

VISIT



TAMPA BAY

TREASURE AWAITS



VISIT TAMPA BAY'S 2018
STRATEGIC PLAN



TABLE OF CONTENTS

1 MESSAGE FROM THE
PRESIDENT & CEO

3 FUNDING MODEL, REVENUE
& EXPENDITURES

5 2017 ACCOLADES

7 2017 ACCOMPLISHMENTS

9 ECONOMIC IMPACT OF
TOURISM & VISITOR PROFILE

11 VISIT TAMPA BAY
2018 & 2019 STRATEGIC GOALS

23 FY 2018 BOARD OF DIRECTORS,
ADVISORY BOARD,
PAST CHAIRS

MESSAGE FROM THE PRESIDENT & CEO

Tourism powers the local economy 24 hours a day and the impact of tourism is undeniable. This year alone, as a result of the outstanding efforts of tourism marketers, Hillsborough County has prospered with \$6 billion dollars in economic investment. Almost 50,000 people in our county work in tourism and tourism-related fields. Without the efforts of our industry, each resident would have to pay an additional \$760 in local and state taxes. That's why we have worked diligently and creatively to activate our brand and develop Tampa Bay as a desirable destination for both leisure travelers and convention business, garnering increasing attention for our high quality of life and unique mix of history and culture.

In 2014, I announced the company goal of reaching \$30 million in Tourist Development Tax revenue for a single year by the end of 2017. Thanks to the strength of the past year, we are on the path to meeting that goal. That's \$600 million in taxable hotel revenue. Reaching that goal will establish us into the select ranks of Florida's High-Impact Tourism counties.

Our new Unlock Tampa Bay Visitors Center in Tampa City Center gives visitors an interactive, high-tech experience while they're here and a carefully curated selection of Tampa Bay-crafted, Tampa Bay-themed merchandise to carry home. The gorgeous store and knowledgeable staff make sure every shopper has a quality visit.

Looking ahead, 2018 and 2019 promises to be another banner year for Visit Tampa Bay:

- "Make It Tampa Bay," our joint campaign with Hillsborough County and the Tampa Hillsborough Economic Development Corporation, will tell our story to a new audience: Millennial entrepreneurs and CEOs looking for an exciting place to live, and start or relocate a business.



- We'll celebrate new food experiences, the transformation of hotels, new service at Tampa International Airport and cruises to Cuba from Port Tampa Bay.

So, well done, Visit Tampa Bay team and partners. Your success is our success. Our ongoing collaboration made big impacts in 2017. I'm looking forward to what we'll accomplish in the coming years.

Santiago C. Corrada

A handwritten signature in black ink, appearing to read 'Santiago C. Corrada'. The signature is fluid and cursive, written on a white background.

President & CEO
Visit Tampa Bay

WHO WE ARE

The hip, urban heart of Florida's Gulf coast beats in Tampa Bay. Visit Tampa Bay encourages adventurous travelers to unlock sun, fun and culture in Florida's most diverse travel destination. We are a not-for-profit corporation that works with 800 partners to tell the world the story of Tampa Bay. Treasure awaits.

MISSION

To create vibrant economic development for our community by collaboratively increasing visitation to Tampa Bay.

VISION

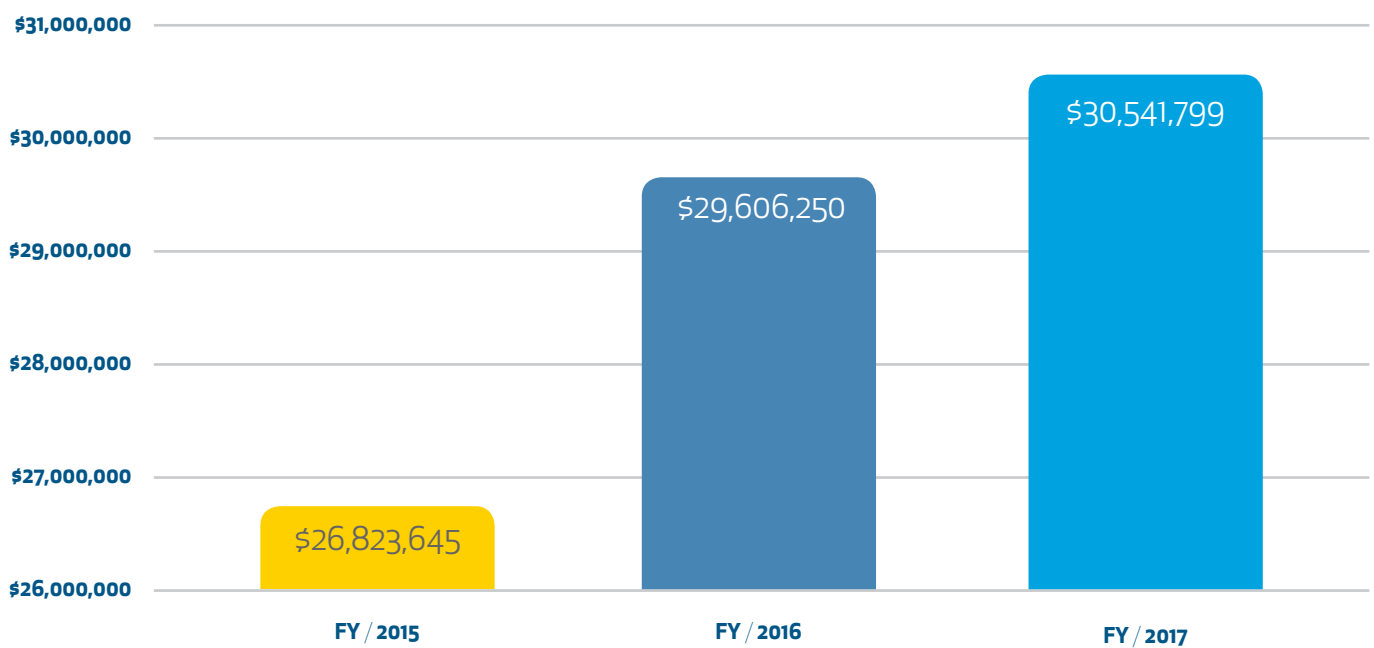
To inspire the world to love Tampa Bay.





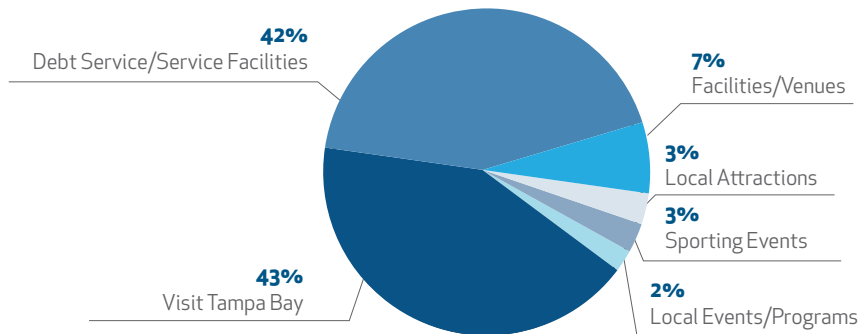
FUNDING MODEL, REVENUE & EXPENDITURES

Hillsborough County's Tourist Development Tax Collections

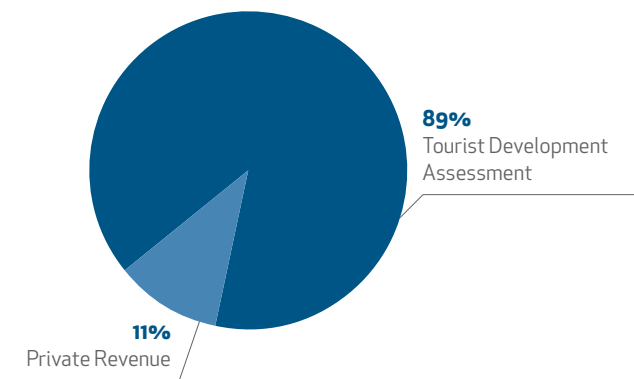




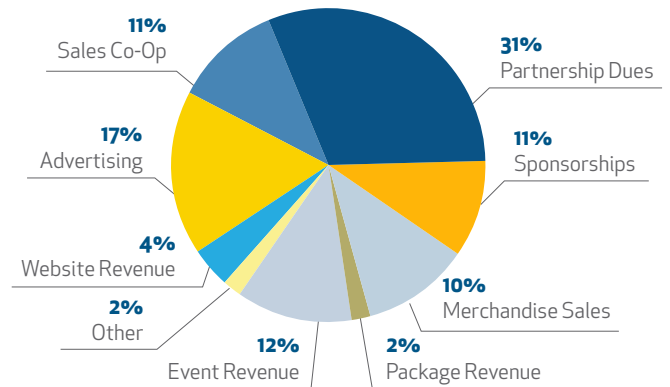
Local Use of Tourism Development Tax



TDC vs. Private Revenue Budget



Actual Private Revenue Budget



2017 ACCOLADES

HSMAI Adrian Awards

- **Platinum & Gold Adrian Award for Public Relations – Henry Brings Business to Tampa Bay**
- Silver Adrian Award for Advertising – Trade Campaign – Greybeard the Tampa Bay Business Pirate
- Bronze Adrian Award for Advertising Sweepstakes – Consumer Canada Takeover
- Adrian Award for Advertising Video – Consumer – Florida’s Most Culinary Treasures

HSMAI Top 25: Extraordinary Minds in Hospitality Sales, Marketing, Revenue Optimization | Santiago Corrada

Visit Florida Flagler Awards

- **Henry Award for Internet Advertising – Story Hub and Digital Strategy**
- **Henry Award for Resources/Promotional Material – Trade – Greybeard the Tampa Bay Business Pirate**
- Silver Award for Tourism Advocacy – Talk Up Tampa Bay

Florida Society of Association Executives (FSAE) Award Supporting Associate Organization of the Year

2017 Meetings & Conventions Gold Service Award

CVENT Top 50 U.S. Meeting Destinations

New Rankings

- Only city in Florida among “America’s 50 Best Cities” – *Bloomberg Businessweek*
- The Independent, “America’s Best Bars for Beer Lovers” – *USA Today Travel*
- World’s Best Cruise Ship Terminals – *FOXNews.com*
- Top 10 Fastest Airports – *Huffington Post*
- No. 1, “Ten Cities Americans Are Moving to Right Now” – *Forbes Magazine*





THE BUNKER ★

2017 ACCOMPLISHMENTS

BOOKED

537,265

DEFINITE CONVENTION/GROUP
ROOM NIGHTS 

GENERATED OVER

1,600

LEADS FOR FUTURE BUSINESS

Big Room Night Wins

- Advanced Placement Reading ETS – June 2020, 2021, 2022 & 2023 – **87,844** Room Nights (combined)
- NCAA Women’s Final Four – April 2019 – **16,300** Room Nights
- National League of Cities – November 2020 – **12,015** Room Nights
- National Gay & Lesbian Chamber of Commerce – August 2019 – **2,598** Room Nights

190

TRADE SHOWS
& MISSIONS

311

FAMILIARIZATION TOURS (FAMS)
AND SITE VISITS

Serviced over 130 individual groups including 4 large events

- Dynamic Communities, Inc.
- BICSI, A Telecommunications Association
- It Works Marketing, Inc.
- National Defense Industrial Association

17

LEISURE SALES
CO-OP CAMPAIGNS

902

LEISURE STORIES PLACED

\$14,025,548

PUBLIC RELATIONS MEDIA VALUE 

INCLUDING COVERAGE IN:

The Washington Post

FOOD & WINE

The New York Times

HUFFPOST

theguardian

Forbes

Daily Mail



CNN

The Boston Globe

Advertising Campaigns Produced:

928,486,650

ADVERTISING IMPRESSIONS

Florida's Most Out-of-State Campaign Delivered:

47.7k

INCREMENTAL TRIPS 🏠

GENERATED NEARLY

\$48.6 Million

INCREMENTAL SPENDING 🏠

135K

INCREMENTAL ROOM NIGHTS

- **\$67** ROI
- Booking (aRes) revenue is up **34%** YOY
- CityPASS revenue is up **9.5%** YOY

New Air Service

- Icelandair from **Europe**
- Southwest flights with **Cuba**
- Southwest nonstop route from **San Diego**
- Delta Airlines nonstop route from **Salt Lake City**
- United Airlines nonstop route from **San Francisco**
- Frontier Airlines adds 11 new destinations to **Tampa Bay**

Partnership

- **99** New Partners
- **5019** Partner Referrals
- Hosted **58** Local Partner Events

🏠 The largest number in Visit Tampa Bay history

660 WAYS TO ENJOY THE WATER



FLORIDA'S MOST BRIGHT IDEAS

Countless Ideas. Endless fun. VisitTampaBay.com

VISIT TAMPA BAY

131 YEARS OF HISTORIC CULTURE



FLORIDA'S MOST INSPIRING ESCAPES

Countless Ideas. Endless fun. VisitTampaBay.com

VISIT TAMPA BAY



VISIT TAMPA BAY

FLORIDA'S MOST UNFORGETTABLE MOMENTS



FLORIDA'S MOST TREASURED MEETINGS

When you host your meeting in Tampa Bay, there's an adventure for everyone in your crew. From delicious dining and Broadway shows to roller coasters and award-winning local craft breweries, there's something new to explore around every corner.

Watch the video series. TampaMeetings.com



Talk to our Customer Service Representative, Kevin Greybeard, Business Pirate. 813-218-2322. Greybeard@VisitTampaBay.com

VISIT



TAMPA BAY



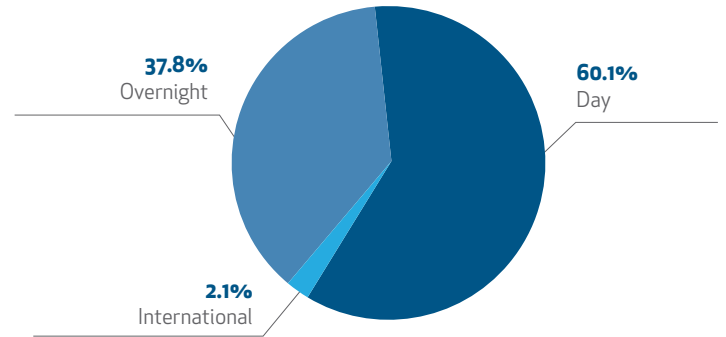
ECONOMIC IMPACT OF TOURISM & VISITOR PROFILE

Overnight visitors pumped almost **\$6 billion** into Hillsborough County's economy in 2016, helping to support nearly **50,000 jobs** in the process.

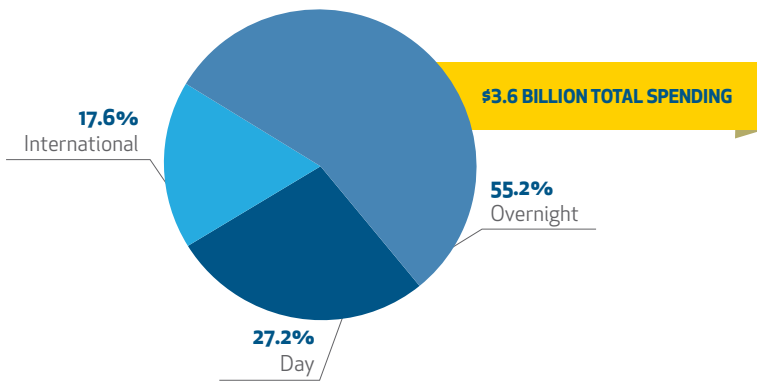
A record **22.6 million** people visited Tampa and Hillsborough County in Calendar Year 2016, including nearly **500,000 international visitors** from Europe, Latin America and beyond. Collectively, they directly spent **\$3.6 billion** - an increase of 5.5 percent from 2015 - and generated another **\$2.1 billion** in economic impact.

Hillsborough County recorded about **9 million** overnight visitors in 2016 who stayed, on average **2.9 days**. Of those, domestic overnight visitors spent an average of **\$236 per day** while in the area. International visitors, while the smallest portion of overall visitors, spent the most - an average of **\$1,327 per person** per trip.

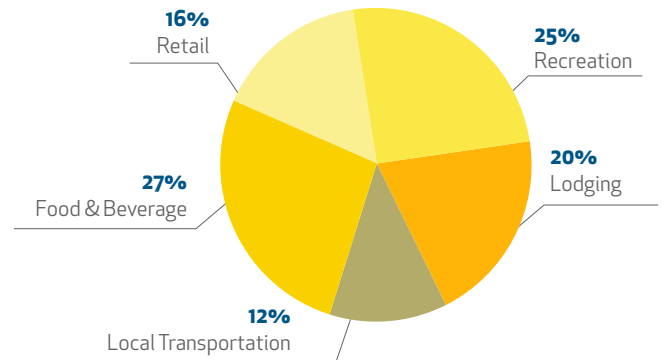
VISITOR BY TYPE



SPENDING BY VISITOR TYPE | 2016



VISITOR SPENDING PROFILE



2016 Visitor Profile & Economic Impact Highlights:

- Total Visitors: 22.6 million
- Top State Markets: Florida, New York, Georgia, Illinois and Ohio. Among DMAs, top three visitor sources were New York, Orlando, and Miami.
- Top three overnight trip activities and experiences were “Shopping” “Fine Dining” “Theme Parks”.
- Tourism-related jobs are the fastest-growing segment of the local job market and one of the fastest-growing in terms of income.
- In all, 5.7 million hotel rooms were booked in 2016. Occupancy rose for the seventh year in a row, averaging a record 74 percent in 2016. Average daily room rates (\$113) was up for the fourth year in a row, and revenue per available room - RevPAR, a key indicator of profitability - (\$83 in 2016) continued its seven-year climb from 2009.

Figures in Context:

- The 22.6 million total trips to Hillsborough County is roughly equivalent to everyone from the state of Florida visiting Hillsborough County during the year.
- Visitor Spending: The \$3.8 billion in visitor spending means that almost \$437,000 was spent by visitors EVERY HOUR in Hillsborough County in 2016.
- Employment: The number of people employed directly by visitors (34,478) would exceed the current capacity of Tropicana Field (31,042), and the employees sustained by tourism’s indirect and induced impacts (14,998) would fill up most of Amalie Arena (19,092).
- Taxes: To make up for the \$369 million in state and local taxes generated by tourism, each household in Hillsborough County would need to contribute an additional \$760 annually to maintain the current level of government.

Methodology

Visit Tampa Bay utilizes a research model using internal data and curated research in conjunction with industry renowned Tourism Economics to calculate and forecast total visitor volume and spending by visitor segments (domestic/international, overnight/day). Domestic visitor profiles are provided by Longwoods International, while international volumes are generated from Tourism Economics’ Global City Travel (GCT) database.





VISIT TAMPA BAY

2018 & 2019 STRATEGIC GOALS

GOAL 1

INCREASE PRIVATE REVENUE

GOAL 2

OPTIMIZE SALES AND MARKETING INITIATIVES

GOAL 3

TAKE A LEADERSHIP ROLE IN SHAPING OUR TOURISM INDUSTRY

GOAL 4

ACTIVATE THE BRAND

GOAL 5

ACCOUNTABILITY, REPORTING AND TRANSPARENCY



GOAL 1

INCREASE PRIVATE REVENUE DOLLARS

Maximize current business opportunities and create new revenue streams for the organization.

OBJECTIVE 1

Build strategic alliances and improve the corporate partnership program providing partners with value added opportunities that will increase sponsorship and partnership revenue.

Action Items:

- Work across departments to create new corporate sponsorships
- Review current sponsorship opportunities to offer new formats that will increase revenue
- Grow Visit Tampa Bay's co-op programs and offer multi-dimensional benefits to our industry-tourism partners
- Activate new "marketing" partner model – while increasing or maintaining current revenue levels
- Strategically build and strengthen relationships for partnerships/sponsorships realized in future years

OBJECTIVE 2

Enhance experience and awareness at the Unlock Tampa Bay Visitors Center to increase visitor volume, length of stay and visitor spending.

Action Items:

- Engage partners in Visitors Center activations by creating a robust promotion program
- Promote and market the Visitors Center to drive foot-traffic and engagement with visitor kiosks and CityPASS ticket sales
- Expand inventory of Tampa Bay branded items in store and online to increase purchases
- Capitalize on unique opportunities like seasonal and curated Tampa made items, corporate gift baskets and local product partnerships
- Market Unlock Tampa Bay Visitors Center as a potential venue space for local event planners
- Advertise Unlock Tampa Bay to attendees to lure them in to the retail space,
- Position Unlock Tampa Bay Visitors Center as an authentic and premier gift outlet



OBJECTIVE 3

Become a leading Destination Marketing Management Organization that promotes the development, marketing and management of a destination, which includes alternative revenue sources through convention sales, tourism marketing and services.

Action Items:

- As expert marketers for the destination, work with other economic development organizations to offer additional marketing services to improve the destination's brand
- Utilize the current services department infrastructure to expand the event management operations
- Assess other spending opportunities and current pricing to increase revenue dollars: advertising co-ops, promotions, participation in tradeshow and media missions



GOAL 2

OPTIMIZE SALES AND MARKETING INITIATIVES

Review out-of-market initiatives to ensure appropriate and targeted programing. This approach allows for continued integration of sales and marketing strategies to create a cohesive message: to generate visitation.

OBJECTIVE 1

Position Tampa Bay as the hip, urban heart of Florida's Gulf coast, using all internal resources and channels (collateral, website, social media integration, public relations, amenities, visitors center, etc).

Action Items:

- Increase visitation from established domestic and international markets and explore new markets by expanding relationships with major industry and destination partners
- Maximize marketing reach in the leisure market by conducting joint campaigns with other complimentary Destination Marketing Organizations (DMOs)
- Communicate relevant news from the destination through various public relations and digital components utilizing consistent feature updates and messages to generate brand awareness and booking activity
- Increase destination awareness through sales missions, media missions and promotional efforts
- Increase destination awareness and visibility among the meetings & convention audience and grow international meetings contribution

OBJECTIVE 2

Implement advertising campaigns to generate brand awareness and expand year-round bookings.

Action Items:

- Maximize brand exposure using targeted branding mediums – television, out-of-home, digital, social, print, etc.
- Use geo-fencing, search engine marketing and retargeting digital strategies to reach audiences with personally relevant messaging
- Increase niche marketing/messaging to specific audiences, multicultural, LGBT, etc.
- Increase co-op domestic & international marketing campaigns with key accounts in the leisure market
- Target social network programs – paid and owned. Utilize social media to further engage potential visitors with our brand

OBJECTIVE 3

Leverage Visit Tampa Bay brand awareness and grow corporate transient and group business to Hillsborough County through an enhanced business brand.

Action Items:

- Create the business message that Tampa Bay is an affordable place with a skilled workforce and high quality of life where every day feels like vacation
- Leverage Visit Tampa Bay's brand and established out-of-state marketing channels to showcase Tampa Bay as the ideal community for CEOs, entrepreneurs, and millennials in key industries looking to relocate their businesses
- Paralleling Visit Tampa Bay's current marketing, Make It Tampa Bay, extends Visit Tampa Bay's established brand and marketing, creating a holistic, cross-discipline approach to local economic growth that targets business leaders in New York, Philadelphia, Dallas, and Chicago

OBJECTIVE 4

Evaluate the return on investment (ROI) on all Sales, Marketing, Services, and Partner programs to maximize performance for the destination.

Action Items:

- Review sales re-booking program and client satisfaction, using tools like the post-convention meeting planner survey
- Evaluate all travel to send only the most relevant staff members so that we maximize presence through sales calls, tradeshow, sales missions, promotions, familiarization tours, destination trainings, and other cooperative sales and marketing initiatives
- Examine all local stakeholder informational meetings and programs to determine need, relevance and redundancy
- Evaluate available data and market research in all decision making processes to maximize performance and bed tax collections
- Use available data to evaluate the performance of direct sales efforts across all geographical and vertical markets and ensure we provide proper support and resources from other departments to compound presence and create increased economic development for our community by increasing visitation to the destination
- Create stronger Partner relationships through various activities and co-ops to generate revenue and increase impact on tradeshow booths, campaigns and events

OBJECTIVE 5

Analyze all marketing campaigns (B2B and B2C) with third-party advertising effectiveness studies and campaign recap results in decision making to ensure the greatest return on investment.

Action Items:

- Utilize third-party research firms to evaluate visitor profile information to better define our target audience and markets
- Analyze all co-op campaign opportunities to ensure relevant ROI
- Review digital media strategy to ensure programs are the most effective and efficient
- Conduct monthly update meetings with tour operators, OTAs, and receptive accounts to summarize room night production trends
- Conduct third-party (H2R Market Research) marketing and media effectiveness studies for each campaign to determine the marketing return of key performance indicators (incremental trips, incremental travel spending and incremental room nights)

GOAL 3

LEADERSHIP ROLE IN SHAPING OUR TOURISM INDUSTRY

Position Visit Tampa Bay as the leading economic development and tourism organization and a major business driver within the local community, region and industry. Influence destination development and tourism-related infrastructure to increase the economic impact to the destination.

OBJECTIVE 1

Strengthen and communicate the impact and need to market Hillsborough County to local and state elected officials and all other stakeholders.

Action Items:

- Engage and work with our lobbyist in the continued planning of our tourism advocacy and economic development strategy
- Lobby for legislative issues that affect funding for tourism, film, arts/culture, and economic development
- Educate politicians and other local stakeholders on the substantial and irreplaceable monetary impact tourism has on the county
- Actively solicit elected official's participation in at least four Citywide conventions "Welcome" opportunities per year

OBJECTIVE 2

Work with Hillsborough County and Visit Tampa Bay Board of Directors to establish a unified position of ongoing issues within the tourism industry (products, transportation, private vs. public, industry partnerships)

Action Items:

- Develop action plan with key stakeholders to lobby for a percentage of the sixth cent
- Implement new software to allow easier access of company information to the Board of Directors
- Facilitate and coordinate annual meetings between the appropriate elected officials and industry stakeholders to analyze and discuss infrastructure and industry trends
- As expert marketers for the destination, work with other economic development organizations to offer additional marketing services to improve the destination's brand
- Advocate for initiatives that would enhance our destination, such as public transportation and improved infrastructure

OBJECTIVE 3

Examine and streamline all Visit Tampa Bay external business communications

Action Items:

- Examine and streamline all opportunities to present destination marketing initiatives, performance standards, and impact of tourism to stakeholders
- Evaluate all stakeholder meetings including committees, sub-committees and board opportunities for relevance and scheduling
- Review and update all presentations for strategic purpose, content and relevance
- Review and improve technology/method to distribute messaging to stakeholders and ensure a unified approach for all business communications across all departments



GOAL 4

ACTIVATE THE BRAND

Brand Tampa Bay as a unique destination experience for all visitor segments. This strategic initiative includes integrating the Visit Tampa Bay brand positioning and identity throughout the organization, its programs, employees, stakeholders, partners and the Tampa Bay destination as well as determining the visual components of the brand.

OBJECTIVE 1

Communicate the Visit Tampa Bay brand with messaging and visuals throughout all communication channels and touchpoints both internal and external.

Action Items:

- Leverage new platforms to promote the Visit Tampa Bay brand (amenities, branded retail items, collateral pieces, etc.)
- Continue to integrate advertising campaigns and brand messaging through visuals and group and leisure sales materials
- Increase awareness and engagement with Visit Tampa Bay's social channels: Facebook, Twitter, Instagram and YouTube

OBJECTIVE 2

Identify and engage brand ambassadors and brand activation teams.

Action Items:

- Increase local awareness to stakeholders of the tools and resources available to generate greater economic impact for the Tampa Bay brand
- Continue the Industry/Marketing Summit to educate partners on how to engage and leverage the Tampa Bay brand
- Continue promoting the "Talk Up Tampa Bay" campaign throughout the community by distributing program details to all stakeholders using existing communication channels
- Consistent training with the Unlock Tampa Bay Visitors Center staff to serve as brand ambassadors for the Tampa Bay tourism industry



OBJECTIVE 3

Educate hospitality workers on the Tampa Bay brand and on destination highlights by further developing the content included in the Guest Experience Training (GET) program.

Action Items:

- Develop a strong follow-up plan with prior attendees
- Explore additional ways to communicate and deliver training to more partners
- Continue to refine the content of the presentation to include more/new partners
- Create a robust prize program to reach more partners
- Offer sponsor spotlight opportunities when applicable

OBJECTIVE 4

Keep Visit Tampa Bay top of mind with industry partners and the media to generate positive awareness and buzz.

Action Items:

- Increase positive newspaper, radio, television, online and social media coverage about the importance of tourism
- Keep the media well-informed and engaged with destination developments and industry trends
- Develop a blog program to serve as an enthusiastic and ongoing source of information, reviews and coverage of Tampa/Hillsborough County based on audience and topic segmentation
- Create and distribute, on an ongoing basis, news and feature releases, media alerts, pitches and story angles, advertorials and blog postings for brand promotion, sustained coverage and positive word-of-mouth



GOAL 5

ACCOUNTABILITY, REPORTING, AND TRANSPARENCY

Evaluate and analyze all Visit Tampa Bay's programming to ensure the greatest return on investment (ROI) for all internal programs and manage third-party vendors to do the same. Update and certify that internal tools, infrastructure, processes, procedures, and policies support programming ROI, as well as allow for good corporate governance, accurate accountability and transparency in reporting.

OBJECTIVE 1

Assess internal tools to ensure that they result in enhanced productivity and efficiency.

Action Items:

- Implement current policies and procedures with improved communication and open discussion to ensure consistency and fairness in leading staff to comply
- Direct staff to continue to be good stewards of our funds
- Upgrade to digital budgeting tool to save time, reduce errors, and allow for enhanced reporting for department heads
- Overhaul Disaster Recovery Plan so that in the event of a crisis affecting the Tampa Bay area, Visit Tampa Bay will coordinate and disseminate accurate information to the media, local visitor industry, partners and visitors
- Upgrade to digital time and attendance module so staff can focus on programming and allow for greater management oversight

OBJECTIVE 2

Update and implement internal processes and procedures to ensure that the organization results in enhanced productivity, efficiency, and accountability reporting to stakeholders.

Action Items:

- Evaluate all County, Board of Directors, and additional stakeholder reporting
- Achieve DMAP accreditation to position our destination as a valued and respected organization in our community and increase credibility among stakeholders
- Review and update as needed internal processes and procedures, follow best practices and ensure that all data we are reporting is valid, reliable, and necessary to our decision-making needs to achieve DMAP
- Integrate internal technologies with customer relationship management (CRM) to further data efficiencies and reporting capabilities
- Develop an in-depth training process on new SOP's and further documentation as it relates to CRM database
- Increase business intelligence capabilities through CRM for improved decision making and to ensure we stay an industry leader amongst other DMO's
- Ensure all programming is evaluated for the greatest return on investment



OBJECTIVE 3

Ensure continued transparency by reviewing all internal processes and procedures and reporting.

Action Items:

- Continue detailed quarterly reporting to Hillsborough County on all TDC funds allocated to Visit Tampa Bay
- At the beginning of each fiscal year, continue to provide County with budgets stating how tourist development tax funds will be expended to promote tourism
- Ensure contracts between the County and VTB are in accordance with Hillsborough County and Florida Statutes
- Implement new board software to allow easier access to our documents for our Board of Directors and be in compliance with by-laws and articles of incorporation
- Evaluate existing reporting processes to ensure the highest level of accountability and transparency
- Add website section to upload quarterly reports showing all TDC fund spending that are currently sent to Hillsborough County
- Monitor all expenses to ensure efficiency through sales calls, tradeshow, sales missions, promotions, familiarization tours, destination trainings, and other cooperative sales and marketing initiatives while ensuring goals are met
- Post annual audit of operations including revenues, expenditures, reserves and payables conducted by an independent audit firm on an annual basis
- Guarantee employees comply with travel expense policies and provisions while fulfilling VTB's mission to promote the destination to the world



FY 2018 BOARD OF DIRECTORS

Board Officers

Bruce Narzissenfeld

Chair

Retired / TECO an Emera Company

Jeff Antonaccio

Chair Elect

McKibbin Hotel Management

Troy Manthey

Secretary / Treasurer

Yacht Starship Dining Cruises

Ron McAnaugh

Immediate Past Chair

Tampa Marriott Waterside Hotel and Marina

Santiago C. Corrada

President & CEO

Visit Tampa Bay

Ron Alicandro

The Westin Tampa Bay

Ken Anthony

Ken Anthony Insurance Agency

Pam Barber

MORTV

Jim Bartholomay

Renaissance Tampa International Plaza Hotel

Stewart Clark

Busch Gardens @ Tampa Bay

Joe Collier

Mainsail Development & Lodging

Joe Couceiro

Tampa's Lowry Park Zoo

Ed Fandel

AAA Auto Club Group

Roger Germann

The Florida Aquarium

Steve Griggs

Tampa Bay Lightning

Eric Hart

Tampa Sports Authority

Rob Higgins

Tampa Bay Sports Commission

Joe Horwedel

Hillsborough County Board of County Commissioners Appointee

Paul Joseph

Grand Hyatt Tampa Bay

Joe Lopano

Tampa International Airport

Ken Lucas

Retired / MORTV

Ray Mathews

State Farm

Bob McDonough

City of Tampa Appointee

Bob Morrison

Hillsborough County Hotel & Motel Association

Bob Passwaters

Provident Advertising / Marketing, Inc.

Nabil Salloum

Hilton Tampa Downtown

FY 2018 Advisory Board

Paul Anderson Port Tampa Bay

Paul Ayres Center for Advanced Medical Learning and Simulation

Greg Brooks Marriott Courtyard Downtown Tampa

Christine Burdick Tampa Downtown Partnership

Dave Burton Burton Holdings, LLC

Brian Butler Vistra

Brenden Chiamonte Hillsborough County Tax Collector Office

Bob Clark Tampa Steel Erecting Company

Steve Cona Associated Builders and Contractors

Anthony Derby The Brew Bus-Tampa Bay

Lisa Faller FKQ Advertising & Marketing

Cheryl Flood Florida State Fair Authority

Bill Giesekeing Pepin Distributing Company

Richard Glover The Florida Aquarium

Ken Hagan Hillsborough County Board of County Commissioners

Tom Haines Mainsail Development & Lodging

Rick Hamilton Tampa Convention Center

Chris Harrison Shriners International

Danah Heye Madden Media

Rick Homans Tampa Bay Partnership

Thomas Huggins Ariel Business Group

Mel Jurado Temple Terrace Mayor

Kelly Klocke Embassy Suites Tampa Brandon

Ann Kulig Westshore Alliance

Judith Lisi David A. Straz, Jr. Center for the Performing Arts

Dina Lomagno Liberty Group

Rick Lott Plant City Mayor

Dannette Lynch Regional Director of FRLA

Natasha Maldonado International Plaza

David Mechanik Mechanik Nuccio Hearne & Wester, P.A.

Mike Merrill Hillsborough County Administrator

Chris Minner Tampa International Airport

Rick Nafe Tampa Bay Rays

Craig Richard Tampa Hillsborough Economic Development Corporation

Brian Richeson Tampa Bay Rays

Bob Rohrlack Greater Tampa Chamber of Commerce

Scott Rose Tourism Insights

Brent Scarbro Le Méridien Tampa

Danielle Seaberg Grand Events of Florida, LLC

Keith Sedita Columbia Restaurant Group

Scott Selvaggi Sheraton Tampa Brandon

Melissa Silvest Busch Gardens @ Tampa Bay

Jerry Soles Holiday Inn Tampa Westshore

Jennifer Stancil Glazer Children's Museum

Michael Tomor Tampa Museum of Art

Bob Warchola Shumaker, Loop & Kendrick, LLP

Jeff Weinthaler Embassy Suites Tampa Downtown

MaryAnn White The Westin Tampa Waterside

Yellow Indicates new members to the board

Past Chairs

2016-17	Ron McAnagh
2015-16	Ed Fandel
2014-15	Ken Anthony
2013-14	Pam Avery
2012-13	Jim Dean
2011-12	Ron Ciganek
2010-11	Jim Bartholomay
2009-10	Maryann Ferenc
2008-09	Sandy MacKinnon
2007-08	Sandy MacKinnon
2006-07	Greg Yadley
2005-06	Mary Scott
2004-05	Richard Gonzmart
2003-04	Don McDaniel
2002-03	Michael Kilgore
2001-02	Linda Westgate
2000-01	Lou Plasencia
1999-00	Herb Gold
1998-99	Rene Bardel
1998-89	Joe Fincher
1997-98	Paul Catoe
1996-97	Bob Sharp
1995-96	Dick Russo*
1994-95	Thom Stork*
1993-94	Emma Taylor
1992-93	Leonard Levy
1991-92	Hollis Powell
1990-91	Dennis O'Flannery*
1989-90	Shirley Ryals*
1987-88	Charles Cumpstone
1986-87	Tom duPont

*deceased





TAMPA BAY

TREASURE AWAITS

201 North Franklin Street, Suite 2900
Tampa, FL 33602

www.VisitTampaBay.com

