

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **June 30, 2017**

Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 st Quarter (October-December)	\$ 2,613,828.00
Tourist Development Tax Funds Received for 2 nd Quarter (January-March)	\$ 3,562,944.00
Tourist Development Tax Funds Received for 3 rd Quarter (April-June)	\$ 3,689,258.00
Tourist Development Tax Funds Received for 4 th Quarter (July-September)	\$

Tourist Development Tax Funds Received Since October 1, 2016	<u>\$ 9,866,030.00</u>
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Tourism Generated/Program Results

1. **SALES** – Convention Sales generated **144,478 Definite Room Nights** in Quarter 3 which was 131% of the Quarter 3 goal. There were **570,222 Lead Room Nights** in the sales funnel, which was 112% of the Quarter 3 goal. Leisure Sales had **3,305 Customer Interactions**, which was 220% of Quarter 3 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 **52 Trade Shows and Missions & Sales Events** in Quarter 3.

<u>Start Date</u>	<u>Event Name</u>
4/1/2017	Travel & Adventure Show - Dallas, TX
4/1/2017	Water Quality Association - Orlando, FL
4/2/2017	Visit Florida VIP Boston Event 2017 - Boston, MA
4/3/2017	Kansas City Sales Calls Various Prospects
4/4/2017	Visit Florida Ohio Roadshow - Cleveland, OH
4/4/2017	Global Meetings Industry Day (GMID) Kansas City
4/4/2017	World Travel Market - Sao Paulo, Brazil
4/5/2017	Hospitality Performance Network (HPN) Global Anniversary - Scottsdale, AZ
4/5/2017	Visit Florida Ohio Roadshow - Cincinnati, OH
4/5/2017	Minneapolis Sales Calls Various Prospects

<u>Start Date</u>	<u>Event Name</u>
4/6/2017	Global Meetings Industry Day (GMID) Minneapolis
4/11/2017	National Wood Flooring Association Services PrePromote Phoenix, AZ
4/12/2017	World Travel Market Latin America Media Event - Sao Paulo, Brazil
4/12/2017	Visit Florida / Air Canada Sales Mission - Toronto and Montreal
4/17/2017	Visit Florida Air Canada Roadshow - Toronto and Montreal
4/18/2017	HelmsBriscoe Annual Business Conference 2017: Chicago, IL
4/21/2017	Cruise 360 Trade Show - Fort Lauderdale, FL
4/24/2017	Tampa, St. Pete, Kissimmee and SeaWorld Sales Mission - Scotland & London
4/25/2017	MarketHub by HotelBeds - Riviera Maya, Mexico
4/30/2017	ConferenceDirect Annual Partner Meeting 2017 Baltimore, MD
5/3/2017	The Villages Travel Expo
5/3/2017	American Public Transportation Association Services Pre-Promote Reno, NV
5/9/2017	Visit USA Ireland Roadshow 2017- Cork and Dublin, Ireland
5/11/2017	HelmsBriscoe TopGolf Client Event - Industry Event - Jacksonville, FL
5/16/2017	IMEX (Worldwide Exh. for Incentive Travel, Mtgs, Events) - Frankfurt, Germany
5/18/2017	PCMA Capital Chapter Board Meeting
5/22/2017	Destination Reps Bachelorette Reception – Chicago, IL
5/23/2017	Washington, DC Sales Calls Various Prospects
5/23/2017	Visit Florida - American Society of Travel Agents - Luncheon - Philadelphia, PA
5/23/2017	ASAE Xperience Design Project 2017
5/23/2017	Florida Society of Association Executives (FSAE) Advisory Committee (AAC) Luncheon
5/23/2017	Visit Florida Educational Seminar - Sao Paulo, Brazil
5/23/2017	Brand USA Brazil Training Roadshow - Recife, Brazil
5/24/2017	MPI Potomac Education Event Panel Participation
5/25/2017	American Society of Association Executives Foundation Golf Tournament
5/25/2017	Brand USA Brazil Training Roadshow - Salvador, Brazil
5/31/2017	American Legion Meeting - Orlando, FL
6/1/2017	DC 2017 Appreciation Luncheon
6/3/2017	IPW Brazilian Welcome Reception- Sales Presentation - Washington, DC
6/3/2017	IPW - Tradeshow - Washington, DC
6/5/2017	Society for Incentive Travel Excellence Southern Supper Event/Sales Calls - Atlanta, GA
6/6/2017	Society of Government Meeting Professionals - Trade show - Ft. Lauderdale, FL
6/6/2017	Independent Funeral Directors of Florida-Services Pre-Promote Unstaffed-Orlando, FL
6/11/2017	Professional Convention Mgmt Association Education Conference - New York, NY
6/12/2017	Cvent Connect Conference 2017 - Trade Show/Appointment Show - Las Vegas, NV
6/13/2017	Visit Florida - Sales Presentation - Rio de Janeiro, Brazil
6/13/2017	JetBlue Vacations Call Center Training - Sales Presentation -Orlando, FL
6/15/2017	Charmettes, Inc. - Services Pre-Promote - New Orleans, LA
6/15/2017	Orlando VIP Networking Reception - Client Event - Orlando, FL
6/19/2017	Meeting Professionals Int'l World Education Congress Trade Show - Las Vegas, NV
6/21/2017	AAU Gymnastics National Championship Services Pre-Promote - Kingsport,TN
6/29/2017	Professional Convention Managers Association Board Retreat - Washington, DC

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 3.

<u>Start Date</u>	<u>Event Name</u>
4/3/2017	Advance Placement Readings Services Planning Site Visit
4/4/2017	Jeff and Stephanie Sylva PR FAM
4/5/2017	Joyce Meyer Ministries Services Planning Site Visit
4/5/2017	DC Sales Trip
4/10/2017	Experient Site Visit
4/10/2017	Dealer Communications Site Visit
4/11/2017	Allison Lancaster PR FAM
4/11/2017	Walden University Services Planning Site Visit
4/13/2017	Meeting Professionals International (MPI) Meetings Academy
4/17/2017	International City/County Management Association Site Visit
4/17/2017	National Association of Telecommunications Officers and Advisors Site Visit
4/19/2017	Universal Technology Corporation Services Planning Site Visit
4/19/2017	Culver Franchising Systems Services Planning Site Visit
4/20/2017	AZUR German Cruise Magazine FAM/Susanne Schaeffer
4/22/2017	Evangelical Lutheran Church in America Site Visit
4/24/2017	Minnesota & Wisconsin Sales Trip
4/26/2017	Southern Association of Colleges and Schools Commission Colleges Site Visit
4/26/2017	Southern Association of Colleges and Schools Commission Colleges Site Visit
4/26/2017	Colombia COPA FAM
4/27/2017	American Institute of Building Design Site Visit
4/28/2017	Visit Florida Brazil Trade FAM
4/30/2017	Unclaimed Property Professionals Organization Services Planning Site Visit
5/1/2017	American Society of Mechanical Engineers Services Planning Site Visit
5/1/2017	International Gay & Lesbian Travel Association FAM
5/1/2017	Visit Florida Mommy Bloggers
5/1/2017	The International Gay & Lesbian Travel Association Site Visit
5/1/2017	American Society of Mechanical Engineers Site Visit
5/2/2017	Dynamic Communities Lunch with Andy Hafer Site Visit
5/5/2017	Visit Florida Brand USA Mexico MegaFam
5/7/2017	Blu Magazine - Dirk Baumgartl PR FAM
5/7/2017	Colombia Scape FAM
5/9/2017	Southern Gas Association for 2018 Supply Chain Management Course Site Visit
5/9/2017	Southern Gas Association
5/9/2017	The Lutheran Church-Missouri Synod Services Planning Site
5/10/2017	American Society of Agronomy Planning Site
5/11/2017	ACTEGA Coatings & Sealants Site Visit

<u>Start Date</u>	<u>Event Name</u>
5/13/2017	Building My Bento Blog: Jonathan DeLise
5/15/2017	Hospitality Performance Network (HPN) Global Site Visit
5/16/2017	The Marlin Company Site Visit
5/16/2017	Associated Packaging, Inc. Site Visit
5/16/2017	Dynamic Communities Lunch with Amy Alley
5/16/2017	Chartwell, Inc. EMACS Site Visit
5/17/2017	Meeting Professionals International (MPI) - Board Meeting/Educational Lunch
5/18/2017	Florida Aquarium Open House of New Mosiac Center
5/18/2017	Air Berlin German FAM
5/19/2017	AAA -The Auto Club Group FAM
5/21/2017	Society for NeuroOncology Site Visit for 2022 or 2023
5/23/2017	Florida RV Trade Association Site Visit
5/23/2017	Sykes Our Heroes Lunch
5/24/2017	In-Orbit Tours Site Visit
5/24/2017	Jende Special Tours Site Visit
5/24/2017	CEC Services Planning Site Visit
5/30/2017	National Wood Flooring Assoc. Services Planning Site
5/31/2017	Southeast Produce Council Site Visit for 2022
5/31/2017	Southeast Produce Council Services Planning Site
5/31/2017	Price Travel Site Visit
5/31/2017	Fraternal Executives Association Annual Conference
6/1/2017	AgriBank Site Visit
6/5/2017	Youth Specialties Annual Conference Site Visit
6/6/2017	Treasury Institute for Higher Education Site Visit
6/7/2017	Chuck Gilkey - Pioneer News PR FAM
6/7/2017	Meeting Professionals International Annual Awards Dinner
6/8/2017	Just For Kix - Leisure FAM
6/8/2017	Thomas Hiete - Kicker Magazine PR FAM
6/8/2017	Nizaar Kinsella - Goal.com PR FAM
6/12/2017	The Serenity Club Site Visit
6/13/2017	Florida Society of Association Executives Roundtable Luncheon
6/15/2017	National Educational Broadband Services Association Site Visit
6/16/2017	David Graham - PR FAM
6/19/2017	Industrial Research Institute Site Visit
6/22/2017	Donald Rodrigue Hometown News PR FAM
6/22/2017	Prospanica 2018 Annual Conference Site Visit
6/23/2017	BrightSpark/ Outback Bowl - Leisure FAM
6/25/2017	East Side Contessas Blogger PR FAM
6/27/2017	Lumbermens Merchandising Corp Services Planning Site Visit
6/28/2017	National Association of Electrical Distributors Site Visit
6/29/2017	United Methodist Women 2020 Annual Conference Site Visit
6/30/2017	Culver Franchising Systems Services Planning Site Visit
6/30/2017	Kappa Lambda Chi Site Visit

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 **492,438,749 Advertising Impressions** in Quarter 3.

Campaign details for Quarter 3:

In-State Campaign

- Timing: May-August 2017
- Geography: Miami, Orlando, Ft. Myers/Naples and Jacksonville
- Target Audience:
 - Average Age: 45
 - Millennials: 35%; GenX: 25%; Boomers: 30%
 - Married: 64%
 - Children in HH <18: 42%
 - HHI \$100K+: 52%; HHI \$75K+: 67%
 - College Graduates: 55%
 - Top Travel Activities: Sightseeing (58%), Shopping (51%), Fine Dining (39%), Attending Specific Events (27%), Sports or Recreation (21%)
- Mediums: Cable TV and Broadcast TV Premium Video; Out-of-home GSTV Digital Video, Network Video, Digital OOH

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

Visit Tampa Bay generated **3,760,272,171 unpaid Local, National and International Media Impressions** in Quarter 3. This resulted in an **Earned Media Value (unpaid) of \$2,871,888**. The articles placed are listed below:

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
4/2/17	WTSP-TV Online	MOSI CEO, President Resigns
4/2/17	Tampa Bay Business Journal	MOSI President and CEO resigns
4/2/17	TampaBay.com	President of Tampa's Museum of Science and Industry Resigns Amid Financial Woes
4/2/17	Tampa Bay Times	President of Tampa's Museum of Science and Industry Resigns Amid Financial Woes
4/2/17	WFTS-TV Online	CEO of MOSI resigns, Executive Team will Handle Interim Duties
4/2/17	TBO.com	Coppertail Brewing Enjoys Ybor City Success
4/6/17	Creative Loafing	Heights Public Market Lands Inside the Box Location, Community Garden
4/7/17	TampaBay.com	Tampa Bay is Enjoying a Hotel Boom. Could a Five-Star be Coming?
4/11/17	WTSP-TV Online	Tampa Restaurant Rated No. 4 in the Nation on Yelp
4/11/17	Tampa Bay Times & TampaBay.com	Restaurant review: This Tampa Shop is rated No. 4 in the Nation on Yelp Lives up to the Hype
4/12/17	Tampa Bay Business Journal	There's More to Tampa Bay's National Ranking for Easter than Chocolate Bunnies
4/12/17	Tampa Bay Times & TampaBay.com	Airbnb Bookings Spike in Florida for MLB Spring Training
4/12/17	theledger.com	99 Bottles: Tropic Pressure Florida Ale Hits the Right Notes
4/12/17	Business Observer	Convention Center Chomps on New Restaurants
4/13/17	Tampa Bay Times & TampaBay.com	Georgia, Home of 'Stranger Things' Stole Florida Productions and now Targets its Tourism
4/13/17	News 13 Orlando & mynews13.com	Finding Fairyland: Rediscovering Tampa's Lost Theme Park
4/13/17	Bay News 9 & baynews9.com	Finding Fairyland: Rediscovering Tampa's Lost Theme Park

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
4/16/17	Only In Your State	The 10 Most Beautiful Restaurants In All Of Florida
4/16/17	TampaBay.com	Talking the Talk about Walking the Walk
4/16/17	Tampa Bay Times	Talking the Talk about Walking the Walk
4/16/17	baynews9.com	Florida on a Tankful: Be a VIP at the Florida Aquarium
4/18/17	83 degrees	Tampa Bay History Center Grows Up and Out, Stays on Track with \$11M Expansion
4/18/17	wfla.com	March Madness to Return to Tampa in 2020
4/19/17	Tampa Bay Business Journal (online)	Tampa will Host 2020 NCAA Basketball Championship Matches
4/26/17	970 WFLA RADIO	WATCH Alton Brown's Tampa Cuban Sandwich Blind Taste Test
4/26/17	Orlandosentinel.com	Push for Transparency at Tourism Marketing Agencies Continues
4/26/17	wusf.edu	Neighbors Photo Project Artist Comes To Tampa
4/26/17	WFTS-TV ABC Action News	Datz Pours Up a Perky Peach Cocktail!
4/26/17	miami.eater.com	The Guide to Essential Tampa Restaurants, 2017
4/27/17	Only In Your State	11 Things You Must Do Underneath The Summer Sun In Florida
4/27/17	Business Observer	Tampa Restaurateur Launches New Concept
5/1/17	tampabayisawesome.com	5 New Spots in Cigar City
5/2/17	Tampa Bay Business Journal (online)	One of St. Pete's most Popular Downtown Restaurants Expands Across the Bay
5/2/17	WTSP 10 News at 6 a.m.	Ybor City Becoming a Hub for Tech Companies
5/2/17	NULL	Ybor City Becoming a Hub for Tech Companies
5/3/17	Tampa Bay Times & TampaBay.com	Jeff Vinik Group to Manage USF Sun Dome
5/4/17	Tampa Bay Business Journal & Online	What Four Tampa Bay Hospitals Did to Make it to the Top of this LGBTQ Equality List
5/4/17	Tampa Bay Times & TampaBay.com	Meet the Fixer for Ybor City's Prized Chickens
5/7/17	WFOR-Miami	Flip My Yard
5/10/17	Bay News 9	National Tourism Week
5/11/17	thegabber.com	Release the Kraken
5/12/17	Tampa Bay Business Journal (online)	First Quarter Hotel Numbers Show Tampa Bay Tourism's Economic Impact
5/12/17	TampaBay.com	Wonder Woman Burger from Tampa Captivates the Internet with its Amazonian Physique
5/14/17	TampaBay.com	Visit Tampa Bay: Share Our Local Treasures
5/14/17	Tampa Bay Times	Visit Tampa Bay: Share Our Local Treasures
5/15/17	Tampa Bay Times	Cool Gadgets, New Ideas on Display at SOFIC, Tampa's annual Commando Conference
5/15/17	TampaBay.com	Cool Gadgets, New Ideas on Display at SOFIC, Tampa's annual Commando Conference
5/15/17	WJXT-JAX	Year Round Cruises to Cuba
5/15/17	Tourism Marketing Today	Tampa Bay Break Ground with Florida's First Tourism Marketing District
5/15/17	Tourism Marketing Today	Visit Tampa Bay Leaps to Viral Video Award
5/16/17	Thatsstotampa.com	New Brewery Set to Open on Ybor's Bustling 7th Avenue
5/18/17	970 WFLA RADIO	WFLA 970 Morning Show
5/18/17	TampaBay.com	MOSI to Close Part of its Building to Save Money Before Move to Downtown Tampa
5/18/17	Tampa Bay Business Journal (online)	MOSI, Vinik Foundation begin 'Visioning' Process for Museum's Potential Move to Downtown
5/18/17	spoonuniversity.com	Most Popular Tampa Bay Pop-Up Markets
5/18/17	TBO.com	MOSI to Close Most of its Building, IMAX to Save Money Before Move to Downtown Tampa
5/19/17	Tampa Bay Times & TampaBay.com	Editorial: Downsizing MOSI Good Move to Save Brand
5/19/17	saintpetersblog.com	Pirate Invasion to Mark Hillsborough Day at Florida State Capitol
5/22/17	TBO.com	Bar review: Hotel Bar in Tampa Offers Famous Cocktails
5/23/17	970 WFLA RADIO	SuperBowl LV Coming to Tampa Bay
5/23/17	WTVT Fox 13 & fox13.com	Itrekkers Makes Outdoor Adventures More Accessible
5/23/17	970 WFLA RADIO	Superbowl in Tampa Bay
5/23/17	WFLA Newschannel 8	NewsChannel 8 Today
5/23/17	FOX13's Good Day, Tampa Bay	Fox13's Good Day, Tampa Bay
5/23/17	pizzamarketplace.com	Considering an Airport? Bavaro Founder Shares Lessons Learned
5/24/17	WFLA-TB TV	Superbowl in Tampa Bay
5/24/17	behindthethrills.com	Invadr Preparing to Raid Busch Gardens Williamsburg as We Go
		Behind the Scenes of the New Coaster!
5/24/17	970 WFLA RADIO	Superbowl in Tampa Bay
5/25/17	970 WFLA RADIO	SuperBowl LV

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
5/25/17	SaintPetersBlog.com	For Many Tampa's 2021 Super Bowl is Unexpected 'Big Win' Others Remain Skeptical
5/25/17	Tampa Bay Times	Editorial: Super Bowl Yardsticks for Bay Area
5/29/17	Art Bell - WFLAAM (WFLA)	Visit Tampa Bay
5/29/17	WTSP-TV	10 News at 6:00PM
5/29/17	The Rhode Show	The Rhode Show
5/29/17	Tampa Bay Times - Online	What Major Sporting Event could Tampa Bay Land Next?
5/29/17	The Brandon Sun Online	NHL Awards 2018 All-Star Showcase to Tampa
5/29/17	Thompson Citizen - Online	NHL Awards 2018 All-Star Showcase to Tampa
5/29/17	Tampa Bay Times Events	Three 'MasterChef' Contestants from the Tampa Bay Area Talk Cooking Inspiration and More
5/30/17	FOX13's Good Day, Tampa Bay	Fox13's Good Day, Tampa Bay
5/30/17	Bay News 9	Bay News 9 Your Morning News at 7
5/30/17	WFLA News Channel 8	NewsChannel 8 Today
5/30/17	Bay News 9	Bay News 9 Your Morning News at 6
5/30/17	FOX13's Good Day, Tampa Bay	FOX13's Good Day, Tampa Bay
5/30/17	Bay News 9	Bay News 9 Your Morning News at 5
5/30/17	WFTS-TV ABC Action News	ABC Action News at 11 PM
5/30/17	Tampa Bay Times	The Daystarter: Skyrocketing Rents Cripple Hip St. Petersburg Block
5/30/17	WDAE-AM Online	NHL Officially Brings All-Star Game To Tampa
5/30/17	WFTS-TV Online	2018 NHL All-Star Game coming to Tampa
5/30/17	CBS 19 This Morning	CBS 19 This Morning
5/30/17	KTIK-AM	What Major Sporting Event could Tampa Bay Land Next?
5/30/17	WPMT-TV Online	NHL Awards 2018 All-Star Showcase to Tampa
5/30/17	thesportsdaily.com	2018 NHL All-Star Game To Be Played At Tampa Bay
5/31/17	970 WFLA RADIO	NHL All-Star 2018 7:36 a.m.
5/31/17	970 WFLA RADIO	NHL All-Star 2018 6:35 a.m.
5/31/17	970 WFLA RADIO	NHL All-Star 2018 5:35 a.m.
5/31/17	WFLA-AM (Fox News)	Visit Tampa Bay
5/31/17	WFLA-AM (Fox News)	Visit Tampa Bay
6/5/17	Tourism Marketing Today	Tampa Tourism Revenue Breaks \$10 Million in Q1
6/5/17	Tourism Marketing Today	National Tourism Week Celebration
6/14/17	WTVT Fox 13	Visit Tampa Bay hosts Tourism Gives Back
6/15/17	WTVT Fox 13	Visit Tampa Bay hosts Tourism Gives Back
6/15/17	FOX13's Good Day, Tampa Bay	Visit Tampa Bay on WTVT-TB
6/15/17	WTVT Fox 13	Tourism Gives Back
6/15/17	WTVT Fox 13	Visit Tampa Bay
6/16/17	WFTS-TV ABC Action News	Tourism Gives Back
6/16/17	WFTS-TV ABC Action News	Visit Tampa Bay
6/16/17	WFTV-ORD	Visit Tampa Bay
6/26/17	WFTX-FTM	Visit Tampa Bay

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 **18 Local Industry and Partner Tourism Events** in Quarter 3. These events are listed below:

<u>Start Date</u>	<u>Event Name</u>
4/3/2017	Destination Reps Kansas City event
4/5/2017	Destination Reps Minneapolis event
4/7/2017	2017 Tee Off For Tourism Golf Tournament
4/18/2017	Business by the Bay-Whiskey Joe's Bar & Grill
4/24/2017	Religious Conference Management Association Board Dinner
4/27/2017	April Hospitality Partner Meeting
5/3/2017	Governor Scott Tourism Rally
5/4/2017	North Tampa Regional Partner Update Meeting
5/9/2017	GET Training Saddlebrook Private
5/10/2017	2017 National Tourism Week Luncheon
5/11/2017	Visit Florida Hamilton Event - Chicago
5/16/2017	Dinner at Consul General of the United States of America - Frankfurt
5/18/2017	Partnership 101
5/24/2017	Partnership 201
5/30/2017	May Hospitality Partner Meeting
6/6/2017	GET Training Lowry Park Zoo
6/15/2017	Tourism Gives Back Service Project
6/27/2017	June Hospitality Partner Meeting

In addition, Visit Tampa Bay had **18 Public Speaking Engagements**. These speaking engagements implore our community to support tourism, as well as selling and marketing the destination.

Visit Tampa Bay secured **40 New Partners** in Q3 which is 154% of goal. Total **Partners Dues Revenue was \$130,996**, which is 96% of Q3 goal. Visit Tampa Bay garnered **\$21,700 in Sponsorships**, which is 58% of the Q3 goal. Visit Tampa Bay created a new sponsorship program and is actively working on a plan to secure additional dollars.

Visit Tampa Bay had **1,095 Partner Referrals** and **\$98,539 In-Kind** donations from our partners to help us fulfill our mission.

Visit Tampa Bay sold over **\$10,504 in Package Revenue** including CityPASS Booklets to Hillsborough County visitors. This was 136% of goal for the quarter. **Website Revenue booked \$24,747**, which is 132% of the Q3 goal.

6. **VISITOR EXPERIENCE PROGRAM**

Visit Tampa Bay requested Q3 Visitor Center Traffic.

Plant City Chamber: 423*

Ybor City Chamber: 10,505

Train Museum: 1,046

Visit Tampa Bay: 8,311

*Closed I4 Center during Q3.

Visit Tampa Bay paid the following reimbursements in Q3:

Plant City Chamber - FY17 Q2 Expenses of \$7,579.98

Train Museum - FY17 Q2 Expenses of \$6,188.47

Ybor City Chamber - FY17 Q2 Expenses of \$13,902.28

Visit Tampa Bay – Deposit for Mobile Kiosks \$64,750.00

FESTIVALS & EVENTS PROGRAM

- Distributed Funds in Q3:
\$4,500.00 3rd Annual Craft Brewfest
\$28,000.00 RiverFest
\$6,000 Temple Terrace Community Arts 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 Q3:

The Straz Center for the Performing Arts- FY17 Q2 Expenses of \$95,312.52

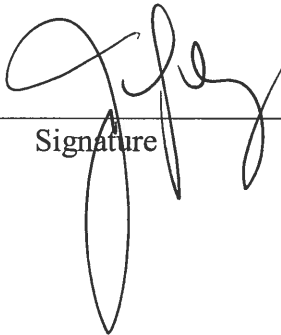
Lowry Park Zoo - Value Ticket FY17 Q2 Expenses of \$65,290.00

Tampa Museum of Art – FY17 Q2 Expenses of \$15,784.00

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, 2017

Date