

# Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **June 30, 2018**

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## Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 <sup>st</sup> Quarter (October-December)	\$3,118,716.00
Tourist Development Tax Funds Received for 2 <sup>nd</sup> Quarter (January-March)	\$3,925,845.00
Tourist Development Tax Funds Received for 3 <sup>rd</sup> Quarter (April-June)	\$4,247,195.00
Tourist Development Tax Funds Received for 4 <sup>th</sup> Quarter (July-September)	\$

**Tourist Development Tax Funds Received Since October 1, 2017** **\$11,291,756.00**

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## Tourism Generated/Program Results

1. **SALES** – Convention Sales generated **103,502 Definite Room Nights** in Quarter 3 which was 102% of the Quarter 3 goal. Cumulatively, for the year, Convention Sales generated 413,584 **Definite Room Nights** achieving 113% of their YTD goal. There were **621,962 Lead Room Nights** in the sales funnel during the Quarter 3, and 1,395,957 for the year. Leisure Sales had **3,366 Customer Interactions** in the Quarter 3, and a total of 14,685 for the fiscal year, coming in at 145% of their YTD goal. Our sales teams participated in the events listed below. All of these events increase visitation and overnight stays in our market.
2. **TRADE SHOWS AND MISSIONS & SALES EVENTS (Out-of-Market)** – These activities occur out-of-market (nationally and internationally) and consist of attending trade shows, sales presentations, pre-promotions and media and sales missions. These trade shows and missions allow the Visit Tampa Bay team to promote and present the destination and the many products that Hillsborough County has to offer. The goal of these trade shows and missions is to generate greater awareness of Hillsborough County and encourage travel (leisure and meetings/conventions) to the destination. Visit Tampa Bay team members attend trade shows, missions and sales events across all departments (Convention Sales, Services, Leisure Sales, and Marketing and Communications).

Visit Tampa Bay attended **65 Trade Shows and Missions & Sales Events** in Quarter 3.

<u>StartDate</u>	<u>EventName</u>
4/2/2018	IMM International Media Marketplace - Trade Show - Sao Paulo, Brazil
4/2/2018	Peninsula Presentations Spring - Trade Show - Dallas, TX - 2018
4/3/2018	WTM Latin America - Trade Show - Sao Paulo, Brazil
4/4/2018	Shopping de Viagens Agaxtur - Trade Show - Sao Paulo, Brazil
4/6/2018	Visit USA São Paulo - Trade Show
4/9/2018	Scandinavia Mission Stockholm - VTB/ Fort Myers / Ft Lauderdale - Sales Mission - Stockholm, Sweeden
4/9/2018	Scandinavia Mission Aarhus - VTB/ Fort Myers / Ft Lauderdale - Sales Mission - Aarhus, Denmark

<u>StartDate</u>	<u>EventName</u>
4/9/2018	Potomac Meeting Professional International Chapter Derby Days - Industry Event - Washington, DC
4/9/2018	Scandinavia Mission - VTB/ Fort Myers / Ft Lauderdale - Sales Mission - Oslo, Norway
4/11/2018	CVBReps Quarterly Meeting - Industry Event - Washington DC
4/12/2018	Global Meetings Industry Day - Industry Event, Washington DC
4/15/2018	UK & Ireland Sales Mission VTB, Visit St. Pete/Clearwater, Experience Kissimmee - United Kingdom
4/16/2018	Irish media and trade partners dinner - Dublin, Ireland
4/17/2018	Northern Ireland media and trade clients luncheon - Belfast, Ireland
4/18/2018	Professional Convention Management Association -Mix n 'Bowl - Industry Event - Washington DC
4/18/2018	Brand USA Training Day - Ribeirão Preto/SP - Sales Presentation - Ribeirao Preto, Brazil
4/19/2018	American Society of Association Executives - XDP Trade Show - National Harbor, MD
4/19/2018	Cruise 360 Trade Show - Fort Lauderdale, FL - April - 2018
4/19/2018	UK media and trade partners dinner - London, England
4/19/2018	MPI Meetings Academy - Industry Event - Sarasota, FL
4/23/2018	USS Compton Association-Services Pre-Promote Unstaffed-Charelston, SC
4/23/2018	Kansas City - Sales Calls, KC, MO
4/23/2018	St. Louis - Sales Calls -St. Louis, MO
4/23/2018	Cigar City in the Windy City
4/24/2018	Juice Plus+ -Services Pre-Promote Staffed-Phoenix, AZ
4/24/2018	Visit Florida / Air Canada Roadshow Evening Event - Presentation - Toronto, CA
4/24/2018	Visit Florida / Air Canada Roadshow Call Center - Sales Call - Toronto, CA
4/24/2018	Visit Florida / Air Canada Roadshow itravel2000 - Sales Call - Toronto, CA
4/25/2018	Visit Florida New York Media Reception - Media Mission - New York
4/26/2018	Brand USA Training Day – Florianópolis/SC - Sales Presentation
4/26/2018	Visit Florida / Air Canada Roadshow Evening Event - Presentation - Montreal, CA
4/26/2018	Visit Florida / Air Canada Roadshow Call Center - Sales Call - Montreal, CA
4/30/2018	HelmsBriscoe Annual Business Conference 2018-Trade Show-Orlando, FL
4/30/2018	International Association of Exhibitions and Events - Womens Leadership Forum, Washington DC
5/2/2018	The Villages Travel Expo - May - 2018 - The Villages, Florida
5/2/2018	Vision Source-Services Pre-Promote Staffed-Anaheim, CA
5/6/2018	Treasury Institute for Higher Education-Services Pre-Promote Unstaffed-Austin, TX
5/7/2018	Society of Actuaries-Services Pre-Promote Unstaffed-Baltimore, MD
5/8/2018	Roadshow Visit Florida Sul - Curitiba
5/9/2018	Europlus Training - Porto Alegre
5/9/2018	Roadshow Visit Florida Sul - Porto Alegre - Porto Alegre, Brazil
5/9/2018	US Travel Association - Industry Event - Washington, DC
5/14/2018	Tampa, Ft. Lauderdale and Kissimmee Training Day - São Paulo
5/17/2018	Reston Herndon Meeting Planners - Industry Event - Herndon, VA
5/17/2018	Tampa Bay Lightning vs Washington Capitals - Client Event - Washington DC
5/19/2018	IPW - Tradeshow - Denver, Colorado
5/19/2018	IPW - Brazilian Reception - Denver, Colorado
5/22/2018	DC Appreciation Luncheon-Services Event-Washington, DC
5/23/2018	Society of American Military Engineers - Services Pre-Promote Unstaffed - Kansas City, MO
5/25/2018	Taste of Tampa Bay New York Media Reception

<u>StartDate</u>	<u>EventName</u>
6/1/2018	Meeting Professionals International - World Education Congress - Trade Show - Indianapolis, IN
6/5/2018	Society of Government Meeting Professionals -Industry Event - Norfolk, VA
6/6/2018	Baseball Night - Nationals vs. Rays - Client Event - Washington, DC
6/7/2018	USF Health CAMLS & Visit Tampa Bay-Section on Women's Health-APTA- Sales Call - McLean VA
6/10/2018	Professional Convention Management Association - Education Conference - TradeShow - Cleveland, OH
6/12/2018	International Cost Estimating & Analysis Association - Services Pre-Promote Unstaffed - Phoenix, AZ
6/12/2018	American Ethical Union - Services Pre-Promote Unstaffed - Albuquerque, NM
6/14/2018	Miami PR Media Event- client event- Miami, FL
6/14/2018	A Tale of Two Cuban Cities Media Reception - Miami, FL
6/19/2018	National Credit Union Administration - Sales Call - Washington, D.C.
6/20/2018	Orlando VIP Networking Reception 2018 - Sales Presentation - Orlando, FL
6/21/2018	Events Association of Women in Sports Media-Services Pre-Promote-Unstaffed-Scottsdale,AZ
6/21/2018	Potomac Meeting Professional International Chapter Evening of the Stars Industry Event Wash., DC
6/23/2018	American Society for Engineering Education-Services Pre-Promote Staffed- Salt Lake City, UT
6/26/2018	Travel & Tourism Research Association Annual Conference - Industry Event - Miami, FL

**FAMS AND SITES (In-Market)** – These activities occur in-market and consist of hosting clients/meeting planners, tour operators and journalists to the destination. These site visits or Familiarization Tours (FAMs) allow these different audiences to experience the destination and the many products that Hillsborough County has to offer. The goal of these site visits and FAMs is to generate greater awareness of Hillsborough County and encourage travel (leisure and meetings/conventions) to the destination. Visit Tampa Bay team members host site visits and FAMs across all departments (Convention Sales, Services, Leisure Sales, and Marketing and Communications).

Visit Tampa Bay hosted **76 FAMs and Sites** in Quarter 3.

<u>StartDate</u>	<u>EventName</u>
4/1/2018	National Defense Industrial Assn/Special Ops Forces Industry Conferenc - Planning Site
4/2/2018	Arrowhead - Site Visit
4/2/2018	IBEX - Planning Site
4/7/2018	MV Artania Port of Call
4/7/2018	Longing for the Sea ARD-TV FAM
4/10/2018	MillerCoors 2019 Distributor Conference - Planning Site
4/12/2018	MPI Global Meetings Industry Day-Industry Event
4/14/2018	Finding Florida Podcast FAM
4/16/2018	Rural Broadband Association - Site Visit
4/19/2018	Southern Glazer's Wine & Spirits - Site Visit
4/20/2018	Gary Bembridge- Media/PR FAM
4/22/2018	Ticket Sweden - Leisure FAM
4/24/2018	National Health Council 2019 Health Leadership Conference - Site Visit
4/25/2018	Disabled American Veterans Supervisors 2019 Conference - Site Visit
4/26/2018	National Association of Insurance Commissioners - Site Visit
4/30/2018	Twins that Travel - Media/PR FAM

<u>StartDate</u>	<u>EventName</u>
5/1/2018	Gabe Babe T- Media/PR FAM
5/3/2018	Florida Optometric Association 2021 Annual Convention - Site Visit
5/3/2018	Canadian Influencer-Media/PR FAM
5/3/2018	Florida Optometric Association 2019 Board Meeting - Site Visit
5/6/2018	Trailfinders UK Tour Operator - Leisure Site
5/7/2018	Mueller Water Products - Site Visit
5/7/2018	National Association for Trailer Manufacturers 2022 Annual Convention - Site Visit
5/8/2018	Wanderlust Chloe & an Adventurous World-Media/PR FAM
5/8/2018	Juice Plus 2022 Convention - Site Visit
5/8/2018	Juice Plus Fall Conference - Planning Site
5/9/2018	American Traffic Safety Services Assoc. (ATSSA) Planning Site
5/9/2018	Fantasy Sports Trade Association-Site Visit
5/11/2018	Majestic Chile - Leisure FAM
5/14/2018	U.S. Grains Council - Site Visit
5/14/2018	Children's Hospital Association - Site Visit
5/15/2018	Jack and Jill of America, Inc - Site Visit
5/15/2018	Sigma Pi Phi Fraternity Boule' - Site Visit
5/16/2018	American Massage Therapy Association 2021 National Convention - Site Visit
5/16/2018	Church of God in Christ Auxiliaries in Ministries Planning Site
5/16/2018	Meeting Professionals International-May Education Program-Industry Event
5/20/2018	Ireland A.M.-Media/PR FAM
5/22/2018	Norwich- Media/PR FAM
5/23/2018	FL Soc of Association Executives Roundtable Shriners Meeting Space-Industry Event
5/24/2018	Bella & Take a Break- Media/PR FAM
5/28/2018	BRT Brazil - Leisure FAM
5/29/2018	BluePearl Veterinary Partners - Site Visit
5/30/2018	The Experience Conference & Exhibition - Site Visit
6/1/2018	Laura Diaz Radio- Media/ PR FAM
6/1/2018	Alex Jenkins-Media/PR Fam
6/4/2018	Charlie Watson-Media/PR fam
6/5/2018	United States Flag & Touch Football League (USFTL )Site Visit
6/6/2018	TUI Switzerland FAM - Leisure FAM
6/7/2018	Homewood Suites Brandon Amazon Group- Leisure Site
6/9/2018	Meeting Professionals International-Community- Yappy Hour
6/9/2018	Visit Florida Mexico - Leisure FAM
6/11/2018	WhoDat Nation - Site Visit
6/13/2018	NFL Site Visit
6/14/2018	Cvent Hotel Success Group Meeting - Industry Event
6/14/2018	UK Tampa/Bradenton - Leisure FAM
6/17/2018	Securian Winter Sales & Service Meeting - Site Visit
6/17/2018	Council of Chief State School Officers - Site Visit
6/18/2018	Executive Group Travel - Site Visit
6/19/2018	National Association of Free Will Baptists - Site Visit
6/19/2018	Recommend Webinar - Sales Presentation
6/19/2018	The Buss Family-Media/ PR FAM

<u>StartDate</u>	<u>EventName</u>
6/20/2018	Neely Moldovan- Media/ PR FAM
6/22/2018	Florida State Youth Conference - Site Visit
6/22/2018	Brian Grimes- Media/ PR FAM
6/23/2018	BrightSpark - Leisure FAM
6/25/2018	Association of Corporate Citizenship Professionals - Site Visit
6/25/2018	Hospitality Performance Network Global - Site Visit
6/27/2018	T.D. Jakes Ministries - The Potter's House Planning Site
6/27/2018	Society of Health & Physical Education Planning Site
6/27/2018	Osher Institutes 2020 National Conference - Site Visit
6/27/2018	Howard Clark - Leisure Site
6/27/2018	Juice Plus - Planning Site
6/28/2018	Meeting Professionals International - Gala & Awards Dinner - Industry Event
6/28/2018	Association for the Advancement of Sustainability in Higher Education - Site Visit
6/29/2018	American Cleft Palate Association - Site Visit
6/29/2018	BluePearl Veterinary Partners 2020 - Site Visit

3. **MARKETING & COMMUNICATIONS** – With a focus on generating exposure for Tampa Bay, Visit Tampa Bay is implementing an advertising plan in consumer and trade media, as well as travel-related internet sites.

Visit Tampa Bay generated **304,446,717 Advertising Impressions** in Quarter 3.

Campaign details for Quarter 3:

#### **In-State Campaign**

- Timing: April – July 2018
- Geography: In-State Feeder Markets – Orlando, Ft. Myers, Miami (English & Spanish) and Jacksonville (digital only)
- Target Audience:
  - Age Range: 25 - 54
  - Families
  - Spanish Speaking Families
  - Active Adventurers
- Mediums: Connected TV and Broadcast TV Premium Video; Out-of-home GSTV Pump Video, Network Video, Digital OOH, Geo-Targeted Digital Display

#### **Make It Tampa Bay Campaign**

- Timing: January-May 2018
  - Campaign extended through September
- Geography: Downtown focus in Chicago, Dallas, New York, Philadelphia
- Media Strategies
  - Leverage the exposure from VTB's Leisure Out-of-State Campaign in key markets
  - Generate reach and brand awareness through targeted mass media channels
  - Explore targeted media channels that index high against core media targets and have strong audio/video creative to increase engagement and recall
- Primary – Talent Attraction

- Educated, professional Millennials (25-35 yrs old) looking for a new city that's affordable and offers a great quality of life; where they can find great career opportunities, buy a home, feel like they're on vacation all the time
- Secondary – Corporate Relocation
  - Young (under 40) CEOs of fast-growing, entrepreneurial companies looking for a city on the rise to expand or relocate their business
- Mediums: Out-of-Home – Office Building Video, Targeted Digital, Streaming Audio, Third Party Opt-in Email

Visit Tampa Bay generated **4,883,974,257 unpaid Local, National and International Media Impressions** in Quarter 3. This resulted in an **Earned Media Value (unpaid) of \$20,667,487** achieving 138% of their Quarter 3 goal. The articles placed are listed below:

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
4/1/2018	prnewswire.com	Over 40 Entries from all over the world @ 7th Annual International Cuban Sandwich
4/1/2018	FOX13's Good Day Tampa Bay	FOX13's Good Day, Tampa Bay 7:00-Cuban sandwich
4/2/2018	FOX13's Good Day Tampa Bay	"Florida Aquarium" on WTVT-TB (FOX)
4/2/2018	FOX13's Good Day Tampa Bay	"Florida Aquarium" on WTVT-TB (FOX)-2
4/2/2018	FOX13's Good Day Tampa Bay	"Florida Aquarium" on WTVT-TB (FOX) - 3
4/2/2018	FOX13's Good Day Tampa Bay	"Florida Aquarium" on WTVT-TB (FOX) -4
4/2/2018	www.prnewswire.com	¡Un sándwich cubano de 155 pies!
4/2/2018	usatoday.com	10 food and wine festivals in April
4/2/2018	www.choicehotels.com	Ready. Set. Hunt: 5 Cities With Antique Stores You Need To Visit
4/2/2018	TampaBay.com	Take your boat to dinner: Tiki Docks planned for Alafia River
4/2/2018	bizjournals.com	Which cities are the best for dog parks?
4/3/2018	visitfloridamediablog.com	Add Romance to Your Florida Getaway
4/3/2018	www.oyster.com	Where to Go in Florida: A Cheat Sheet to the Top Destinations
4/3/2018	bizjournals.com	Exclusive: Lufthansa upping business class out of Tampa International Airport
4/3/2018	TampaBay.com	Port Tampa Bay breaks passenger records with six cruise ships in one weekend
4/3/2018	www.telegraph.co.uk	10 enticing US cities you'd never thought to visit – but can now fly to direct
4/4/2018	newsweek.com	In Pictures: Top 50 US Cities Ranked by Quality of Life and Average Salary
4/4/2018	FOX13's Good Day Tampa Bay	FOX13 10:00 News-Ybor City
4/4/2018	Central Florida News 13	Central Florida News 13 at 11AM -Cuban Sandwich craving
4/4/2018	Central Florida News 13	News 13 Your Midday News at 10-Tampa Cuban Sandwich
4/4/2018	Central Florida News 13	News 13 Your Midday News at 9-Cuban Sandwich
4/4/2018	TampaBay.com	Business effort to bring Tampa Bay Rays to Ybor City ballpark takes shape
4/4/2018	lakerlutznews.com	The American flag, in all its glory
4/4/2018	www.smartertravel.com	Tampa Shopping: The Best Boutiques, Malls, and Shops
4/4/2018	www.smartertravel.com	Tampa with Kids: The 10 Best Family Activities
4/5/2018	TampaBay.com	Meet the Rays 100: They want to help bring the Rays to Ybor City
4/5/2018	charlottefive.com	7 local places to find a Cuban sandwich, with its pork, ham and Swiss cheese goodness
4/5/2018	www.slugmag.com	Cold Beer to Go
4/5/2018	beerconnoisseur.com	Cigar City Brewing Adds Michigan Distribution
4/5/2018	miamiherald.com	Wooden cigar factories opening as Ybor City apartments
4/5/2018	TampaBay.com	The 9 best things to do this weekend in Tampa Bay
4/5/2018	TampaBay.com	Tampa's highest rooftop bar may be coming to JW Marriott at Water Street Tampa
4/5/2018	Brewbound	Cigar City Brewing Expands Distribution to Michigan

<u>ArticleDate</u>	<u>Publication</u>	<u>Headline</u>
4/5/2018	TampaBay.com	PDQ opens at Tampa International Airport
4/5/2018	Tallahassee Democrat	Step out of 'beer comfort zone' at Brews & Burgers
4/5/2018	hiconsumption.com	Pub Crawl: 12 Best Beer Towns
4/6/2018	Tallahassee Democrat	50 states: 50 beers for travelers
4/6/2018	Des Moines Register (online)	50 states: 50 beers for travelers-Des Moines
4/6/2018	www.delawareonline.com	A great beer destination in each state
4/6/2018	cltampa.com	Here are some of the businesses that back moving the Tampa Bay Rays to Ybor
4/6/2018	www.rgj.com	A great beer destination in every state
4/6/2018	www.democratandchronicle.com	This week in food and drink: National Beer Day
4/7/2018	patch.com	15 Restaurants Featured At Longest Table Epicurean Event
4/8/2018	usnews.com	Wooden cigar factories opening as Ybor City apartments-US News
4/9/2018	TampaBay.com	Tampa restaurant Steelbach's Florida-raised beef program could be a model for true farm-to-table di
4/9/2018	vacationsideas.com	25 Best Romantic Getaways from Miami, Florida
4/9/2018	TampaBay.com	TLC stops time with nostalgic show at Busch Gardens Tampa
4/9/2018	finance.azcentral.com	Tampa Bay Entertainment Properties Announces Launch of Official Digital Network, The Identity T
4/10/2018	www.bustle.com	9 Amazing Travel Deals For April 2018 That Can Make A Last-Minute Getaway A Reality
4/10/2018	patch.com	2018 Best Places To Live: Tampa Made US News Rankings
4/10/2018	businessinsider.com	The 20 most hipster cities in the US — and why you should consider moving to one
4/10/2018	USA Today 10Best	You need to see the cutest, newest zoo babies across the U.S.
4/11/2018	wfla.com	Florida's conquistadors, pirates, shipwrecks featured in new exhibit
4/11/2018	cltampa.com	Restaurant review: Steelbach is totally winning at Armature Works
4/11/2018	The New York Times	A Dynamic Rebirth of Florida's 'Best-Kept Secret'
4/11/2018	www.business.org	The Best Cities for Women to Start a Business in 2018
4/11/2018	WFLA News Channel 8	Tampa Bay History Center-WFLA
4/11/2018	CBS 19 This Morning	Busch Gardens Gorilla-WCBS
4/11/2018	WPLG-MIA at 5	Busch Gardens Gorilla-WPLG
4/11/2018	WMUR-TV	Busch Gardens Gorilla-WMUR
4/11/2018	WCVB-TV	Busch Gardens Gorilla-WCVB
4/11/2018	ABC-TV	Busch Gardens Gorilla-ABC-TV
4/11/2018	WTVT-TV	Tampa Fire Department-YBOR
4/11/2018	WWSB ABC Sarasota	Busch Gardens Gorilla-WWSB
4/11/2018	KMBC-TV	Busch Gardens Gorilla-KMBC
4/11/2018	ctpost.com	Gorilla mimics Busch Gardens specialist
4/11/2018	www.abcactionnews.com	Viral video shows gorilla mimicking his trainer at Busch Gardens Tampa Bay
4/11/2018	pastemagazine.com	This Might be the Best Airport Bar for Beer Drinkers
4/11/2018	Tampa Bay Times	The Right Flavor to Keep Lively Area Fresh
4/11/2018	The oracle	USF to stream Spring Game online for free
4/12/2018	patch.com	WATCH: Gorilla See, Gorilla Do; Bolingo Mimics Caretaker
4/14/2018	www.phoenixnewtimes.com	What You Need to Know About the Beer Scene in the PHX
4/15/2018	Orlando Sentinel	Former Tampa cigar factory to be reborn soon
4/15/2018	La Opinión	Un gorila sorprende a los visitantes de un parque en Florida
4/15/2018	KRIV-HOU	Busch Gardens in Tampa- KRIV

<u>ArticleDate</u>	<u>Publication</u>	<u>Headline</u>
4/16/2018	USA Today 10Best	10 Best- Armature Works
4/16/2018	USA Today 10Best	10 Best- Ulele
4/16/2018	USA Today 10Best	Florida's Most Spectacular Golf Holes
4/16/2018	washingtonpost.com	Watch a zoo gorilla and his caretaker do synchronized handstands
4/16/2018	people.com	Gorilla Doing Handstands in Viral Busch Gardens Video Stirs 'Adorable' vs. 'Abnormal' Debate
4/16/2018	foodnetwork.com	Where to Eat Great Steak from Coast to Coast
4/16/2018	South Florida Sun-Sentinel	Former Tampa cigar factory gets new life
4/17/2018	CBS4-TV	Busch Gardens Gorilla-CBS4
4/17/2018	KGWN-TV	Busch Gardens Gorilla-KGWN
4/17/2018	www.democratandchronicle.com	50 states: 50 distilleries sourcing locally
4/17/2018	www.nextavenue.org	9 Glorious Movie Palaces Still Thrilling Audiences
4/17/2018	www.lohud.com	50 states: 50 distilleries sourcing locally-Lohud
4/17/2018	Tampa Bay Business Journal	Competition heats up to bring the St. Pete/Tampa Cross Bay Ferry back this fall
4/18/2018	orlandoweekly.com	Tampa is the perfect city for repeated road trips
4/18/2018	patch.com	Best and Worst Airports in the U.S.
4/19/2018	Seattlepi.com	Design Revealed for Riverwalk Place – The Tallest Tower in Tampa Bay
4/19/2018	WFTS-TV Online	Planned 50+ story Riverwalk Tower to change Tampa's skyline
4/19/2018	WTSP-TV Online	Five-star, boutique hotel with rooftop pool coming to Water Street Tampa
4/19/2018	forbes.com	More Than 200 Florida Schools Pledge To Celebrate Their Students During Signing Day Events
4/19/2018	TampaBay.com	Here's your first look at what will be Riverwalk Place, Tampa's tallest tower
4/19/2018	Tampa Bay Business Journal	Five-star, boutique hotel with rooftop pool coming to Water Street Tampa (Rendering)
4/20/2018	TampaBay.com	Marriott Edition to bring five-star hotel ambitions to Water Street Tampa
4/20/2018	TBBJ- Online	New federal tax law could help attract interest in redeveloping the Trop site
4/20/2018	TampaBay.com	Plan to entice developers to help pay for Rays ballpark hits speed bump
4/20/2018	TBBJ- Online	New federal tax law could help attract interest in redeveloping the Trop site-TB Business Journal
4/21/2018	therealdeal.com	Marriott will put Edition brand on downtown Tampa hotel
4/22/2018	Travel Channel- Food Paradise	Food Paradise-Travel Channel 2
4/23/2018	rebusinessonline.com	Strategic Property Partners to Develop 173-Room EDITION Hotel Within \$3B Water Street Tampa 1
4/23/2018	www.abcactionnews.com	Tampa Riverfest is back with Wiener Dog Derby, TacoFest, Hot Air Balloons and more
4/23/2018	wfla.com	4th annual Tampa Riverfest to bring food, fun, new events to Riverwalk
4/23/2018	TampaBay.com	Top things to do in Tampa Bay for April 24
4/23/2018	TampaBay.com	Work starting on JW Marriott, but Water Street Tampa expects to have 10 buildings under way with
4/23/2018	Heraldtribune.com	The coming \$13 billion transformation of the Tampa Bay area
4/23/2018	Tampa Bay Business Journal	It's finally here: Water Street Tampa begins vertical construction with JW Marriott
4/24/2018	www.abcactionnews.com	Lightning owner Vinik breaks ground on new \$3 billion development project
4/24/2018	wtsp.com	Tampa's skyline about to undergo transformation
4/24/2018	wheretraveler.com	Diners, Drive-ins and Dives: The Tampa Bay Tour
4/24/2018	TampaBay.com	Marriott CEO: Our three-hotel bet at Water Street Tampa reflects how Tampa is evolving
4/24/2018	Tampa Bay Times	Water Street Kick Off
4/24/2018	Tampa Bay Business Journal	Water Street Tampa developers say the project has potential to expand
4/25/2018	www.abcactionnews.com	City of Tampa needs volunteers for Julian B. Lane Riverfront Park grand opening celebration
4/25/2018	TBO.com	We tried the new restaurants at Tampa International Airport, and we're full
4/25/2018	Tampa Bay Business Journal	Marriott CEO says Water Street Tampa is a place where the hotel behemoth can build for the 'Instag
4/25/2018	travelpress.com	Canada Shines For Florida
4/25/2018	wfla.com	The 'most interesting man in the world' coming to Tampa to bartend

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
4/25/2018	www.collegemagazine.com	24 Things to Do in Tampa in 24 Hours
4/26/2018	Pax News	Canadians can't get enough of the Sunshine State, Visit Florida says
4/27/2018	wtop.com	Meet Spike: National Zoo's Asian elephant makes his debut (video)
4/27/2018	commercialappeal.com	Outdoor beer gardens across America
4/27/2018	houstonchronicle.com	Le Meridien Hotel construction boss charged in scam
4/27/2018	Citrus County Chronicle	'Heart and soul' of Cedar Creek retires
4/27/2018	bizjournals.com	Overwhelmed by Water Street Tampa? Here's your guide to understanding it all
4/28/2018	WFLA News 8 at 5 pm	News Channel 8-Busch Gardens
4/28/2018	wjla.com	Spike the Asian Elephant debuts at National Zoo
4/28/2018	www.hotel-online.com	Project Manager Hired to Oversee Houston's Le Meridien Hotel Construction Charged in \$3.4 Million
4/28/2018	wjla.com	ABC 7 WJLA News-Busch Gardens
4/28/2018	Tampa Bay Times	After Sesh Lager, Cigar City Brewing
4/28/2018	Tampa Bay Times	Cuban Cuisine Transformed
4/30/2018	WFLA News Channel 8	News Channel 8 Today-Busch Gardens
4/30/2018	Bay News 9	Bay News 9- Water Street Tampa
4/30/2018	Bay News 9	Bay News 9- Water Street Tampa 2
4/30/2018	Bay News 9	Bay News 9- Water Street Tampa 3
4/30/2018	HLN	Headline News-Busch Gardens
4/30/2018	CLTV	ChicagoLand News-Busch Gardens
4/30/2018	bizjournals.com	Portland's path to an MLB franchise
4/30/2018	Local 10 News ABC	Free beer returns to Busch Gardens this summer
4/30/2018	WTSP-TV	10 News Early Morning Busch Gardens- WTSP (CBS)
4/30/2018	theledger.com	Lakeland leaders get a taste of Tampa redevelopment
4/30/2018	bradenton.com	Busch Gardens is giving away free beer for the entire summer
4/30/2018	miamiherald.com	This Florida theme park cut out free beer years ago. Now it's back.
4/30/2018	patch.com	Tampa's Skyline, Waterfront Are Ripe For New Look
4/30/2018	sunsentinel.com	Busch Gardens Tampa: Belly up again for free beers
4/30/2018	Orlando Sentinel	Busch Gardens Tampa: Belly up again for free beers-Orlando
4/30/2018	TampaBay.com	Water Street Tampa starts changing downtown street grid
4/30/2018	Tampa Bay Business Journal	Piquant owners will pilot new Mexican concept at the Hall on Franklin in Tampa Heights
4/30/2018	baynews9.com	Busch Gardens announces return of free beer
5/1/2018	Finding Florida Podcast	Riverwalking Tampa Bay
5/1/2018	tipsfortravellers.com	The Best Food in Tampa Florida. My Tips For Travellers
5/1/2018	Youtube	11 Best Things to Do in Tampa Florida
5/1/2018	WESH-TV-Online	WESH 2 News Sunrise Busch Gardens- WESH-TV
5/1/2018	WMUR-TV	News 9 Daybreak Busch Gardens- WMUR-TV
5/1/2018	HGTV	Listed Sisters
5/1/2018	patch.com	Busch Gardens Gets Nostalgic With Return Of Free Beers
5/1/2018	insideuniversal.net	Beer is Back at Busch Gardens Tampa; new Brew Club and Bier Fest event announced
5/1/2018	www.frommers.com	Busch Gardens Tampa Bay Will Give Away Free Beer Again This Summer
5/1/2018	usatoday.com	Busch Gardens Tampa Bay to offer free beer samples again
5/1/2018	www.fox5ny.com	Busch Gardens brings back free beer for the summer
5/1/2018	TravelPulse.com	Want Free Beer? Head to Busch Gardens Tampa Bay
5/1/2018	Selling Travel	Selling Travel- Open Doors
5/2/2018	WFLX-TV online	WFLX-Busch Gardens Beer
5/2/2018	WFLX-TV online	Fox 29 WFLX- Busch Gardens Beer
5/2/2018	WWSB ABC Sarasota	ABC 7 WWSB- Busch Gardens Beer
5/2/2018	TampaBay.com	Carlton: Tampa Heights is exploding! And we can learn from it.
5/2/2018	TampaBay.com	Mike Suarez says neighborhoods will be the focus of his run for Tampa mayor
5/2/2018	Tampa Bay Times	Free Beer is back at Busch Gardens

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
5/2/2018	FOX13's Good Day Tampa Bay	Good Day Tampa Bay 8AM - WTVT-TV- Armature Works
5/2/2018	WTSP-TV Online	Buckhorn asks Gov. Scott to reconsider Ybor designation for Rays stadium
5/2/2018	TampaBay.com	Plan your weekend: Lynyrd Skynyrd, RiverFest, Free Comic Book Day, Star Wars Day, Cinco de M
5/2/2018	TampaBay.com	Buckhorn asks for second chance for Rays ballpark site to get federal help
5/2/2018	TBO.com	Plan your weekend: Lynyrd Skynyrd, RiverFest, Free Comic Book Day, Star Wars Day, Cinco de M
5/2/2018	patch.com	Tampa Riverfest To Host Game 4 Lightning Playoff Watch Party
5/3/2018	WTVT Fox 13	Good Day Tampa Bay 6AM - WTVT-TV restaurants
5/3/2018	myajc.com	Free beer is back this summer for Busch Gardens visitors
5/3/2018	www.topix.com	Tampa's Food Scene Welcomes Armature Works & Sa SThe Hall On Franklin
5/3/2018	Travel Weekly	Travel Weekly- 48 Hours Tampa
5/3/2018	Selling Travel	Selling Travel- Plenty to Sea
5/3/2018	Selling Travel	Selling Travel- The Florida Effect
5/4/2018	WFTS-TV ABC Action News	ABC action news- Tampa's Riverwalk- riverfest
5/4/2018	WTVT Fox 13	Good Day Tampa Bay-Riverfest
5/4/2018	baynews9.com	On the Town: Tampa Fringe takes the stage in Ybor
5/4/2018	www.abcactionnews.com	Made in the Bay: Tampa bakery is the world's largest supplier of Cuban bread
5/4/2018	atlantarestaurants.blog.ajc.com	Try this beer to kick off Wrecking Bar's Wild, Wild Beer Festival this weekend
5/4/2018	activerain.com	Riverwalk Tampa Hosts Riverfest 2018
5/4/2018	Tampa Bay Times - Online	Top things to do in Tampa Bay for May 5
5/4/2018	travelchannel.com	Top 10 Most Haunted Places
5/4/2018	Tampa Bay Times	Appeal for Rays Stadium Site
5/4/2018	Tampa Bay Business Journal	Midtown Tampa developers target REI, fitness studios, boutiques and wine bars for retail space
5/4/2018	Sarasota Herald-Tribune	Arts Highlights
5/7/2018	Scottish Travel Agent News	Carnival to offer Cuba from Miami in 2019
5/8/2018	fox13news.com	Mayor eager to show off revamped Julian B. Lane Riverfront Park
5/8/2018	sports.yahoo.com	Lightning Owner Jeff Vinik Discusses How He Turned Around a Struggling Franchise
5/8/2018	timesunion.com	Airport officials seek more flights
5/8/2018	TampaBay.com	Top things to do in Tampa Bay for May 9
5/8/2018	Tampa Bay Times	He made his mark on Bakery, Boxing
5/8/2018	Tampa Bay Times	Light and Space
5/9/2018	www.timeout.com	The 20 best things to do in Tampa
5/9/2018	WFTS-TV ABC Action News	Tampa Bay's Morning Blend - WFTS-TV- Tampa Restaurants
5/9/2018	WFLA-daytime	Daytime - WFLA-Tampa Restaurants
5/9/2018	TampaBay.com	Edison chef Jeannie Pierola will take over iconic Pach's Place location
5/9/2018	vinepair.com	Light and Bright: Eight of the Best Craft Lagers, Ranked
5/10/2018	TampaBay.com	Julian B. Lane, renovated park's namesake, played key role in desegregating Tampa
5/10/2018	finance.dailyherald.com	Two Tampa restaurants make OpenTable's 100 Best Brunches list
5/10/2018	www.getflavor.com	Welcome to Best of Flavor 2016
5/11/2018	Food Network-Diners, Drive-ins...	Diners, Drive-ins and Dives-Tampa Restaurants
5/11/2018	Press of Atlantic City	Free beer is back at Busch Gardens-Press Atlantic
5/11/2018	WFTS-TV Online	Mother's Day Cocktails at Datz!
5/11/2018	Philly.com	At Busch Gardens, free beer is back this summer
5/11/2018	www.atlasobscura.com	The Unlikely Triumph of a Cuban Sandwich Shop in Seoul
5/11/2018	Bay News 9	Bay News 8 : its a good time for Tampa
5/11/2018	Tampa Bay Business Journal	Hyde Park Village primes vacant Swann Avenue block for new retailers and restaurants
5/11/2018	www.stylist.co.uk	Why there's more to Florida than white knuckle rides and splash pools
5/11/2018	www.marketwatch.com	Nostalgia fix: These 9 stunning historic theaters still pack the house
5/11/2018	www.nextavenue.org	9 Glorious Movie Palaces Still Thrilling Audiences

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
5/14/2018	wfla.com	Last cigar factory in Ybor City fighting to stay in business
5/15/2018	BBC	The Coral Matchmaker
5/15/2018	canaries.co.uk	Win a 2018-19 season ticket at Saturday's match!
5/15/2018	www.dailymail.co.uk	Tampa Bay History Museum opens new gallery about pirates-Daily Mail
5/15/2018	Selling Travel	Leading Light
5/15/2018	Daily Mail	Dreaming of Disney? Don't let it turn into a nightmare with intense heat, long walks and impossible
5/15/2018	Selling Travel	Selling Travel- Central Florida
5/17/2018	WPBF-TV	Busch Gardens in Tampa-WPBF TV
5/17/2018	lohud.com	Baby zoo animals born in spring 2018
5/17/2018	The New York Post	Weird but true-Busch Gardens
5/18/2018	Southern Living	The Results Are in, and These Are the Best Cities on the Coast to Raise a Family
5/18/2018	msn.com	50 Amazing, Affordable Trips to Take After You Turn 50
5/18/2018	blog.icihomes.com	Our Quick Guide for Exploring Ybor City
5/18/2018	travelchannel.com	Insane Coaster Wars: World Domination Pictures-travel channel
5/18/2018	connectyourmeetings.com	Tampa Is Just What the Doctors Ordered
5/18/2018	bizjournals.com	New owner of iconic Nicko's Fine Foods space in Seminole Heights is on the hunt for a tenant
5/18/2018	www.wanderlustchloe.com	Top Things to do in Tampa 48-Hr Travel Guide
5/18/2018	connectyourmeetings.com	Tampa is just want the Doctors ordered
5/19/2018	Smart Meetings	8 Smart Moves—at Salamander, Hotel del Coronado and More
5/21/2018	Heraldtribune.com	Restaurant News: Pig Out BBQ newest addition to Sarasota-Bradenton barbecue scene
5/22/2018	WFLA News Channel 8	News Channel 8-Ybor City
5/22/2018	TampaBay.com	State You're In: Fiction can become fact, as Woolworth placard in Tampa shows
5/22/2018	msn.com	25 Cheapest Cities in the U.S. for Air Travel This Summer
5/23/2018	WSCV-TV	Acceso total-Busch Gardens
5/23/2018	travel channel	Epic Attractions-Travel Channel-Busch Gardens
5/23/2018	Tampa Bay Times	What's bringing that new \$50 million boutique hotel to Ybor City? It's not just the local history
5/23/2018	www.middletonpress.com	Special Ops teams 'invade' Tampa
5/23/2018	AZCentral.com	Barbecue festivals at theme parks this summer
5/23/2018	www.abcactionnews.com	Tampa artist and two businessmen team up in hopes of donating a large sum of money to the homek
5/23/2018	NBC Sports	Report: Gasparilla Bowl moving from Tropicana Field to Raymond James Stadium
5/23/2018	centrotampa.com	Bay 3 un espacio industrial con oficinas nuevas para trabajar en Tampa
5/23/2018	Tampa Bay Times	Top 5 at noon: Gasparilla Bowl moving to Tampa; Lee Roy Selmon's closing in Tampa; and more
5/23/2018	fox13.com	Special Ops teams 'invade' Tampa for demonstration
5/23/2018	theledger.com	Central Florida theme parks in an arms race for new thrills
5/23/2018	Orlandosentinel.com	Bad Boy Mowers Gasparilla Bowl leaving St. Petersburg for Tampa
5/23/2018	sbnation.com	College football's silliest bowl game is relocating, and if we all behave, maybe they'll put a lawnm
5/23/2018	Tampa Bay Times	New Space Mission
5/23/2018	Tampa Bay Business Journal	Gasparilla Bowl moves across the Bay
5/23/2018	WFTS-TV ABC Action News	ABC Action News- Tamp Riverwalk
5/23/2018	sunsentinel.com	SeaWorld Orlando will give away free beer this summer
5/23/2018	wfla.com	Beloved Harbour Island restaurant stays fresh with ever-changing menu
5/23/2018	Tampa Bay Times	Ulele names new executive chef
5/23/2018	Cooking Channel	Cooking Channel-Busch Gardens
5/23/2018	Naples Daily News	Naples Daily News- Busch Gardens
5/24/2018	TampaBay.com	Behind the deal: \$52 million boutique hotel coming to Ybor
5/25/2018	cttampa.com	Meet Keith Williamson, the new executive chef at Ulele
5/25/2018	www.marketwatch.com	Nostalgia fix: These 9 stunning historic theaters still
5/25/2018	www.onenewspage.us	Ride until dark at Busch Gardens Summer Nights   Taste and See Tampa Bay
5/25/2018	TampaBay.com	With makeover, ZooTampa at Lowry Park takes a page from the theme parks
5/25/2018	www.hotel-online.com	Behind the Deal: \$52 Million Boutique Hotel Coming Ybor City Started with Cafe Con Leche

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
5/25/2018	Tampa Bay Times	Like it or not, Tampa's become a hipster hot spot
5/25/2018	Tampa Bay Times	From Café Con Leche to a \$52M Hotel Deal in Ybor
5/25/2018	www.anadventurousworld.com	Planning your holiday to the States but don't know where to go?
5/26/2018	TampaBay.com	Top things to do in Tampa bay for the week of April 30-May 6.
5/30/2018	lohud.com	Summer barbecue festivals at theme parks
5/30/2018	Hawkeye	Biking through (Tampa) Bay
5/30/2018	SoheilaOnline.com	Magical Spots You Need to Visit in Florida!
5/31/2018	Business Observer	Extreme Makeover
5/31/2018	osprey observer Inc. Online	Tampa's Riverwalk Offers History, Culture And Entertainment
6/1/2018	www.qsrmagazine.com	16 Young Restaurant Leaders to Watch
6/2/2018	traveler.marriott.com	6 Bars in Tampa You Simply Can't Miss (Including a Speakeasy!)
6/3/2018	patch.com	Best, Worst Cities For Staycations: How Tampa Fared
6/3/2018	patch.com	These Tampa Bay Beers Among 101 Best In America
6/3/2018	The Columbian	Summer SeaWorld guests get free beer
6/3/2018	onlyinyourstate.com	10 Unusual Experiences That Unite Every Floridian
6/3/2018	www.oyster.com	TAMPA Best Kid-Friendly Hotels in Tampa
6/4/2018	Tampa Bay Times	'Queer Eye for the Straight Guy' star will help design Tampa's Riverwalk Place
6/4/2018	msn.com	The 15 best American cities to take a 'staycation' this summer
6/4/2018	WTSP-TV Online	How to get free beer -- and free gear -- just for visiting different Tampa Bay breweries
6/4/2018	trazeetravel.com	Trends the 7 Best Cities for a Staycation
6/4/2018	News-Press (online)	Water park heaven: Find the perfect Florida destination for some wet and wild fun
6/5/2018	globaltravelerusa.com	The 7 Best Cities for a Staycation
6/5/2018	businesswire.com	OAG Unveils the Fastest Growing Airports in North America
6/5/2018	TampaBay.com	Harry Cohen's message to Tampa: 'You know me'
6/6/2018	bizjournals.com	Tampa institution La Segunda wants to bring 'a lot of Ybor' to South Tampa with new location
6/6/2018	WFTS-TV ABC Action News	New Craft Beer in time for summer-WFTS TV
6/6/2018	TBO.com	Plan your weekend June 8-10: Lari White remembered...
6/6/2018	www.abcactionnews.com	Roaring Springs water ride brings new attraction to ZooTampa
6/6/2018	porchdrinking.com	Loyalty & Brewery Membership Programs Reward the Most Die-Hard Fans
6/6/2018	TampaBay.com	Deal alert: Hard Rock Cafe has 71 cent burgers for its birthday
6/6/2018	Tampa Bay Business Journal	Tampa institution La Segunda wants to bring 'a lot of Ybor' to South Tampa
6/8/2018	The local palate	Hot off the press
6/8/2018	Canadian Traveller	Diving into Tampa Bay & St. Pete-Canadian Traveller
6/11/2018	www.bizbash.com	10 New Venues in Orlando/Central Florida for Spring Meetings and Events
6/11/2018	The Palm Beach Post	Best job on the planet? Saving it, zoo chief says
6/12/2018	wfla.com	Meet the Chefs
6/12/2018	TampaBay.com	The State You're In: The last time the Armature Works was hip
6/12/2018	orlandoweekly.com	Here's every major new attraction opening at Florida's theme parks this year
6/12/2018	WTVT Fox 13	Tampa Bay History Center-WTVT
6/12/2018	WTVT-TV	History Center downtown Tampa-WTVT
6/12/2018	tampabaynewswire.com	Tampa Bay Brewing Company expanding to meet increased demand
6/13/2018	Tampa Bay Business Journal	2.6M FDOT grant means no more Tampa streetcar fares
6/13/2018	travel channel	Insane Coaster Wars: World Domination
6/13/2018	Yahoofinance.com	The Most Affordable Travel Destinations in the U.S. – 2018 Edition
6/13/2018	travelweekly.com	Hard Rock Hotels making big investments in Florida
6/14/2018	WTSP-TV	Free trolley rides in Tampa-WTSP
6/14/2018	The Washington Post	Ready to book a trip but not sure where?
6/14/2018	tampabaynewswire.com	Tampa International Airport presents Tampa Bay Restaurant Week
6/16/2018	www.metroparent.com	Best Family Amusement Parks in America
6/18/2018	970 WFLA RADIO	Armature Works In Tampa Is Every Foodies Dream Come True

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
6/18/2018	en.paperblog.com	Ybor City: Tampa's Latin Quarter – an Eclectic Mix of Diverse Sights
6/19/2018	USA Today 10Best	Tampa Offers an Abundance of Land and Water Fresh-Air Pursuits Skye Rodgers
6/19/2018	WTVT-TV	Zoo Tampa-WTVT
6/19/2018	83 degrees	Wow! Free rides on Tampa streetcars till 2021
6/19/2018	WJXT-JAX	River City live Busch Gardens-WJXT
6/19/2018	www.wthr.com	New adult push pops contains more alcohol than a glass of wine
6/19/2018	www.rd.com	10 Surprising Foods You'd Never Guess Were American
6/20/2018	TampaBay.com	Carlton: From Sun Dome to Beer Stadium: Don't let suds scare you
6/21/2018	allaboutbeer.com	ALL ABOUT BEER MAGAZINE MARCH 2014 ISSUE
6/21/2018	TravelPulse.com	Top 10 Most Affordable Summer Destinations in the US
6/22/2018	Business Observer	Tampa Renaissance Hotel trades for \$68 million
6/22/2018	TravelPulse.com	What to Do in Tampa with the Kids
6/22/2018	tampabayparenting.com	Engage your history senses during the Tampa Bay History Center's Adventure Camp
6/24/2018	tampabayparenting.com	5 Reasons to Spend Summer Nights at Busch Gardens
6/24/2018	WTSP-TV Online	Busch Gardens named in USA Today's 10Best theme parks in the country
6/24/2018	Chicago Tribune	Free beer samples are back for visitors to Busch Gardens
6/24/2018	onlyinyourstate.com	The Iconic Steakhouse In Florida That Still Has All The Grandeur Of The Past
6/25/2018	TBO.com	Norwegian Airlines offers direct flights from Tampa to London-Gatwick
6/25/2018	www.enjoytravelling.info	Busch Gardens Tampa Bay makes USA Today Readers' Choice 10 Best lists
6/25/2018	baynews9.com	Busch Gardens Tampa Bay makes USA Today Readers' Choice 10 Best lists
6/25/2018	alongforthetrip.com	3 Days in Tampa Bay with Kids (Florida fun without the fuss.)
6/26/2018	airlinegeeks.com	Norwegian Continues Staggering Growth with Tampa Flight Announcement
6/28/2018	traveler.marriott.com	When you think of vacation, what comes to mind: Unwinding or being active?
6/28/2018	thedailymeal.com	The Best Airport Restaurant in Every State Gallery
6/28/2018	traveler.marriott.com	Tampa, Florida, isn't just Busch Gardens and the Buccaneers. The city has plenty to offer

4. **LOCAL INDUSTRY & PARTNER TOURISM EVENTS** – These events educate the local community on tourism efforts so that they support our efforts nationally and internationally. These activities create a deeper relationship with our Partners, and as a result, when we travel out-of-market, these Partners then collaborate with us on tradeshow booth costs, campaigns and event costs. Locally, these Partners come to the table when we host clients in-market for sites and FAM's to showcase our destination.

Visit Tampa Bay held **14 Local Industry and Partner Tourism Events** in Quarter 3. These events are listed below:

<u>StartDate</u>	<u>EventName</u>
4/3/2018	GET 4.3.18 Visit Tampa Bay Open Training
4/13/2018	2018 Tee Off for Tourism Golf Tournament
4/17/2018	Business by the Bay-The Florida Aquarium
4/25/2018	April Hospitality Partner Meeting
5/16/2018	2018 National Tourism Luncheon
5/17/2018	GET 5.17.18 Visit Tampa Bay Open Training
5/23/2018	May Hospitality Partner Meeting
5/24/2018	Business by the Bay-Italian Club
5/31/2018	GET 5.31.18 Tampa Convention Center Private Training
6/5/2018	GET 6.5.18 Visit Tampa Bay Open Training
6/7/2018	Partnership 101-June 2018
6/11/2018	Professional Convention Management Association- Dinner
6/14/2018	Partnership 201
6/21/2018	June Hospitality Partner Meeting

In addition, Visit Tampa Bay had **27 Public Speaking Engagements**. These speaking engagements implore our community to support tourism, as well as selling and marketing the destination.

Visit Tampa Bay secured **28 New Partners** in Quarter 3 which is 72% of quarter goal. Total **Partners Dues Revenue was \$123,509**, which is 101% of goal for the quarter. Visit Tampa Bay garnered **\$7,500 in Sponsorships** in Quarter 3. Visit Tampa Bay created a new sponsorship program and is actively working on a plan to secure additional dollars.

Visit Tampa Bay had **1,009 Partner Referrals** and **\$56,031 In-Kind** donations from our partners to help us fulfill our mission.

Visit Tampa Bay sold over **\$7,773 in Experience Package Revenue** including CityPASS Booklets to Hillsborough County visitors for the quarter. This achieved 94% of goal for Quarter 3. **Website Revenue booked \$32,438** for Quarter 3. This achieved 185% of goal for the Quarter 3.

##### 5. VISITOR EXPERIENCE PROGRAM

Quarter 3 Visitor Center Traffic:

Plant City Chamber: 156  
 Ybor City Chamber: 5,383  
 Railroad Museum: 2,150  
 Visit Tampa Bay: 3,457

Quarter 3 reimbursed documented expenses:

Plant City Chamber - \$5,210  
Train Museum - \$6,941  
Ybor City Chamber - \$20,166

6. **FESTIVALS & EVENTS PROGRAM**

Quarter 3 distributed funds: \$0 No Funds Distributed

7. **OUT-OF-AREA MARKETING PARTNERSHIP**

Co-op Partners Participating in the VTB Out-of-State Campaign in Quarter 3 include:

- Straz Center for the Performing Arts – \$35,000
- Tampa Value Ticket (The Florida Aquarium, ZooTampa at Lowry Park Zoo, Museum of Science & Industry) - \$35,000
- Tampa Bay History Center - \$10,000

These funds are limited to expenses for purchased media placements that are targeted outside and beyond the Tampa Bay Media Market, which includes Hillsborough, Pinellas, Pasco, Manatee, Sarasota, Hardee, Highlands and Polk Counties. The intent of these funds is to generate overnight lodging stays and not to promote within the local drive market.

**Campaign details for Quarter 3:**

**Tampa Value Ticket:** The funding has been used in coordination with “Tampa Value Ticket” (previously known as the “Tampa Trio”) members, ZooTampa at Lowry Park, The Florida Aquarium and The Museum of Science and Industry, Inc. (MOSI). The funding was used for tourism advertising included participation in Florida Suncoast Tourism’s brochure distribution, Visit Florida Attraction Map 2018, 2018 VF Official Florida Vacation Guide, 2018 Out-of-Market Leisure Campaign, inclusion on the Visit Tampa Bay website, and more.

**Straz Center for the Performing Arts:** The funding has been used for the following marketing activities with VTB included: a folded 11" x 17" insertion for 2017-18 Opera Tampa and 2017-18 Straz Center Broadway Series in the New York Times, a broadsheet ad for Opera Tampa in the New York Times, three months of continued advertising on [www.visittampabay.com](http://www.visittampabay.com). participation in Visit Tampa Bay's 2018 Out-of-State Leisure Campaign, a full-page ad in the Cuba Trade Magazine, a half page ad in Playbill Magazine at Orlando's Dr. Phillips Center for the Performing Arts, a free-standing insert for Phantom of the Opera at the Straz Center in the New York Times, and a full-page ad in 2017-2018 Facilities & Event Management Booking Guide.

**Tampa Museum of Art:** No report or recap has been submitted to-date.

**Glazer Children’s Museum:** The funding has been used in coordination with Benjamin Solutions for advertising in the 2018 Tampa Bay Official Visitors Guide. The marketing activities have been undertaken within the criteria set forth under the contract agreement with the Tampa Bay Convention & Visitors Bureau, Inc. (VTB) and the Glazer Children's Museum of Tampa Bay, Inc.

**Tampa Bay History Center:** The funding has been used to place print ads in “AAA Living” and “Undiscover Florida” advertising the History Center’s new “Treasure Seekers” permanent exhibit. Madden Media also placed a digital campaign and ran search engine marketing campaigns to promote the museum and the exhibit.

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

August 31, 2018  
Date