

# Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

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

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## Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 <sup>st</sup> Quarter (October-December)	\$ 2,613,828.00
Tourist Development Tax Funds Received for 2 <sup>nd</sup> Quarter (January-March)	\$ 3,562,944.00
Tourist Development Tax Funds Received for 3 <sup>rd</sup> Quarter (April-June)	\$ 3,689,258.00
Tourist Development Tax Funds Received for 4 <sup>th</sup> Quarter (July-September)	\$ <u>2,275,205.86</u>

<b>Tourist Development Tax Funds Received Since October 1, 2016</b>	<b><u>\$ 12,141,235.86</u></b>
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## Tourism Generated/Program Results

1. **SALES** – Convention Sales generated **130,094 Definite Room Nights** in Quarter 4 which was 138% of the Quarter 4 goal. Cumulatively, for the year, Convention Sales generated 537,265 Definite Room Nights. There were **460,167 Lead Room Nights** in the sales funnel during the Quarter 4, and 2,131,369 for the year. Leisure Sales had **879 Customer Interactions** in the Quarter 4, and a total of 12,864 for the fiscal year, coming in at 116% of their annual 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 **51 Trade Shows and Missions & Sales Events** in Quarter 4.

<u>Start Date</u>	<u>Event Name</u>
7/1/2017	AAA Summer Sales Mission - North/Central Florida
7/11/2017	Florida Society of Association Executives Annual Conference: Palm Beach, FL
7/13/2017	Walden University-Services Pre-Promote Staffed- Washington, DC
7/20/2017	Society of Government Meeting Professionals Education Day - Gainesville, FL
7/21/2017	CVB REPs Client Event - Industry Event - Washington, DC
7/23/2017	Florida Airports Council - Prepromote - Miami, FL
7/25/2017	Council Engineering & Scientific Society Executives (CESSE) - Quebec City, Canada
7/26/2017	Miami Sales Mission VIP Reception - Miami, FL

<b><u>Start Date</u></b>	<b><u>Event Name</u></b>
8/8/2017	AAA Summer Sales Mission - North Florida
8/9/2017	CVB REPs Summer - Industry Event - Washington, DC
8/10/2017	Florida Society for Healthcare Risk Management & Patient Safety - Orlando, FL
8/11/2017	American Society Association Executives (ASAE) - Trade Show- Toronto, Canada
8/16/2017	Sun Country Call Center Training Session 1 - Sales Presentation - St. Paul, Minnesota
8/16/2017	Sun Country Call Center Training Session 2 - Sales Presentation - St. Paul, Minnesota
8/17/2017	Sun Country Call Center - Trade Show - St. Paul, Minnesota
8/21/2017	Visit USA Panama - Sales Presentation
8/21/2017	Visit USA Panama - Trade Show
8/21/2017	Connect Marketplace - Trade Show - New Orleans, LA
8/23/2017	Professional Convention Management Association - Industry Event, Washington, DC
8/23/2017	Visit USA Costa Rica - Trade Show
8/23/2017	Visit USA Costa Rica - Sales Presentation
8/24/2017	Visit USA Guatemala - Sales Presentation
8/24/2017	Visit USA Guatemala - Trade Show
8/24/2017	Potomac Meeting Professionals International - Industry Event - Washington, DC
8/25/2017	Chicago Trade Show 2017
8/26/2017	ASTA Annual Conference - Tradeshow - San Diego, CA
8/27/2017	Jewish War Veterans- Services Pre-Promote - San Antonio, TX
8/28/2017	Kellen Managers Summit 2017 - Tradeshow - Chicago, IL
8/29/2017	DC Client Event - Client Event - Washington, DC
8/29/2017	La Cita Conference - Trade Show - St Petersburg, FL
8/30/2017	La Cita Conference - Sales Presentation - St Petersburg, FL
9/6/2017	SouthEast Clown Association-Services Pre-Promote-Altamonte Springs, FL
9/10/2017	Association of Fish and Wildlife Agencies-Service Pre-Promote - Snowbird, UT
9/12/2017	Association of Women's Business Centers-Services Pre-Promote - Alexandria, VA
9/14/2017	Ladevi Lounge USA - Bogota, Colombia
9/15/2017	Chicago Sales Mission 2017 -Prime and Provisions- Sales Mission - Chicago, IL
9/15/2017	National Organization of Rheumatology Services Prepromote - Kansas City, KS
9/15/2017	Florida Society for Histotechnology-Services Pre-Promote-Orlando, FL
9/16/2017	Delta Vacations University - Tradeshow - Atlanta, GA
9/16/2017	Chicago Sales Mission 2017 -Tall Ship- Sales Mission - Chicago, IL
9/17/2017	HelmsBriscoe Classic 2017-Industry Event-Lake Geneva, WI
9/19/2017	PCMA Greater Midwest Chapter - Industry Event - Chicago, IL
9/19/2017	Scandinavian - Sales Mission - Denmark & Sweden
9/19/2017	RTO Summit - Trade Show - Orlando, FL
9/21/2017	Joyce Meyer Ministries - Prepromote - St. Louis, MO
9/21/2017	Discover America - Trade Show - Sweden
9/23/2017	World Routes Tradeshow - Barcelona, Catalonia
9/27/2017	Professional Convention Management Association - Industry Event, Washington, DC
9/27/2017	DC Sales Calls
9/27/2017	Northeast Sales Mission-New York & New Jersey
9/29/2017	National Rural Electric Cooperative Association- Services Prepromote - Long Beach, CA

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

<b><u>Start Date</u></b>	<b><u>Event Name</u></b>
7/7/2017	Florida A&M University Alumni Association- Services Planning Site
7/11/2017	Peter Greenberg 2017 FAM
7/14/2017	Air Force Association
7/18/2017	Briovax National Training - Site
7/24/2017	International Window Coverings Expo for 2018
7/27/2017	MegaCon- Services Planning Site
7/31/2017	Association of Nurses in AIDS Care - Site
8/2/2017	Hospitality Performance Network (HPN) Global Site Visit - Site Visit - Tampa, FL
8/2/2017	Dr. Fuhrman Online, Inc. - Site Visit - Tampa, FL
8/3/2017	Orthopaedic Trauma Association-Services Planning Site
8/3/2017	Avianca site - August 2017
8/4/2017	American Executive International Site- 2017
8/10/2017	Florida Community Development Association - Definite Site Visit - Tampa, FL
8/10/2017	Alliance for Academic Internal Medicine (AAIM) - Site Visit
8/14/2017	AllState Insurance - Definite Site Visit
8/17/2017	CS Week -Services Planning Site Visit
8/17/2017	Education Market Association - Services Planning Site Visit
8/19/2017	Off On the Go Blog FAM
8/21/2017	Orienter Tour Fam Group Brazil - Leisure FAM
8/22/2017	National Catholic Education Association - Site Visit
8/23/2017	Unlock Tampa Bay-Services-Visitor Center Staff Training
8/24/2017	Meeting Professionals International - After 5/Networking Event - Le Meridien
8/24/2017	Packaging Corporation of America - Site Visit
8/24/2017	Florida Literacy Coalition - Site Visit
8/25/2017	Brazil Flyworld Pre La Cita FAM
8/27/2017	Church of the Lord Jesus Christ of the Apostolic Faith 64th National Men's Conf - Site
8/31/2017	Post La Cita Leisure FAM

<b><u>Start Date</u></b>	<b><u>Event Name</u></b>
9/3/2017	Mandy Carter FAM
9/5/2017	Verizon Telematics - Site Visit
9/6/2017	Majestic Uruguay FAM - Leisure FAM
9/11/2017	Florida Federation of Alpha Chapters District Conference-Site Visit
9/13/2017	Property & Liability Resource Bureau Site Visit
9/14/2017	Tennessee State University National Alumni Association-Site Visit
9/15/2017	Careli Tours Latam FAM
9/17/2017	American Anthropological Association Nov. 2024 - Site Visit
9/18/2017	California Closets 2019 Annual Convention - Site Visit
9/20/2017	Campus Safety, Health & Environmental Management Association - Site Visit
9/21/2017	University of South Florida - 2018 Conference-Site Visit
9/26/2017	Universal Technology Corporation-Services Planning Site Visit
9/26/2017	Investment Management Consultants Assn 2020 Annual Conference Experience - Site Visit
9/27/2017	National Association of Drug Diversion Investigators NPLEEx-Site Visit
9/27/2017	Meeting Professionals International-After 5 - Industry Event
9/28/2017	American Soc. for Healthcare Engineering Int'l Summit on Health Site Visit
9/29/2017	Tirecraft-Site Visit- Tampa, FL
9/30/2017	Bookabed - Leisure FAM
9/30/2017	Brand USA Mega Leisure FAM

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 **138,515,013 Advertising Impressions** in Quarter 4.

Campaign details for Quarter 4:

#### **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 **1,119,659,475 unpaid Local, National and International Media Impressions** in Quarter 4. This resulted in an **Earned Media Value (unpaid) of \$2,751,774**. The articles placed are listed below:

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
6/29/2017	Tampa Bay Times	Where are Orlando's Beaches? Pinellas Tourism Pitch Urges Visitors to Head West
7/19/2017	Tourism Marketing Today	Tampa Bay Tourism Industry Fights Hunger
7/24/2017	Tampa Bay Business Journal	Bay area tourism industry experts focus on Dallas, China as new feeder markets
7/31/2017	businessobserver.com	Agency Collects \$23.75 Million in Tourist Development Tax
8/4/2017	WTSP 10 News at 5 a.m.	Tampa Bay Break Up with Visit Florida
7/4/2017	Tampa Bay Business Journal (online)	Why Visit Florida is still Under Siege, as Visit Tampa Bay Cuts Ties
7/4/2017	TBT*	Tampa, Miami, Orlando Tourism Boards Cut Ties with Visit Florida
7/6/2017	WTSP-TV	Did Tampa's Airport Bet its future on a Technology of the Past? On Air
8/9/2017	baynews9.com	SeaWorld Revenue, Attendance Fall Further in 2017
8/9/2017	tampabayreporter.com	Tampa, St. Pete Rank High on Pet Friendly Cities List
8/9/2017	wfla.com	Let's Try It: Gayle and Leigh Become Chefs for a Night
8/9/2017	WFLA News Channel 8	Let's Try It: Gayle and Leigh Become Chefs for a Night
8/9/2017	tampabayisawesome.com	27 Amazing Coffee Shops Around Town
8/9/2017	WUSF News	Florida Matters: The State Of Florida Tourism
8/9/2017	WUSF News	Florida Matters: The State Of Florida Tourism- Radio
8/10/2017	Tampa Bay Business Journal (online)	Florida Aquarium's new Leader Talks about his Biggest Challenges Ahead
8/16/2017	Tampa Bay Times	A record 60 million-plus tourists have visited Florida so far in Spring 2017
8/23/2017	WUSF News	Ghost Tour A Different Haunt From Ybor's Usual - Radio
8/24/2017	TampaBay.com	Plan a fall vacation at Disney, Universal, Busch Gardens when crowds are light
8/23/2017	TBO.com	Local craft beer of the week: Cherry Pastelitos, Coppertail Brewing Co. in Tampa
8/24/2017	Tampa Bay Times	Plan a fall vacation at Disney, Universal, Busch Gardens when crowds are light- print 1
8/27/2017	theledger.com	Corcoran takes Aim at 12 Tourism Agencies
8/27/2017	chronicleonline.com	Another Take on Visiting Cuba
8/29/2017	wfla.com	Florida House Speaker Threatens Lawsuit if Visit Tampa Bay Fails to Disclose Finances
8/29/2017	WFLA News Channel 8	Florida House Speaker Threatens Lawsuit if Visit Tampa Bay Fails to Disclose Finances @ 4
8/29/2017	WFLA News Channel 8	Florida House Speaker Threatens Lawsuit if Visit Tampa Bay Fails to Disclose Finances
8/29/2017	WFLA News Channel 8	Florida House Speaker Threatens Lawsuit if Visit Tampa Bay Fails to Disclose Finances @ 7
8/29/2017	bizjournals.com	Historically black fraternity chooses Tampa Bay for Major Meeting
8/30/2017	TampaBay.com	Vinik-Cascade team unveils plans for 500-room hotel for Water Street Tampa
8/30/2017	Tampa Bay Times	Vinik-Cascade team unveils plans for 500-room hotel for Water Street Tampa-Print 1
8/31/2017	saintpetersblog.com	Joe Henderson: Corcoran Tourism Threat isn't a Bluff

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
9/5/2017	Tampa Bay Business Journal (online)	Gonzmart Hires Chef for New Sicilian Restaurant in Ybor City
9/7/2017	wusf.edu	Tampa Hotels Fill Up As Irma Nears Florida
9/15/2017	Tampa Bay Times	Hillsborough County's Economy Sees \$6 Billion Boost from Tourists
9/15/2017	Creative Loafing	Cigar City, Ball Corporation Join Forces with CAN'd to Get Clean Water to Irma-Impacted Counties
9/18/2017	Tampa Bay Times	Area Hotels Open Doors to Pets in Aftermath of Irma
9/18/2017	Tampa Bay Times	FAMU Return: Classic
9/15/2017	Tampa Bay Times	Tourism Officials: We're open
9/18/2017	carloseats.com	Guide: Top 8 Local Coffee Shops in Tampa
9/19/2017	thefishingwire.com	IBEX opens today (Sept. 19) in Tampa, Florida
9/19/2017	Tampa Bay Times	Tampa Heights Project Gets \$21.5 Million in Funding-print
9/19/2017	Tampa Bay Times	Despite Hurricane Irma, Hillsborough on Pace to Unlock Hotel Tax that could Pay for Rays Ball Park
9/21/2017	970 WFLA RADIO	Irma Local Tourism-WFLA 970 am @5pm
9/20/2017	Tampa Bay Business Journal (online)	National Gay & Lesbian Chamber of Commerce chooses Tampa for 2019 Convention

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

<u>Start Date</u>	<u>Event Name</u>
7/11/2017	GET Training 7.11.17-Visit Tampa Bay Office
7/12/2017	Business by the Bay-Hard Rock Hotel & Casino
7/12/2017	GET Training 7.12.17 Tampa Airport Taxi Training
7/27/2017	July Hospitality Partner Meeting - 2017
8/10/2017	Business by the Bay-The Tampa Club
8/16/2017	SmithBucklin Annual - Client Event - Houston, TX
8/23/2017	GET Training 8.23 - 8.24.17 Unlock Tampa Bay Visitor Center Staff
9/14/2017	Business by the Bay-Aloft Tampa Downtown
9/19/2017	GET Training 9.19.17 Visit Tampa Bay Open Training
9/26/2017	September Hospitality Partner Meeting
9/30/2017	Experient (E4) - Client Event - Houston, TX

In addition, Visit Tampa Bay had **15 Public Speaking Engagements**. These speaking engagements implore our community to support tourism, as well as selling and marketing the destination.

Visit Tampa Bay secured **30 New Partners** in Quarter 4 which was 103% of goal. Total **Partners Dues Revenue was \$94,769**, which is 74% of Quarter 4 goal. Visit Tampa Bay garnered **\$0 in Sponsorships** Quarter 4, but ended the year at 45% of goal. Visit Tampa Bay created a new sponsorship program and is actively working on a plan to secure additional dollars.

Visit Tampa Bay had **893 Partner Referrals** and **\$17,031 In-Kind** donations from our partners to help us fulfill our mission.

Visit Tampa Bay sold over **\$6,956** in **Package Revenue** including CityPASS Booklets to Hillsborough County visitors. This was 90% of goal for the quarter, and for the year end, they came in at \$37,581 which was 121% of annual goal. **Website Revenue booked \$17,553**; for the Quarter and \$78,014 for the year which was 104% of the annual goal.

6. **VISITOR EXPERIENCE PROGRAM**

Quarter 4 Visitor Center Traffic:

Plant City Chamber: 2,677  
Ybor City Chamber: 3,856  
Railroad Museum: 1,431  
Visit Tampa Bay: 3,594

Quarter 4 reimbursed documented expenses:

Plant City Chamber - \$5,214.02  
Train Museum - \$6,940.80  
Ybor City Chamber - \$14,169.07

7. **FESTIVALS & EVENTS PROGRAM**

Quarter 4 distributed funds:

Tailgate Taste Fest - \$12,000  
Florida Birding & Nature Fest \$6,000

In addition, in Quarter 4 Visit Tampa Bay received the Event Economic Impact Analysis from Tourism Economics on the following events:

Black Heritage Festival  
Birding Festival  
Christmas Lane  
Gasparilla International Film Festival  
Gasparilla Music Festival  
Math Alive!  
Rotten  
Pig Jam

8. **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 tourism advertising. advertising included participation in Visit Tampa Bay’s in-state campaign, listings on the VTB website, Visit Florida Welcome Center transparencies, brochure distribution, listings on several reseller sites like Entertainment Benefits Group, and creative and domain fees for a new logo and web refresh.

**Straz Center for the Performing Arts:** The funding was used in coordinated marketing activities with VTB included: multiple ads on [www.visittampabay.com](http://www.visittampabay.com). advertising the 2017-18 Opera Tampa Season in July/August AAA Living Magazine, a summer digital marketing campaign for the production of Little Mermaid, advertising in the PLAYBILL program for the Tony Awards, a full-page back cover ad in the nationwide Venues Today, a summer digital marketing campaign for MOTOWN THE MUSICAL, a full-page ad in the nationwide Facilitiesmagazine, and a folded 11" x 17" insertion of the Straz 2017-18 Season in the New York Times.

Our pre-marketing strategies to attract major Broadway productions included investments in the U.S. tour of On Your Feet and Donna Summer.

**Tampa Museum of Art:** The funding was used in coordination with Schifino Lee which included out-of-home (billboard) advertising along I-75 from January – November).

**Glazer Children’s Museum:** The funding was used in coordination with Swim Digital Group and Florida Public Broadcasting Services which included digital advertising for Facebook and Instagram, Pay-Per-Click SEM and Geo-fencing.

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

November 30, 2017  
Date