

VISIT MISSISSIPPI GULF COAST BOARD
MARCH 29, 2018
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, March 29, 2018 at 3:00 p.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Bill Holmes, President; Danny Hansen, Vice-President; Richard Chenoweth, Treasurer; Nikki Moon, Secretary; Carla Todd; Clay Wagner, Dan Wittmann; John Carter; Kim Fritz, Mary Spain; Myron Webb; Rich Westfall, Richard Marsh; Rusty David

Commissioners Present via Phone: LuAnn Pappas

Staff Members Present: Cindy Jo Calvit, Executive Administrative Assistant; Karen Conner, Director of Marketing; Janice Jefferson, Director of Sales; Lisa Jones, Finance Manager

Others Present: Hugh Keating, Legal Counsel; VMGC Advisory Member Clay Williams, Gulfport-Biloxi Regional Airport Authority; Senator Joel Carter; Mary Perez, Sun Herald; Keith Wilson, Biloxi-D'Iberville Press

President Holmes called the meeting to Order.

1. Commissioner Wagner made the motion to accept the agenda as presented. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

2. Commissioner Chenoweth made the motion to accept the minutes from the February 22, 2018 Visit Mississippi Gulf Coast Board Meeting as presented. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

3. President's Report:

- Recognized and welcomed all Advisory Members and Guests
- The One Coast Tags are in and available for pick-up
- Jackson and Hancock Counties both have passed bills to continue operating agreements with Mississippi Gulf Coast Regional Convention & Visitors Bureau; Bills are on Governor's desk waiting for signature.
- President Holmes (Financial), Janice Jefferson (Sales) and Karen Conner (Marketing) presented the Key Performance Indicators for February 2018 (attached).

4. Commissioner Hansen made the motion to move the April Board Meeting from Thursday, April 26th to Friday, April 27th due to scheduling conflicts. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

5. Milton Segarra presented his CEO Report (attached).
6. Commissioner Fritz made the motion to approve the In-Telecom Phone System Renewal Agreement. Seconded by Commissioner Spain, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

7. Commissioner Hansen made the motion to approve the Board President to execute the AGJ Back-Up & Disaster Recovery Agreement with the addition of a "subject to 30 days cancellation" clause added. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

8. Commissioner Wagner made the motion to approve the Mississippi Gulf Resort Classic Foundation-2018 Sponsorship Agreement for Rapiscan PGA Golf Tournament. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

9. Commissioner Spain made the motion to approve the Simpleview Renewal Agreement with the following changes:

- Section 7.1: Add “to the extent permitted by Mississippi Law”.
- Section 12.4: Change “Arbitration” to “Attorney’s Fees”.

Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

10. Commissioner Wagner made the motion to approve the Collateral Security Agreement as presented.

Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

11. Commissioner Hansen made the motion to approve the South Mississippi Business Machines Renewal Agreement. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

12. Public:

- Clay Williams, Executive Director of the Gulfport-Biloxi Regional Airport Authority
 - Gave a report on Gulfport-Biloxi International Airport business.
- Senator Joel Carter is putting together a FAM Tour for Senators on the Senate Tourism Committee. He will send more information when he receives it.

13. Commissioner Fritz made the motion to approve the Financial Statements as of February 28, 2018.

Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

14. Commissioner Marsh made the motion to ratify the expenses paid by check/ACH in the amount of \$392,398.64. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

15. Commissioner Hansen made the motion to ratify the expenses paid by credit card in the amount of \$30,320.23. Seconded by Commissioner David, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

16. Commissioner Wagner made the motion to accept the Depository Services Proposal from Community Bank as presented. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

17. Commissioner Moon made the motion to approve the Request for Qualifications (RFQ) as presented to be sent out to Advertising Agencies, as well as published in local paper. Seconded by Commissioner Spain, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

18. Commissioner Moon made the motion to approve the Request for Proposal (RFP) as presented. Seconded by Commissioner Spain, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- Yes | Commissioner Pappas | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Spain | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner Todd | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Wagner | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Webb | Voted ---- Yes |
| Commissioner Marsh | Voted ---- Yes | Commissioner Westfall | Voted ---- Yes |
| Commissioner Moon | Voted ---- Yes | Commissioner Wittmann | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

19. Commissioner Hansen made the motion to approve the Group Incentive Request for 2018 Conference USA being held May 23-27, 2018 at MGM Park up to the amount of \$20,000. Seconded by Commissioner Wagner, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- Yes | Commissioner Pappas | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Spain | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner Todd | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Wagner | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Webb | Voted ---- Yes |
| Commissioner Marsh | Voted ---- Yes | Commissioner Westfall | Voted ---- Yes |
| Commissioner Moon | Voted ---- Yes | Commissioner Wittmann | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

20. The Group Incentive Request for the 2017 Southern Kingfish Tournament, held October 25-29, 2017 up to the amount of \$20,000, was approved by the VMGC Board at the March 2017 Board Meeting. However, they failed to qualify for the incentive due to incimate weather beyond the control of the applicant and, therefore, did not meet their room requirements. As a result of the hardship, the Marketing Committee requested that the policy applicable to minimum room nights for this event be waived and that the incentive amount be reduced to the sum of \$10,000.00. Commissioner Wagner made the motion to approve the waiver of the minimum incentive requirements for room nights and award the sum of \$10,000.00, being one-half of the incentive originally approve. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

21. Commissioner Moon made the motion to approve the Marketing Assistance Request for the 2018 Mississippi Gulf Coast Marathon being held December 7-9, 2018 from Pass Christian to Biloxi up to the amount of \$25,000. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.

President Holmes requested the Marathon Group be at next month's Board Meeting to give a report.

22. New Business:

- Commissioner Fritz suggested rotating the VMGC Monthly Board Meetings between Harrison, Jackson and Hancock counties. All commissioners thought it was a great idea. Milton and staff will work on a schedule.

23. Reminder

- Visit Mississippi Gulf Coast Monthly Board Meeting- March
Friday, April 27, 2018 3:00pm – 4:30pm VMGC Board Room

24. Commissioner Hansen made the motion to adjourn the meeting. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 29, 2018.



Visit Mississippi Gulf Coast

KEY PERFORMANCE INDICATORS

FEBRUARY 2018



Non-Casino Rooms Sold



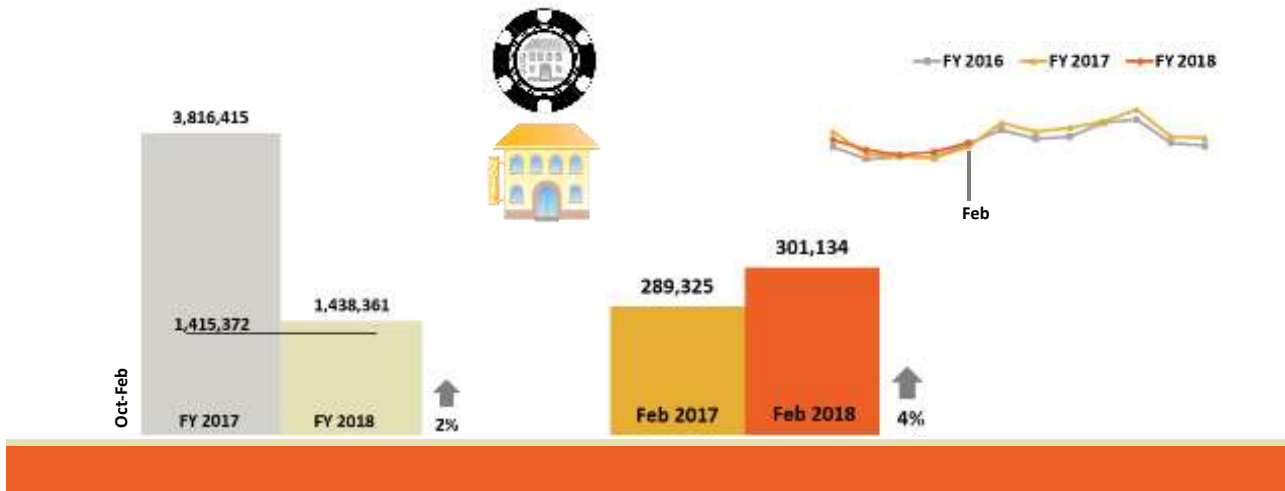
STR



All Rooms Sold



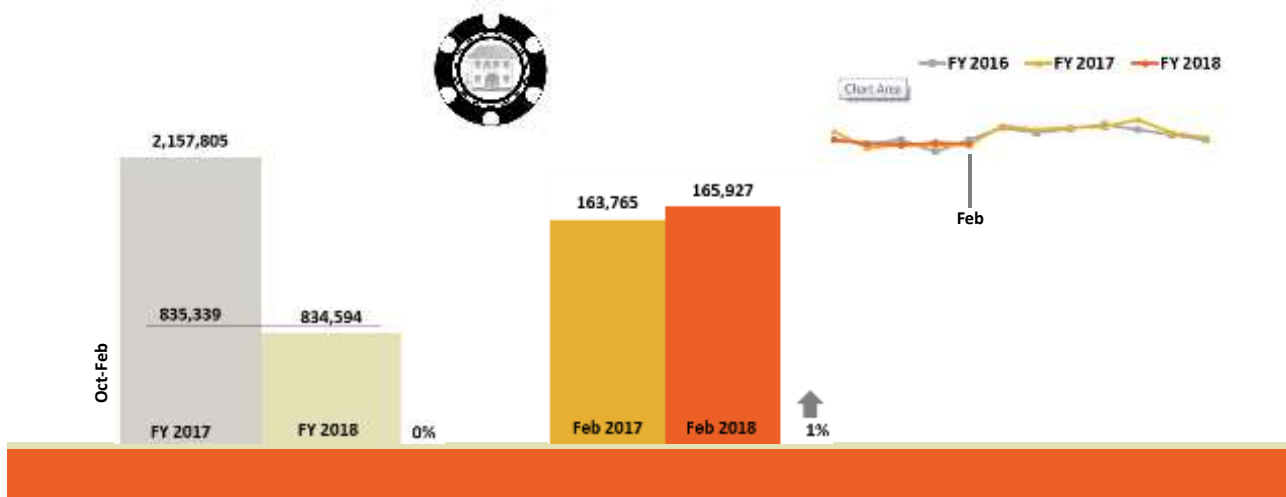
STR & MSGC



Casino Rooms Sold



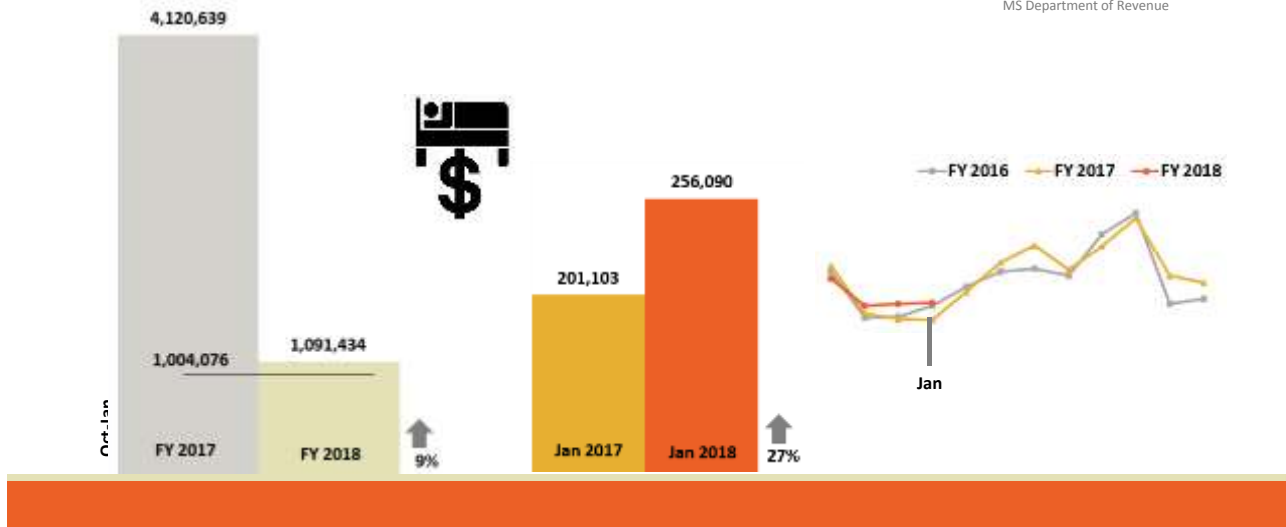
MS Gaming Commission



Occupancy Tax Receipts



MS Department of Revenue

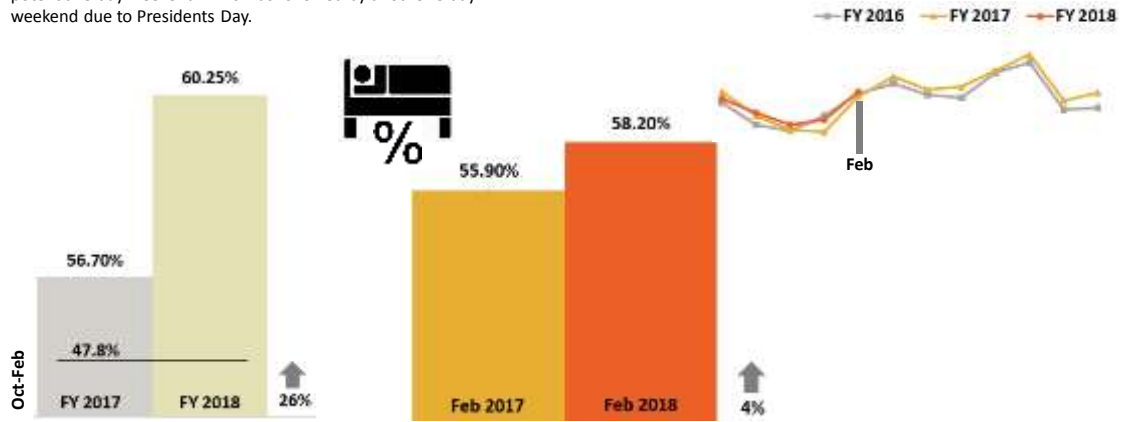


Non-Casino Occupancy



STR

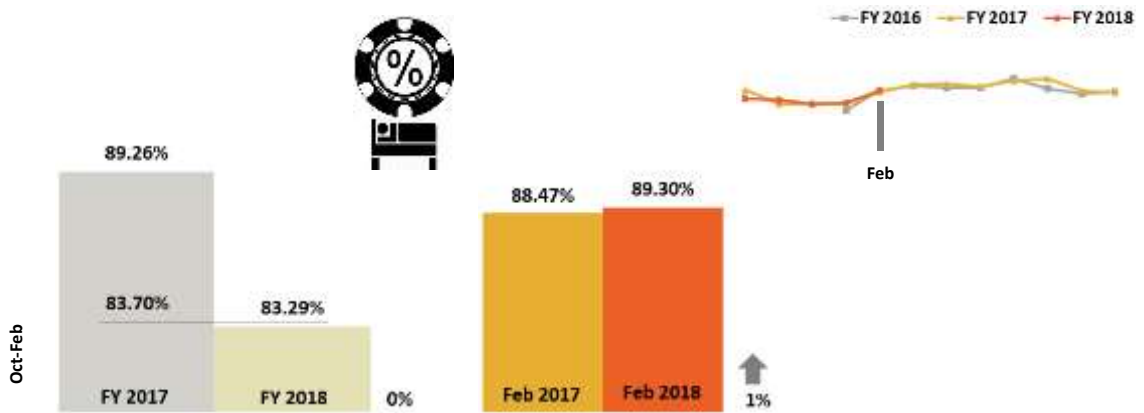
Mardi Gras day was followed by Valentines day creating a potential 5 day weekend. This was followed by another 3 day weekend due to Presidents Day.



Casino Occupancy



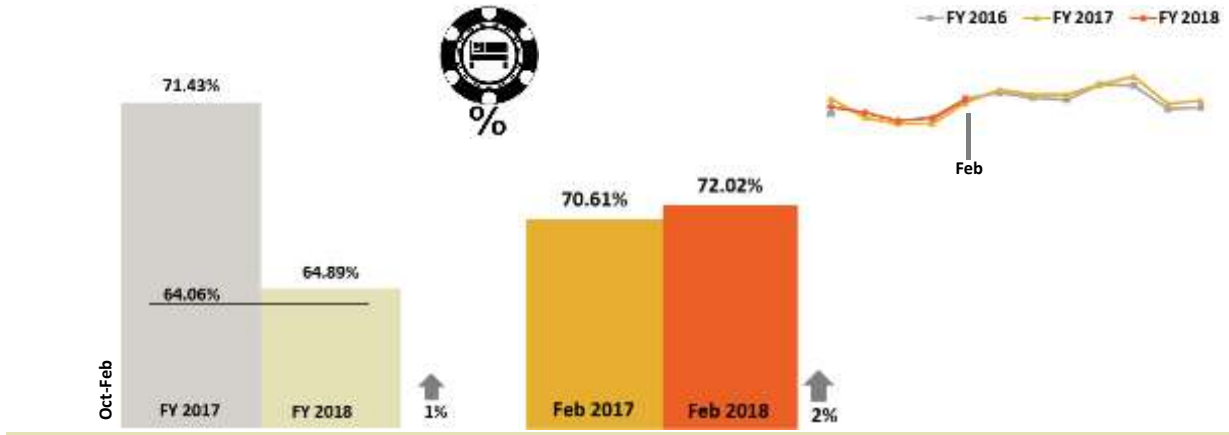
MS Gaming Commission



All Occupancy



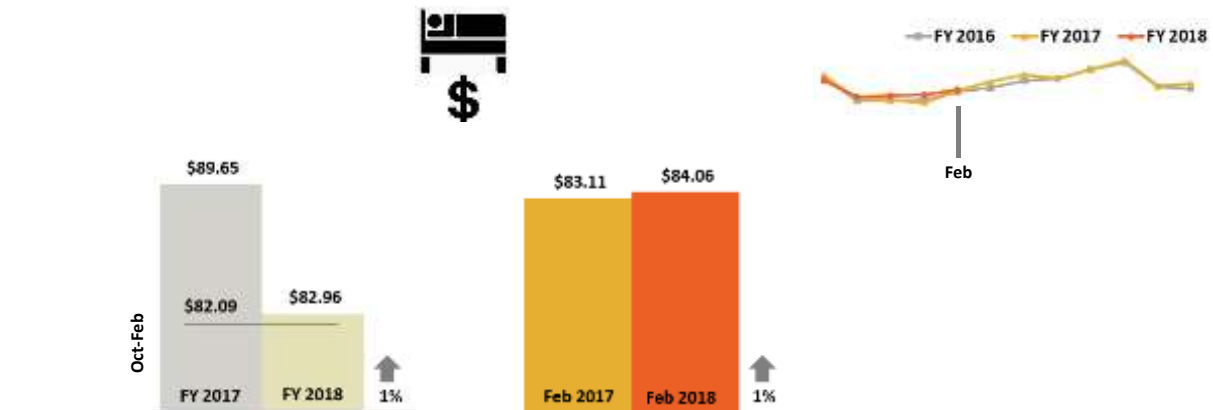
STR & MSGC



Non-Casino ADR



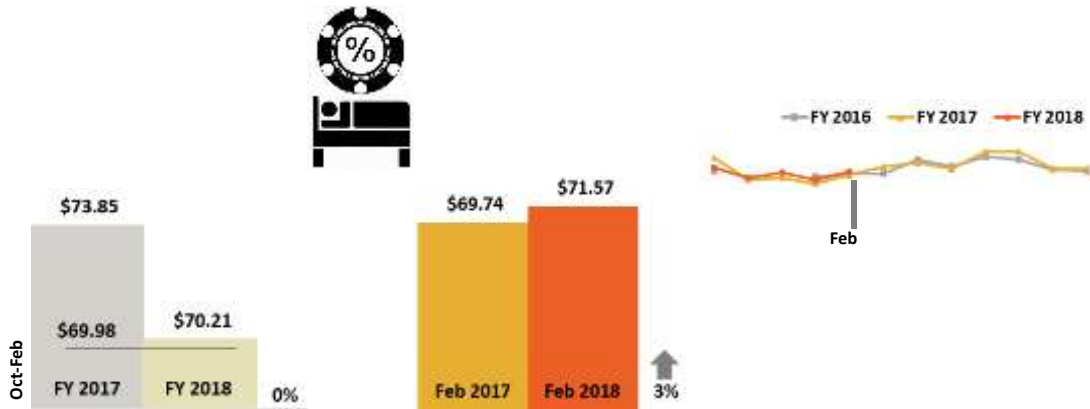
STR



Casino ADR



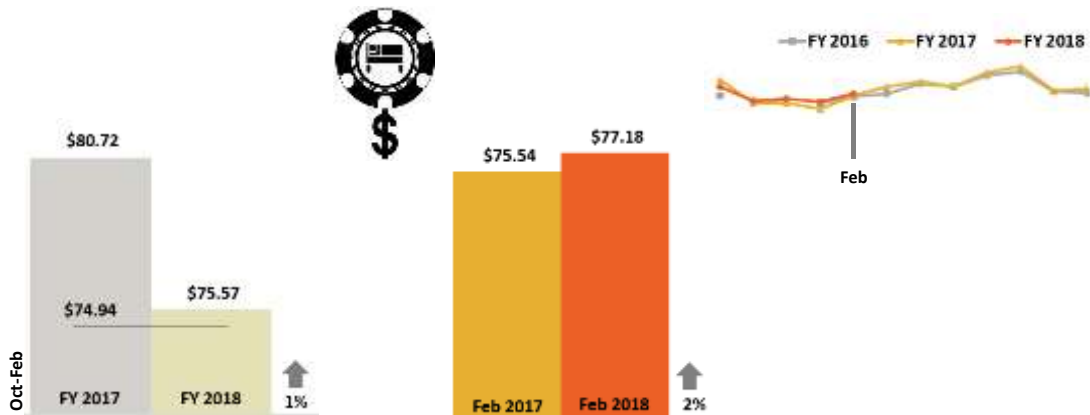
MS Gaming Commission



All ADR



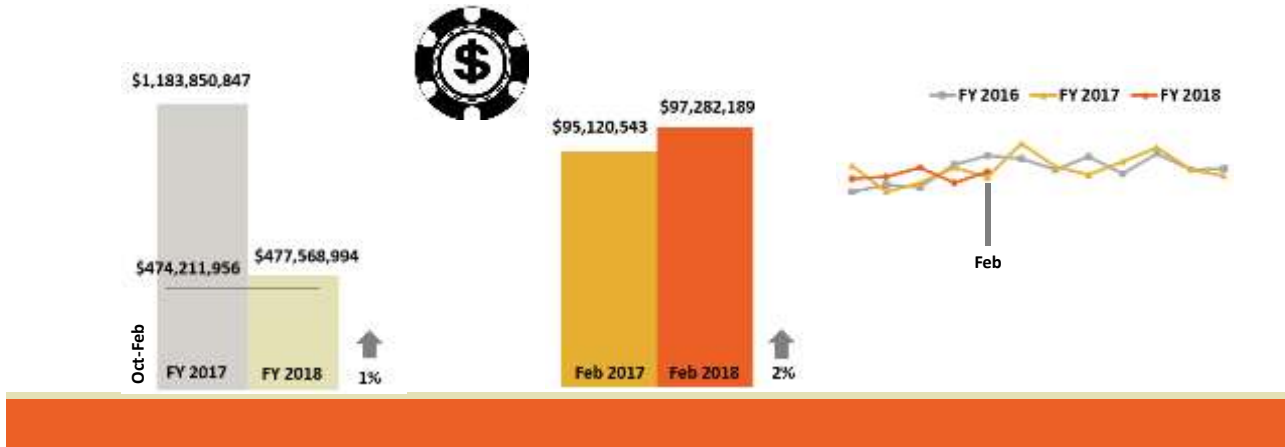
STR & MSGC



Gaming Revenue



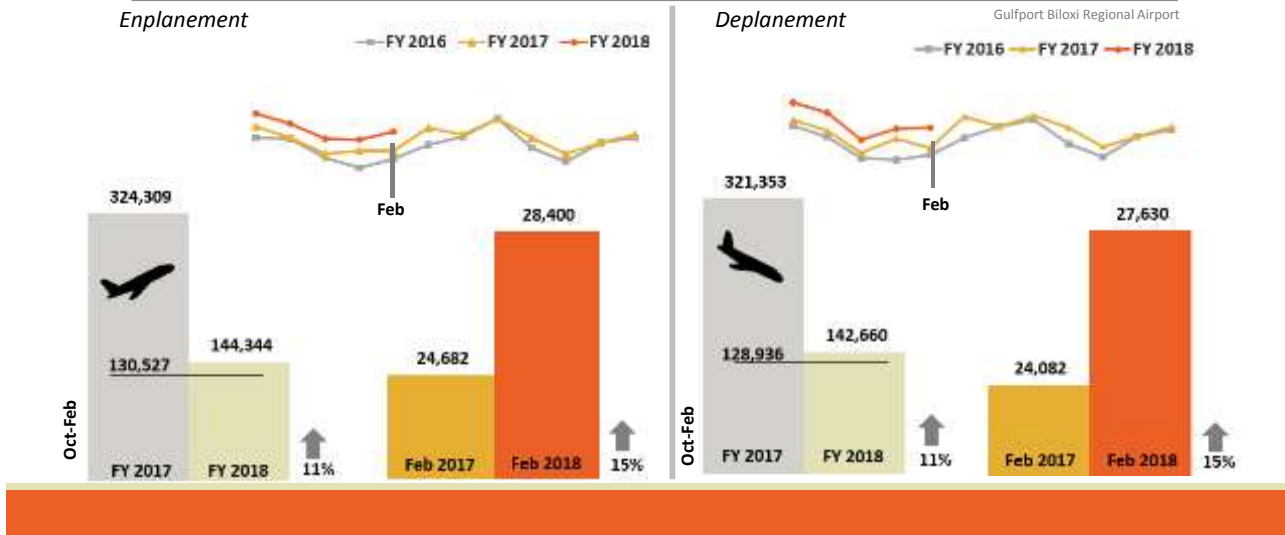
MS Gaming Commission



Airport



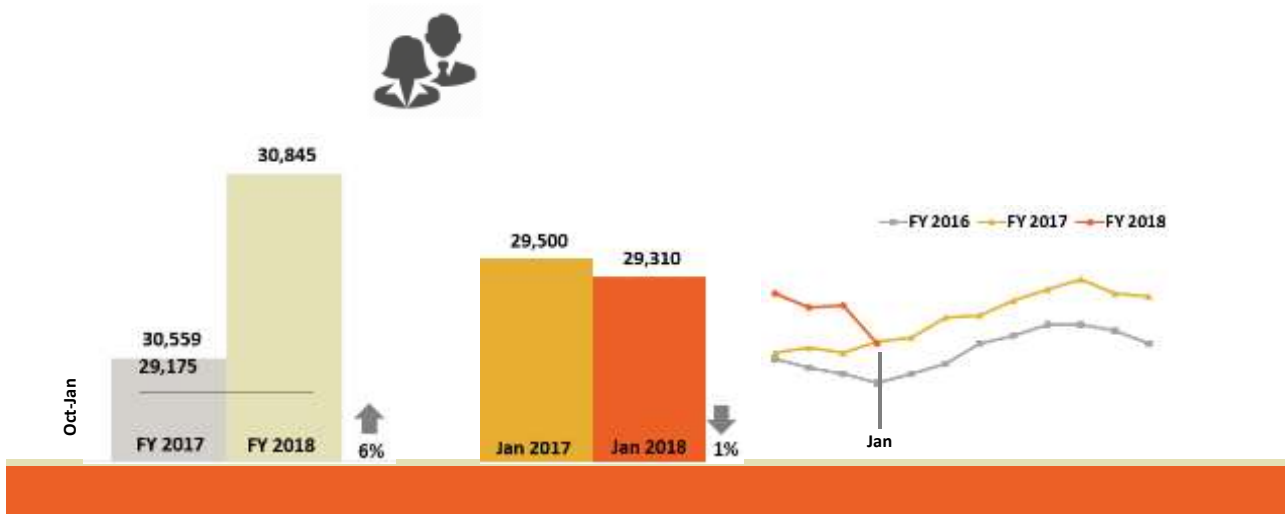
Gulfport Biloxi Regional Airport



Leisure & Hospitality Jobs



MS Department of Employment Security



Definite Bookings

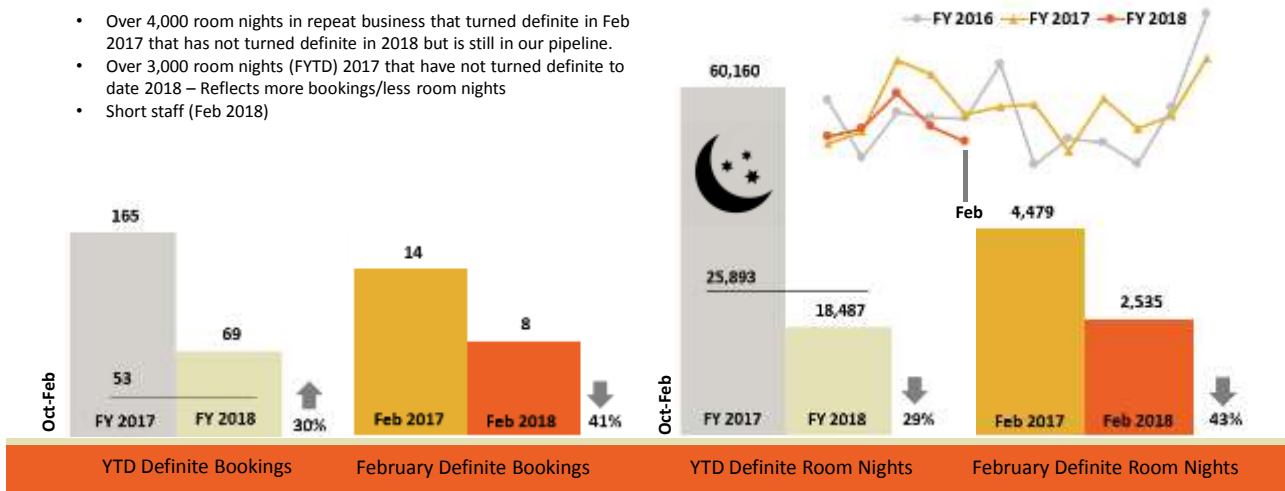


Bookings

- Over 4,000 room nights in repeat business that turned definite in Feb 2017 that has not turned definite in 2018 but is still in our pipeline.
- Over 3,000 room nights (FYTD) 2017 that have not turned definite to date 2018 – Reflects more bookings/less room nights
- Short staff (Feb 2018)

Room Nights

Visit Mississippi Gulf Coast

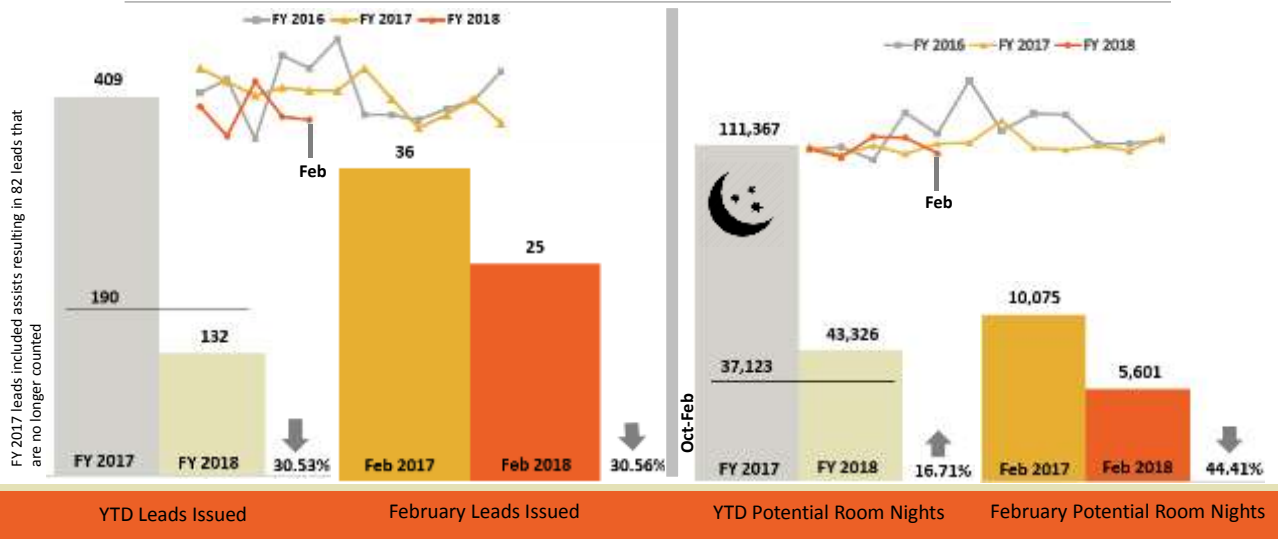


Leads Issued & Potential Room Nights



Visit Mississippi Gulf Coast

- 2017 leads issued represent a full sales staff of 4, while 2018 reflects a reduced sales staff of 2
- 2018 Potential room nights are pacing ahead of 2017 where as month to month is down due to lack of staff

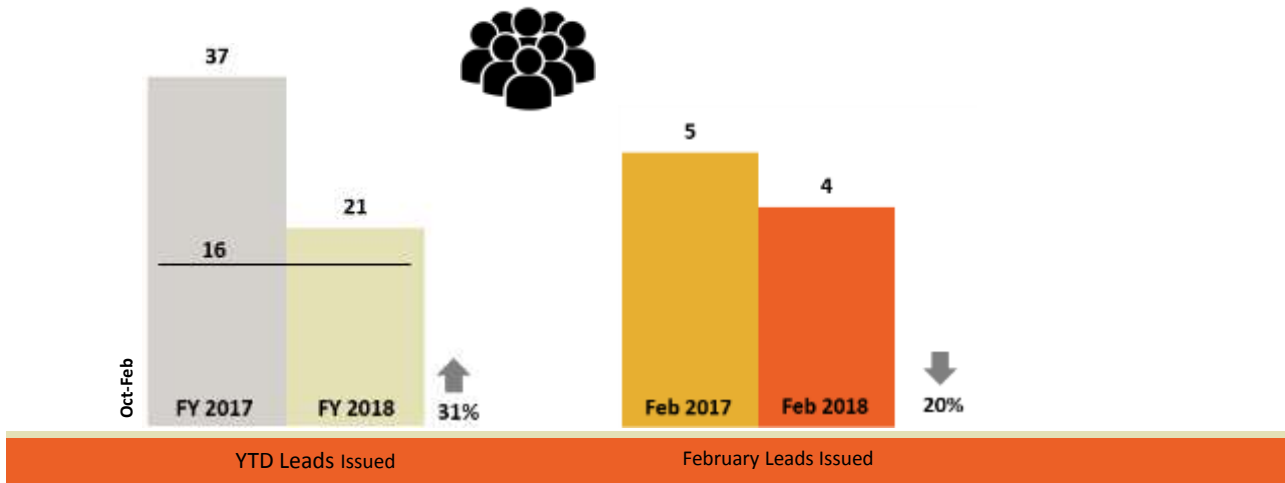


Convention Center Leads



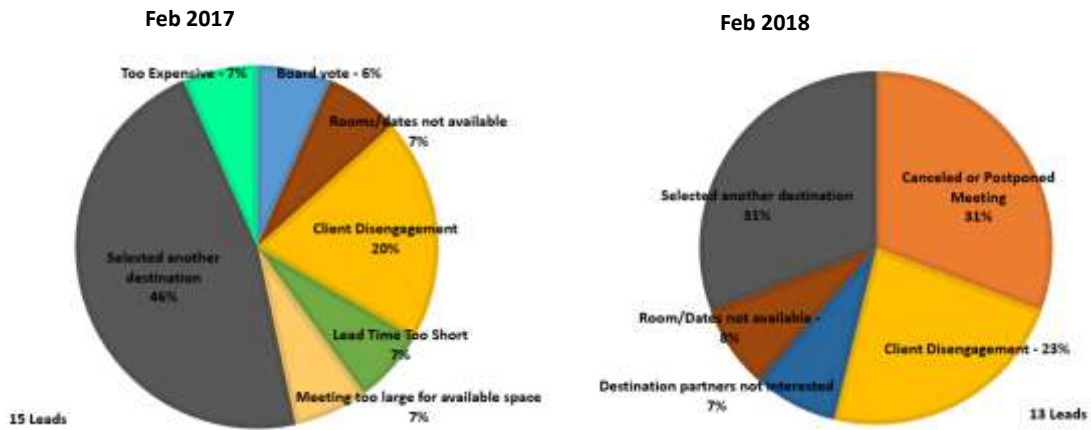
Visit Mississippi Gulf Coast

Sales staff continues to target and issue convention center leads and YTD reflects an increase over previous YTD.





Lost Business



Pace Report

Snapshot of our historical average, Pace target for definite room nights as well as what is in our pipeline.



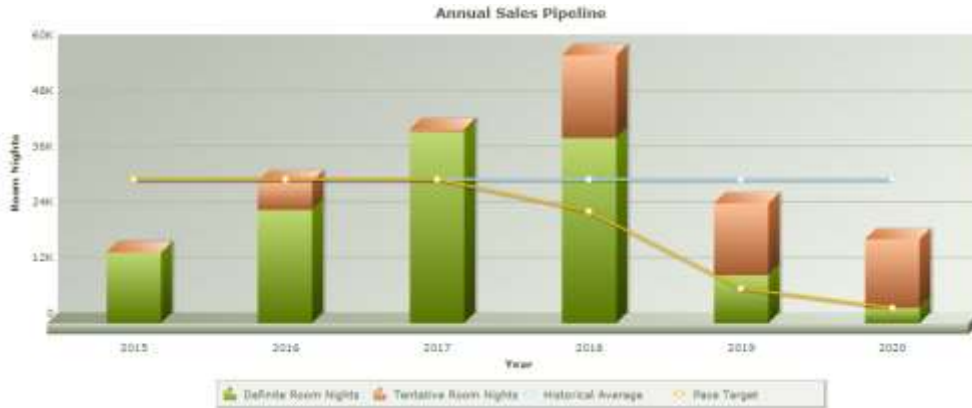
Visit Mississippi Gulf Coast



Pace Report - Pipeline



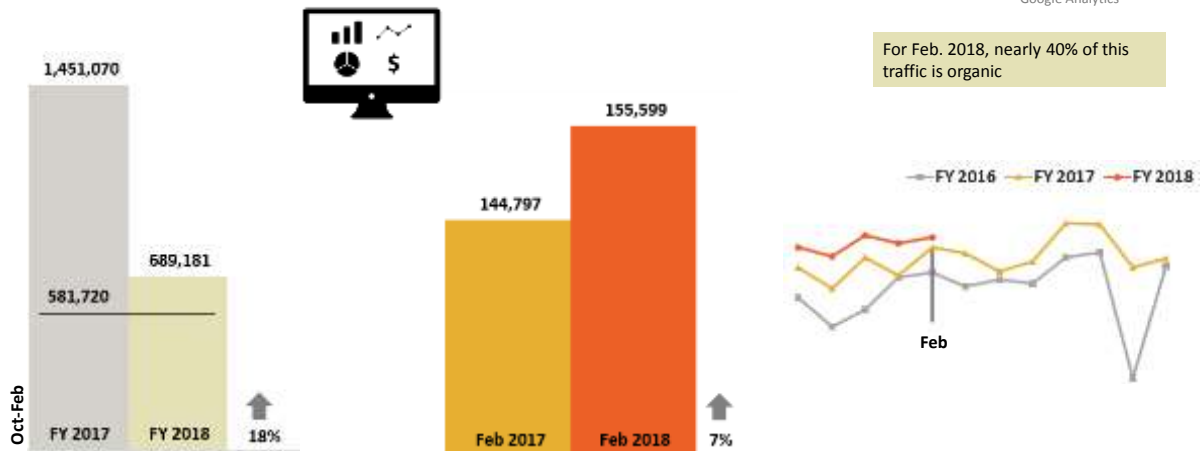
Visit Mississippi Gulf Coast



Google Analytics - Unique Visits



Google Analytics

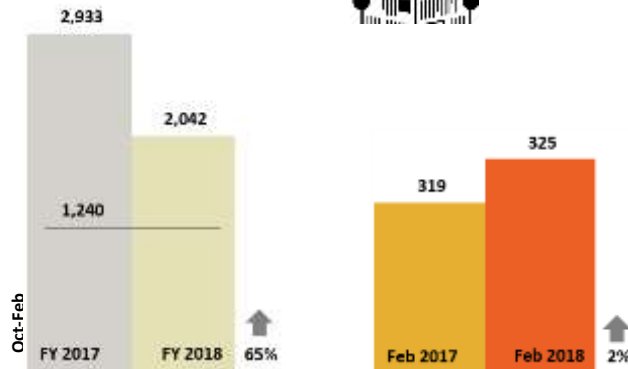


Number of Articles



Meltwater

Content Drivers:
 Mardi Gras
 NASA+Stennis - Space Travel
 Headliner Entertainment
 Affordability



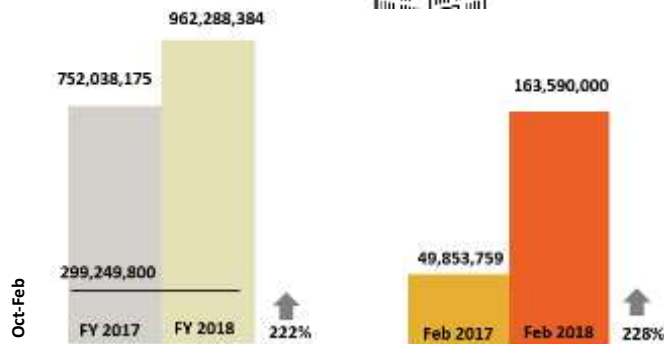
*October increase due to Hurricane Nate Coverage

Impressions



Meltwater

Major Outlet Drivers:
 USA Today
 People.com
 The Washington Times Magazine
 Time Magazine
 Rolling Stone
 Food & Wine Magazine



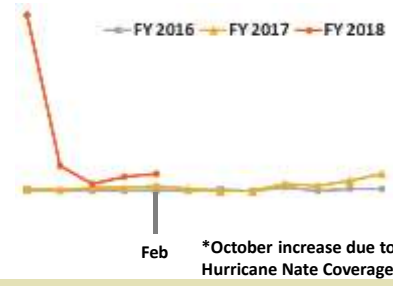
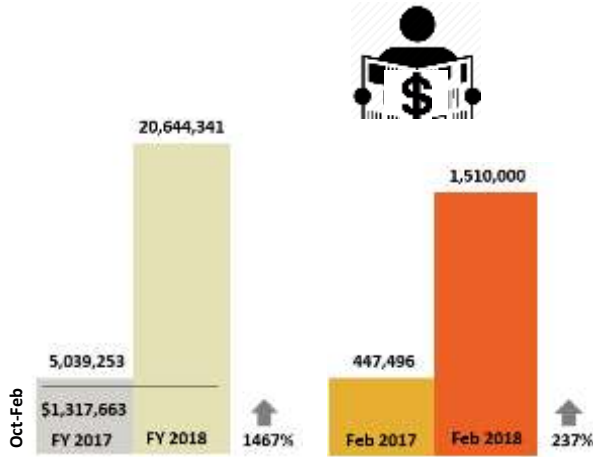
*October increase due to Hurricane Nate Coverage

Media Value



Meltwater

Due to the inconsistencies of the media monitoring service, in Jan. 2017 our reporting changed to include only traditional advertising value equivalencies (or AVEs). Traditional media coverage included TV, print and radio. Digital was only reported through impressions. In Nov. 2017 we changed to a new provider (Meltwater), giving us accurate numbers within the digital platform, therefore 2018 figures can't be compared with previous year, as we are using a completely different reporting metric.



AD

The 6 Most Beautiful New Hotels in the Southern U.S.

Feels an Art Deco dandy in Nashville to a beach chic boutique on the Mississippi Gulf Coast.

THE ROOST BY JANE BOONSHAW JONES | Posted February 21, 2018



Located in the artsy Mississippi Gulf Coast town of Ocean Springs, this six-room property is the very definition of a boutique hotel. The town is anchored by the Walker Anderson Museum of Art and Shearwater Brewery, so it's fitting that the Roost would pay homage to the artist with a namesake guest room. The Shearwater Suite, with a master bedroom and full kitchen, is awash in creamy beach-chic decor and opulent furnishings that make you feel as if you're weekendng at a wealthy but completely sophisticated friend's summer home. There's a lovely common outdoor space equipped with oversized chairs, communal tables, and swanning chandeliers—ideal for sipping wine and doing what Southerners do best: making new friends. roostoceansprings.com

OpenTable®

25 Most Romantic Cities in America for 2018

OpenTable is pleased to announce the 25 Most Romantic Cities in America for 2018. Whether you're looking for love or wanting to reignite a spark between you and your favorite dining date, you're invited to make a reservation for romance at a restaurant in one of these cities.



- 1. Biloxi, Mississippi
- 2. Birmingham, Alabama
- 3. Virginia Beach, Virginia
- 4. Oklahoma City, Oklahoma
- 5. Tulsa, Oklahoma



MEDIA COVERAGE

4/23/2018 VISIT MISSISSIPPI GULF COAST 2

FOOD & WINE

A Beer Aged on King Cakes Is Here in Time for Mardi Gras



Gulfport's Chandeluer Island Brewing Co. used a large king cake for each keg of beer.

Mardi Gras might be New Orleans' time to shine, but not that far up the coast in Gulfport, Mississippi, a local brewery and bakery have teamed up to create their own liquid Fat Tuesday celebration: a king cake beer.

Parade

Coollest Mardi Gras Celebrations Around the U.S.

The famous New Orleans Mardi Gras is coming up, but did you know Mississippi and New Mexico have great festivals too? Cities across the country want in on the fun and have organized their own colorful celebrations. No matter the size or location, every event has a few things in common: jovial "Krewes" that put on parades, great music and people who want to party! Here are Mardi Gras gatherings you can attend outside of the main event in Louisiana.



Gulf Coast Carnival Association Mardi Gras Parade | Foti 13

Claim your spot and yell out, "Throw me something, mister!" to scoop up beads, stuffed animals, Moon Pies and other goodies at this parade in Biloxi, Mississippi. Since 1908, the Gulf Coast Carnival Association has been leading parades on the Mississippi Gulf Coast, and now there are more than 20 parades every year plus multiple masquerade balls. Visit www.gulfcoast.org to see all of this year's events in Biloxi.

MEDIA COVERAGE

4/23/2018 VISIT MISSISSIPPI GULF COAST 2

TIME Money

10 Warm, Cheap, Amazing Places for Retirees to Visit Right Now

Biloxi, Mississippi



This Gulf town was rebuilt after suffering serious damage in Hurricane Katrina. Its many casinos offer 24/7 excitement, but skip their buffets in favor of the scrumptious Cajun cuisine offered at restaurants around the city. You can get seafood any way you like it—raw, fried, or slathered with barbecue sauce. Or charter a boat and hook your own dinner. For local culture, visit the Frank Gehry-designed Olu-O'Rourke Museum of Art, dedicated to Mississippi master potter George Olu. General admission is \$10 and tickets for seniors 60 and over cost \$5. The city is also home to Beauvoir, the 32-acre estate of Jefferson Davis, president of the Confederate States during the Civil War. General admission is \$12.50 and tickets for seniors 65-plus are \$10. After sightseeing, relax on Biloxi's low-key, white sand beaches, whose waves stay gentle due to barrier islands off the coast.

GO BankingRates

11 Top Cities to Own a Vacation Home

Pay off the cost fast in these Southern and Midwest cities.



11. Pass Christian, Miss.

A sleepy waterfront town on the Mississippi Gulf Coast, Pass Christian is where you come if you want to amble through historic homes and antique stores. The area attracts a number of visitors looking for a slower pace of life, and it's the kind of city where porch sitting is a well-accepted hobby.

Homes cost \$153,100 on average, and they can be paid off in about 10 years and eight months by earning a monthly rental income of \$1,193.

MEDIA COVERAGE

4/23/2018 VISIT MISSISSIPPI GULF COAST 2

Great American restaurants where presidents have dined

The scene: President's Day weekend has us thinking about where presidents like to eat. While President Donald Trump has been known to eat KFC and McDonald's, Great American Bites has visited many notable establishments patronized by past presidents -- all the way back to George Washington. These spots can be found in politically historic destinations such as Philadelphia and Washington, D.C., and less obvious spots such as Boulder, Colo., and Biloxi, Miss. These are the great American restaurants where presidents have dined.

Mary Mahoney's Old French House in Biloxi, Miss: One of my all-time favorite Great American Bites venues, Mary Mahoney's has been a family-owned Biloxi, Miss., landmark for half a century. It occupies the oldest home in Biloxi, built in 1737, yet sits within easy reach of the many large casino resorts that form the city's tourist center. It is a classic New Orleans restaurant that happens to not be in New Orleans, but is cut from the same elegant cloth as Commanders Palace, Galatoire's or Arnaud's. The restaurant was hit hard by Hurricane Katrina, and today the wall outside is marked to indicate the astonishing height to which the water rose, 15 feet, filling the first floor. But Mary Mahoney's was painstakingly repaired and has not lost a step.

ITINERARY PLANNER MISSISSIPPI

11/181



Whether groups want to relax at the beach, take a few rounds of golf, enjoy an array of outdoor activities, eat fresh Gulf seafood or explore world-class casinos, the Mississippi Gulf Coast's 62 miles of scenic shoreline has what they're looking for. "The beauty of Biloxi is the perfect year-round destination for all types of groups, due to its temperate climate and endless list of attractions and activities available," said Kristen Parker, leisure group sales manager at Visit Mississippi Gulf Coast. "There is always something new to see, do and experience down here."

Visit Mississippi Gulf Coast shared the following steps for groups to experience all of what Biloxi has to offer.

SEE

Experience the beauty of Mississippi when you visit the historic French Quarter and enjoy the beautiful views of the Gulf of Mexico. Visit the historic sites of the French Quarter, including the Old French House, the home of the first President of the United States, George Washington.

DO

Enjoy the beautiful views of the Gulf of Mexico from the historic sites of the French Quarter, including the Old French House, the home of the first President of the United States, George Washington.

SIP

Enjoy the beautiful views of the Gulf of Mexico from the historic sites of the French Quarter, including the Old French House, the home of the first President of the United States, George Washington.

ENJOY

Enjoy the beautiful views of the Gulf of Mexico from the historic sites of the French Quarter, including the Old French House, the home of the first President of the United States, George Washington.

MEDIA COVERAGE

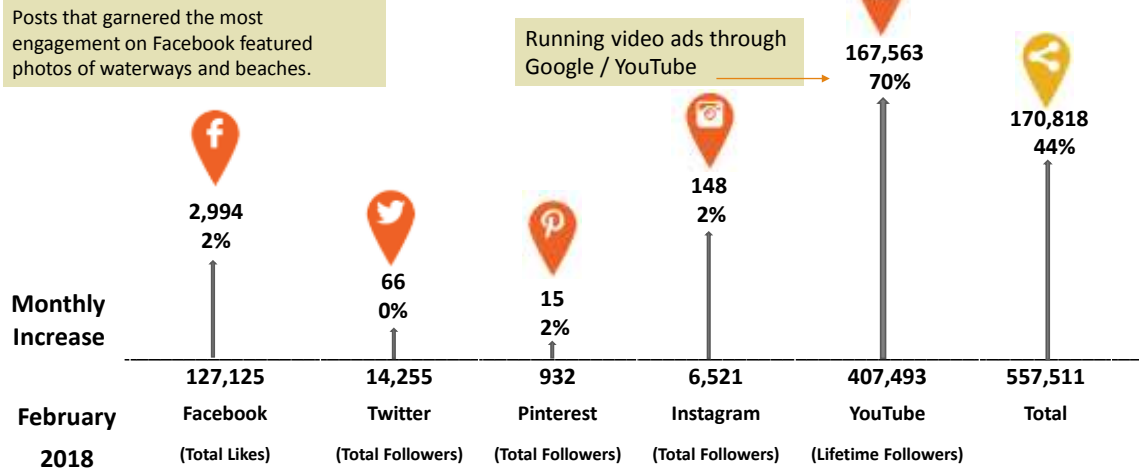
MEDIA COVERAGE

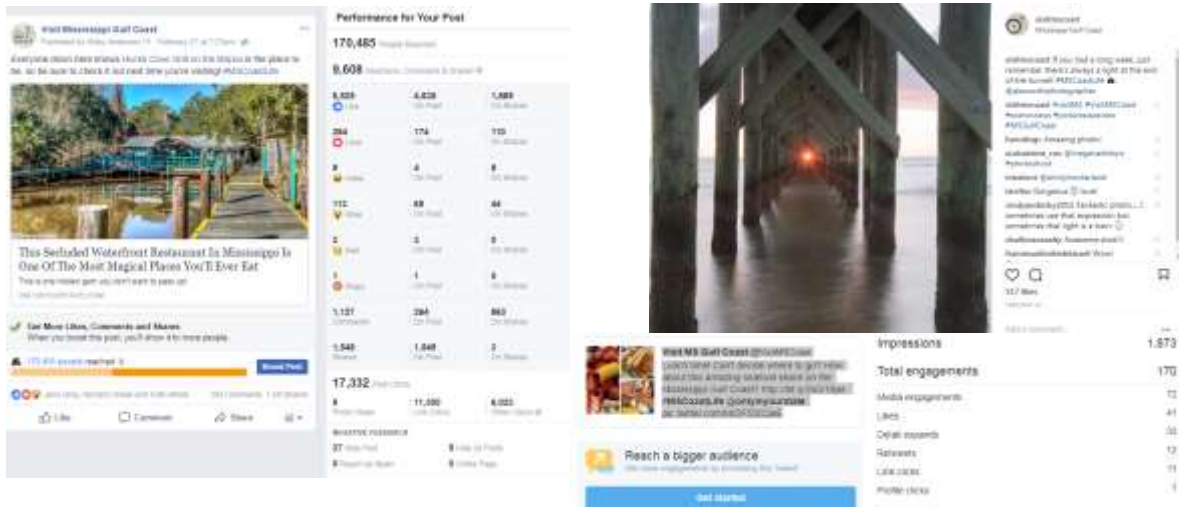
4/23/2018

VISIT MISSISSIPPI GULF COAST

2

Social Media Metrics





SOCIAL MEDIA

4/23/2018

VISIT MISSISSIPPI GULF COAST

2

Visit Mississippi Gulf Coast Board of Commissioners Meeting



CEO REPORT March 2018

Milton Segarra, CDME
3/29/18



Meetings Update

Travel

- Destinations International- Board Meeting- Washington D.C.
- Masterminds Advertising Agency- Philadelphia, PA

Speaking Engagements:

- Gulfport Rotary Club
- Pascagoula Rotary Club
- Biloxi Businessmen's Club

Elected Officials:

- Jackson County Board of Supervisors
- Harrison County Supervisor Martin & Supervisor Rockco – Presentation with Matt McDonald regarding MS Coast Convention Center Hotel Development
- Gulfport Mayor Hewes - Conversation regarding Gulfport Sports Complex and Athletx Group



Meetings Update

Other Various Meetings:

- VMGC Team Building Event
- Ocean Springs Chamber of Commerce • Main Street • Tourism Bureau Board Meeting
- Hancock County Tourism Development Bureau
- Mississippi Aquarium – President/CEO and COO
- Harrison County Development Commission – Executive Director and Director Community Development & Information





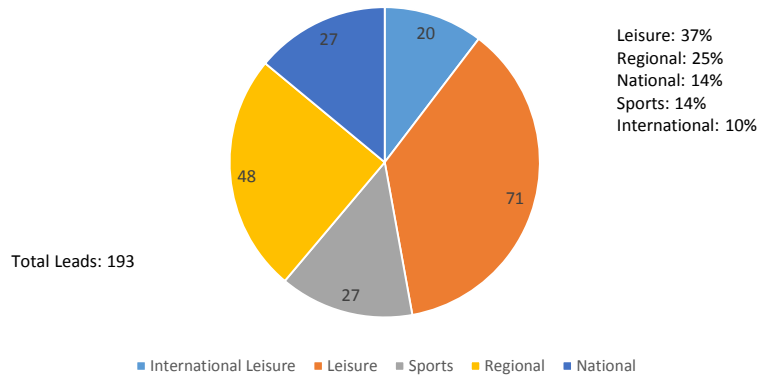
Sales Revised Tactical Approach



Tentative Pipeline

Tentative Pipeline by Market Segment

Visit Mississippi Gulf Coast

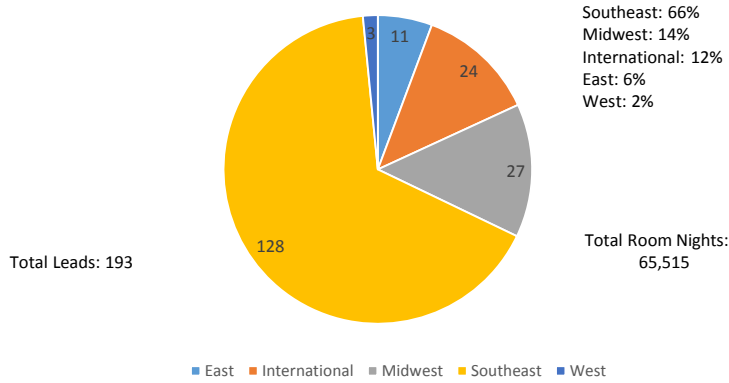




Tentative Pipeline

Visit Mississippi Gulf Coast

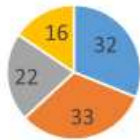
Tentative Pipeline by Geographic Region



Tentative Pipeline



Tentative Pipeline for Travel in 2018



Total Leads: 103 Room Nights: 17,680

Legend: q1 (Blue), q2 (Orange), q3 (Grey), q4 (Yellow)

Tentative Pipeline for Travel in 2019



Total Leads: 41 Room Nights: 19,114

Legend: q1 (Blue), q2 (Orange), q3 (Grey), q4 (Yellow)

Tentative Pipeline for Travel in 2020



Total Leads: 18 Room Nights: 19,046

Legend: q1 (Blue), q2 (Orange), q3 (Grey), q4 (Yellow)

Tentative Pipeline for Travel in 2021



Total Leads: 6 Room Nights: 6,505

Legend: q1 (Blue), q2 (Orange), q3 (Grey)

Tentative Pipeline for Travel in 2022



Total Leads: 3 Room Nights: 2,860

Legend: q1 (Blue), q2 (Orange), q3 (Grey), q4 (Yellow)



Visit Mississippi Gulf Coast

Concentrated Efforts



Strategic and concentrated efforts are being made in the immediate service areas of Gulfport-Biloxi International Airport.



Visit Mississippi Gulf Coast

Concentrated Efforts



- Advanced Manufacturing
- Aerospace
- Data & IT
- Forestry & Energy
- Healthcare
- Shipbuilding
- Tourism & Film



Concentrated Efforts

STAY AWHILE. YOU'LL GET IT.
VISIT MISSISSIPPI
GULF COAST

ABOUT US
We are passionate about meetings and events. The Mississippi Gulf Coast has nearly 15,000 hotel rooms and a 400,000SF Convention Center. Enjoy 62 miles of scenic shoreline, award winning restaurants, shopping, entertainment and SO MUCH MORE!

**SEND YOUR RFPI
HOLD YOUR MEETING
WITH US, AND RECEIVE
UP TO \$25,000
TOWARDS YOUR EVENT
ON THE MISSISSIPPI
GULF COAST***

*Some limitations apply. Ask us what we can do for you!

**SEND BEFORE
MARCH 30
2018**
DON'T MISS OUT
KAYLIE@GULFCOAST.ORG
CRYSTAL@GULFCOAST.ORG

**SITE VISITS
FLIGHT AND
HOTEL FOR 2***

*2 tickets to GPT and a 2 night stay at a local hotel.



Visit Mississippi Gulf Coast

Nielsen Analytics Proposal



Provides media and advertising measurement services for all devices on which content - TV, Radio, Cable (Units), Digital, Newspaper – is consumed.

Reporting: Monthly
Category: Tourism
Markets:

- Atlanta
- Birmingham
- Memphis
- Little Rock
- Houston
- Dallas
- Tampa
- Minneapolis
- Charlotte
- Nashville

PRICING:

1st Market:
- \$750 for 2017 to Present data
- \$150 for 2016 data

Each Additional Market:
- \$275 per market for 2017 to Present data
- \$100 per market for 2016 data

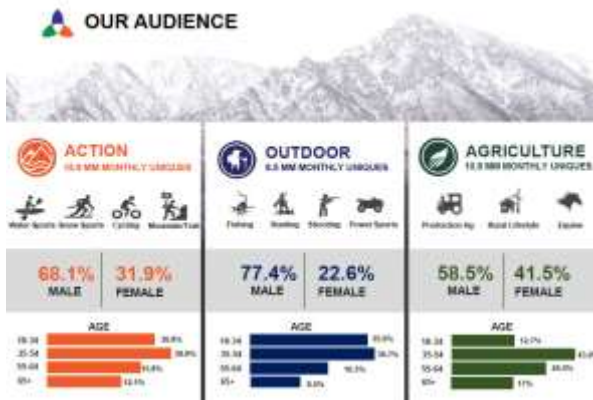
Total: \$4,275



Native/Content Marketing



Carbon Media



Largest producer of outdoor content online

- Reaches an audience looking for Outdoor and Action information
- Writers matched to specific initiative to create content
- Inclusions / Distribution:
 - (3) Branded Ar9cles
 - Geo-Targeted Na9ve Ads (666,667 Impressions)





Curiosity

TO AN AUDIENCE OF CURIOUS PEOPLE



Spin off of Discovery, their content inspires people to explore and learn

- Audience primarily 18-44, looking to discover something new
- Writers matched to specific initiative to create content
- Inclusions / Distribution:
 - (2) Branded Articles
 - (2) Social Media Posts (Facebook, Twitter, Instagram)
 - (1) Social Video
 - (2) Curiosity Polls
 - (1) year license on content
- ROS Banner Ads (1,000,000 Impressions)



Matador



Media Inclusions:

- Hero Video
- Social Pro
- SocialVid Cutdown

Matador requests creative freedom to produce editorial pieces tailored to their audience. These would not be directed as our commercials / we would not receive b-roll, unless potentially negotiated. We would however receive high-quality produced pieces and access to Matador’s powerful distribution network to reach a travel audience.





Sales Support

	Convention South	Connect Association	Connect Sports	CVENT
PRINT	Full Page Ad	Full Page Ad	Full Page Ad	
DIGITAL		Two (2) Months Digital Package: Leaderboard E-News Banner Social Posts E-Blast	Two (2) Months Digital Package: Leaderboard E-News Banner Social Posts E-Blast	Two (2) Months: Featured Blog Article

Leveraging the new Convention Center Hotel Development news. We will conduct the following:

- Fam Trips
- Press Trips
- Co-op Marketing with the MCCC
- Re-Align last quarter Advertising



Brand Re-assessment Process



Brand Re-assessment Process



- The Kliman Group – Consulting Services for Creation, Management and Facilitation of the Visit Mississippi Gulf Coast Customer Advisory Board
- Resonance Company – Mississippi Gulf Coast Brand Development Proposal
- Selected Agency

