

# Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **December 31, 2020**

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## Tourist Development Tax Revenue

|   |                |
|---|----------------|
| Tourist Development Tax Funds Received for 1 <sup>st</sup> Quarter (October-December) | \$2,380,720.26 |
| Tourist Development Tax Funds Received for 2 <sup>nd</sup> Quarter (January-March)    | \$ -           |
| Tourist Development Tax Funds Received for 3 <sup>rd</sup> Quarter (April-June)       | \$ -           |
| Tourist Development Tax Funds Received for 4 <sup>th</sup> Quarter (July-September)   | \$ -           |

**Tourist Development Tax Funds Received Since October 1, 2020** **\$2,380,720.26**

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1. **SALES** – Leisure Sales had **1,203 Customer Interactions** in the Quarter. Convention Sales generated **5,568 Definite Room Nights** resulting in **\$4,922,994 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 17 Trade Shows and Missions & Sales Events in Quarter 1:**

| <b>Start Date</b> | <b>Event Name</b>   |
|-------------------|---|
| 10/5/2020         | Visit Florida TTG Florida Fest 2020 - Sales Presentation - United Kingdom             |
| 10/26/2020        | Brand USA Travel Week 2020 - Virtual Trade Show - Europe                              |
| 10/14/2020        | Florida Society of Association Executives Education Expo - Trade Show - Virtual Event |
| 10/19/2020        | Connect Marketplace - Trade Show - Orlando, FL  |
| 10/27/2020        | Northstar Destination Southeast-Digital Event - Virtual Event                         |
| 10/5/2020         | American Legion Presentation, Bid Presentation, Virtual Event                         |
| 10/13/2020        | Society of Government Meeting Professionals NATCAP Board Meeting - Virtual Event      |
| 10/7/2020         | CVBReps Informal Meeting - Industry Event - Virtual Event                             |
| 11/9/2020         | Receptive Tour Operator Summit 2020- Tradeshow - Orlando, Florida                     |
| 11/9/2020         | Connect Tour 2020- Tradeshow - Orlando, Florida                                       |
| 11/8/2020         | Connect FLorida - Trade Show, Orlando, FL   |
| 11/16/2020        | Meetings Today LIVE! South - Trade Show - Orlando, FL                                 |
| 11/11/2020        | Progressive Insurance Destination Presentation - Sales Presentation - Virtual         |
| 12/2/2020         | Elevated Meeting Solutions Instagram Huddle - Sales Presentation - Virtual            |
| 12/17/2020        | FuturePace Steering Committee - Industry Event - Virtual                              |
| 12/15/2020        | Holiday Showcase 2020 - Virtual Trade Show  |
| 12/8/2020         | LGBT Meeting Professionals Association - Virtual Meeting                              |

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 38 FAMs and Sites in Quarter 1:**

| <b>Start Date</b> | <b>Event Name</b>  |
|-------------------|--|
| 10/7/2020         | Visit Florida Colombia Anato Webinar 2020 - Sales Presentation - Colombia  |
| 10/16/2020        | Brand USA Mexico Virtual Webinar 2020 - Sales Presentation - Mexico        |
| 10/15/2020        | AAA Southeast Travel Agent Webinar 2020 - Sales Presentation - USA         |
| 10/21/2020        | AAA Southeast travel Experts Facebook live 2020 - Sales Presentation - USA |
| 10/22/2020        | World City 2020 Virtual Tradeshow - Sales Presentation- USA                |
| 10/28/2020        | Tampa Bay Global Mission 2020 - Sales Presentation - Ecuador               |
| 10/26/2020        | Corrigan Sports - November Tournament - Sportsplex visit                   |
| 10/14/2020        | Meetings Professional International (MPI) After 5 - Industry Event         |
| 10/22/2020        | Visit Florida Marketing Council - Industry Event                           |
| 10/1/2020         | Destinations Florida BOD Meeting   |
| 10/1/2020         | EFTI Outreach Committee  |
| 10/2/2020         | Regional DMO PR call   |
| 10/2/2020         | E-Tourism Summit   |
| 10/7/2020         | Destinations Florida Annual Meeting  |
| 10/8/2020         | Destinations Florida Annual Meeting  |
| 10/8/2020         | E-Tourism Summit 10/8  |
| 10/14/2020        | E-Tourism Summit 10/14   |
| 10/16/2020        | E-Tourism Summit 10/16   |
| 10/20/2020        | PRESENTAION: Presented “Down for Whatever” at eTourism                     |
| 10/22/2020        | WRLD CTY Festival  |
| 10/11/2020        | Club Managers Association (CMAA) Planning Site                             |
| 10/28/2020        | TPIE Virtual Planning Site   |
| 10/6/2020         | Florida Senior Living Association - Site Visit                             |
| 11/4/2020         | Chile Travel Agent Webinar 2020 - Sales Presentation - Virtual Event       |
| 11/24/2020        | Florida Apartment Association - Site                                       |
| 11/20/2020        | Florida Surplus Line Association - Site                                    |
| 11/20/2020        | Hotel Haya Group Miami FAM   |
| 12/9/2020         | Soccer Management Company Sportsplex Visit                                 |
| 12/11/2020        | National Association for Temple Administration - Site                      |
| 12/16/2020        | Personal RGE Tours Virtual Webinar   |
| 12/16/2020        | Meetings Professional International (MPI) Holiday Event                    |
| 12/23/2020        | National Association for Temple Administration - Site Visit                |
| 12/12/2020        | Mid-Atlantic Virtual Customer Site   |
| 12/10/2020        | Aubrey Jackson - VF  |
| 12/3/2020         | Peta Phipps - Swanky Retreats FAM  |
| 12/11/2020        | Tom Steighorst FAM   |
| 12/4/2020         | Terry Ward FAM   |
| 12/6/2020         | Elks Planning Site   |

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
- Secure destination showcasing opportunities and industry events
- 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** – The FY21 Response Campaign continued delivering conversions with lower-funnel OTA and travel data partners October through December 2020.

- Delivery of over 31.2M+ impressions drove positive booking revenue for Hillsborough County hotels from trackable marketing initiatives through December 2020
  - \$13.6M in Enriched hotel booking revenue
  - \$3.9M in Observed hotel booking revenue
- New :30 and :15 video inspired audiences through Cable and Connected TV platforms in key out-of-state feeder markets, including Atlanta as a new target market
- Connected TV delivered over 10.5M :30 video impressions with a high completion rate of 97% and over 6.5M display impressions to extend frequency against those served the video ad

### **Recovery Campaign insights for Quarter 1:**

- ADR ranges from \$100-\$136
  - Kayak had the highest ADR at \$136
  - Priceline ADR remains the lowest at \$100 – this is expected due to the heavy discount nature of the

platform

- Priceline overall market ADR is down 10% from the same time period last year
- Travel window: Remains short but we are starting to see increases in longer booking windows
  - Shorter with Expedia - 32% of bookings occurring in 0-6 days
    - 17% of bookings in 31-60 day window
    - 16% of bookings in 7-13 day window
  - Priceline has an average booking window of 4 days – which is down 50% from the same time period last year
  - Remains longer in Adara Impact than Expedia & Priceline at 15.6 days
- Traveler Profile
  - 66% of trips booked are 35-44 and 45-54 years old
  - 63% Leisure, 37% Business
  - 70% are multi-adult trips
- Top 5 flight origin markets
  - Chicago (CHI)
  - Philadelphia (PHL)
  - Newark (EWR)
  - New York (JFK)
  - Washington DC (DCA)
- Top hotel origin markets
  - Tampa
  - Orlando
  - Miami
  - Chicago
  - New York

### ***Learnings & optimizations:***

- Learnings
  - Despite the ongoing COVID pandemic, the out-of-state markets of Chicago, Philadelphia and New York continue to rank as the top flight and hotel origin markets
  - Orlando and Miami, key in-state markets, continue to perform strongly as well
  - Expedia, yielded the strongest ROAS (25x) creating an opportunity for increased investment
  - Priceline, Kayak and Adara shared the second highest ROAS (10x)
  - Priceline ROAS decreased slightly from October-November due to a tracking issue in December.
  - Sojern, had the highest CTR and increased reach to target people in the mid-funnel/inspiration stage of the journey
  - Adara Impact data supports maximizing reach across both travel data partners with overlap levels remaining low at 2.4%
- Optimizations
  - Jan-March 2021 media strategy and budget allocation were informed by these learnings. Majority of investment falls with the campaign top performers (Expedia, Priceline)

### **Anti-Human Trafficking Campaign details:**

***Results to-date will be provided in the Q2 report.***

### ***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:

| <b>Publication Name</b> | <b>Headline</b>  |
|-------------------------|--|
| fox13news.com           | Winning seasons still means losses for Tampa Bay businesses  |
| 83degreesmedia.com      | Visit Tampa Bay teams up with Airbnb to help local tourism rebound, recover from effects of pandemic |
| boatingindustry.ca      | IBEX ONLINE ANNOUNCES INNOVATION AWARD WINNERS   |
| www.fox13news.com       | Cruise cancellations further damage Florida's struggling tourism industry                            |
| Telemundo49.com         | COVID - 19 impact on Tampa Bay tourism - Telemundo SC  |
| Telemundo49.com         | ON AIR - COVID-19 impact on Tampa Bay tourism - Telemundo SC   |
| TampaBay.com            | Hillsborough tourism gets CARES Act boost  |
| bizjournals.com         | County approves funding for Visit Tampa Bay’s recovery campaign                                      |
| floridatrend.com        | VTB surpasses 30M in TDT collections despite challenging year for tourism                            |
| canaries.co.uk          | Visit Tampa Bay x Norwich Sports Award   |
| wtsp.com                | Tampa Sports Win But Area Loses Out  |
| fox13news.com           | Hillsborough County Tourism Hit Hard During Pandemic   |
| fox13news.com           | ON AIR - Hillsborough County Tourism Hit Hard During Pandemic  |
| TampaBay.com            | Pinellas tourism bureau moves forward with \$1 million in Super Bowl funding                         |
| wtsp.com                | Snowbirds are on their way to Florida: Here's what needs to happen so COVID-19 cases don't get worse |

|                                |  |
|--------------------------------|--|
| news.wjct.org                  | Florida's Tourism Industry Missing Key Pieces To Fully Heal From Pandemic                            |
| wusf.edu                       | Florida's Tourism Industry Missing Key Pieces To Fully Heal From Pandemic                            |
| fox13news.com                  | NFL announces limited capacity at Super Bowl LV in Tampa   |
| Telemundo49.com                | Anuncian el encargado de renovar el Tampa Convention Center  |
| TampaBay.com                   | Super Bowl 55 likely to feature limited audience at Raymond James Stadium                            |
| Telemundo49.com                | Florida se prepara para reactivar el turismo y los cruceros  |
| USAE Newsletter                | Convention Center Expansion 2020   |
| TampaBay.com                   | Hillsborough plans \$4 million boost to tourism campaign   |
| tbbwmag.com                    | Hotel Haya Ribbon Cutting - TBBW Mag   |
| USAE Newsletter                | Contract Approved for TCC expansion  |
| fox13news.com                  | Stocks for cruise industry saw its biggest increase after vaccine announcement                       |
| wtsp.com                       | Gasparilla parades postponed to April due to COVID-19 pandemic                                       |
| TampaBay.com                   | Gasparilla organizers postpone annual parade until April 17  |
| WUSF News                      | Many are staying put due to the pandemic. And for Canadians, the U.S. border is closed.              |
| wtsp.com                       | FLORIDA Visit Tampa Bay says tourism is still suffering, but slowly improving                        |
| baynews9.com                   | Coronavirus Concerns Temper Tampa's Super Bowl Excitement  |
| TampaBay.com                   | Our holiday guide for Tampa Bay-themed gifts   |
| bizjournals.com                | Tampa to host prominent travel trade event in 2021, bringing thousands to downtown                   |
| Travel Inside (Swiss Magazine) | Grüße aus Tampa, Florida   |
| bucswire.usatoday.com          | What could have been? Super Bowl expectations tempered for Bucs, Tampa                               |
| TampaBay.com                   | Hillsborough begins human trafficking awareness blitz  |
| Tampa Bay Times                | A holiday gift guide for Tampa Bay foodies; Shop local this season for all the foodies in your life. |
| fox13news.com                  | Toronto Raptors to allow limited number of fans at Amalie Arena games                                |
| baynews9.com                   | Bay Area Tourism Officials Optimistic Heading Into New Year  |
| bizjournals.com                | Pinellas County commissioners approve \$1M tourism agreement for Super Bowl host committee           |
| FADMO Newsletter               | Destinations Florida December Edition  |
| AdWeek                         | Tampa Bay Won't Get a Traditional Super Bowl, but It's Still Spending Like Crazy                     |
| Yahoo News                     | Tampa Plans For 'A Great Super Bowl' Despite COVID Uncertainty                                       |
| msn.com                        | Tampa Plans For 'A Great Super Bowl' Despite COVID Uncertainty                                       |
| fox13news.com                  | JW Marriott opens in downtown Tampa after nearly three years of construction                         |
| patch.com                      | Tampa Plans For 'A Great Super Bowl' Despite COVID Uncertainty                                       |
| forbes.com                     | 2020's Busiest Travel Destination Was Tampa And St. Petersburg, Florida, Hotel Data Shows            |
| bizjournals.com                | Tampa, St. Pete hit highest hotel occupancy rate in U.S. travel market despite Covid-19 pandemic     |
| newsbreak.com                  | 2020's Busiest Travel Destination Was Tampa And St. Petersburg, Florida, Hotel Data Shows            |
| indystar.com                   | A campaign used CARES Act funds to encourage Hoosiers to visit Indianapolis. Was it wise?            |
| indystar.com                   | CARES funds' usage debated; Some wonder if city's attempt to boost tourism during pandemic was sensi |
| fox13news.com                  | Bay Area tourism ends year with a bump   |
| fox13news.com                  | Winning seasons still means losses for Tampa Bay businesses  |
| 83degreesmedia.com             | Visit Tampa Bay teams up with Airbnb to help local tourism rebound, recover from effects of pandemic |
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| TampaBay.com                   | Our holiday guide for Tampa Bay-themed gifts  |
| bizjournals.com                | Tampa to host prominent travel trade event in 2021, bringing thousands to downtown                      |
| Travel Inside (Swiss Magazine) | Grüße aus Tampa, Florida  |
| bucswire.usatoday.com          | What could have been? Super Bowl expectations tempered for Bucs, Tampa                                  |
| TampaBay.com                   | Hillsborough begins human trafficking awareness blitz   |
| Tampa Bay Times                | A holiday gift guide for Tampa Bay foodies; Shop local this season for all the foodies in your life.    |
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| bizjournals.com                | Tampa, St. Pete hit highest hotel occupancy rate in U.S. travel market despite Covid-19 pandemic        |
| newsbreak.com                  | 2020's Busiest Travel Destination Was Tampa And St. Petersburg, Florida, Hotel Data Shows               |
| indystar.com                   | A campaign used CARES Act funds to encourage Hoosiers to visit Indianapolis. Was it wise?               |
| indystar.com                   | CARES funds' usage debated; Some wonder if city's attempt to boost tourism during pandemic was sensible |
| fox13news.com                  | Bay Area tourism ends year with a bump  |

Visit Tampa Bay generated **52 Unpaid Corporate Media Placements** in the Quarter. **Destination Earned Media Value** for the Quarter resulting in **\$4,922,994**. The articles placed are listed below:

| Date      | Headline  |
|-----------|---|
| 10/4/2020 | Yes, New Hotels Are Still Opening - Here Are 8 Incredibly Stylish Ones To Visit |
| 10/5/2020 | Heights Fall Festival At Armature Works   |

10/5/2020 FALL FESTIVALS, PUMPKIN PATCHES, HALLOWEEN EVENTS, AND MORE!

10/5/2020 With Tom Brady, Bucs coming to town Thursday, Bears don't have much time to fix offensive woes

10/5/2020 LA Chargers: Game breakdown and prediction for Week 4 at Buccaneers

10/5/2020 New US Hotels Opening in Late 2020, Early 2021

10/5/2020 DRIVE-IN MOVIE EXTENDED AT ARMATURE WORKS IN TAMPA

10/6/2020 Coronavirus pandemic clouds future for Tampa Bay's downtowns; Commercial office space has shown signs of struggling. But urban cores are still appealing to new residents.

10/6/2020 'Golden shovel' passed to Tampa Bay Super Bowl host committee for community greening program

10/6/2020 Drive-in movies are coming to Armature Works in Tampa; Rooftop Cinema Club will start socially-distancing

10/6/2020 The Annual Cuban Sandwich Festival In Florida Is Coming Back As A Drive-In Event

10/8/2020 From the GOAT to just 'Tommy': How Tom Brady has meshed with Tampa teammates

10/8/2020 Tampa Staycation Ideas For Families

10/8/2020 Don Jr. brings his one-man show land in Tampa as his father recovers; Donald Trump Jr. stumped in Ta

10/8/2020 Tampa extends outdoor dining program through end of October

10/14/2020 Peek inside Tampa's historic Jackson House as it undergoes restoration

10/15/2020 2020 Best Places to live - Tampa

10/15/2020 Tampa Bay Becoming Americas Sports Title Town

10/15/2020 Airlines push back relaunch of international flights at Tampa airport

10/15/2020 West Riverwalk Expansion Bid Process

10/15/2020 Michelin star chef Joe Isidori opens new Mexican restaurant JoToro next month at Tampa's Sparkman Wharf

10/15/2020 Tampa Bay Burger Week returns with big, beefy deals for everyone

10/18/2020 Packers' 38-10 loss to the Buccaneers puts the Bears in 1st place as Tom Brady outplays Aaron Rodger

10/18/2020 Tom Brady outplays Aaron Rodgers during Bucs rout of Packers

10/19/2020 New superfood cafe, Kale Me Crazy, coming to Midtown Tampa

10/19/2020 Halloween At Glazier Children's Museum

10/21/2020 Rays World Series watch parties are getting set up; Giant screens will be set up in downtown St. Pet

10/22/2020 Front Page - October Reasons

10/22/2020 DJ Ku's Friday night M. Bird residency mixes sultry vibes with some of Tampa's best riverfront views

10/22/2020 Tampa Bay musicians to boost music education with in-person and streaming 'Fangsgiving III' concert

10/22/2020 Tampa joins global roster of cities to host worldwide 'Motown on Mondays' DJ party

10/22/2020 New brewery comes to Tampa Heights, flan shop opens in Ybor and more local foodie news

10/22/2020 Grassroots Kava House opens new locations in Ybor City and Seminole Heights next week

10/22/2020 Tampa Bay Massively Overrated Following Their Win Over Green Bay

10/22/2020 FLAN FACTORY

10/22/2020 Antonio Brown Visits The Tampa Bay Buccaneers

10/23/2020 Visit Tampa Pumpkin Patch Before it's too late

10/23/2020 Catch Some RAYS under the Stars: Weekend World Series Outdoor!

10/23/2020 Tom Brady finally explains not shaking Nick Foles' hand after Bears-Bucs game

10/23/2020 Port Tampa Bay, city still at odds over Channelside Drive changes

10/23/2020 Port Tampa Bay, city still at odds over Channelside Drive changes - WEBSITE

10/23/2020 Antonio Brown agrees to one-year deal with Tampa Bay Buccaneers

10/23/2020 Antonio Brown to return to NFL after agreeing to 1-year deal with Bucs, according to reports

11/2/2020 Cross Bay Ferry returns on Sunday for a fourth season, at least

11/2/2020 Jill Biden will make Election Day trip to St. Petersburg and Tampa

11/2/2020 Jill Biden in Tampa: 'We have to decide what happens'; Members of George Floyd family

11/2/2020 Jill Biden will travel to Florida and Doug Emhoff, Sen. Harris' husband, will travel to Ohio on Election day

11/2/2020 City of Tampa extends Lift Up Local program, allowing restaurants to expand outdoor seating

11/2/2020 Jotoro Opening at Sparkman Wharf

11/2/2020 Busch Gardens modifies Christmas Town events, moves ice show outdoors



11/2/2020 Tom Brady Just Went the Extra Mile to Make Antonio Brown Feel At Home

11/2/2020 Longtime Residents Battle For Les Miller's County Commission Seat

11/2/2020 Exclusive: First-of-its-kind restaurant will take over the old Mitchell's Fish Market at WestShore Plaza

11/5/2020 Busch Gardens' parent company, SeaWorld, reports 81 percent drop in attendance

11/5/2020 November brings a full palette of visual arts in Tampa Bay; On the calendar: 'Van Gogh Alive,' the Shine Mural Festival, ArtWalk and more.

11/5/2020 This D.C. steakhouse is worth the splurge

11/5/2020 Tampa blue laws: City moves closer to eliminating restrictions on liquor sales

11/5/2020 Florida To International Visitors: We're Open, So Visit When You're Able!

11/5/2020 Free Mini Photo Sessions at Tampa Riverwalk

11/5/2020 Discovering drive-in movie theaters near Sarasota

11/5/2020 Two Tampa Bay rooftop bars announce reopenings this weekend

11/5/2020 Tampa Bay Burger Week presented by Florida Beef Council begins today, runs through Sunday, November 15<sup>th</sup>

11/5/2020 November brings a full palette of visual arts in Tampa Bay

11/5/2020 Busch Gardens' parent company, SeaWorld, reports 81 percent drop in attendance

11/9/2020 Tampa seeks to parlay city land in booming West River to kickstart affordable housing

11/9/2020 Stanley Cup visits Children's Cancer Center in Tampa

11/10/2020 In a New Uniform, Tom Brady Battles Back Against His Nemesis, the Giants

11/10/2020 Historian says Ponce de León was killed in Florida, but not where we originally thought

11/10/2020 Monument to Gold Star families comes to Tampa's Riverwalk

11/10/2020 Water Street Tampa inches closer to completion

11/15/2020 Top 10 events for the week of Nov. 16-22; The Festival of Trees travels pop-up style and the Suncoast Jazz Festival goes virtual. The pandemic makes a few big annual events look a lot different this year.

11/16/2020 These parks will still make lights twinkle for holidays

11/16/2020 Here's how Disney World, Six Flags and more US theme parks are celebrating the holidays

11/16/2020 Yuengling plans sprawling entertainment complex in Uptown Tampa

11/17/2020 The Drive-In at Armature Works extends its programming through the end of the year

11/17/2020 Tampa's Pirate Ship debuts A Pirate's Christmas this holiday season

11/17/2020 Sneak Peak At Tampa's New Tourist Destination: Yuengling Brewery

11/17/2020 Busch Gardens plays around with turkey leg flavors for the holidays

11/17/2020 Casa Santo Stefano joins ranks of famous Tampa restaurants

11/17/2020 Ybor's Sicilian history provides flavors for Gonzmart's newest restaurant

11/17/2020 Tampa finishing up construction projects ahead of Super Bowl LV

11/17/2020 The 17 Best IPA Beer Brands to Try in 2020

11/18/2020 Florida to Hawaii: Top trending US destinations for 2021

11/22/2020 Exclusive: Watch the first video from Florida's record-breaking Iron Gwazi roller coaster

11/22/2020 Florida Time: Jose Marti was the father of Freedom Clubs from New York to Key West

11/22/2020 Tampa Government Offices Closed Thursday, Friday For Thanksgiving

11/22/2020 Local Tampa Businesses Getting a Much-Needed Mental Boost

11/22/2020 Sparkman Wharf celebrates 2nd anniversary in Tampa

11/23/2020 The World's Fastest & Steepest Hybrid Rollercoaster Is Opening In Florida

11/23/2020 Florida postpones popular waterfront parade due to pandemic

11/23/2020 Universal Orlando, Dollywood, and More Theme Park Resorts Are Offering Amazing Black Friday Deals

11/23/2020 Tampa's Gasparilla Pirate Fest and Children's Parade postponed until April, due to pandemic

11/24/2020 Florida postpones popular waterfront parade due to pandemic

11/24/2020 Small Business Saturday 2020: Help Them Stay Afloat In Tampa

11/24/2020 Ye Mystic Krewe Moves Gasparilla Festivities To April

11/24/2020 Opinion: Tom Brady can't measure up to his old self when Buccaneers need him most

11/24/2020 Gasparilla parades in Tampa delayed until April 2021

11/24/2020 Despite travel warnings from CDC, Tampa airport records busiest day since March

11/24/2020 New dates for Gasparilla as officials watch pandemic

11/25/2020 Tampa Bay Rum Company Still Offering Tastings, Tours & Making Essential Hand Sanitizer

11/26/2020 Florida postpones popular waterfront parade due to pandemic

11/26/2020 Universal Orlando, Dollywood, and More Theme Park Resorts Are Offering Amazing Black Friday Deals

11/26/2020 Florida postpones popular waterfront parade due to pandemic

11/26/2020 Gasparilla festival, parades delayed until spring 2021 due to Covid-19

11/27/2020 Gov. Ron DeSantis taps Tampa investment firm leader for university oversight board; Ken Jones also helmed the host committee for the 2012 Republican National Convention.

11/27/2020 The biggest Christmas events and light shows (that haven't been canceled)

11/27/2020 Chiefs still giving beleaguered Tom Brady their respect

11/28/2020 Where To Find Christmas Trees Near Tampa: 2020

11/28/2020 PICKERS n' BREWS FESTIVAL

11/28/2020 Florida State Fair Is Still On For 2021

11/28/2020 Chiefs still giving beleaguered Tom Brady their respect

11/28/2020 Michael Vick: Mahomes' Chiefs will prevail against Tom Brady & the struggling Buccaneers

11/28/2020 Chiefs-Bucs, Mahomes-Brady and the defense

11/29/2020 Raptors Go South, Quiet Protests, Machete Attack: FL News

11/29/2020 who finished with 13 catches for 269 yards in the reigning Super Bowl champions' 27-24 victory over

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12/1/2020 As 2020 wraps up, here are key dates to remember for 2021

12/2/2020 35 Hotels Opening in 2020

12/3/2020 15 Fabulous Holiday Boat Parades To Experience In Florida

12/9/2020 Front Page - December / Winter Events

12/12/2020 Kyle Lowry to miss first two Raptors pre-season games

12/13/2020 birthplace of the Cuban Food historians say popular sandwich came to Tampa long before Miami

12/13/2020 Universal: VelociCoaster's testing zips along as theme-park visitors enticed

12/14/2020 The Chiefs have overtaken the Steelers for AFC's No. 1 seed. Here's how it shapes up

12/14/2020 Tampa: Birthplace of the Cuban sandwich

12/14/2020 Tampa Lighted Boat Parade

12/14/2020 5 Bold Predictions: Minnesota Vikings vs. Tampa Bay Buccaneers – Week 14

12/14/2020 Ranking the first four Super Bowls staged in Tampa

12/14/2020 Remember Tampa Bay's fancy holiday office parties? This year, not so much.

12/15/2020 Top 11 Family-Friendly Vacation Destinations in Florida

12/17/2020 Downtown Tampa to get new smart-city kiosks next year

12/18/2020 Holiday Poolside Popup Market

12/19/2020 Tampa Bay bars and restaurants feel sting of coronavirus enforcement; St. Petersburg has issued 200 citations against businesses, mostly bars and restaurants, who flout local coronavirus rules.

12/19/2020 As 2020 wraps up, here are key dates to remember for 2021

12/19/2020 As 2020 wraps up, here are key dates to remember for 2021

12/19/2020 Could a streetcar linking Tampa with the airport open by 2026?

12/19/2020 Tampa's Gasparilla Festival of the Arts goes virtual; The festival will be juried.

12/19/2020 BEST WINTER BREAK EVER: YOUR FAMILY FUN BUCKET LIST IN TAMPA BAY

12/19/2020 Beloved Restaurants in D.C. That Closed Permanently This Year

12/19/2020 Busch Gardens Tampa Bay to Offer Modified New Year's Eve Celebration

12/19/2020 Tampa's Gasparilla Festival of the Arts goes virtual

12/19/2020 Could a streetcar linking Tampa with the airport open by 2026?

12/19/2020 Here's where you can ring in New Year's Eve in Tampa Bay, and what organizers are doing to keep you safe

12/19/2020 Hillsborough County now has more resources available to fight human trafficking ahead of Super Bowl

12/20/2020 LA. Miami. New Orleans. Tampa? How the Super Bowl helped a city grow

12/20/2020 As 2020 wraps up, here are key dates to remember for 2021

12/20/2020 As 2020 wraps up, here are key dates to remember for 2021  
 12/20/2020 As 2020 wraps up, here are key dates to remember for 2021  
 12/20/2020 Theme Parks Near Cruise Ports  
 12/20/2020 As 2020 wraps up, here are key dates to remember for 2021  
 12/20/2020 Tampa Bay bars and restaurants feel sting of coronavirus enforcement  
 12/20/2020 As 2020 wraps up, here are key dates to remember for 2021  
 12/20/2020 Cowboys-49ers predictions: Can Dallas stop 49ers' run game? Friday Riffing  
 12/20/2020 Lights on the river: Holiday Lighted Boat Parade spreads cheer in Tampa  
 12/20/2020 Richard Gonzmart opens new Casa Santo Stefano in Ybor City  
 12/20/2020 Santas on what kids are asking for in 2020: Playstation, 'end to COVID'  
 12/20/2020 Four Tampa bars were fined last night, as city cracks down on COVID-19 restrictions  
 12/21/2020 10 New Year's Eve events in the Tampa Bay area; You can ride a pirate ship or relive your favorite h  
 12/23/2020 Gasparilla Bowl canceled after South Carolina can't play due to COVID-19  
 12/29/2020 Tampa's 10 Hottest New Restaurants  
 12/29/2020 Most anticipated new roller coasters  
 12/29/2020 Top 10 events in Tampa Bay for the week of Dec. 28-Jan. 3.; Ring in the new year with a burning bowl  
 12/29/2020 Top 10 events in Tampa Bay for the week of Dec. 28-Jan. 3.; Ring in the new year with a burning bowl  
 12/29/2020 Year in Review: The Biggest Travel Stories of 2020  
 12/29/2020 Indiana: 8 (key players) to be great for Hoosiers to upend Ole Miss in Outback Bowl  
 12/29/2020 Restaurants and bars we lost in 2020  
 12/29/2020 Buccaneers Reveal New Uniform Combo at Detroit  
 12/29/2020 10 NYE Events Happening in Tampa Bay  
 12/29/2020 Gasparilla Bowl cancelled after South Carolina pulls out over COVID-19 outbreak  
 12/29/2020 Gasparilla Bowl cancelled after South Carolina pulls out over COVID-19 outbreak  
 12/30/2020 Generations Are Defined By How They Deal With A Crisis. So, Why Are Millennials Getting So Much  
 Shade?  
 12/30/2020 Tampa's new dueling piano bar, Showbar Ybor, now open in former Tequilas location  
 12/30/2020 Tampa's Gasparilla Bowl May Be Canceled After South Carolina Exit  
 12/30/2020 Tampa's Cerealholc Cafe and Bar will open in Ybor City on New Year's Eve  
 12/30/2020 Get A Saturday Morning Nostalgia Fix When You Visit The Unique Cerealholc Cafe & Bar In Florida  
 12/30/2020 Tampa Bay Restaurants Where You Can Enjoy A Christmas Feast

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.

| <b>Start Date</b> | <b>Event Name</b>                            |
|-------------------|--|
| 10/29/2020        | Annual Meeting: 35th Anniversary Celebration |
| 12/14/2020        | GET 12.14.2020 JW Marriott Private Training  |

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

2/28/2021  
 Date