

## Tourist Development Tax Funds Quarterly Report

Organization Name: VISIT TAMPA BAY

Report for Quarter Ending **March 31, 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)	\$
Tourist Development Tax Funds Received for 4 <sup>th</sup> Quarter (July-September)	\$

<b>Tourist Development Tax Funds Received Since October 1, 2017</b>	<b><u>\$7,044,561.00</u></b>
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### Tourism Generated/Program Results

1. **SALES** – Convention Sales generated **130,438 Definite Room Nights** in Quarter 2 which was 114% of the Quarter 2 goal. Cumulatively, for the year, Convention Sales generated 310,082 **Definite Room Nights** achieving 193% of their YTD goal. There were **447,284 Lead Room Nights** in the sales funnel during the Quarter 2, and 773,995 for the year. Leisure Sales had **8,995 Customer Interactions** in the Quarter 2, and a total of 11,319 for the fiscal year, coming in at 112% 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 **54 Trade Shows and Missions & Sales Events** in Quarter 2.

<u>Start Date</u>	<u>Event Name</u>
1/8/2018	Professional Convention Mgmt Assn Convening Leaders 2018 - Trade Show - Nashville, TN
1/9/2018	Florida Huddle 2018 - Trade Show - Fort Lauderdale, FL
1/12/2018	The Villages Travel Expo 2018 - Trade Show - The Villages, FL
1/16/2018	Discover America Sweden 2018 - Trade Show - Stockholm, Sweden
1/17/2018	US Travel Association - Industry Event - Washington, DC
1/18/2018	Reston Herndon Meeting Planners - Industry Event - Sterling, VA
1/19/2018	AAA Great Vacations Travel Expo 2018 - Trade Show - Columbus, OH
1/20/2018	DC Travel & Adventure Show 2018 - Trade Show - Washington, DC

<b><u>Start Date</u></b>	<b><u>Event Name</u></b>
1/23/2018	Orinter Educational Seminar 2018 - Sales Presentation - Brazil
1/25/2018	Iceland Mid-Atlantic 2018 - Trade Show - Reykjavik, Iceland
1/28/2018	Treasury Institute for Higher Education - Pre-Promote - Savannah, GA
1/29/2018	2018 Florida Snowbird Extravaganza - Trade Show - Lakeland, FL
1/30/2018	Religious Conference Management Association - Trade Show - Omaha, NE
2/8/2018	Florida Society of Assn Executives Roundtable Luncheon - Industry Event - Tallahassee, FL
2/10/2018	Chicago Travel & Adventure Show 2018 - Trade Show - Chicago, IL
2/12/2018	Connecting the Dots - Industry Event - Washington, DC
2/13/2018	Destination Showcase - Trade Show - Washington, DC
2/15/2018	Professional Convention Mgmt Assn Michael Dominguez - Industry Event - Tysons, VA
2/16/2018	The Outdoor Adventure Show 2018 - Trade Show - Toronto, MA
2/17/2018	SF/Bay Area Travel & Adventure Show 2018 - Trade Show - San Francisco, CA
2/18/2018	The Outdoor Adventure Show 2018 - Sales Presentation - Toronto, Ontario
2/19/2018	FL Soc. of Assn Executives Advisory Committee 2018 - Industry Event - Tallahassee, FL
2/19/2018	National Educational Broadband Services Association - Pre-Promote - San Antonio, TX
2/20/2018	XSITE Tallahassee 2018 - Trade Show - Tallahassee, FL
2/21/2018	American Association of Colleges of Nursing - Pre-Promote - Garden Grove, CA
2/21/2018	CCRA Power Solutions 2018 - Trade Show - Atlanta, GA
2/23/2018	The Outdoor Adventure Show 2018 - Trade Show - Toronto, Ontario
2/26/2018	Colombia Sales Mission 2018 - Bogota & Bucaramanga, Colombia
2/26/2018	Colombia Sales Mission 2018 - COPA Event - Bogota, Colombia
2/26/2018	Colombia Sales Mission Blanco Travel 2018 - Bogota, Colombia
2/27/2018	Mtg. Professional Int'l Northern California Annual Conf - Tradeshow - San Francisco, CA
2/27/2018	Potomac Meeting Professional Int'l Mid Atlantic Conf - Trade Show - Washington, DC
3/2/2018	AAA East Marketplace 2018 - Trade Show - Foxboro, MA
3/4/2018	Refrigerated Foods Association - Pre-Promote - Huntington Beach, CA
3/4/2018	FDM Travel USA Event 2018 - Trade Show - Copenhagen, Denmark
3/5/2018	USA Travel Show 2018 - Trade Show - Copenhagen
3/5/2018	National Alternative Education Association - Pre-Promote - Dallas, TX
3/6/2018	ITB 2018 (Internationale Tourismus-Börse Berlin) - Trade Show - Berlin, Germany
3/8/2018	49º Encontro Comercial Braztoa 2018 - Trade Show - São Paulo, Brazil
3/10/2018	Am. Soc. of Assn. Executives Great Idea Conf - Trade Show - Colorado Springs, CO
3/10/2018	Philadelphia Travel & Adventure Show 2018 - Trade Show - Philadelphia, PA
3/12/2018	VIP Tour Operator Appreciation Dinner 2018 - Sales Presentation - Zurich, Switzerland
3/13/2018	Meeting Industry Council of Colorado Educational Conf - Trade Show - Denver, CO
3/14/2018	Experient EnVision 2018 - Tradeshow - Detroit, MI
3/15/2018	National Federation for Catholic Youth Ministries - Pre-Promote - Anaheim, CA
3/19/2018	Fórum Panrotas 2018 - Trade Show - São Paulo, Brazil
3/20/2018	Nation Capitol Soc of Government Meeting Planers Expo - Trade Show - Arlington VA
3/20/2018	Shape America - Pre-Promote - Nashville, TN
3/21/2018	Brand USA Day 2018 - Trade Show - Vitória, Brazil
3/21/2018	Florida Encounter Advisory Meeting - Industry Event - Orlando, FL
3/25/2018	ConferenceDirect Annual Partner Meeting 2018 - Trade Show - Los Angeles, CA
3/25/2018	ConferenceDirect Annual Partner Meeting 2018 - Trade Show - Los Angeles, CA
3/26/2018	AAA Spring Sales Mission 2018 - Sales Mission - Central Florida Offices
3/29/2018	Womens Final Four - Pre-Promote - Columbus, OH

**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 **93 FAMs and Sites** in Quarter 2.

<b><u>Start Date</u></b>	<b><u>Event Name</u></b>
1/2/2018	NAACP Board of Directors Meeting - Sales Site
1/3/2018	Toyota - Sales Site
1/4/2018	Safeguard The Exchange 2019 - Sales Site
1/4/2018	Priscilla Willis - Media/PR FAM
1/6/2018	DERTOUR Pre-Huddle - Leisure Site
1/9/2018	Ed Spaces - Planning Site
1/13/2018	Info Table at the Tampa Bay Black Heritage Festival - Partner Activations
1/15/2018	Pro Board Accreditation and Education Conference - Sales Site
1/16/2018	Discover Florida /Azul Viagens Brazil Magazine - Leisure Site
1/17/2018	Tampa Bay Business Journal Book of Lists Party - Partner Activations
1/22/2018	International Association of Industrial Accident Boards & Commissions - Sales Site
1/22/2018	Common Ground Alliance Excavation Safety - Planning Site
1/24/2018	US Geospatial Intelligence Foundation January 2018 - Planning Site
1/25/2018	American Society of Nephrology Gasparilla FAM - Sales Site
1/25/2018	National Association of Insurance Commissioners Gasparilla FAM - Sales Site
1/25/2018	American Pharmacists Association Gasparilla FAM - Sales Site
1/25/2018	MJ (Missy Johnson) Meetings Gasparilla FAM - Sales Site
1/25/2018	Humana Gasparilla - Sales Site
1/25/2018	International AC, Heating, Refrigerating Site Selection Gasparilla - Sales Site
1/25/2018	National Association of Plan Advisors Gasparilla FAM - Sales Site
1/25/2018	LRP Publications, Inc. Gasparilla - Sales Site
1/25/2018	National Education Association Gasparilla FAM - Sales Site
1/25/2018	Arthroscopy Association of North America Gasparilla FAM - Sales Site
1/25/2018	Dept. of Labor Gasparilla FAM - Sales Site
1/25/2018	Volunteers of America Gasparilla FAM- Sales Site
1/25/2018	Equipment Leasing & Finance Association Gasparilla FAM - Sales Site
1/25/2018	Public Risk Managements Association Gasparilla FAM - Sales Site
1/25/2018	Professional Photographers of America Gasparilla - Sales Site
1/25/2018	American Bar Association - Sales Site
1/25/2018	American Retirement Association Gasparilla FAM - Sales Site
1/25/2018	Varsity Gasparilla FAM - Sale Site
1/25/2018	National Defense Industrial Association Gasparilla FAM - Sales Site
1/25/2018	HelmsBriscoe Gasparilla FAM - Sales Site
1/25/2018	Gasparilla 2018 - FAM
1/25/2018	WJ Weiser Association Management Gasparilla FAM - Sales Site

<b><u>Start Date</u></b>	<b><u>Event Name</u></b>
1/25/2018	Vickie Johnson & Associates Gasparilla FAM - Sales Site
1/26/2018	Visit Florida Canada/Marshman - Media/PR FAM
1/26/2018	Ashley Smith Blogger - Media/PR FAM
1/26/2018	Grupo Vision Travel Panama 2018 - Leisure Site
1/27/2018	BluePearl Veterinary Partners Gasparilla - Sales Site
1/29/2018	Kappa Alpha Psi Fraternity - Sales Site
1/31/2018	Natural Rural Electric Cooperative Association - Planning Site
2/1/2018	National Health Care Anti-Fraud Association - Sales Site
2/1/2018	National Health Care Anti-Fraud Association - Sales Site
2/2/2018	Florida Council of the Blind - Sales Site
2/5/2018	Sascha & Aliko Rettig - Media/PR FAM
2/8/2018	Team Based Learning Collaborative - Sales Site
2/8/2018	Andree Maccabee - Media/PR FAM
2/10/2018	Charles McCool - Media/PR FAM
2/12/2018	National Defense Industrial Assn/Special Ops Forces Industry Conf 2018 - Planning Site
2/13/2018	Lutheran Church - Missouri Synod - Planning Site
2/13/2018	Sherel Purcell with USA Today - Media/PR FAM
2/14/2018	Hop Culture - Media/PR FAM
2/15/2018	Applied Superconductivity Conference - Sales Site
2/15/2018	Spray Polyurethane Foam Alliance - Sales Site
2/16/2018	Southeastern Electric Exchange Convention June 2022 - Sales Site
2/16/2018	Ed Condran - Media/PR FAM
2/16/2018	Southeastern Electric Exchange 2018 - Sales Site
2/17/2018	Hartford - Sales Site
2/18/2018	National Federation for Catholic Youth Ministries - Planning Site
2/21/2018	Power Transmission Distributors Association - Sales Site
2/21/2018	Social Work Hospice & Palliative Care Network - Sales Site
2/22/2018	Florida Sheriffs Association - Sales Site
2/22/2018	Matthew Wexler Edge Media Group - Media/PR FAM
2/22/2018	American Council of Learned Societies - Planning Site
2/22/2018	Florida Society of Association Executives Roundtable 2018 - Industry Event - Tampa, FL
2/23/2018	Info Table at the Gasparilla Distance Classic Expo - Partner Activations
2/26/2018	TIA Volunteer Visit to the Visitor Center - Partner Activations
2/26/2018	Southern Gas Association-Services Plannning Site
2/27/2018	Tech Data Lunch & Learn 2018 - Sales Call - Clearwater, FL
3/2/2018	Tamara Hinson United Kingdom - Media/PR FAM
3/5/2018	Structural Building Components Association - Sales Site
3/7/2018	Gasparilla International Film Festival Event in the Visitor Center - Partner Activations
3/8/2018	Meeting Professionals International Game Night - Industry Event - Tampa, FL
3/8/2018	National Association of County Agricultural Agents 2022 Annual Meeting - Sales Site
3/9/2018	Foundation for Fighting Blindness Day - Sales Site
3/9/2018	Younglife Florida Young AA - Sales Site
3/9/2018	Lori A May - Media/PR FAM
3/9/2018	Mental Health Association of New York City - Sales Site
3/14/2018	Society of Women Engineers - Sales Site

<u>Start Date</u>	<u>Event Name</u>
3/17/2018	Gutter Helmet & Sunesta National Dealers - Sales Site
3/20/2018	Voalte - Sales Site
3/21/2018	Council for Christian Colleges & Universities - Sales Site
3/21/2018	Santini Travel Colombia - Leisure Site
3/22/2018	Mueller Water Products - Sales Site
3/22/2018	Info Table at the GIFF Lounge/Command Center
3/23/2018	Red Hats Society - Pre-Promote
3/26/2018	The Potter's House/TD Jake Ministries Int'l Pastors & Leadership Conference - Sales Site
3/26/2018	Avid 2018 - Planning Site
3/27/2018	Mikkel Paige - Media/PR FAM
3/27/2018	US Geospatial Intelligence Foundation March 2018 - Planning Site
3/28/2018	Stefan Wagner - Media/PR FAM
3/29/2018	IcelandAir Busch Gardens - Leisure Site

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 **66,124,903 Advertising Impressions** in Quarter 2.

Campaign details for Quarter 2:

#### **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
- 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 **1,612,676,643 unpaid Local, National and International Media Impressions** in Quarter 2. This resulted in an **Earned Media Value (unpaid) of \$4,189,406** achieving 112% of their Quarter 2 goal. The articles placed are listed below:

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
1/1/2018	imagerinding.com	Feeding Kangaroos and Flamingos at Busch Gardens Tampa!
1/1/2018	onlyinyourstate.com	The 15 Florida Restaurants You Must Try In 2018
1/2/2018	bestlifeonline.com	The 34 Best Airports in America
1/2/2018	mlive.com	Michigan football team chooses practice over Busch Gardens trip
1/2/2018	mysuncoast.com	Gamecocks visit Busch Gardens before Outback bowl
1/2/2018	mystatesman.com	Michigan football: Business brings pleasure in Outback Bowl preparations
1/2/2018	thepennyhoarder.com	We Crunched the Numbers to Find the 10 Best Bargain Travel Options for 2018
1/2/2018	Travel Weekly (online)	Anna Maria Island gets Autograph Collection Hotel
1/2/2018	hotspotsmagazine.com	Ybor: Best Brews in the City
1/3/2018	Trips to Discover	There's A Pedal-Powered Floating Pub in Tampa, Florida
1/3/2018	wsmh.com	Watch: Tom Eschen live from Ybor City's New Year's Eve parade in Tampa
1/3/2018	NHL.com	Lecavalier to be grand marshal of Gasparilla parade on All-Star Weekend
1/3/2018	rawcharge.com	Quick Strikes: Vincent Lecavalier named Grand Marshal of Gasparilla for All-Star Weekend
1/3/2018	thesuburban.com	What it was like to watch the Habs-Lightning game from the press box in Tampa
1/3/2018	elsentinel.com	Celebran tradición hispana en Busch Gardens
1/3/2018	folioweekly.com	12 Months of CRAFT Festivals
1/4/2018	elitedaily.com	10 Cheap Vacation Spots In 2018 That Are Perfect For Travelers On A Budget
1/4/2018	time.com	10 Best Budget-Friendly Vacations to Take in 2018
1/4/2018	VISITFLORIDA.COM	15 Fun Things to Do in Tampa
1/4/2018	washingtonpost.com	If you can only eat three meals in Tampa, make sure they're here
1/4/2018	The Washington Post	If you can only eat three meals in Tampa, make sure they're here
1/4/2018	The Washington Post	If you can only eat three meals in Tampa, make sure they're here
1/8/2018	cityandshore.com	City & Shore Home Departments Features Become a City & Shore Insider Digital Edition PRIME
1/8/2018	americancountryside.com	The History of Ybor City
1/8/2018	trekaroo.com	Pirate Adventures for Kids
1/10/2018	Trips to Discover	10 Can't-Miss Events Happening in Florida in January
1/12/2018	Daily Traveling News (Argentina)	Unlock Tampa Bay in 2018 _ English
1/12/2018	Daily Traveling News (Argentina)	Descubra Tampa Bay en el 2018
1/12/2018	datingadvice.com	Family-Owned Columbia Restaurant: Florida's Oldest Restaurant Creates a Beautiful Backdrop
1/12/2018	mic.com	In the home of the Cuban sandwich, this bakery has mastered the most important ingredient
1/17/2018	journalmetro.com	Cinq incontournables de la Floride
1/18/2018	Trips to Discover	12 of the Best Florida Weekend Getaways
1/18/2018	TampaBay.com	Top Chef's Fabio Viviani will open a restaurant in downtown Tampa
1/18/2018	wicz.com	2018's Hottest Beer & Food App Launches in 12 New US Cities
1/18/2018	Family Circle	Best Florida Destinations for Families
1/18/2018	vivaveltoro.com	Busch Gardens Tampa Bay Rides and Attractions for the Family
1/19/2018	craftbeer.com	The 9th Annual Hunahpu's Day
1/22/2018	https://www.journal-news.com/travel	Photos: WalletHub's 10 best cities for recreation in 2016
1/22/2018	wnky.com	Strategic Property Partners, LLC Announces JW Marriott Hotels & Resorts Brand - WNKY
1/22/2018	wbcb.com	Strategic Property Partners, LLC Announces JW Marriott Hotels & Resorts Brand - WBCB
1/22/2018	noticiasetx.com	Strategic Property Partners, LLC Announces JW Marriott Hotels & Resorts Brand - Texas
1/22/2018	wmcactionnews5.com	Strategic Property Partners, LLC Announces JW Marriott Hotels & Resorts Brand - Memphis
1/22/2018	bizjournals.com	Ranked: See how Tampa Bay room rates compare to the country's most expensive hotel markets
1/23/2018	Orlando Sentinel	Ahoy, mates! Gasparilla is invading Tampa Bay
1/24/2018	vacationidea.com	15 Best Tampa, Florida Beaches
1/25/2018	www.fodors.com	30 Sandwiches From All Over the World That You Need to Try
1/29/2018	thedailybeast.com	Going 10 Rounds with Eric Renaud
1/29/2018	thedailymeal.com	The Best Special Occasion Restaurant in Every State Gallery
1/29/2018	970 WFLA RADIO	NHL Gasparilla Wrap UP
1/30/2018	Edelweiss In-flight magazin	Crew's Favorite: My Tampa Bay
1/30/2018	Hotel Management	Tampa Marriott Waterside Hotel & Marina undergoes \$40M renovation

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
2/1/2018	The meeting professional	Only the drinks are frozen
2/8/2018	usatoday.com	Report: Tampa Bay Rays choose Ybor City site for new ballpark
2/8/2018	msn.com	Rays to announce move to Tampa, new stadium site
2/8/2018	925maxima.com	Tampa Bay Rays Anunciará Que Se Mudan a Ybor City Con Nuevo Estadio...!!!
2/12/2018	funinfaifaxva.com	Favorite Winter Getaways from Northern Virginia by Plane, Train, and Auto
2/12/2018	Hin & Weg	Floridas Happy-Zentrum
2/12/2018	Travel Industry Professional	Spielwiesen für aktivurlauber
2/12/2018	FVW	Nueus aus Florida
2/12/2018	guardian-series.co.uk	Linger longer for a tasty city stay in Florida
2/13/2018	Travel Xperts	Florida Urban Experience
2/13/2018	usatoday.com	A second Carnival Cruise Line ship begins year-round sailings from Tampa
2/13/2018	thepointsguy.com	10 Things No One Tells You About Tampa
2/14/2018	Tampa Bay Times (online - TampaB	Blind Tiger Coffee Roasters opens in South Tampa, plus learn how to roll sushi at Kelp
2/14/2018	Tampa Bay Times	Blind Tiger Coffee Roasters opens in South Tampa, plus learn how to roll sushi at Kelp-Print
2/14/2018	Tampa Bay Times (online - TampaB	These animations of a single day of Coast bike rides in Tampa and St. Pete are very cool
2/14/2018	wtsp.com	Tampa's Lowry Park Zoo names baby orangutan
2/14/2018	thisinsider.com	Here's what weddings looked like the year you were born
2/14/2018	bestlifeonline.com	The 20 Best Cities to Get Married in the U.S.
2/15/2018	bradenton.com	Galleries & Museums: Feb. 15-21
2/15/2018	Food Traveler	Tampa, Florida Savor the History. Taste the Future - online
2/15/2018	Food Traveler	Tampa, Florida Savor the History. Taste the Future - print
2/15/2018	mysanantonio.com	Advantage And EZ Rent A Car Celebrate Move To New Tampa Airport Facility
2/16/2018	usnews.com	Tampa Bay History Museum Opens New Gallery About Pirates
2/16/2018	dailyprogress.com	Tampa Bay History Museum Opens New Gallery About Pirates-daily progress
2/18/2018	citeboomers.com	20 raisons pour visiter Tampa en Floride
2/19/2018	mccooltravel.com	5 Fun Ways to See Tampa Florida
2/19/2018	foodtravelermag.com	Tampa, Florida Savor the History. Taste the Future
2/19/2018	citeboomers.com	Tampa , Floride et sa région en 2018
2/19/2018	trazeetravel.com	GASPARILLA: A FESTIVAL FOR PIRATES BY PIRATES
2/19/2018	metro.co.uk	There's more to Florida than Disney World: why you should visit Tampa Bay
2/20/2018	citeboomers.com	Bern's Steak House, Tampa , une expérience de tous les sens
2/21/2018	foodandwine.com	10 Warm, Inexpensive, Amazing Places for Retirees to Visit Right Now
2/21/2018	msn.com	20 hot spots in Florida to escape the winter cold
2/21/2018	familyvacationcritic.com	8 Best Zoo Sleepovers for Kids
2/21/2018	Trips to Discover	12 Best Things to Do in March in Florida
2/21/2018	The Guardian	The best places in Florida away from the crowds: readers' tips - print
2/21/2018	theguardian.com	The best places in Florida away from the crowds: readers' tips
2/21/2018	MailOnline	Pucker up! Orangutan mother-of-five is captured during the tender moment when she leans in to kiss
2/22/2018	travelweekly.com	Carnival's Cuba ship getting upgrade
2/22/2018	hotspotsmagazine.com	Fourth Annual Tampa Pride Parade & Street Festival
2/22/2018	Sarasota Herald-Tribune Online	FLORIDA BUILDINGS I LOVE: No. 62: Florida Aquarium, 1995, Tampa
2/23/2018	bizjournals.com	Tampa International's flights to Iceland increase to four times a week online
2/25/2018	airwaysmag.com	Icelandair Increases Service to Tampa Bay
2/26/2018	travelchannel.com	5 Ways to Explore Florida Without the Beach
2/26/2018	WalletHub.com	2018's Hardest-Working Cities in America
2/27/2018	cnn.com	10 US cities with high-paying jobs and a low cost of living
2/28/2018	Allegiant Sunseeker	Allegiant Sunseeker East Coast Edition
3/1/2018	Southern Living	Regional American Breakfast Foods You Should Know About
3/1/2018	travelchannel.com	Baseball Spring-Training Trips to Florida
3/1/2018	thedailymeal.com	35 Best Airport Restaurants in America
3/1/2018	Osprey Observer Inc. (Online)	The Tampa Bay History Center Expands Opening New Permanent Gallery
3/1/2018	Orlando Sentinel	Comida, vino y mucho ritmo en Busch Gardens Tampa Bay
3/1/2018	Cuban Trade Magazine	Carnival expands Cuba cruise offerings

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
3/2/2018	www.chicagonow.com	Craft Beer Review: Cigar City Comes to Chicago
3/2/2018	detailorientedtraveler.com	Festival Frenzy Fun for Families in Tampa Bay
3/5/2018	bizjournals.com	Tampa and St. Pete are among the 'hardest-working' cities, according to new report
3/5/2018	TampaBay.com	Tampa International Airport sets stage for another \$304 million in construction
3/5/2018	WalletHub.com	2018's Hardest-Working Cities in America
3/5/2018	TravelIndustryToday.com	Busch Gardens Spring Festival Returns
3/5/2018	coastercritic.com	Showdown: Kumba vs. Bizarro
3/5/2018	geekdad.com	Bodaciously Awesome Family Show: Pirates and Parades
3/5/2018	mental floss	The Best Chili in All 50 States
3/5/2018	shescokin.com	Walking Tour of Cigar City, Tampa's Historic Latin Quarter
3/5/2018	Cuban Trade Magazine	The iconic 'sandwich cubana' has roots in Tampa
3/6/2018	Cuban Trade Magazine	In Marti's footsteps
3/6/2018	Cuban Trade Magazine	In spite of fractured US-Cuba relations, Tampa Bay continues to build ties with island
3/7/2018	Sarasota Herald-Tribune	Top 5 acts to see at Gasparilla Music Festival in Tampa
3/7/2018	msn.com	50 Affordable Family-Friendly Summer Trips
3/7/2018	TampaBay.com	Tampa Bay ranks No. 4 for corporate relocation, expansion
3/8/2018	thepointsguy.com	Top Hotels.com Properties for Families
3/8/2018	Entravision/Univision	Programas del Busch Gardens Tampa Bay para preservar especies en riesgo de extinción
3/8/2018	cigarafficiando.com	A Walk Through the Historic J.C. Newman Factory
3/8/2018	msn.com	The most dog friendly cities in America
3/8/2018	popsugar.com	10 Family-Friendly Spring Break Destinations That Won't Break the Bank
3/8/2018	Tampa Bay Times (online)	Tampa ranked among best US cities for St. Patrick's Day
3/8/2018	americancraftbeer.com	American Craft Beer's March Madness Weekend Picks
3/8/2018	TampaBay.com	Lowry Park Zoo changes name, will add water ride and increase wildlife capacity
3/8/2018	Tampa Bay Times	Lowry Park Zoo changes name, will add water ride and increase wildlife capacity
3/8/2018	FADMO Newsletter	Visit Tampa Bay Stake Claim to Penn Station
3/9/2018	MSN Money	Here's the salary you need to be in the top 50% of earners in 30 major US cities
3/9/2018	pastemagazine.com	Tampa's Angry Chair Brewing Illustrates the Pitfalls of Modern Beer Release Events
3/13/2018	FVW	Tampa bleibt auf Erfolgskurs
3/13/2018	usatoday.com	All 30 foods at MLB's new 'FoodFest,' ranked
3/13/2018	Tripadvisor.com	15 Top Aquariums In The USA You Need To Experience
3/13/2018	wtsp.com	New documents reveal Rays stadium & Hillsborough financing ideas
3/13/2018	FVW	Tampa bleibt auf Erfolgskurs
3/14/2018	EDGE Media Network	Trending in Tampa Bay
3/14/2018	TampaBay.com	Why Hillsborough's record tourism year may help build a Rays ballpark in Ybor City
3/14/2018	Tampa Bay Times	Why Hillsborough's record tourism year may help build a Rays ballpark in Ybor City
3/14/2018	richmondmagazine.com	Meet the Up-and-Comers
3/14/2018	Cleveland.com	Spring break time: 10 U.S. hot spots and what weather to expect in March 2018
3/14/2018	americancraftbeer.com	BEER BUZZ – Angry Chair Beer Release Gets Ugly, Brewery Ommegang and More!
3/14/2018	cpexecutive.com	Office Evolution Advances Into Tampa
3/14/2018	thewealthadviser.com	10 Warm, Cheap, Amazing Places for Retirees to Visit Right Now
3/14/2018	ballparkbiz.wordpress.com	Record-Setting Tourism Year Bolsters Case to Raise Hotel Tax for New Rays Ballpark
3/19/2018	actionnewsjax.com	Action News Jax at 6
3/19/2018	WJTV-TV online	6 in the Mix
3/19/2018	metafilter.com	In search of a family vacation from NH
3/19/2018	tampabayparenting.com	4 Must Do Trips: Spring Family Fun in Tampa Bay!
3/19/2018	WFTS-TV ABC Action News (online)	Brew Bus Brewing
3/19/2018	msn.com	20 of the sunniest cities in the U.S.
3/19/2018	www.bedfordtoday.co.uk	Travel: Discover two very different Florida Gulf coast gems
3/19/2018	ct.moreover.com	Travel: Discover two very different Florida Gulf coast gems
3/19/2018	www.kenilworthweeklynews.co.uk	Travel: Discover two very different Florida Gulf coast gems-Kenil Worth News
3/19/2018	hemeltoday.co.uk	Travel: Discover two very different Florida Gulf coast gems-Hemel Today
3/19/2018	www.tringtoday.co.uk	Travel: Discover two very different Florida Gulf coast gems-Tring Today
3/19/2018	www.rugbyadvertiser.co.uk	Travel: Discover two very different Florida Gulf coast gems-Rugby Advertiser

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
3/19/2018	www.warwickcourier.co.uk	Travel: Discover two very different Florida Gulf coast gems-The Courier
3/19/2018	www.daventryexpress.co.uk	Travel: Discover two very different Florida Gulf coast gems-Daventry Express
3/19/2018	www.leightonbuzzardonline.co.uk	Travel: Discover two very different Florida Gulf coast gems-Leighton Buzzard
3/19/2018	www.bucksheald.co.uk	Travel: Discover two very different Florida Gulf coast gems- The Bucks Herald
3/19/2018	northamptonchron.co.uk	Travel: Discover two very different Florida Gulf coast gems-Northampton Chronicle
3/19/2018	www.northantstelegraph.co.uk	Travel: Discover two very different Florida Gulf coast gems-Northamptonshire Telegraph
3/19/2018	www.buckinghamtoday.co.uk	Travel: Discover two very different Florida Gulf coast gems-Buckingham and Winslow Advertiser
3/19/2018	www.lemingtoncourier.co.uk	Travel: Discover two very different Florida Gulf coast gems- Lemington Spa
3/19/2018	www.harboroughmail.co.uk	Travel: Discover two very different Florida Gulf coast gems-Harborough Mail
3/19/2018	www.biggleswadedtoday.co.uk	Travel: Discover two very different Florida Gulf coast gems-Biggleswade Chronicle
3/19/2018	www.berkhamstedtoday.co.uk	Travel: Discover two very different Florida Gulf coast gems-Berkhamsted Today
3/19/2018	www.thametoday.co.uk	Travel: Discover two very different Florida Gulf coast gems-Thame Gazette
3/20/2018	WTVT-TV	Fox13 News at Noon
3/20/2018	WFTS-TV Online	Tampa Bay's morning blend
3/20/2018	www.qsrmagazine.com	PDQ Debuts Airport Location at Tampa International Airport
3/20/2018	wfla.com	Gasparilla International Film Festival
3/20/2018	News-Press (online)	The Veranda turns 40: Bern's Steak House, the Pulitzers and a Fort Myers institution
3/20/2018	usatoday.com	The top U.S. wonders to visit this spring
3/21/2018	Southern Living	The South's best desserts 2018
3/21/2018	Southern Living	The South's Best Breweries in Every State 2018
3/21/2018	thepointsguy.com	A Guide To Spring Training Travel, Grapefruit League Style
3/21/2018	Time Online	These are the 15 best airports in the U.S., Ranked
3/21/2018	myajc.com	Love Jai Alai IPA from Cigar City? Don't miss brewery's Maduro Brown Ale
3/21/2018	www.foodreference.com	Florida Food festivals for March: Food and Beverage Events
3/21/2018	WWSB ABC Sarasota	ABC 7 News Sunrise
3/21/2018	WFLA News Channel 8	News Channel 8
3/21/2018	WWSB ABC Sarasota	ABC 7 News at 11
3/21/2018	WTVJ_MIA (NBC)	NBC 6 News at 5
3/21/2018	mynews13.com	Busch Gardens welcomes another baby giraffe
3/21/2018	wfla.com	Baby giraffe Patty born at Busch Gardens Tampa Bay
3/21/2018	www.onenewspage.us	Baby Giraffe born at Busch Gardens Tampa Bay
3/21/2018	patch.com	Baby Giraffe makes debut at Busch Gardens Tampa Bay
3/21/2018	www.clickorlando.com	Busch Gardens Tampa Bay welcomes baby giraffe
3/21/2018	TBO.com	Meet Patty, the new baby giraffe at Busch Gardens
3/21/2018	wtsp.com	Forget the chopsticks! Sushi burritos are a thing
3/21/2018	delish.com	Arby's New Miami Cuban Is Sparking All Kinds Of Debate
3/21/2018	WNYW-TV	Baby Giraffe born at Busch Gardens
3/21/2018	933flz.heart.com	Busch Gardens welcomes a new baby giraffe
3/21/2018	baynews9.com	Busch Gardens welcomes another baby giraffe-Bay News 9
3/21/2018	mysuncoast.com	With the luck of the Irish, Busch Gardens welcomes baby giraffe
3/21/2018	News-Press	40 Years of the Veranda
3/23/2018	WTSP-TV Online	10 News This Morning
3/23/2018	FOX13's Good Day, Tampa Bay 6:00	Good Day Tampa Bay
3/23/2018	Bay News 9	Bay News 9 Your Midday News at 1
3/23/2018	Bay News 9	Bay News 9 Your Midday News at Noon
3/23/2018	WFTS-TV ABC Action News	ABC Action News at 9:00 AM
3/23/2018	The Tampa Tribune	Desfile LGBT alienta el respeto y la igualdad de oportunidades
3/23/2018	Tampa Bay Times (online - Tampa Bay)	7 new restaurants in Tampa Bay, from German to tacos
3/23/2018	Tampa Bay Times	Tampa Pride: Parade, street festival
3/23/2018	thelatkitchen.com	The Miami Cuban Sandwich Over at Arby's Has Become the Entree of Debates
3/23/2018	www.abcactionnews.com	New steel and aluminum tariffs could affect craft beer in Tampa
3/23/2018	www.columbian.com	National Zoo gets a bull elephant named Spike
3/23/2018	www.seattletimes.com	How Spike, the Smithsonian's Zoo Elephant, Moved 900 Miles in One Day
3/23/2018	wtop.com	He packed his trunk: Male Asian elephant arrives at National Zoo
3/23/2018	www.smithsonianmag.com	Meet Spike, the Affable Asian Bull Elephant Trucked Up From Florida to Join the National Zoo Re
3/23/2018	www.wellandgood.com	The 15 top-ranked airports in America for minimizing travel stress rather than creating it
3/23/2018	sfgate.com	National Zoo gets a bull elephant named Spike. He weighs six tons
3/23/2018	newsdesk.si.edu	Smithsonian's National Zoo Welcomes Male Asian Elephant
3/23/2018	washingtonpost.com	Meet Spike: The National Zoo's new elephant and only male brings hope for a baby

<b>Article Date</b>	<b>Publication</b>	<b>Headline</b>
3/23/2018	Tampa Bay Business Journal	Design issue: For Tampa Bay hotels, it's all about technology
3/23/2018	www.amazon.com	Family Travel with Colleen Kelly
3/24/2018	WRC-DC (NBC)	DC, Meet Spike! He Traveled 900 Miles to His New Home at the National Zoo
3/24/2018	newsweek	How Spike, The Smithsonian's Zoo Elephant moved 900 miles in one day
3/24/2018	WTVT-TV	Good Day Tampa Bay- Big Tampa Pride Parade
3/24/2018	WFLA News Channel 8	First at 4-Tampa pride is first on the list
3/24/2018	WFLA News Channel 8	News Channel 8- Busch Gardens
3/24/2018	WFTS-TV ABC Action News	Tampa Bay's morning blend-Taste of New Tampa
3/24/2018	Tampa Bay Times (online - Tampa Bay)	Tommy Wiseau brings 'The Room' throngs of cult fans to Tampa's Gasparilla Int'l Film Fest
3/24/2018	vacationidea.com	25 Best Zoos to Visit on Your Family Vacation
3/24/2018	The Washington Post	Zoo officials hoping new elephant will father a baby
3/25/2018	WSAV-TV	Eat It & Like It With Jesse Blanco
3/25/2018	Sarasota Herald-Tribune Online	FLORIDA BUILDINGS I LOVE: No. 67: Columbia Restaurant, 1903-05, Tampa
3/25/2018	WSAV-TV	Eat it and like it
3/25/2018	WFLA News Channel 8	News Channel 8 Diversity parade
3/25/2018	WFTS-TV Online	ABC action news Tampa's pride celebration
3/25/2018	WFTS-TV Online	ABC action news The annual Tampa pride
3/25/2018	Tampa Bay Times (online - Tampa Bay)	Thousands turn out for Ybor pride parade
3/25/2018	Bay News 9 online	Bay News 9 cruise industry
3/25/2018	WTSP-TV Online	10 News Sunday Morning Ybor City full of pride
3/26/2018	vacationsideas.com	25 Best Aquariums in the United States
3/26/2018	rds.ca	Où en sont Oakland et Tampa Bay dans leur quête d'un nouveau stade?
3/26/2018	usnews.com	Smithsonian's National Zoo Welcomes Asian Elephant
3/26/2018	TBO.com	The Daystarter:Stormy Daniels speaks on 60 Minutes; Immigrant Protection Plan for detainees; HPV
3/26/2018	www.abccactionnews.com	Tampa Chamber hosting a discussion on the proposed Ybor City stadium site for the Rays
3/26/2018	www.abccactionnews.com	PHOTOS: 2018 Tampa Pride Parade in Ybor City
3/26/2018	South Florida Sun-Sentinel	Florida travel planner Ybor City
3/26/2018	Bay News 9 online	Bay news 9 Tampa today after a multimillion dollar makeover
3/26/2018	Bay News 9	Bay news 9 Tampa today after a multimillion dollar makeover-noon
3/26/2018	Bay News 9	Bay news 9 Tampa today after a multimillion dollar makeover-midday
3/26/2018	WFTS-TV ABC Action News (online)	ABC action news new baseball stadium Ybor City
3/26/2018	www.follownews.com	Busch Gardens Tampa Bay offering 'spring break rain guarantee'
3/26/2018	WFLA News Channel 8	Busch Gardens Tampa Bay offering 'spring break rain guar
3/26/2018	cruise fever.net	Carnival Cruise Ship Resumes Cruises After Multi-Million Dollar Renovation
3/26/2018	bizjournals.com	Carnival Paradise cruise ship returns to Port Tampa Bay with a new look
3/26/2018	cruiseindustrynews.com	Refreshed Carnival Paradise Back in Tampa
3/26/2018	businessinsider.com	Carnival Paradise Resumes Year-Round Service From Tpa Following Extensive Multi-Million-Dol
3/26/2018	es-us.noticias.yahoo.com	Las mini casas también se ponen de moda en España
3/27/2018	WTVT Fox 13	Busch Gardens offers free second visit if there is bad weather
3/27/2018	www.follownews.com	Busch Gardens Tampa Bay offering 'spring break rain guarantee'
3/27/2018	mynews13.com	Busch Gardens offering 'rainy day' guarantee
3/27/2018	www.webwire.com	Smithsonian's National Zoo Welcomes Male Asian Elephant
3/27/2018	floridatravellife.com	The 13 Best Florida Breweries and Local Florida Beers
3/27/2018	WFLA News Channel 8	Tampa named world's biggest 'tree city'
3/27/2018	WFLA News Channel 8	Busch Gardens Tampa Bay offering 'spring break rain guarantee'
3/27/2018	www.marinij.com	Cucumber beer? It's a thing
3/28/2018	msn.com	The 15 top-ranked airports in America for minimizing travel stress rather than creating it
3/28/2018	WTSP-TV Online	Florida Aquarium on WTSP-TB (CBS) - Tampa Bay, FL
3/28/2018	WOFL-TV	Good day Orlando-Busch Gardens
3/28/2018	WTVT-TV	Good Day Tampa Bay- Possibility of bringing Rays to Tampa
3/28/2018	WFTS-TV ABC Action News	News Channel 8- Busch Gardens
3/28/2018	WFTS-TV ABC Action News	Tampa's morning blend-Busch Gardens
3/28/2018	Tampa Bay Times (online - Tampa Bay)	Cuban sandwich fest in Ybor aims to clear palate of Arby's fast-food version
3/28/2018	attractionsmagazine.com	Busch Gardens Tampa offers Spring Break Rain Guarantee
3/28/2018	Travel Channel- Food Paradise	Food Paradise - Gaspar's Grotto

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 **13 Local Industry and Partner Tourism Events** in Quarter 2. These events are listed below:

<b><u>Start Date</u></b>	<b><u>Event Name</u></b>
1/8/2018	GET 1.8.18 The Florida Aquarium Open Training
1/10/2018	GET 1.10.18 Old McMicky's Farm Private Training
1/23/2018	January Hospitality Partner Meeting - 2018
2/7/2018	GET 2.7.18 Brew Bus Open Training
2/20/2018	Hockey Game - Washington Captials/ Tampa Lightning
2/21/2018	Business by the Bay-George M. Steinbrenner Field
2/28/2018	February Hospitality Partner Meeting - 2018
3/6/2018	Business by the Bay-The Pub
3/15/2018	Partnership 101-March 2018
3/17/2018	PaddyFest Blarney Ride Scavenger Hunt in the Visitor Center
3/20/2018	Partnership 201-March 2018
3/27/2018	GET 3.27.18 Hilton Downtown Private Training
3/29/2018	March Hospitality Partner Meeting - 2018

In addition, Visit Tampa Bay had **23 Public Speaking Engagements**. These speaking engagements implore our community to support tourism, as well as selling and marketing the destination.

Visit Tampa Bay secured **29 New Partners** in Quarter 2 which is 181% of goal. Total **Partners Dues Revenue was \$128,067**, which is 104% of goal for the quarter. Visit Tampa Bay garnered **\$0 in Sponsorships** in Quarter 2. Visit Tampa Bay created a new sponsorship program and is actively working on a plan to secure additional dollars.

Visit Tampa Bay had **1,347 Partner Referrals** and **\$43,201 In-Kind** donations from our partners to help us fulfill our mission.

Visit Tampa Bay sold over **\$15,104 in Experience Package Revenue** including CityPASS Booklets to Hillsborough County visitors for the quarter. This achieved 183% of goal for Quarter 2. **Website Revenue booked \$25,537** for Quarter 2. This achieved 146% of goal for the Quarter 2.

5. **VISITOR EXPERIENCE PROGRAM**

Quarter 2 Visitor Center Traffic:

Plant City Chamber: 364  
Ybor City Chamber: 13,447  
Railroad Museum: 1,487  
Visit Tampa Bay: 3,992

Quarter 2 reimbursed documented expenses:

Plant City Chamber - \$6,909  
Train Museum - \$6,941  
Ybor City Chamber - \$0  
Visit Tampa Bay - \$9,125

6. **FESTIVALS & EVENTS PROGRAM**

Quarter 2 distributed funds:

Music on the Bay - \$8,000  
Tampa Bay Margarita Festival - \$10,000  
Gasparilla Film Festival - \$30,000  
Temple Terrace Annual Craft Brew Fest - \$2,500  
Riverfest - \$22,000

In addition, in Quarter 2 Visit Tampa Bay received the Event Economic Impact Analysis from Tourism Economics on the following events:

Music on the Bay  
Tampa Bay Margarita Festival  
Gasparilla Film Festival  
Temple Terrace Annual Craft Brew Fest  
Riverfest

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

Co-op Partners Participating in the VTB Out-of-State Campaign in Quarter 2 include:

- Straz Center for the Performing Arts – \$75,000
- Tampa Value Ticket (The Florida Aquarium, Tampa's Lowry Park Zoo, Museum of Science & Industry) - \$75,000
- The Museum of Art is working with Schifino Lee Media Group
- Tampa Bay History Center is working with Vertical Network
- Glazer Children's Museum is working with Benjamin Solutions

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 2:**

**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 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. Attendance for ZooTampa at Lowry Park was 236,030; Florida Aquarium was 183,067; and The Museum of Science and Industry, Inc. was 35,627.

**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.

Our pre-marketing strategies to attract major Broadway productions included investments in the U.S. tours of Escape to Margaritaville, The Band's Visit, Children of a Lesser God, Dear Evan Hansen, The Cher Show, and Head Over Heels.

**Tampa Museum of Art:** No activity in Q2. The media plan will start in Q3 in coordination with Schifino Lee Media Group.

**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 in coordination with Vertical Network to implement a 12-month digital plan.

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

May 31, 2018

Date