

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **December 31, 2016**

Tourist Development Tax Revenue

| | |
|---|------------------------|
| Tourist Development Tax Funds Received for 1 st Quarter (October-December) | \$ <u>2,613,828.00</u> |
| Tourist Development Tax Funds Received for 2 nd Quarter (January-March) | \$ |
| Tourist Development Tax Funds Received for 3 rd Quarter (April-June) | \$ |
| Tourist Development Tax Funds Received for 4 th Quarter (July-September) | \$ |

| | |
|---|-------------------------------|
| Tourist Development Tax Funds Received Since October 1, 2016 | \$ <u>2,613,828.00</u> |
|---|-------------------------------|

Tourism Generated/Program Results

1. **SALES** – Convention Sales generated **125,301 Definite Room Nights** in Quarter 1 achieving 110% of goal. They have **662,443 Lead Room Nights** in the sales funnel, which is 130% YTD goal. Leisure Sales had **3,568 Customer Interactions**, which is 170% of Quarter 1 goal. In addition, the 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 **42 Trade Shows and Missions & Sales Events** in Quarter 1.

| <u>Start Date</u> | <u>Event Name</u> |
|--------------------------|--|
| 10/1/2016 | COPA Airlines and Ladevi Chile - Promotion Ad Campaign |
| 10/4/2016 | El Tour HotelDo Tradeshow - Bogota & Barranquilla, Colombia |
| 10/5/2016 | Florida Society of Association Executives: Education Day Expo; Tallahassee, FL |
| 10/6/2016 | Services Pre-promote USS Perry Reunion Assoc; Jacksonville, FL |
| 10/7/2016 | Hiper Feriao Flytour Tradeshow - Santos, Brazil |
| 10/8/2016 | Services Pre-Promote NACCE Sacramento |

| <u>Start Date</u> | <u>Event Name</u> |
|--------------------------|--|
| 10/9/2016 | Florida Huddle Mexico - Mexico City |
| 10/11/2016 | ConferenceDirect Industry Insights; New York City |
| 10/11/2016 | The Villages Women's Expo |
| 10/12/2016 | Services Pre-Promote WIDA; Philadelphia, PA |
| 10/17/2016 | IMEX America 2016; Las Vegas, NV |
| 10/25/2016 | Connect Florida 2016; Orlando, FL; |
| 10/25/2016 | Connect Faith 2016 |
| 10/26/2016 | Tzell 50th Celebration Tradeshow - New York, NY |
| 10/28/2016 | Fifth Annual United Charities Golf Tournament - Guatemala City |
| 11/3/2016 | Marriot Fall Harvest Event |
| 11/5/2016 | MPI MidYear Board Retreat 2016; Howie in the Hills, FL |
| 11/6/2016 | Services Pre-Promote AVS; Nashville, TN |
| 11/6/2016 | Services Pre-Promote Agronomy; Phoenix, AZ |
| 11/7/2016 | World Travel Market; London, England |
| 11/8/2016 | GaMPI Fall Classic Golf Tournament |
| 11/9/2016 | Travel Weekly Destination Showcase; England |
| 11/10/2016 | Professional Convention Management Assn. Annual Meeting; Chicago, IL |
| 11/10/2016 | Professional Convention Management Assn. Networking Event; Chicago, IL |
| 11/10/2016 | CruiseWorld; Ft. Lauderdale, FL |
| 11/11/2016 | China International Travel Mart 2016 (CITM) |
| 11/11/2016 | Services Pre-Promote IMECE; Phoenix, AZ |
| 11/15/2016 | Expedia Call Center; Springfield, MO |
| 11/15/2016 | RTO Summit; Orlando, FL |
| 11/17/2016 | NLC Bid Presentation |
| 11/17/2016 | FSAE Education Committee Planning; Orlando, FL |
| 11/18/2016 | AAA Superbowl of Knowledge; Charlotte, NC |
| 11/29/2016 | Philadelphia Sales Mission; Philadelphia, PA |
| 11/30/2016 | Florida Encounter 2016; Orlando, FL |
| 12/11/2016 | AMEX INTERaction; New Orleans, LA |
| 12/13/2016 | CVB Reps Holiday Party |
| 12/13/2016 | AAA Winter Sales Mission; Southwest Florida |
| 12/14/2016 | DMAI: Destination Marketing Association International Sales Summit; Chicago, IL |
| 12/14/2016 | Holiday Showcase- Chicago, IL |
| 12/15/2016 | CVB Tallahassee Holiday Party 2016; Tallahassee, FL |
| 12/15/2016 | Society of Government Meeting Professionals; Washington D.C. |
| 12/15/2016 | Society of Government Meeting Professionals Ladies Networking Event; Washington D.C. |

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).

Visit Tampa Bay hosted **79 FAMs and Sites** in Quarter 1.

| <u>Start Date</u> | <u>Event Name</u> |
|--------------------------|---|
| 10/4/2016 | Marine Retailers Association of America |
| 10/8/2016 | Kuoni Switzerland - Site Visit |
| 10/13/2016 | Smith-Allen Family Reunion |
| 10/13/2016 | Carnival Cruise Lunch Presentation |
| 10/14/2016 | Engineering Conference International Site Visit |
| 10/17/2016 | Franchise Services Inc. Annual Convention |
| 10/17/2016 | American Society of Civil Engineers Site Visit |
| 10/17/2016 | Ashley Furniture Marketing Specialist Meeting |
| 10/17/2016 | Barry Graham/Scottish Sun |
| 10/18/2016 | National Alliance of Black School Educators Services Planning Site Visit |
| 10/20/2016 | National League of Cities Site Visit |
| 10/20/2016 | NATIA Services Planning Site |
| 10/25/2016 | National Center for Employee Ownership 2021 Employee Ownership Conference |
| 10/25/2016 | INCON Insurance |
| 10/25/2016 | National Rural Electric Cooperative Assoc. Planning Site |
| 10/26/2016 | AHP/OMEL Services Planning Site |
| 10/27/2016 | NürnbergMesse North America, Inc. |
| 10/28/2016 | China Golf FAM |
| 10/29/2016 | AERTiCKET FAM |
| 10/29/2016 | TourConsult International Site Visit |
| 10/29/2016 | Connor Power/Irish Independent |
| 10/29/2016 | Larraine Stacey/Orlando Sentinel |
| 10/30/2016 | NWFA Services Planning Site |
| 10/30/2016 | Fisheries Services Planning Site |

| <u>Start Date</u> | <u>Event Name</u> |
|--------------------------|---|
| 11/1/2016 | Swiss Media FAM |
| 11/2/2016 | ITV British Election Coverage |
| 11/3/2016 | Hispanic National Bar Association Site Visit |
| 11/3/2016 | NürnbergMesse North America, Inc. |
| 11/6/2016 | EASA Planning Site |
| 11/7/2016 | Lifesavers Site Visit |
| 11/8/2016 | AIDAvita Port of Call Season 3 |
| 11/10/2016 | MPI Education Program Luncheon |
| 11/11/2016 | St Louis Post-Dispatch/Pamela Selbert FAM |
| 11/12/2016 | VegFest 2016 / Food & Cocktails |
| 11/12/2016 | Rolling Stone Mexico FAM |
| 11/12/2016 | Advanced Placement Readings Services Planning Site |
| 11/13/2016 | Pack Your Bags Brazil FAM |
| 11/16/2016 | Full Gospel Baptist Church Fellowship International |
| 11/21/2016 | Tremble Family Reunion |
| 11/21/2016 | Pet Supermarket Site Visit |
| 11/21/2016 | Tennessee Craft Beer Magazine & Blog |
| 11/21/2016 | Daily Mirror/Paul Henderson FAM |
| 11/21/2016 | Southern Gas Association Services Planning Site |
| 11/22/2016 | Pet Supermarket Services Planning Site |
| 11/23/2016 | AIDAvita Port of Call Season 3 |
| 11/28/2016 | VF China XFun Foodie Club FAM |
| 11/29/2016 | Alliance for Early Success |
| 11/29/2016 | FSAE Roundtable Luncheon: Tampa, FL |
| 12/1/2016 | It Works Services Planning Site |
| 12/2/2016 | COCHA-Chile Travel Agents - FAM |
| 12/4/2016 | Energy Exchange Services Planning Site |
| 12/5/2016 | International Cost Estimating & Analysis Association |
| 12/5/2016 | IAFP Services Planning Site |
| 12/5/2016 | Lutheran Church-Missouri Synod Services Planning Site |
| 12/6/2016 | Servpro Industries, Inc. Site Visit |
| 12/6/2016 | International Window Coverings Expo 2018 Site Visit |
| 12/6/2016 | Florida Home Builders Association Site Visit |
| 12/6/2016 | Knecht Reisen Switzerland Site Visit |
| 12/6/2016 | NDIA Services Planning Site |
| 12/7/2016 | Abbott Laboratories 2018 Abbot Point of Care National Sales Meeting |
| 12/7/2016 | Common A User's Group Site Visit |
| 12/7/2016 | Automotive Aftermarket Suppliers Association (AASA) Site Visit |
| 12/8/2016 | First Catholic Slovak Ladies Association Site Visit |
| 12/9/2016 | Conference Of Minority Transportation Officials Site Visit |
| 12/9/2016 | Vanity Fair Modern Weekly China FAM |
| 12/10/2016 | Richard Basch FAM |

| <u>Start Date</u> | <u>Event Name</u> |
|-------------------|---|
| 12/12/2016 | Dean Eastmond FAM |
| 12/12/2016 | EDC Finland Client - Site Visit |
| 12/13/2016 | Ladevi Site Visit |
| 12/14/2016 | AIDAvita Port of Call Season 3 |
| 12/15/2016 | Omega Psi Phi Fraternity Selection Committee 2nd Site Visit |
| 12/16/2016 | American Executive International Site Visit |
| 12/18/2016 | Travel With Bender / Erin Bender |
| 12/22/2016 | National Tax Association Site Visit |
| 12/27/2016 | IcelandAir Site Visit |
| 12/28/2016 | NPAWorldwide Site Visit |
| 12/29/2016 | Azul Viagens General Manager's Site Visit |
| 12/31/2016 | AIDAvita Port of Call Season 3 |

4. **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 **96,009,082 Advertising Impressions** in Quarter 1.

Campaign details for Quarter 1:

Meetings Campaign

- Timing: December 2016 – September 2017
- Geography: Domestic, East of Mississippi, focus on Mid-Atlantic & Chicago
- Target Audience: Meeting, convention and event planners who book meetings utilizing between 800 and 2,500 rooms on peak night and up to 200,000 square feet of exhibit space
- Mediums: Print, digital, sponsorships

Video/Digital Production:

- 360° Attraction Videos – Participating Partners Include:
 - Busch Gardens Tampa Bay
 - Tampa's Lowry Park Zoo
 - The Florida Aquarium
 - MOSI

Visit Tampa Bay generated **1,090,419,654 unpaid Local, National and International Media Impressions** in Quarter 1. This resulted in **Earned Media (unpaid) Value of \$890,322**. The articles listed are listed below:

| <u>Article Date Publication</u> | <u>Headline</u> |
|--|---|
| 9/19/2016 Wallet Hub | 2016's Most Fun Cities in America |
| 9/26/2016 Tampa Bay Times / TampaBay.com | TECO streetcar starts slow with morning service to lure commuters |
| 9/26/2016 WFLA-AM Online | Ybor City Spaghetti Warehouse to close next week |
| 9/26/2016 People Pets | Tampa's Lowry Park Zoo's New 100-Lb. Rhino Baby Could Grow to Be 4,500 Lbs! |
| 10/4/2016 Tampa Bay Times | Tampa International Airport has landed another international flight: Reykjavik, Iceland |
| 10/4/2016 Tampa Bay Times / TampaBay.com | Tampa International Airport has Landed Another International Flight: Reykjavik, Iceland |
| 10/5/2016 WFTS-TV ABC Action News | Hotels are offering discounted rates |
| 10/5/2016 Tampa Bay Business Journal | Exclusive: Tampa lands new international flight |
| 10/6/2016 observernews.net | Birding and Nature Festival at HCC SouthShore |
| 10/6/2016 WWSB ABC Sarasota | Marco Rubio is expected to be on the Suncoast today |
| 10/6/2016 WWSB ABC Sarasota | Hillary Clinton and Donald Trump are Headed to the Big Screen |
| 10/6/2016 970 WFLA RADIO | Not many hotel vacancy left here in Tampa Bay area |
| 10/6/2016 970 WFLA RADIO | State's tourism agency is helping direct evacuees |
| 10/6/2016 Tampa Bay Times | Tampa Bay hotels see Surge in Bookings as Matthew Evacuees Head this Way |
| 10/6/2016 observernews.net | Birding and Nature Festival at HCC SouthShore |
| 10/7/2016 WUSF News | Tampa Bay Roads, Hotels Fill As Matthew Arrives On East Coast |
| 10/9/2016 Tampa Bay Times | Iron Man' writer wants to energize Florida's Film Industry |
| 10/10/2016 Tampa Bay Times | Economic impact of Hurricane Matthew may be a wash |
| 10/10/2016 Tampa Bay Times | Can Florida get Mexican tourists to leave California and Texas behind and visit the Sunshine St |
| 10/11/2016 Tampa Bay Business Journal | Visit Tampa Bay promotes from within to create two new C-level positions |
| 10/12/2016 WTSP 10 News at 6 a.m. | Visit Tampa Bay, that's our SunTrust Financial building camera |
| 10/13/2016 Tampa Bay Business Journal | Here's when Southwest flights from Tampa to Havana begin |
| 10/14/2016 Tampa Bay Times | Tampa International Airport is Willing to Spend Money to Make Money on International Flights |
| 10/20/2016 Bay News 9 | Visit Tampa Bay's Annual Meeting 4:48:28 AM |
| 10/20/2016 Bay News 9 | Visit Tampa Bay's Annual Meeting 3:48:21 AM |
| 10/20/2016 Bay News 9 | Visit Tampa Bay's Annual Meeting 2:48:21 AM |
| 10/20/2016 Bay News 9 | Visit Tampa Bay's Annual Meeting 1:48:21 AM |
| 10/20/2016 Bay News 9 | Visit Tampa Bay's Annual Meeting 12:48:21 AM |
| 10/20/2016 Bay News 9 | Visit Tampa Bay's Annual Meeting 11:48:15 PM |
| 10/20/2016 Tampa Bay Business Journal | Lightning rise to top of ESPN's Ultimate Standings |
| 10/26/2016 Thrillist | The best thing to eat at every major baseball stadium in the US |
| 10/31/2016 Tampa Bay Business Journal | MegaCon draws tourism dollars, sci-fi anime fans looking to 'express themselves' |
| 11/4/2016 Bay News 9 | Carnival expands service Bay News 9 8:08:05 AM |
| 11/4/2016 Bay News 9 | Carnival expands service Bay News 9 7:07:46 AM |
| 11/4/2016 Bay News 9 | Carnival expands service Bay News 9 6:07:41 AM |
| 11/4/2016 Bay News 9 | Carnival expands service Bay News 9 5:08:24 AM |
| 11/8/2016 Bay News 9 | Tampa taking over London 5:39:32 AM |
| 11/9/2016 Bay News 9 | Here's what Donald Trump's election could mean for the economy in Tampa Bay and Florida |
| 12/6/2016 The Daily Meal | America's 50 Best Steakhouses for 2016 |
| 12/11/2016 Alianza News | Tampa cigar maker says he feels like the last of his kind |
| 12/11/2016 Successful Meetings | MPI Announces 2017 Board Members |
| 12/11/2016 Life@ReadingEagle.com | Tampa Bay making a name in craft beer scene |
| 12/12/2016 Dayton Daily News | Turnarounds bring coaches praise |
| 12/12/2016 AL Dia News | The Last Puff |
| 12/14/2016 TBO.com | Pirates are centerpiece of new Tampa Bay History Center expansion |
| 12/15/2016 Tampa Bay Times - Online | Airbnb nears tax deal with Hillsborough County as college football championship nears |
| 12/15/2016 Beer Infinity | Tampa Bay making a name in craft beer scene Reading Eagle – LIFE |
| 12/15/2016 IT Industry Today | Airbnb nears tax deal with Hillsborough County as college football championship nears |

| <u>Article Date Publication</u> | <u>Headline</u> |
|--|--|
| 12/15/2016 Press Box | Monumental Sports and Entertainment Brings Arena Football To Baltimore, D.C. |
| 12/15/2016 Athlon Sports and Life | College Football's 2016 Postseason All-American Team |
| 12/15/2016 Tampa Bay Times / TampaBay.com | Morning Watch: Airbnb dealing with Hillsborough County |
| 12/15/2016 Tampa Bay Times / TampaBay.com | Judge Salcines is next Tampa figure whose legacy will be remembered in bronze |
| 12/15/2016 Sarasota Patch | AT&T Boosting Tampa Bay Mobile Coverage For College Football Playoff National Champion |
| 12/15/2016 USA Today 10Best | Top Tampa Attractions Turn Up the Heat for Romantic Rendezvous |
| 12/15/2016 Sentinel and Enterprise Football | Every college bowl game and why to watch |
| 12/15/2016 Buccaneers.com | The Glazer Children's Museum & TB's Metropolitan Ministries Partner For Local Cereal Drive |
| 12/15/2016 Creative Loafing | The guys behind Rooster & the Till are working on new family-friendly project |
| 12/15/2016 cltampa.com | The guys behind Rooster & the Till are working on new family-friendly project |
| 12/19/2016 Cheat Sheet | 14 Popular Books Being Made Into Movies in 2017 |
| 12/20/2016 Tampa Bay Business Journal | Tampa Bay's brewery boom continued in 2016 and here's where to find the newcomers |
| 12/20/2016 Tampa Bay Business Journal (Online) | Tampa Bay's brewery boom continued in 2016 and here's where to find the newcomers |
| 12/21/2016 Tampa Bay Times | Hillsborough reaches deal to collect Airbnb taxes starting Feb. 1 |
| 12/27/2016 WFLA News Channel 8 | You Paid For It: Calls for transparency may threaten Visit Tampa Bay's tax funding |
| 12/27/2016 WFLA News Channel 8 | You Paid For It: Calls for transparency may threaten Visit Tampa Bay's tax funding |
| 12/28/2016 WFLA News Channel 8 | You Paid For It: Call for transparency threatens Visit Tampa Bay's tax funding |
| 12/30/2016 WFLA News Channel 8 | You Paid For it: Florida House Speaker promises to save taxpayers \$1 billion |
| 12/30/2016 Tampa Bay Times / TampaBay.com | Fake Ybor City stars in Ben Affleck's new film |

5. **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 cost, 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 **16 Local Industry and Partner Tourism Events** in Quarter 1. These events are listed below:

| <u>Start Date</u> | <u>Event Name</u> |
|-------------------|--|
| 10/13/2016 | Partnership 101 |
| 10/19/2016 | 31st Annual Meeting & Luncheon |
| 10/20/2016 | October Hospitality Partner Meeting |
| 10/26/2016 | GET 10.26.16 Tampa Airport Taxi Training |
| 10/26/2016 | GET 10.26.16 Clearwater Beach Hilton Private |
| 10/27/2016 | Partnership 201 |
| 11/10/2016 | GET 11.10.16 Visit Tampa Bay Open Training |
| 11/15/2016 | November Hospitality Partner Meeting |
| 11/17/2016 | Business by the Bay - Brew Bus Brewing |
| 12/7/2016 | 2016 Holiday Open House |
| 12/14/2016 | 2nd Annual Industry Summit |
| 12/14/2016 | GET 12.14.16 Visit Tampa Bay Open Training |
| 12/15/2016 | GET CFP Volunteer Training 12.15.16 |
| 12/16/2016 | GET CFP Volunteer Training 12.16.16 |
| 12/17/2016 | GET CFP Volunteer Training 12.17.16 |
| 12/20/2016 | December Hospitality Partner Meeting |

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

Visit Tampa Bay secured **18 New Partners** in Q1 which is 106% to goal. Total **Partners Dues Revenue** was **\$139,365**, which is 103% to Q1 goal. At **\$4,300 Sponsorships** are off to a slow start, which is 11% to goal for the quarter.

Visit Tampa Bay had **1,508 Partner Referrals** and over **\$68,866 In-Kind** donations from our partners to help us fulfill our mission.

Visit Tampa Bay sold over **\$8,074** in **Package Revenue** including CityPASS Booklets to Hillsborough County visitors. This was 104% to goal for the quarter. **Website Revenue** was **\$12,403**, which is 66% to goal for the quarter.

6. VISITOR EXPERIENCE PROGRAM

Visit Tampa Bay requested Q1 Visitor Center Traffic.

Plant City Chamber: 623

Ybor City Chamber: 5,460

Train Museum: 1,697

Visit Tampa Bay: 7,480

Visit Tampa Bay paid the following reimbursements in Q1:

Plant City Chamber FY16 Q4 Expenses of \$4,594.29

Train Museum FY16 Q2 Expenses of \$6,686.98

Train Museum FY16 Q3 Expenses of \$6,637.98

Train Museum FY16 Q4 Expenses of \$6,637.98

Ybor City Chamber FY16 Q4 Expenses of \$14,410.21

FESTIVALS & EVENTS PROGRAM

- Distributed Funds in Q1:
 - \$10,000 Apollo Beach New Year's Eve Firework Fest
 - \$29,840 Black Heritage Festival
 - \$10,000 Music on the Bay
 - \$40,000 Gasparilla Music Foundation
 - \$40,000 Gasparilla International Film Festival

7. OUT-OF-MARKET CO-OP PROGRAM

Visit Tampa Bay is working with the following partners to finalize their FY17 out-of-area marketing campaigns, the Co-op Partners are listed below:

- The Straz Center for the Performing Arts received \$520,000
- Tampa Value Ticket (formerly The Tampa Trio) received \$250,000
- The Glazer Children's Museum received \$25,000
- The Tampa Museum of Art received \$25,000

Visit Tampa Bay paid in Q1:

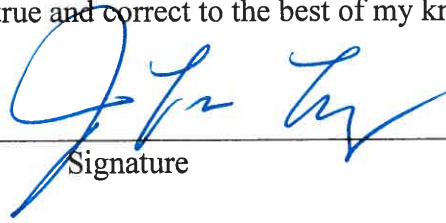
The Straz Center for the Performing Arts - \$198,796.44

The Tampa Museum of Art - \$770

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

February 28, 2017

Date