Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY** Report for Quarter Ending **September 30, 2018**

Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1st Quarter (October-December)	$3,118,716.00
Tourist Development Tax Funds Received for 2nd Quarter (January-March)	$3,925,845.00
Tourist Development Tax Funds Received for 3rd Quarter (April-June)	$4,247,195.00
Tourist Development Tax Funds Received for 4th Quarter (July-September)	$ 633,244.00
Tourist Development Tax Funds Received Since October 1, 2017	**$11,925,000.00**

Tourism Generated/Program Results

1. **SALES** – Convention Sales generated **130,120 Definite Room Nights** in Quarter 4 representing 118% of the Quarterly goal. There were **734,274 Lead Room Nights** in the sales funnel during the Quarter 4. Leisure Sales had **1,934 Customer Interactions** in Quarter 4. 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 **59 Trade Shows** and **Missions & Sales Events** in Quarter 4.

Start Date	Event Name
7/5/2018	Fraternal Executives Association - Industry Event - San Diego, CA
7/5/2018	Church of God in Christ Services Pre-Promote -Indianapolis, IN
7/5/2018	Lufthansa Germany Roadshow - Friedrichshafen/Bodensee and München, Germany
7/10/2018	Council Engineering & Scientific Society Executives (CESSE) Industry Event - Pasadena, CA
7/10/2018	Florida Society of Assoc Executives Annual Conference Industry Event-Fort Lauderdale, FL
7/10/2018	FL Society of Association Executives Foundation Brd Mtg - Fort Lauderdale, FL

Start Date	Event Name
7/13/2018	UK Media Mission - England
7/15/2018	National Assoc Of Blacks In Criminal Justice - Svcs Pre-Promote - Houston, TX
7/17/2018	Professional Convention Management Association Chapter Reboot - Washington, DC
7/19/2018	Omega Psi Phi-Services Pre-Promote -New Orleans, LA
7/19/2018	Reston Herndon Meeting Planners Summer Camp Industry Event - Herndon, VA
7/23/2018	Cvent Connect Conference Trade Show/Appointment Show - Las Vegas, NV
7/27/2018	Braztoa Training - Sales Presentation - Brazil
7/31/2018	Conference of Minority Transportation Officials Services Pre-promote - Baltimore - MD
8/7/2018	CCRA Power Solutions Trade Show - Chicago, IL
8/8/2018	Miami VIP Event Presentation - Miami, Fl
8/12/2018	Experient (E4) Industry Event - Anaheim, CA
8/14/2018	National LGBT Chamber of Commerce Services Pre-Promote -Philadelphia, PA
8/15/2018	AAA Summer Sales Mission - Florida
8/15/2018	STR Hotel Data Conference+D203e Industry Event - Nashville, TN
8/15/2018	MAPS Summit Industry Event - Nashville, TN
8/18/2018	American Society Association Executives - Trade Show- Chicago, IL
8/22/2018	MPI Sunshine Education Summit - Ponte Vedra Beach, FL
8/22/2018	Visit USA Costa Rica Tradeshow - San Jose, Costa Rica
8/23/2018	Connect Marketplace Industry Event - Salt Lake City, UT
8/24/2018	SYTA Annual Conference - Tradeshow - Baltimore, MA
8/27/2018	Kellen Managers Summit 2018-Industry Event- Atlanta, GA
8/27/2018	Crab Feast DC Event - Washington, DC
8/27/2018	National Assoc of Telecommunications Officers & Advisors - Services Pre-Promote - Philadelphia,
8/27/2018	Kellen 2019 Managers Conference Pre-Promote Staffed - Atlanta
9/4/2018	La CITA de las Americas Tradeshow - Ft. Lauderdale, FL
9/5/2018	Destination Southeast 2018
9/7/2018	Congressional Medal Of Honor Society-Services Pre-Promote-Annapolis, MD
9/11/2018	NEXT Travel Trade Exchange - Cancun, Mexico
9/13/2018	Blackhawk Military Reunion-Services Pre-Promote-Traverse City, MI
9/13/2018	Ladevi Lounge USA - Tradeshow - Bogota, Colombia
9/17/2018	Transat Product Launch - Tradeshow - Toronto, Canada
9/18/2018	Transat Product Launch - Tradeshow - Hamilton, Canada
9/18/2018	UK & Scandinavia Sales Mission
9/18/2018	Lausanne Event Sales Presentation - Switzerland
9/19/2018	Visit USA Colombia Presentation - Bogota, Colombia
9/19/2018	D.C. Sales Calls - Washington, D.C.
9/19/2018	Chicago Sales Mission - Chicago, IL
9/20/2018	Gibsons Italia Sales Mission - Chicago, IL
9/20/2018	Discover America Sweden Trade Show - Malmo, Sweden

Start Date	Event Name
9/21/2018	Shaw's Crab House - Sales Mission - Chicago, IL
9/22/2018	Riva on Navy Pier / Tall Ship Windy - Sales Mission - Chicago, IL
9/22/2018	Delta Vacations University - Tradeshow - Minneapolis, Minnesota
9/24/2018	Peninsula Presentations Fall - Trade Show - Pittsburgh, PA
9/25/2018	Peninsula Presentations Fall - Trade Show - Cleveland, OH
9/25/2018	KHM Travel Group - Presentation - Brunswick, OH
9/26/2018	Potomac Meeting Professional Int'l Capital Chapter, Get Hooked Fall Industry-Wash DC
9/26/2018	Peninsula Presentations Fall - Trade Show - Columbus, OH
9/27/2018	Peninsula Presentations Fall - Trade Show - Cincinnati, OH
9/27/2018	Visit USA Uruguay Tradeshow - Montevideo, Uruguay
9/27/2018	Visit USA Uruguay Presentation - Montevideo, Uruguay
9/29/2018	FIT - Trade Show - Buenos Aires, Argentina
9/30/2018	Tour America Red Cow Sale Day Trade Show - Dublin, Ireland
9/30/2018	Airports Council International-North America Services Pre-Promote - Nashville, TN

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

Start Date	Event Name
7/9/2018	Marriott Sales Immersion Dinner - Industry Event - Tampa, FL
7/11/2018	Department of Defense/National Conference Services Inc. - Site Visit
7/11/2018	New Media Summit - Site Visit
7/12/2018	Alcon (Maritz) - Site Visit
7/12/2018	Novartis (Maritz) - Site Visit
7/12/2018	Republic Services (Maritz) - Site Visit
7/12/2018	Bayer (Maritz) - Site Visit
7/12/2018	Sherwin Williams Paint (Maritz) - Site Visit
7/12/2018	Sage Software (Maritz) - Site Visit
7/12/2018	SharedServices & GSK (Maritz) - Site Visit
7/12/2018	Ladenburg (Maritz) - Site Visit
7/12/2018	ADP (Maritz) - Site Visit
7/12/2018	SharedServices - Sourcing (Maritz) - Site Visit
7/12/2018	SolidWorks (Maritz) -Site Visit
7/12/2018	Amgen - Sourcing (Maritz) - Site Visit
7/12/2018	Maritz City Blitz 2018 - FAM

Start Date	Event Name
7/12/2018	Amgen - Operations (Maritz) - Site Visit
7/12/2018	AT&T (Maritz) - Site Visit
7/12/2018	Beauty Systems (Maritz)
7/12/2018	SharedServices - Sourcing/Meetings (Maritz) - Site Visit
7/17/2018	SAE International - Planning Site
7/17/2018	Women's Basketball Association - Planning Site
7/18/2018	Southern Association of Institutional Research - Site Visit
7/18/2018	Society of American Military Engineers-Planning Site
7/18/2018	BioFlorida - Site Visit
7/23/2018	University of South Florida-National Training Institute - Site Visit
7/24/2018	False Alarm Reduction Association - Site Visit
7/24/2018	Campus Outreach - Site Visit
7/25/2018	Meeting Professionals International - July Education Program - Industry Event
7/25/2018	American Dental Education Association - Site Visit
7/26/2018	Paul Heney- Media/PR FAM
7/27/2018	Society of Government Meeting Professionals BOD Summer Meeting - Site Visit
8/1/2018	ESPA Celebrate Services Week Event
8/1/2018	International Association of Reservation Executives - Site Visit
8/1/2018	Telemundo Puerto Rico - Media/PR FAM
8/2/2018	Tech Data - Site Visit
8/6/2018	Florida Retail Federation Foundation - Site Visit
8/7/2018	MKTG/NCAA - Planning Site
8/8/2018	Exactech, Inc. - Site Visit
8/11/2018	Just For Kix - Leisure FAM
8/14/2018	Packaging Machinery Manufacturers Institute - Site Visit
8/14/2018	Blackhawk Association Military Reunion - Site Visit
8/15/2018	HT Hackney - Site Visit
8/15/2018	Florida House - Site Visit
8/15/2018	Meeting Professionals International After 5 Networking = Event
8/16/2018	International Association of Venue Managers - Site Visit
8/16/2018	Internation Association of Venue Managers - FAM
8/17/2018	North Highland Worldwide Consulting (Experient FAM) - Site Visit
8/17/2018	Experient Destination - FAM
8/18/2018	Youth Specialties - Planning Site
8/19/2018	PEO Sisterhood - Site Visit
8/20/2018	National Rural Utilities Cooperative Finance Corp IBES - SiteVist
8/20/2018	Food & Wine Magazine- Media/PR FAM
8/21/2018	Florida Trail Riders - Site Visit
8/23/2018	Jerome Reilly Sunday Independent - Media/PR FAM
8/27/2018	Assoc of Deans and Directors of Univ. Colleges and Undergraduate Studies - Site Visit
8/28/2018	Air Force Reserve 445th Airlift Wing, Wright-Patterson AFB - VC Reception
8/30/2018	Lufthansa - Leisure FAM

Start Date	Event Name
8/31/2018	LJP Travel Services Site - Leisure Site
8/31/2018	Florida Nursery, Growers & Landscape Association (FNGLA) - Site Visit
8/31/2018	Simpleview - Site Visit
9/1/2018	Lufthansa Visit Florida - Leisure FAM
9/5/2018	Vision Source - Planning Site
9/5/2018	LOMA Financial Inforum - Site Visit
9/6/2018	Tampa Night Market - VC Event
9/8/2018	Visit Florida Mexico Post La Cita - Leisure FAM
9/10/2018	Assoc of Progressive Rental Organizations 2020 RTO World Nat'l Convention - Site Visit
9/11/2018	CBIZ & Mayer Hoffman McCann P.C - Site Visit
9/12/2018	Mark Hendry of the Scottish Sun - Media/PR FAM
9/12/2018	Florida Association of Environmental Professionals - Site Visit
9/13/2018	Nevenka Dietrich, MICE - Media/PR FAM
9/19/2018	MPI - September Education Luncheon
9/20/2018	Omega Psi Phi - Services Pre-promote - Stuart, FL
9/22/2018	Katie Keegan - Media/PR FAM
9/23/2018	American Society of Engineering Education - Planning Site
9/23/2018	Flot Copa Brazil - Leisure FAM
9/23/2018	Icelandair - Leisure FAM
9/24/2018	National Technical Investigators Association - Sales Event
9/25/2018	2020 Alpha Epsilon Delta Honor Society - Site Visit
9/26/2018	Moffit Cancer Center Global Oncology Summit - VC Reception
9/27/2018	Southeast Produce Council 2022 Conference - Site Visit
9/27/2018	BASF Corporation - 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 **85,012,595 Advertising Impressions** in Quarter 4.

   Campaign details for Quarter 4:

   Out-of-State Campaign Marketing & Media Effectiveness Research*

   - Timing: January – April 2018
   - Geography: Chicago, Dallas, New York City, Philadelphia, Toronto
   - 37% of travelers saw or heard a Tampa Bay Out-of-State advertisement
   - Tampa Bay's Out-of-State Campaign reached a record 4.4M households
   - The cost per aware household averaged $0.16
   - Tampa Bay's Out-of-State Marketing Campaign resulted in a record 59.0k incremental trips
   - A record setting $52.8 million was generated in incremental travel spending
   - Incremental room nights totaled 110k
   - ROI was $77

In-State Campaign Marketing & Media Effectiveness Research*

- Timing: April – July 2018
- Geography: Ft. Myers, Miami (English & Spanish) and Jacksonville (digital only)
- 46% of travelers saw or heard a Tampa Bay In-State advertisement
- Tampa Bay's In-State Campaign reached 1.6M households
- The cost per aware household averaged $0.21
- Tampa Bay's In-State Marketing Campaign resulted in 46.5k incremental trips
- A record setting $31.7 million was generated in incremental travel spending
- Incremental room nights totaled 70k
- ROI was $95

Make It Tampa Bay Campaign Marketing & Media Effectiveness Research*

- Timing: January-May 2018
    - Campaign extended through September
- Geography: Downtown focus in Chicago, Dallas, New York, Philadelphia
- Tampa Bay's Talent Attraction campaign is doing a good job reaching consumers in the target markets, with nearly 3.6M households reporting awareness when the campaign launched and nearly 3.4M reporting seeing the ads when measured again after the campaign ended
- The Talent Attraction campaign was very efficient, costing an average of just $0.06/aware household for all consumer facing expenditures
- Likeability of the advertisements increased over the past few months in nearly all markets—especially Philadelphia which saw a significant* 9point increase in likeability of ads
- Overall, 8 in 10 consumers still agree that these ads make Tampa Bay seem more appealing as a place to live/work
- The talent attraction advertising was also relevant to consumers– with relevance increasing significantly for consumers residing in both Philadelphia and Dallas
- More than three-quarters of consumers believe these ads fit with what they think about Tampa Bay
- The Talent Ads worked as all message takeaways about Tampa as a place to relocate have increased since measured pre-campaign
- Intent to consider relocating to Tampa has increased by 3 points overall since the beginning of the campaign, with significant increases among residents of Philadelphia (+8 pts) and Dallas (+7 pts)

**Source:* H2R Market Research

Visit Tampa Bay generated **156 Unpaid Media Placements** in Quarter 4. This resulted in an **Earned Media Value (unpaid) of $3,312,056** for Quarter 4. The articles placed are listed below:

Article Date	Publication	Headline
7/1/2018	Die Welt online	Wasser Marsch
7/1/2018	Selling Travel	Mile High Meetings - IPW Show Shorts
7/1/2018	Essentially America	America Beyond the Gateways
7/2/2018	www.architecturaldigest.com	The 11 Most Breathtaking Amusement Parks in the World
7/2/2018	craftbeer.com	On the Road with Florida's Brew Bus Brewing
7/2/2018	Trips to Discover	10 Best Budget U.S. Travel Destinations in 2018
7/2/2018	fox13news.com	Summer camp offers up close and personal view of Busch Gardens
7/3/2018	baynews9.com	How to celebrate Fourth of July at the theme parks
7/5/2018	fox13.com	Fox 13 news-Tampa Bay History Center
7/5/2018	Bay News 9 online	Bay news 9- Fireworks downtown
7/5/2018	Central Florida News 13	News 13- Tampa Bay History Center
7/5/2018	Central Florida News 13	Fox 13 News-Tampa Bay History Center 2
7/5/2018	Central Florida News 13	Central Florida News-Tampa Bay History Center
7/5/2018	Central Florida News 13	Central Florida News- Tampa Bay History Center 2
7/5/2018	Central Florida News 13	Central Florida News 13-Tampa Bay History Center 3
7/5/2018	News 13 Orlando	News 13- Tampa
7/5/2018	News 13 Orlando	News 13- Tampa Bay History Center 2
7/5/2018	First Coast Living	First Coast Living-Busch Gardens
7/5/2018	First Coast Living	First Coast Living- Busch Gardens 2
7/5/2018	Visit Tampa Bay	Visit Tampa Bay Gay Guide
7/6/2018	Tampa Bay Business Journal	Why Tampa Bay area hotels are attracting buyers -PRINT
7/9/2018	businessinsider.com	The most beautiful building in every US state, according to people who live there
7/9/2018	usatoday.com	20 'foreign' foods that are really American
7/10/2018	FOX13's Good Day, Tampa Bay 6:00A - V	Good Day Tampa Bay 6AM - WTVT- Craft Beer
7/10/2018	travelandleisure.com	The Top 10 Domestic Airports
7/11/2018	Tampa Bay Times	Lounging Waterside
7/11/2018	wlrn.org	Who makes the best Cuban sandwich in South Florida?
7/11/2018	Leek Post & Times	Norwegian Battles BA Over Tampa

Article Date	Publication	Headline
7/13/2018	openpr.de	Food-Halls, Craft Whiskey und Eiscreme in Tampa Bay
7/13/2018	88news.de	Florida for foodies
7/13/2018	Gateo.de	Florida fur Feinshmecker - (FL for Foodies)
7/15/2018	Tampa Bay Times	Chef Showdown Benefit Begins
7/16/2018	Tampa Bay Times	Hooper: La Segunda Bringing a Taste of Ybor to South Tampa
7/17/2018	archpaper.com	Massive development aims to transform Tampa's downtown and waterfront
7/18/2018	Bay News 9	Bay News 9 Midday News at Noon - La Segunda
7/18/2018	WFLA News Channel 8	News Channel 8 at 6PM - La Segunda
7/18/2018	WTSP 10 News at Noon - WTSP-TV	WTSP 10 News at Noon - La Segunda
7/18/2018	Bay News 9	Bay News 9 Evening News at 6 - La Segunda
7/18/2018	WTSP-TV	WTSP 10 News at 6pm - La Segunda
7/18/2018	Tampa Bay Business Journal (online)	Ybor City's 100-year-old La Segunda is now open in South Tampa (Photos)
7/18/2018	centrotampa.com	La Segunda Bakery abre su segunda ubicación
7/18/2018	Bay News 9 online	Permits hint at new attraction at Busch Gardens
7/18/2018	Tampa Bay Times Online	Food tours offer an informative, and delicious, look at different areas of Tampa Bay
7/18/2018	Tampa Bay Times	Dine Around
7/19/2018	FOX13's Good Day, Tampa Bay	WTVT- Tampa Bay South Tampa
7/19/2018	FOX13's Good Day, Tampa Bay	WTVT-Cuban Sandwich
7/19/2018	TampaBay.com	Eat and drink your way through Tampa Heights with stops at Hall on Franklin, Armature Works and more
7/19/2018	TampaBay.com	In South Tampa, create a dinearound with stops at Bern's, Haven and the Epicurean Hotel
7/19/2018	TampaBay.com	Tampa Bay is a perfect place to make your own food tour. Here are our suggestions.
7/19/2018	baynews9.com	On the Town: Meet Busch Gardens Tampa Bay's animal caretakers
7/19/2018	MSN Lifestyle Canada	The Happiest Places on Earth That Aren't Disney
7/22/2018	smartmeetings.com	Gulf Coast Dreamin' in Florida
7/23/2018	Philadelphia Online	12 Bachelorette Party Destinations With Non-Stop (And Often Cheap!) Flights From Philly
7/24/2018	cruiseandferry.net	How Port Tampa Bay is uniting the US and Cuba
7/26/2018	orlandoweekly.com	Central Florida enters the era of local food halls
7/26/2018	vacationidea.com	25 Best Things to Do in Florida
7/26/2018	WTSP-TV Online	Busch Gardens extends free beer program through August 24
7/27/2018	Smart Meetings	Gulf Coast Dreamin' in Florida
7/27/2018	Thrillist	The Best Things To Do in Tampa When Someone Visits
7/27/2018	Tampa Bay Business Journal (online)	Tampa Bay Philanthropy News - Chef Showdown
7/27/2018	businessobserverfl.com	Prominent business family perseveres through odds, obstacles - Columbia
7/27/2018	Tampa Bay Business Journal (online)	Philanthropy News - Chef Showdown
7/27/2018	Business Observer	Never Quit - Columbia Restaurant
7/27/2018	The Independent	A closer look at the sunshine state
7/28/2018	The Independent	Exploring Florida's culture-packed Tampa Bay and its history
7/29/2018	therealdeal.com	Food halls proliferate as the dining format finds more fans in Florida
7/29/2018	Sunseeker East Coast Edition	East Coast Sunseeker August-September 2018
7/30/2018	Tampa Bay Times - Online	Epic Chef Showdown to benefit Feeding Tampa Bay
7/31/2018	Trip Sisters Podcast	Trip Sisters: Tampa Bay Vacation
7/31/2018	WLS-AM	Trip Sisters: Tampa Bay Vacation - on air
7/31/2018	Orlando Sentinel	Bier Fest, un evento de cerveza artesanal en Busch Gardens en Tampa
7/31/2018	Bay News 9 online	Busch Gardens Sets Dates for Bier Fest

Article Date	Publication	Headline
8/1/2018	TampaBay.com	What local beers and food you'll find at Busch Gardens' Bier Fest, Opening Aug 25
8/1/2018	South Florida Sun-Sentinel	Busch Gardens introduces Bier Fest
8/1/2018	Wings of China	China Wings of China IPT August 2018
8/2/2018	TampaBay.com	Rooster and the Till owners will open a taqueria in Sparkman Wharf
8/2/2018	Pittsburgh Post-Gazette online	Swoop heads south for winter with sale fares starting from $99 CAD
8/2/2018	Pittsburgh Post-Gazette online	U.S. gets service from Canada's ultra-low-fare airline, Swoop
8/2/2018	citysurfingorlando.com	Busch Gardens Tampa Offers Summer Deal On Howl-O-Scream 2018 Tickets #NowhereToHide
8/3/2018	The i	How A Cigar City Rose from the Ashes
8/3/2018	TravelPulse.com	A Residential, Urban Vibe at the New Tampa Marriott Waterside
8/6/2018	Tampa Bay Times	Paddleboarding shop planned for Armature Works with distinct features
8/7/2018	Telemundo49.com	Nuevos vuelos directos de Tampa a Los Angeles
8/7/2018	WFTS-TV ABC Action News (online)	Busch Gardens offers behind-the-scenes roller coaster tours in Tampa
8/8/2018	bizjournals.com	Frontier adds six new routes from Tampa International Airport
8/9/2018	msn.com	Greenest cities in America
8/10/2018	wfla.com	Pet-friendly places to eat and shop in Tampa Bay
8/10/2018	Tampa Bay Business Journal	Do you like the plans for Sparkman Wharf
8/11/2018	narcity.com	15 Secret Places To Bring Your Girlfriend In Tampa this Summer
8/13/2018	Trips to Discover	Top 6 Theme Parks in the U.S. That Aren't Disney World
8/14/2018	TampaBay.com	Ernest Hooper: Goody Goody stars in latest documentary by Tampa's video historian
8/16/2018	Successful Meetings	Tampa Convention Center Upgrades Announced
8/16/2018	inparkmagazine.com	Busch Gardens Tampa Bay brings new haunts and scare zones to Howl-O-Scream
8/16/2018	Creative Loafing	Nebraska Mini-Mart kicks off soft opening in Tampa's Seminole Heights
8/17/2018	Trips to Discover	11 Best Things to Do in Downtown Tampa
8/17/2018	msn.com	30 American Cities You Had No Idea Were Amazing Getaways
8/20/2018	narcity.com	18 Tampa Date Ideas That Are Way More Fun Than You'd Think
8/20/2018	TampaBay.com	Edison chef and James Beard semifinalist Jeannie Pierola plans seafood shack at Sparkman Wharf
8/20/2018	Creative Loafing	Grand opening of new pool bar at Sheraton Tampa Riverwalk coming up
8/21/2018	WTVT Fox 13	Hit the river on a bike
8/21/2018	fox13news.com	Hit the river on a bike online
8/21/2018	TampaBay.com	CrossBay Ferry will run again between St. Petersburg and Tampa
8/22/2018	TravelPulse.com	A Chat with Chris Adkins of the Tampa Marriott Waterside & Marina
8/22/2018	wfla.com	Delta to begin nonstop service from Tampa to Amsterdam in 2019
8/22/2018	bizjournals.com	Tampa airport lands new targeted international service to Amsterdam
8/22/2018	www.fox13news.com	Delta providing nonstop flights from Tampa to Amsterdam
8/22/2018	wtsp.com	Delta will launch nonstop daily flights from Tampa to Amsterdam in May 2019
8/26/2018	upgradedpoints.com	The 20 Most Popular Water Parks To Visit in North America
8/26/2018	inparkmagazine.com	Projection killed the video star
8/27/2018	TravelPulse.com	Why Queer Travelers Need to Try Tampa
8/27/2018	Travel Weekly	Delta sole carrier on Tampa-Amsterdam
8/28/2018	Food and Wine	Ferrell Alvarez Was Just Wondering if You Had Heard the Good News About Tampa
8/28/2018	BBC	Discovering the secrets of manatee chat
8/28/2018	nyc.epeak.in	These are the ten cities in the US that are friendliest to dogs
8/28/2018	WHIO-TV Online	JUST IN: Dayton's most awarded chef heads to Florida to launch new restaurant
8/28/2018	WHIO-TV Online	JUST IN: Dayton's most awarded chef heads to Florida to launch new restaurant
8/29/2018	bizjournals.com/dayton	Former award-winning Dayton chef to open restaurant in Tampa
8/30/2018	Seattlepi.com	Tampa Bay: Florida's Playground for Family-Friendly Fun and Food
8/30/2018	jetsettersblog.com	Delta Begins Daily Amsterdam-to-Tampa Bay Flights May 2019

Article Date	Publication	Headline
9/4/2018	miami.eater.com	Tampa's 10 Hottest New Restaurants
9/5/2018	WFTS-TV Online	Tampa bakery is the world's largest supplier of Cuban bread
9/5/2018	Only In Your State	Visit This Unbelievable Restaurant In Florida With The Best Burgers And Fries Around
9/6/2018	Tampa Bay Times - Online	Fall Art Preview: From Kusama to Magritte, the Tampa Bay museum scene is impressive
9/6/2018	Tampa Bay Times Online	James Beard winner Anne Kearney to open Oak & Ola in Armature Works
9/11/2018	Flightnetwork.com	72 Hours of Great Beaches and Atmosphere in Tampa
9/11/2018	www.rd.com	The Best State Fair in All 50 States
9/11/2018	TravelDailyNews.com	Saddlebrook Resort adapts to guest demands for enhanced online connectivity with BeyondTV by HIS
9/11/2018	hotelmanagement.net	Saddlebrook Resort adapts to demands for enhanced connectivity
9/14/2018	TravelPulse.com	Busch Gardens Tampa Bay Announces New Multi-Launch Thrill Coaster Tigris
9/14/2018	skateboarding.transworld.net	20 Of The Best Skateparks In The World
9/14/2018	TampaBay.com	Chefs offer up a taste of what's coming to Sparkman Wharf
9/14/2018	Tampa Bay Business Journal (online)	ZooTampa shares first look at new panther exhibit (Renderings)
9/17/2018	Creative Loafing	Tampa's Cigar City Brewing expands distribution to Scandinavia
9/17/2018	thefullpint.com	Cigar City Brewing Announces Distribution to Scandinavia
9/17/2018	silvertradeadvisor.com	Tampa walks the Walk!
9/17/2018	bizjournals.com	Chef Chris Ponte's new Italian restaurant, Olivia, is a true family affair
9/17/2018	WalletHub.com	2018's Most Fun Cities in America
9/18/2018	TravelPulse.com	America's 20 Most Fun Cities
9/24/2018	www.bizjournals.com	From haunted houses to escaping zombies in a warship, this is how Tampa is banking on Halloween frig
9/24/2018	www.doingflorida.com	Busch Gardens Tampa reveals two new thrill rides will be coming to the park
9/24/2018	coasterbuzz.com	Busch Gardens Tampa announces Tigris, a 150-foot tall launched roller coaster
9/28/2018	www.bestcities.org	Florida's outdoor wonderland has a taste for the finer things.
9/28/2018	TravelPulse.com	Tampa Marketing to Queer Travelers
9/28/2018	newsweek.com	Ranked: The Most Fun Cities in the U.S.
9/28/2018	Mate Magazine	Tampa

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

   Start Date

   7/17/2018 GET 7.17.18 Visit Tampa Bay Open Training
   7/18/2018 Tourism Gives Back 2018
   7/31/2018 July Hospitality Partner Meeting
   8/2/2018 GET 8.2.18 Visit Tampa Bay Open Training
   8/16/2018 Business by the Bay-Hilton Garden Inn Tampa/East Brandon
   8/21/2018 GET 8.21.18 Visit Tampa Bay Open Training
   8/22/2018 GET 8.22.18 Tampa Convention Center Private Training
   9/13/2018 GET 9.13.18 Visit Tampa Bay Open Training
   9/18/2018 Business by the Bay-American Social
   9/20/2018 Society of Government Meeting Professionals NATCAP Meeting College Park, MD
   9/25/2018 September Hospitality Partner Meeting

   In addition, Visit Tampa Bay had **17 Public Speaking Engagements.** These speaking engagements implore our community to support tourism, as well as selling and marketing the destination.

Visit Tampa Bay secured **19 New Partners** in Quarter 4 which is 72% of quarter goal. Total **Partners Dues Revenue was $119,825**, which is 103% of goal for the quarter. Visit Tampa Bay garnered **$0 in Sponsorships** in Quarter 4. 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 **$42,649 In-Kind** donations from our partners to help us fulfill our mission.

Visit Tampa Bay sold over **$7,093** in **Experience Package Revenue** including CityPASS Booklets to Hillsborough County visitors for the quarter. This achieved 86% of goal for Quarter 4. **Website Revenue booked $29,033** for Quarter 4. This achieved 166% of goal for the Quarter 4.

5. **VISITOR EXPERIENCE PROGRAM**

Quarter 4 Visitor Center Traffic:

Plant City Chamber: 110
Ybor City Chamber: 4,813
Railroad Museum: 1,285
Visit Tampa Bay: 3,068

Quarter 4 reimbursed documented expenses:

Plant City Chamber - $4,366
Train Museum - $6,941
Ybor City Chamber - $13,466

6. **FESTIVALS & EVENTS PROGRAM**

Quarter 4 distributed funds:

Temple Terrace Community Arts Festival - $4,000
Viva Tampa Bay Hispanic Festival - $4,800
Tailgate Taste Fest - $10,000
Florida Birding & Nature - $4,800

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

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

Campaign details for Quarter 4:

Tampa Value Ticket: The funding has been used in coordination with the other "Tampa Value Ticket" (previously known as the "Tampa Trio") members, The Florida Aquarium and The Museum of Science and Industry, Inc. (MOSI). The funding was used for advertising in Florida Suncoast Attractions ad, new transparency signage in state welcome centers, inclusion on the Visit Tampa Bay website, participation at

IPW and more. Attendance for ZooTampa at Lowry Park was 198,371; Florida Aquarium was 242, 042; and The Museum of Science and Industry, Inc. was 61,760.

Straz Center for the Performing Arts: Coordinated tourism marketing for our fourth quarter included: four different campaigns with Madden Media, including two digital campaigns with reports; advertising for Opera Tampa in the Orlando Dr. Phillips Center for the Performing Arts Playbill; advertising for Opera Tampa in OPERA NEWS national magazine; monthly advertising on www.visittampabay.com; full page advertising in two issues of Watermark Magazine; an Opera Tampa 2018-2019 Season insert in the New York Times; and advertising for the Patel Conservatory's national ballet program in two issues of Dance Spirit national magazine.
Our pre-marketing strategies to attract major Broadway productions to Tampa included investments in the U.S. tours of Ain't Too Proud To Beg (The Temptations) and Jagged Little Pill (Alanis Morissette).

Tampa Museum of Art: The funding has been used for a digital program using paid social media and digital display ads. These ads were targeted to cities outside of Tampa Bay including Miami, Orlando, and Ft. Myers/Naples. Creative messaging highlighted exhibitions by Patricia Cronin, Yayoi Kusama, and Robert Indiana.

Glazer Children's Museum: Funds have been met and reimbursed.

Tampa Bay History Center: The funding has been used to place a digital marketing campaign.
Overall, the participation in the TDC grant program in 2018 has allowed the History Center to reach well beyond the boundaries of Hillsborough County and the Tampa Bay area, and our walk-up visitation since our campaign began in February 2018 is up by roughly 20%. Similarly, visitation to our website for July and August is up more than 20% compared to July-August 2017.

All of the information in this Report is true and correct to the best of my knowledge and belief.

JoLynn M. Lokey, COO		November 30, 2018
Print Name and Title	Signature	Date