupled with many options of things to see and do, the time is right to tell the story of our destination, evolved for the needs of the “new normal” traveler. Visit Tampa Bay is well-poised to begin to get back into market with our Florida’s Most campaign, enticing potential travelers in our drive-markets and beyond, to enjoy all our destination has to offer; safely and securely.

- Florida’s Most positioning, how we evolved messaging and select imagery to appeal to new or emphasized considerations:
 - Fresh air
 - Opportunity to be active
 - No crowds
 - Clean, sanitized, pristine
 - Safe, secure
 - An Escape

Planning Parameters:

- Objective: Drive incremental room nights in Hillsborough County
- Timeframe: June - September 2020
- Target Audience: Travel Intenders
- Geography: Focus on drive markets east of the Mississippi and Texas
- Creative Platform: Florida’s Most (modified to address current COVID-19 concerns)

Recovery Campaign Results:

Key Takeaways:

- Delivery of over 39.2M+ impressions from June 2020-Sep 2020
- Enriched Data – estimated to full market reach
 - \$12.4M estimated hotel booking revenue for Hillsborough County
 - **40x ROAS**
- Observed Data – Adara partners only + Expedia & Priceline reported revenue
 - \$5.2M estimated hotel booking revenue for Hillsborough County
 - **17x ROAS**
- Top 5 flight origin markets (gross booking \$USD)
 - Newark
 - New York
 - Chicago
 - Philadelphia
 - Detroit
- Top hotel origin markets
 - Tampa, FL
 - Orlando, FL
 - Miami, FL
 - New York, NY
 - Atlanta, GA

Anti-Human Trafficking Campaign details:

Planning Parameters:

- Objective: Raise awareness around the issue of human trafficking, recognize the signs and learn how to report suspected activity
- Strategy: Educate and empower: Unify Tampa Bay in recognizing human trafficking and stopping it in our community
- Campaign Dates: November 2020 – June 2021 - Heavy-up Dec ‘20 – Jan ‘21
- Geography:
 - Tampa Bay DMA (Hillsborough County)
 - Downtown Tampa, Water Street, Ybor City

- Dale Mabry, Raymond James Stadium, Westshore/International Plaza (where NFL activity is concentrated)
- **Sustaining Efforts to Extend into Known Hotspots**
 - East Tampa (Adamo Drive/Broadway)
 - Plant City
 - Wimauma
- **Target Audiences**
 - Residents of the Tampa Bay region
 - Visitors (primarily related to the Super Bowl)
 - Hotel employees and other businesses where activity occurs
- **Creative Messaging Platform**
 - Bring the community together
 - Be diverse in terms of who is represented as victims
 - How to notify authorities is paramount to the communication
 - It's beyond knowing signs, its learning the story

Media Strategies:

- Generate awareness via a multichannel media campaign reaching the general public as well as specific target segments in Tampa
- Incorporate high-reach channels as well as platforms for expanded content and engagement
- Include media partners that will go above and beyond to deliver maximum reach, engagement and added value exposures
- Increased market-wide media exposure in December through first week in February immediately preceding the Super Bowl
- Sustaining support post-Super Bowl through June 2021

6. **COMMUNICATION/PUBLIC RELATIONS EFFORTS AND MEDIA EXPOSURE** –
Visit Tampa Bay has been featured in the following media placement in Q4:

bizjournals.com - [Tampa Tourism Looking for a Boost for 4th of July](#)
 IG Takeovers - NATCAP Instagram Takeover
 USAE Newsletter - [Stephanie in DI 30 under 30](#)
 smartmeetings.com - [Welcome Back Video Contest: We Have a Winner!](#)
 Despierta Miami - [Despierta Tampa Attractions](#)
 bizjournals.com - [Tampa Convention Center Loses \\$5M](#)
 Destinations International - [DI announces 36 cdme recipients](#)
 Invest: Tampa Bay - [Santiago Corrada, President & CEO, Visit Tampa Bay in Invest Tampa Bay](#)
 tampamagazines.com - [TPA Magazines: Santiago Interview](#)
 EDGE Business Magazine - [Santiago "A Collection of Voices"](#)
 EDGE Business Magazine - [Santiago "A Collection of Voices" - PRINT](#)
 Destination Marketing Podcast - [When your destination becomes the epicenter - PH](#)
 newsbreak.com - [FL travel starts on the long road to recovery](#)
 EDGE Business Magazine - SC New Year Not-for-profit Focus: PRINT
 Invest: Tampa Bay - MOST INSPIRED CAREERS PRINT AD
 Invest: Tampa Bay - INVEST - SC Article
 bizjournals.com - [Loss of tourism in Tampa Bay hammers projected \\$280M from Hillsborough's All for Transportation surtax](#)
 fox13news.com - [Tourism experts still hopeful, despite crushing blow of pandemic](#)
 fox13news.com - [Tourism experts still hopeful, despite crushing blow of pandemic - On Air Feature](#)
 WTVT-TV FOX 13 - [Good Day Tampa Tourism 12pm segment](#)
 WTVT-TV FOX 13 - [Good Day Tampa Tourism 7am segment](#)
 WTVT-TV FOX 13 - [Good Day Tampa Tourism 7am segment - intro](#)
 wfla.com - [727 to 813 day events](#)
 businessobserverfl.com - [Economic impact report 'bittersweet' for destination marketing agency leader](#)

83degreesmedia.com - [TB Area Tourism Gradually Rebounds From Covid](#)
 bizjournals.com - [Tourism numbers plummet in second quarter](#)
 wtsp.com - [Despite coronavirus pandemic, hotel development in Tampa Bay stays on track ahead of Super Bowl LV](#)
 wtsp.com - [TV Despite coronavirus pandemic hotel development in Tampa Bay stays on track ahead of Super Bowl LV](#)
 Tampa Bay Times - [Tourist tax declines slow in Hillsborough and Pinellas](#)
 Brasilturis.com.br - [Florida Connection destaca segurança em destinos turísticos; confira](#)
 wtsp.com - [Gov DeSantis press conference on Tourism](#)
 bizjournals.com - [Florida's Most Open-Air Adventures in Tampa Bay](#)
 bizjournals.com - [Labor Day weekend has Tampa Bay's hospitality industry hopeful](#)
 SportsTravelMagazine.com - [How Florida Became a Presence in the Premier League](#)
 TampaBay.com - [COVID-19 travelers want the beach, so what's happening to Tampa hotels?](#)
 www.abcactionnews.com - [New video series launches to entice tourists to visit Tampa Bay](#)
 www.abcactionnews.com - [New video series launches to entice tourists to visit Tampa Bay - ON AIR](#)
 floridatrend.com - [On The Horizon - FL Trend](#)
 TampaNativesShow.com - [Tampa Native Show Ft. Santiago Corrada - 2020](#)
 TampaNativesShow.com - [FaceBook - Tampa Native Show Ft. Santiago Corrada - 2020](#)
 TampaNativesShow.com - [FaceBook -Santiago & Mayor Castor Update](#)
 TampaNativesShow.com - [FaceBook -Santiago & Port Tampa Bay 75th](#)
 EDGE Business Magazine - [EDGE - Facebook Post with SC](#)
 capitalanalyticsassociates.com - [FB Video with Santiago](#)
 wtsp.com - [There's hope for fast economic recovery in the Tampa Bay area come 2021](#)
 wtsp.com - [TV - There's hope for fast economic recovery in the Tampa Bay area come 2021](#)
 mediapost.com - [Driving Home Marketing Messages](#)
 Despierta Miami - [Despierta Tampa Bay - SC](#)
 tbbwmag.com - [TBBW - Visit Tampa Bay Small Business Toolkit](#)
 WTM London - [WTM 2019 - Santiago C. Corrada, President & CEO, Visit TampaBay](#)
 wtsp.com - [Super Bowl 55 Podcast Radio Row Day 3](#)
 Youtube - [Capital Analytics Associates \(Tampa Tourism Sector with SC\)](#)
 Youtube - [Getting the EDGE - EDGE Biz Magazine](#)
 USA Today - [Tampa is writing the playbook for SuperBowl 55](#)
 TampaBay.com - [Hillsborough tourism officials wonder about industry's rebound](#)
 TampaBay.com - [Though Tampa Bay tourism unaffected by coronavirus, some travelers worry](#)
 bizjournals.com - [Tampa International Airport looks ahead as passengers, flights slowly return](#)
 wtsp.com - [Florida tourism numbers show slowest growth in almost 10 years](#)
 bizjournals.com - [Tampa hotel occupancy low for first quarter, but sector saw revenue gains](#)
 wtsp.com - ['Secret Tampa Bay': Explore hidden gems in our area](#)
 businessobserverfl.com - [Marketing agency launches new campaign for region based on outdoor recreation](#)
 msn.com - [Despite coronavirus pandemic, hotel development in Tampa Bay stays on track ahead of Super Bowl LV](#)
 thestreet.com - [Airbnb Launches New 'City Portal' in 15 Global Cities](#)
 PhocusWire.com - [Airbnb launches new portal with resources for governments, tourism organizations](#)
 Brazil Travel News - [A retomada do turismo em Tampa Bay](#)
 blackmeetingsandtourism.com - [Tourism Generated 6.9 Billion in 2019 - Black Meetings](#)

Visit Tampa Bay generated **66 Unpaid Corporate Media Placements** in the Quarter. **Destination Earned Media Value** for the Quarter resulting in **\$7,198,597**. The articles placed are listed below:

Start Date	Event Name
7/1/2020	TB Cultural Programs Affected by Vetos
7/1/2020	Discover Florida with movies
7/2/2020	Barstool Outdoors S2 Episode 4: Not Your Grampa's Tampa
7/3/2020	July 4th protests in Tampa & Pittsburg
7/3/2020	Heavenly Hillsborough; The rapidly growing Tampa Bay area offers youthful energy and lots of history
7/5/2020	Sweeping views, dancing light bring new St. Pete Pier alive at night

7/6/2020 Sweeping views, dancing light bring new St. Pete Pier alive at night
7/6/2020 Discover Florida with movies II
7/7/2020 TB businesses got hundreds of millions in PPP loans
7/7/2020 St. Pete Pier Sneak Peak of Opening Day
7/7/2020 5 new ice cream shops to visit this summer
7/7/2020 Pinellas County Hospitals to reach ICU bed capacity
7/7/2020 Riverwalk Place Renderings
7/7/2020 Some Tampa Restaurants Choosing to close voluntarily
7/8/2020 Busch Gardens Tampa Reopens Safari Tour
7/8/2020 Shark awareness, education, activities for families
7/9/2020 Shrinking state budget hurts Tampa Bay arts and entertainment
7/9/2020 TB Cultural Programs affected by veto
7/9/2020 Veto spending impacts panther habitat expansion
7/9/2020 The ultimate drive-in is coming to Raymond James Stadium's parking lot
7/9/2020 Florida Aquarium offers extended holiday hours
7/9/2020 Collaboration During Covid
7/10/2020 Southern Living - July 2020 Guide to Tampa
7/12/2020 FL Breaks Coronavirus Cases
7/12/2020 Imagine our post-pandemic future with Tampa Bay artists
7/12/2020 In Ybor City, a popular area of Tampa lined with pirate-themed bars, tattoo...
7/12/2020 'People expect us to be industry leaders in best practices'
7/12/2020 Cashing in on COVID-19 billions despite Medicare fraud, millions in settlements - TPA Airlines
7/12/2020 How Tampa Bay attractions have adjusted operations since reopening
7/12/2020 How Tampa Bay attractions have adjusted operations since reopening
7/14/2020 Busch Gardens Summer Nights Returns
7/14/2020 what It's Really Like to Travel in Florida Right Now
7/14/2020 Phones at TPA operations center ringing with COVID Questions.
7/14/2020 Fever Checks Real or Public Health Theatre?
7/14/2020 Tampa Bay Theatre Companies Venture into Live Shows
7/14/2020 Busch Gardens is bringing Back Summer Nights
7/15/2020 TPA Ready to update Florida travelers face restrictions
7/16/2020 Busch Gardens Tampa Bay will host revised Summer Nights
7/16/2020 Busch Gardens is Back with summer nights fireworks show
7/17/2020 Summer nights returns to Busch Gardens with new laser / firework show
7/20/2020 TPA Ranks among best according to travel and leisure
7/20/2020 How La Segunda's Cuban bread became a 105-year-old Ybor City tradition
7/20/2020 Midtown Tampa Hires Retail Operations Vet
7/20/2020 How La Segunda Cuban Bread became a 105-year-old tradition
7/20/2020 YMKG is sharing their treasure
7/22/2020 Public art will focus on Hillsborough's transportation history
7/22/2020 Tampa Public Art will focus on Hillsborough's transportation history
7/22/2020 TB Bars & Breweries are becoming restaurants
7/22/2020 Busch Gardens and Seaworld offer free admission to veterans
7/24/2020 Outback Steakhouse in Florida leads Bloomin' Brands despite coronavirus spikes
7/24/2020 YARBROUGH EXPECTED TO START AS RAYS HOST THE BLUE JAYS - FOX SPORTS
7/24/2020 Yarbrough expected to start as Rays host the Blue Jays - Char Observer
7/24/2020 Yarbrough expected to start as Rays host the Blue Jays - APNews
7/24/2020 Honor system: Residents return restaurateur's missing \$180,000
7/24/2020 Will Knott's Berry Farm drop reservations and cut days when theme park reopens?
7/24/2020 20 TB roadside attractions

7/24/2020 20 best urban hikes in Tampa

7/24/2020 United Airlines Layoffs at TPA

7/24/2020 Summer Vacations are on, but with Coronavirus Rules

7/24/2020 Military and Veterans: Take Your Family to Busch Gardens, SeaWorld for Free

7/25/2020 Yarbrough expected to start as Rays host the Blue Jays

7/26/2020 Tampa Bay Makes the List - Top Cities for Boomers Not Planning to Retire Early.

7/27/2020 United Airlines to lay off 556 in Tampa, Orlando

7/27/2020 Cute alert: Busch Gardens debuts rare baby echidna

7/27/2020 Busch Gardens Celebrates birth of little puggle

7/27/2020 Chirinos expected to start as Rays host the Braves

7/27/2020 Chirinos EXPECTED TO START AS RAYS HOST THE BRAVES - FOX SPORTS

7/27/2020 Busch Gardens Tampa Bay just welcomed a rare echidna baby

7/27/2020 Naked Farmer Opens at Sparkman Wharf in Downtown Tampa

7/27/2020 Best Steakhouses in the Country

7/27/2020 Chirinos expected to start as Rays host the Braves - Fresno Bee

7/27/2020 Chirinos expected to start as Rays host the Braves- Winnipeg Free Press

7/27/2020 Travel & Leisure Placement - March 2020

7/27/2020 Tampa in America Journal 2020

7/27/2020 America Magazine Back Cover Ad

7/27/2020 SeaWorld San Antonio offering free admission for military veterans, their families

7/27/2020 Food and beverage operator at Tampa International Airport plans to lay off over 200

7/28/2020 Mike Foltyniewicz gets pummeled by Rays, then DFA'd by Braves

7/28/2020 10 Best Tampa Restaurants to Eat and Drink Local in Florida

7/28/2020 10 Best Tampa Restaurants to Eat and Drink Local in Florida - FB POST

7/28/2020 Awesome Animals - Busch Gardens

7/28/2020 Brewers Recommend Their Favorite Beers for Summer Grilling

7/28/2020 Our natural wonders! People started flocking here because here is not Tampa (with Busch Gardens)

7/29/2020 FL TOP CEOs urging for masks

7/29/2020 100+ TRL Moments That Will Bring You Right Back to the Early 2000s

7/30/2020 There's a new drive-through Halloween experience in Orlando — for contactless fun

7/30/2020 Bartenders Tell Us The Best Spiced Rums For Mixing Summer Cocktails

7/30/2020 Meet an adorable spiky baby echinda

7/30/2020 Ybor Clubs await to reopen during pandemic

7/30/2020 Meet an adorable baby spiky echidna

7/30/2020 Meet an adorable baby spiky echidna - Denver

7/30/2020 Inside One Music Venue's Frustrating Attempt to Survive in a Virus Epicenter

7/30/2020 Music Venues Pandemic - Ybor City

7/30/2020 Radio Guest List — Tampa Marriott Water Street Hotel in Tampa, Florida — August 1, 2020

7/30/2020 Walking Club - Exploring the Tampa Riverwalk

7/30/2020 Tampa Wallet Friendly City - 2020

8/1/2020 Busch Gardens Williamsburg to reopen Aug. 6 in limited capacity

8/2/2020 Trump Talks About Quelling Portland Protests During Tampa Visit

8/2/2020 Colin Cowherd: It's not crazy to think Tom Brady can lead Tampa Bay to the Super Bowl

8/2/2020 President Trump arrives in Tampa, holds COVID-19 roundtable in Bellair

8/2/2020 New Restaurant from Columbia restaurant Group - Casa Santo Stefano

8/3/2020 Morton expected to start as Rays host the Red Sox

8/3/2020 MORTON EXPECTED TO START AS RAYS HOST THE RED SOX - FOX SPORTS

8/3/2020 Back the Blue' outside Tampa police headquarters did not get proper permitting, mayor says

8/3/2020 Back the Blue' outside Tampa police headquarters did not get proper permitting, mayor says

8/3/2020 <https://twnews.us/us-news/back-the-blue-outside-tampa-police-headquarters-did-not-get-proper-permitt>

8/4/2020 Why aquariums need to stay afloat | Column

8/4/2020 50 Cities - 50 Dishes Cuban Sandwich - CA

8/4/2020 50 Cities - 50 Dishes Cuban Sandwich - US

8/4/2020 YARBROUGH SCHEDULED TO START FOR RAYS AGAINST RED SOX

8/4/2020 35 most successful craft breweries

8/5/2020 Chef with Food Network experience opens Tampa bakery

8/5/2020 Pence Heads To Clearwater As Part Of 'Faith In America' Tour

8/5/2020 The Florida Aquarium Welcomes Their Newest Adorable Resident

8/7/2020 Florida Aquarium Takes Another Step To Saving Endangered Cora

8/10/2020 TAMPA BAY: Conquer With Pride

8/11/2020 Good Day Tampa Tourism 7am segment - Tampa Museum of Art

8/11/2020 Good Day Tampa Tourism 8am segment - Tampa Museum of Art

8/11/2020 Good Day Tampa Tourism 8am segment - Tampa Museum of Art - FULL

8/11/2020 Good Day Tampa Tourism 8am segment - Glazer Children Museum - FULL

8/11/2020 Good Day Tampa Tourism 9am segment - Glazer Children Museum - FULL

8/11/2020 Good Day Tampa Tourism 9am segment - Florida Aquarium- FULL

8/11/2020 Good Day Tampa Tourism 9am segment - Florida Aquarium- FULL

8/11/2020 Good Day Tampa Tourism 9am segment - Florida Aquarium- FULL

8/12/2020 Pandemic permanently shuts landmark bars and restaurants

8/12/2020 Pandemic permanently shuts landmark bars and restaurants - OS

8/12/2020 Pandemic permanently shuts landmark bars and restaurants - SO FL SUN

8/13/2020 Remember 6-months ago when tampa bays hotel scene was bonkers

8/13/2020 At Pickford's Counter, a slice of Tampa history gets a culinary reboot

8/13/2020 6 Reasons to Leave the Big City — And Where to Live Instead

8/13/2020 Good Day Tampa - Urban Kai

8/13/2020 Good Day Tampa - Urban Kai 8 AM

8/13/2020 Good Day Tampa - Urban Kai 9 AM

8/13/2020 Good Day Tampa - Urban Kai 930 AM

8/13/2020 Good Day Tampa - Urban Kai 925 AM

8/13/2020 Good Day Tampa - Urban Kai 12noon

8/13/2020 Florida Orchestra changes to fall season

8/13/2020 BG resumes Howl O Scream

8/13/2020 Thinking TB Buccaneers

8/13/2020 BG Tampa Bay Announces Howl O Scream Events

8/13/2020 BG Tampa Bay announces howl o scream events

8/13/2020 Snell Expected to start for Tampa Bay

8/14/2020 Aqua Park Adventure

8/14/2020 One of Florida's coolest aqua parks

8/14/2020 Top hotels in Bradenton area

8/14/2020 BG and adventure island have new rules

8/14/2020 Hall on Franklin to Expand to Midtown

8/14/2020 Trip Advisor top hotels

8/16/2020 Hotwire ranks top quick destinations

8/18/2020 Is Florida the least haunted state in the country? An online poker company says yes

8/18/2020 Most Dog-Friendly Cities in America – 2020 Edition

8/18/2020 Aparium to Open 6 Independent Hotels across the US

8/18/2020 Plan ahead for Aug. 26-Sept. 1: A drive-up concert in Viera, craft beer at Sea World

8/18/2020 Good Day 8/18 - Ulele 6:45am

8/18/2020 Good Day 8/18 - Ulele 7:21 am
8/18/2020 Good Day 8/18 - Ulele 7:50 am
8/18/2020 Good Day 8/18 - Ulele 7:54 am
8/18/2020 Good Day 8/18 - Ulele 9:28 am
8/18/2020 Good Day 8/18 - Ulele 8:21 am
8/18/2020 Good Day 8/18 - Ulele 8:24 am
8/18/2020 Good Day 8/18 - Ulele 8:50 am
8/18/2020 Good Day 8/18 - Ulele 8:56 am
8/18/2020 Good Day 8/18 - Ulele 9:12 am
8/18/2020 Good Day 8/18 - Ulele 9:22 am
8/18/2020 Good Day 8/18 - Ulele 9:25 am
8/18/2020 Good Day 8/18 - Ulele 12 noon
8/18/2020 Instagram's Favorite Golden Retriever Got to Spend a Day With Dolphins at the Aquarium
8/20/2020 Report: Tampa among top destinations for Labor Day travelers
8/20/2020 Hospitality remains one of the hardest-hit sectors, as several large Tampa Bay hotels have extended
8/20/2020 Casa Santo Stefano - On The Horizon
8/21/2020 This Golden Retriever Had the Time of His Life Visiting Dolphins at a Florida Aquarium
8/24/2020 Expert: Tourists aren't back just yet
8/24/2020 Hurricane Phoenix is Tampa Bay's worst-case scenario
8/24/2020 Curbside pickup is a lifeline for eateries. How long can it last?
8/24/2020 The Oldest Restaurant in Every State Aug 2020
8/24/2020 Classic Photos of American Road Trips
8/24/2020 Hurricane Phoenix is Tampa Bay's worst-case scenario
8/24/2020 Tampa Museum of Art to Host Virtual Evening Giving Back
8/24/2020 Hurricane Phoenix is Tampa Bay's worst-case scenario - SF GATE
8/24/2020 Tampa-area officials plan for worst-case scenario for storm
8/25/2020 Secret service agents are battling coronavirus cases as Trump campaign continues to host in-person gatherings
8/26/2020 Rescued Florida endangered sea turtle finds new home in Mississippi
8/27/2020 FLAQ News Alert
8/27/2020 FLAQ News Alert - 3pm
8/27/2020 The Florida Aquarium | Morning Blend
8/30/2020 Moneybagg Yo performs to sold out show at Tampa's Cuban Club; Hundreds of fans showed up for Saturday
8/31/2020 Moneybagg Yo performs to sold out show at Tampa's Cuban Club
8/31/2020 Life up Local - Curbside pickup is a lifeline for eateries. How long can it last?
8/31/2020 Secret service agents are battling coronavirus cases as Trump campaign continues to host in-person gathering
8/31/2020 Online poker company says Florida is the least haunted state
8/31/2020 Embroidered art by Tampa activist artist on the cover of Time
9/1/2020 Airline industry in Florida looks for rebound
9/2/2020 How the Tampa Bay Lightning built a perennial contender, player by player
9/3/2020 Florida Aquarium News Segment
9/3/2020 International Flight Return Schedule to Tampa Bay
9/4/2020 Coronavirus Increases Hunger: Find A Food Bank In Hillsborough
9/4/2020 Despita Mayor Complaints there's not much stopping venues from hosting private concerts
9/4/2020 Vision Mural at Armature Works
9/4/2020 Unique opportunities to help local restaurants
9/4/2020 Straz Center 2020 Fall Calendar
9/4/2020 Exit interview with Stu Clark - BG

9/4/2020 Hillsborough OKAYS aid for venues safety plans

9/4/2020 Tampa City Council member calls for racial apology, reconciliation; Orlando Gudes will introduce his non-binding resolution today in City Council.

9/4/2020 Tampa airport eyes tentative return to international flights; Others hint they could resume Tampa flights next month.

9/4/2020 Exit interview with Stu Clark - PRINT

9/4/2020 Stars line up for a chance to play with Brady led Bucs

9/4/2020 Leonard Fournette shares his excitement about joining Tom Brady, Buccaneers

9/8/2020 Glazer Vision Foundation's mural at Tampa's Armature Works can help kids get free glasses

9/8/2020 How QAnon is seeping into Florida during the 2020 presidential campaign

9/8/2020 Tampa Bay Bucs' Leonard Fournette: For 1st time, I really have a QB

9/9/2020 35 Hotels Opening in 2020

9/9/2020 How QAnon is seeping into Florida during the 2020 presidential campaign - Online

9/9/2020 Training Resources Available For Your Pandemic Puppy At Canine Cabana In Riverview

9/9/2020 King predicts Bucs, Ravens will play Super Bowl LV

9/9/2020 Tom Brady in Tampa Bay equals big betting on Bucs in 2020

9/10/2020 Earliest known map of Florida goes on display at Tampa Bay History Center

9/11/2020 Check Out What Crimes Are Occurring In Your Tampa Neighborhood

9/11/2020 Tampa Gets \$24 Million Grant To Extend Riverwalk West Of River

9/12/2020 Busch Gardens unveils Howl-O-Scream scares

9/12/2020 Furloughed Busch Gardens, SeaWorld workers: Sudden layoffs were 'just a shock'

9/12/2020 The Covid 19 recovery is stalling in Tampa Bay. Here's How we know.

9/13/2020 JetBlue Flights to Tampa

9/14/2020 John Frigo thought he'd found the ideal vacation rental in Tampa, Florida

9/14/2020 Where to splurge on steak across America - Bern's

9/14/2020 2 Unknown Contenders In Tom Brady's Free Agency Revealed

9/14/2020 Biden to Visit Tampa, Kissimmee in 1st Florida Trip Since COVID-19

9/14/2020 Tom Brady's risky gamble laid bare in loss to Drew Brees, Saints

9/14/2020 Morton expected to start for the Rays against the Red Sox

9/14/2020 Furloughed Busch Gardens, SeaWorld workers: Sudden layoffs were 'just a shock'

9/14/2020 107 for Tampa CityPASS with 5 Attractions

9/14/2020 50 states - 50 cuisines - food worth travelling for

9/14/2020 50 States, 50 Cuisines: The Food Worth Traveling For in Every State

9/14/2020 MSN TRAVEL 50 states - 50 cuisines - food worth travelling for

9/14/2020 Tom Brady shares uplifting quote on Instagram after rough Bucs debut

9/14/2020 Largest U.S. theme parks report no COVID-19 outbreaks since reopening

9/15/2020 Howl-O-Scream at Busch Gardens Tampa to have ten scare zones, limited capacity

9/15/2020 SeaWorld's new Orlando and Tampa roller coasters are opening in the spring

9/18/2020 Losing big sports events cost Tampa Bay some \$360 million in economic impact

9/18/2020 27 Latino-owned restaurants in Tampa Bay you should've tried by now

9/20/2020 SeaWorld set to open new roller coasters in the spring

9/20/2020 Two who wanted to do more made a Green Book of Tampa Bay's Black-owned businesses; Hillary Van Dyke

9/20/2020 The 101 Best Restaurants in America

9/20/2020 1 FL Restaurant Makes Daily Meal's 101 Best In U.S. List

9/20/2020 How 6 months of pandemic have profoundly changed Florida's restaurants

9/20/2020 On Thursday, she flew to Tampa, Florida, where she visited La Segunda Bakery in Ybor City

9/20/2020 TB Times - How 6 months of pandemic have profoundly changed Florida's restaurants

9/20/2020 'Sail-ute' flotilla draws attention to childhood cancer

9/20/2020 12-year-old Tampa baker wins local competition, session with The Cake Girl

9/20/2020 Ivanka Trump Dresses Down in Skinny Jeans & a Heeled Twist on Ballet Flats

9/21/2020 Wheels To Water Movie 'Overboard'

9/21/2020 Tampa Convention Center readies to embark on \$38M renovation

9/21/2020 Ashley Street In Downtown Tampa Gets Artist's Touch

9/21/2020 Insider Hotels: What New Hotels Are Opening Across the U.S.?

9/21/2020 Where the opportunity is within Tampa's \$30 million West Riverwalk expansion, explained

9/21/2020 City of Tampa to discuss \$24 million BUILD Grant to extend Riverwalk, improve Big Bend Road Corridor

9/21/2020 Tampa's Jobsite Theater presents Digital Shorts series that pays performers

9/21/2020 5 things to do with kids in Tampa Bay: Sept. 21-27

9/21/2020 Busch Gardens will focus on outdoor scares for Howl-O-Scream

9/22/2020 Tampa's Jobsite Theater presents Digital Shorts series that pays performers; The series that support

9/22/2020 12-mile Riverwalk expansion to connect west Tampa with downtown

9/23/2020 2020's Best Coffee Cities in America

9/24/2020 New jobless claims level off, but cuts keep hitting hotels, theme parks

9/25/2020 Lauren Gay FAM - MEDIA RECEIVED

9/25/2020 Nick & Grant - Local LGBT FAM with VISIT FLORIDA

9/25/2020 Century-old Ybor City clock tower will ring again soon

9/25/2020 Feld Entertainment plans Monster Jam, Disney on Ice arena shows in coming weeks

9/26/2020 10 things you need to know today: September 26, 2020

9/27/2020 Gov. DeSantis expects 'full Super Bowl' in Tampa in 2021 despite coronavirus unknowns

9/27/2020 Beer Industry Teams Up to Fight Childhood Cancer with Brewing Funds the Cure 2020

9/27/2020 N.Y. reports over 1,000 new COVID-19 cases; Fla. lifts restrictions

9/28/2020 Bars reopen in South Florida, DeSantis vows coronavirus closures are over, some call it a political gamble

9/28/2020 1,882 new Florida coronavirus cases reported Sunday; 10 new deaths

9/28/2020 Trump's Coronavirus Remarks Weigh on Minds of Senior Voters

9/28/2020 The Latest: Cal State Long Beach campus announces quarantine

9/28/2020 National Hispanic Heritage Month: Traditional Latin food from Ybor to Miami

9/28/2020 Florida governor signs order clearing restaurants and bars to fully open

9/28/2020 Bars reopen in South Florida after DeSantis vows coronavirus closures are over. Some call it a political gamble

9/28/2020 12 Best Things To Do With Kids in Tampa Bay

9/28/2020 Some Tampa restaurants keeping limited capacity following Gov. DeSantis' green light to fully reopen

9/28/2020 Lightning release Stanley Cup Champions boat parade, fan rally schedule

9/29/2020 President Trump to hold rally at Sanford Airport on Friday

9/29/2020 Tampa Bay triumphs

9/29/2020 Florida lifts all COVID-19 restrictions

9/29/2020 Tampa to hold boat parade for Stanley Cup celebration

7. **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.

In Q4 and in the midst of the pandemic, the Visit Tampa Bay team quickly collaborated to create virtual events, mobile selling platforms, educational webinars, destination video clip, and enhanced digital newsletters. We used these tools to market and sell the destination, educate stakeholders, and connect with partners.

Start Date	Event Name
9/9/2020	GET 9.9.2020 Virtual TPA Volunteer Private Training
9/22/2020	Destination Recovery: Strategic Marketing, Sales & Promotion
9/22/2020	Destination Recovery Presentation - Partner Event

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

11/30/2020
Date