

**COASTAL MISSISSIPPI BOARD MEETING**  
**October 30, 2019**  
**OFFICIAL MINUTES**

The Coastal Mississippi Board met Thursday, October 30, 2019 at 3:00 p.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Nikki Moon, President; Mary Cracchiolo Spain, Vice President; Mark Henderson, Secretary; Richard Chenoweth, Prior President; Bill Holmes; Clay Wagner; Dan Wittmann; John Carter; Rich Westfall; Richard Marsh; Rob Stinson

Commissioners Absent: Carla Todd, Treasurer; Danny Hansen; Rusty David

Staff Members Present: Milton Segarra, CEO; Cindy Jo Calvit, Executive Administrative Assistant; Erin Rosetti, Director of Communications and Engagement; Karen Conner, Director of Marketing; Pam Tomasovsky, Director of Finance; Zachary Holifield, Director of Leisure Business Development

Others Present: Hugh Keating, Legal Counsel; Advisory Members: Cami Cornfoot, Hancock County and Donna Brown, Gulf Hills Resort and Mike David, IP Casino Resort Spa and Keith Wilson, Streetcar PR

President Moon called the meeting to Order.

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

|                         |               |                       |               |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter     | Voted --- Yes | Commissioner Marsh    | Voted --- Yes |
| Commissioner Chenoweth  | Voted --- Yes | Commissioner Stinson  | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd     | Voted --- A&E |
| Commissioner David      | Voted --- A&E | Commissioner Wagner   | Voted --- Yes |
| Commissioner Hansen     | Voted --- A&E | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson  | Voted --- Yes | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes     | Voted --- Yes |                       |               |

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

2. Commissioner Wagner made the motion to accept the minutes from the September 26, 2019 Coastal Mississippi Board Meeting as presented. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

|                         |               |                       |               |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter     | Voted --- Yes | Commissioner Marsh    | Voted --- Yes |
| Commissioner Chenoweth  | Voted --- Yes | Commissioner Stinson  | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd     | Voted --- A&E |
| Commissioner David      | Voted --- A&E | Commissioner Wagner   | Voted --- Yes |
| Commissioner Hansen     | Voted --- A&E | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson  | Voted --- Yes | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes     | Voted --- Yes |                       |               |

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

3. President's Report:

- Recognized and welcomed Advisory Members and Guests

4. Coastal Mississippi CEO Report:

- Presented Monthly Report (attached)

5. Commissioner Chenoweth made the motion to approve the Financial Statements as of September 30, 2019. Seconded by Commissioner Marsh, the president called the question, with the following results:

|                         |               |                       |               |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter     | Voted --- Yes | Commissioner Marsh    | Voted --- Yes |
| Commissioner Chenoweth  | Voted --- Yes | Commissioner Stinson  | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd     | Voted --- A&E |
| Commissioner David      | Voted --- A&E | Commissioner Wagner   | Voted --- Yes |
| Commissioner Hansen     | Voted --- A&E | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson  | Voted --- Yes | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes     | Voted --- Yes |                       |               |

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

6. Commissioner Holmes made the motion to ratify both the check/EFT disbursements totaling \$614,663.90 and the expenses paid by credit card totaling \$13,119.71. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

|                         |               |                       |               |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter     | Voted --- Yes | Commissioner Marsh    | Voted --- Yes |
| Commissioner Chenoweth  | Voted --- Yes | Commissioner Stinson  | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd     | Voted --- A&E |
| Commissioner David      | Voted --- A&E | Commissioner Wagner   | Voted --- Yes |
| Commissioner Hansen     | Voted --- A&E | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson  | Voted --- Yes | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes     | Voted --- Yes |                       |               |

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

7. Commissioner Westfall gave a brief recap of the Marketing & Sales Committee Meeting with updates from Erin Rosetti, Communications & Engagement; Karen Conner, Marketing and Zach Holifield, Leisure Business Development.

8. Commissioner Wagner made the motion to approve the Group Incentive Request for the WBC Green Belt South Tournament 2020 being held February 21-23, 2020 up to \$7,500 and no upfront payment. Seconded by Commissioner Stinson, the president called the question, with the following results:

|                         |               |                       |               |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter     | Voted --- Yes | Commissioner Marsh    | Voted --- Yes |
| Commissioner Chenoweth  | Voted --- Yes | Commissioner Stinson  | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd     | Voted --- A&E |
| Commissioner David      | Voted --- A&E | Commissioner Wagner   | Voted --- Yes |
| Commissioner Hansen     | Voted --- A&E | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson  | Voted --- Yes | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes     | Voted --- Yes |                       |               |

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

9. Commissioner Wagner made the motion to approve the Group Incentive Request for the MHSAA State Basketball Tournament 2020 being held February 27-29, 2020 up to \$5,000. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

|                         |               |                       |               |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter     | Voted --- Yes | Commissioner Marsh    | Voted --- Yes |
| Commissioner Chenoweth  | Voted --- Yes | Commissioner Stinson  | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd     | Voted --- A&E |
| Commissioner David      | Voted --- A&E | Commissioner Wagner   | Voted --- Yes |
| Commissioner Hansen     | Voted --- A&E | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson  | Voted --- Yes | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes     | Voted --- Yes |                       |               |

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

10. Commissioner Cracchiolo Spain made the motion to approve the Group Incentive Request for the American Pickle Ball Tournament 2020 being held February 29, 2020- March 1, 2020 up to \$5,000. Seconded by Commissioner Stinson, the president called the question, with the following results:
- |                         |               |                       |               |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter     | Voted --- Yes | Commissioner Marsh    | Voted --- Yes |
| Commissioner Chenoweth  | Voted --- Yes | Commissioner Stinson  | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd     | Voted --- A&E |
| Commissioner David      | Voted --- A&E | Commissioner Wagner   | Voted --- Yes |
| Commissioner Hansen     | Voted --- A&E | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson  | Voted --- Yes | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes     | Voted --- Yes |                       |               |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

11. Commissioner Carter made the motion to approve the Sales Goals for FY2020. Seconded by Commissioner Wagner, the president called the question, with the following results:
- |                         |               |                       |               |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter     | Voted --- Yes | Commissioner Marsh    | Voted --- Yes |
| Commissioner Chenoweth  | Voted --- Yes | Commissioner Stinson  | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd     | Voted --- A&E |
| Commissioner David      | Voted --- A&E | Commissioner Wagner   | Voted --- Yes |
| Commissioner Hansen     | Voted --- A&E | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson  | Voted --- Yes | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes     | Voted --- Yes |                       |               |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

12. Commissioner Marsh made the motion to approve the SimpleView CRM Renewal Agreement as presented. Seconded by Commissioner Westfall, the president called the question, with the following results:
- |                         |               |                       |               |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter     | Voted --- Yes | Commissioner Marsh    | Voted --- Yes |
| Commissioner Chenoweth  | Voted --- Yes | Commissioner Stinson  | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd     | Voted --- A&E |
| Commissioner David      | Voted --- A&E | Commissioner Wagner   | Voted --- Yes |
| Commissioner Hansen     | Voted --- A&E | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson  | Voted --- Yes | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes     | Voted --- Yes |                       |               |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

13. Commissioner Wagner made the motion to approve the TravMedia USA Letter of Agreement as presented. Seconded by Commissioner Henderson, the president called the question, with the following results:
- |                         |               |                       |               |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter     | Voted --- Yes | Commissioner Marsh    | Voted --- Yes |
| Commissioner Chenoweth  | Voted --- Yes | Commissioner Stinson  | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd     | Voted --- A&E |
| Commissioner David      | Voted --- A&E | Commissioner Wagner   | Voted --- Yes |
| Commissioner Hansen     | Voted --- A&E | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson  | Voted --- Yes | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes     | Voted --- Yes |                       |               |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

14. Commissioner Carter made the motion to approve the Peter Mayer Performance Incentive Addendum to Agency Agreement as presented. Seconded by Commissioner Wagner, the president called the question, with the following results:

|                         |                |                       |                |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Carter     | Voted ---- Yes | Commissioner Marsh    | Voted ---- Yes |
| Commissioner Chenoweth  | Voted ---- Yes | Commissioner Stinson  | Voted ---- Yes |
| Commissioner Cracchiolo | Voted ---- Yes | Commissioner Todd     | Voted ---- A&E |
| Commissioner David      | Voted ---- A&E | Commissioner Wagner   | Voted ---- Yes |
| Commissioner Hansen     | Voted ---- A&E | Commissioner Westfall | Voted ---- Yes |
| Commissioner Henderson  | Voted ---- Yes | Commissioner Wittmann | Voted ---- Yes |
| Commissioner Holmes     | Voted ---- Yes |                       |                |

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

15. Commissioner Holmes made the motion to approve the Cooperative Agreement between Gulfport-Biloxi Regional Airport Authority and Coastal Mississippi as presented. Seconded by Commissioner Marsh, the president called the question, with the following results:

|                         |                |                       |                |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Carter     | Voted ---- Yes | Commissioner Marsh    | Voted ---- Yes |
| Commissioner Chenoweth  | Voted ---- Yes | Commissioner Stinson  | Voted ---- Yes |
| Commissioner Cracchiolo | Voted ---- Yes | Commissioner Todd     | Voted ---- A&E |
| Commissioner David      | Voted ---- A&E | Commissioner Wagner   | Voted ---- Yes |
| Commissioner Hansen     | Voted ---- A&E | Commissioner Westfall | Voted ---- Yes |
| Commissioner Henderson  | Voted ---- Yes | Commissioner Wittmann | Voted ---- Yes |
| Commissioner Holmes     | Voted ---- Yes |                       |                |

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

16. Commissioner Wagner made the motion to approve the Sparkloft Consulting and Services Agreement, Sparkloft Statement of Work for Social Media Retainer and Sparkloft Statement of Work for Media Buy as presented. Seconded by Commissioner Henderson, the president called the question, with the following results:

|                         |                |                       |                |
|-------------------------|----------------|-----------------------|----------------|
| Commissioner Carter     | Voted ---- Yes | Commissioner Marsh    | Voted ---- Yes |
| Commissioner Chenoweth  | Voted ---- Yes | Commissioner Stinson  | Voted ---- Yes |
| Commissioner Cracchiolo | Voted ---- Yes | Commissioner Todd     | Voted ---- A&E |
| Commissioner David      | Voted ---- A&E | Commissioner Wagner   | Voted ---- Yes |
| Commissioner Hansen     | Voted ---- A&E | Commissioner Westfall | Voted ---- Yes |
| Commissioner Henderson  | Voted ---- Yes | Commissioner Wittmann | Voted ---- Yes |
| Commissioner Holmes     | Voted ---- Yes |                       |                |

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

#### 17. Reminders

- Jackson County Board of Supervisors  
Monday, November 4, 2019 9:00am County Government Office- Pascagoula
- Coastal Mississippi Annual Meeting  
Thursday, November 7, 2019 3:00pm – 5:00pm Centennial Plaza Chapel
- Coastal Mississippi Monthly Board Meeting- November 2019  
Tuesday, November 26, 2019 3:00pm – 4:30pm Coastal Mississippi Board Room

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

|                         |               |                       |               |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter     | Voted --- Yes | Commissioner Marsh    | Voted --- Yes |
| Commissioner Chenoweth  | Voted --- Yes | Commissioner Stinson  | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd     | Voted --- A&E |
| Commissioner David      | Voted --- A&E | Commissioner Wagner   | Voted --- Yes |
| Commissioner Hansen     | Voted --- A&E | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson  | Voted --- Yes | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes     | Voted --- Yes |                       |               |

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

## COASTAL MISSISSIPPI

### Board of Commissioners Meeting

# CEO REPORT

## October 2019

**Milton Segarra, CDME**  
**10.30.19**



### INDUSTRY / BUSINESS DEVELOPMENT

|   |   |
|---|---|
| Gulfport-Biloxi International Airport Board Meeting | Development Master Plan Committee Meeting |
| Rapiscan Systems Classic Board Meeting              | Customer Advisory Board Meetings          |
| East Biloxi Convention Center Update                |   |

#### CITY - COUNTY - STATE

Board of Supervisors- Harrison County  
Board of Supervisors- Hancock County  
Tidelands Turnback Check- Press Conference

#### COMMUNITY

MS Hotel & Lodging Assoc. Mtg  
Lodging Listening Tours:  
Bay St. Louis  
Bodega Group  
Old Town Merchants Assoc.  
Pascagoula  
Shular Properties  
Grand Magnolia Hotel  
Hilton Garden Inn  
Gulf Hills Hotel

#### MEDIA

WXXV- Impact of Aquarium  
WXXV- Opening of Coastal Waters  
SuperTalk Radio- Cruisin' The Coast  
WLOX- Cruisin' The Coast  
Video Interview w/Driven- Cruisin' The Coast  
WXXV- Attraction Passes  
WLOX- Attraction Passes  
WLOX- Opening of Coastal Waters & European FAM  
WLOX Live- Attraction Passes

### UPCOMING

Jackson County Board of Supervisors- FY20 Business Plan and Budget Presentation- Monday, November 4<sup>th</sup>  
Annual Meeting - Nov. 7, 2019

### CEO MONTHLY MEETINGS – October 2019

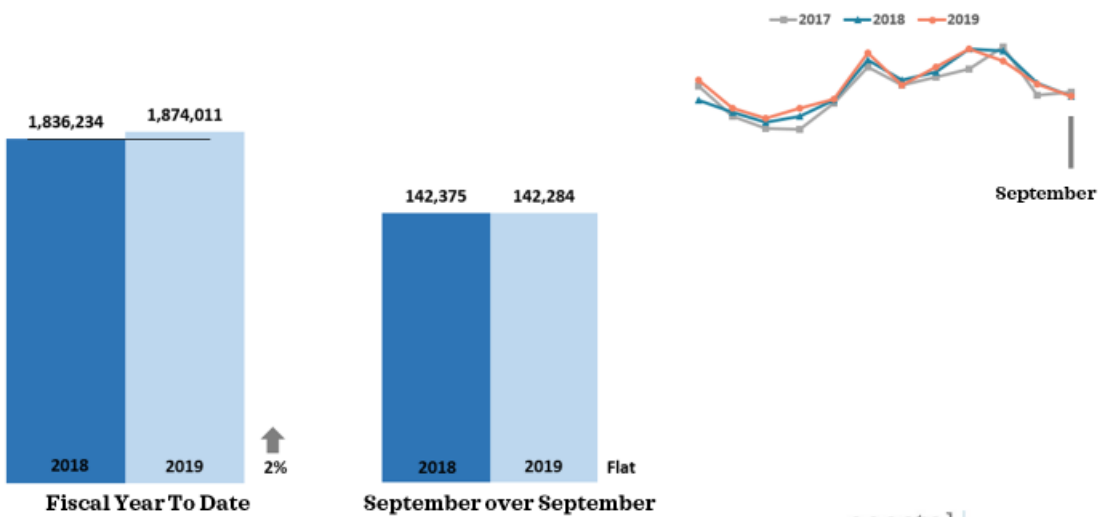


# Key Performance Indicators

## Fiscal Year 2019



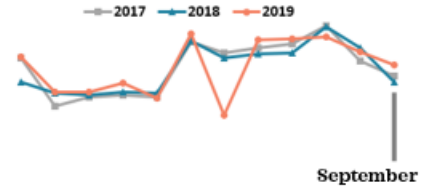
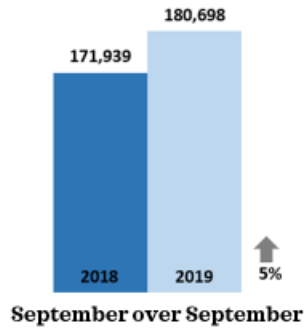
### Non-Casino Rooms Sold



Source: STR



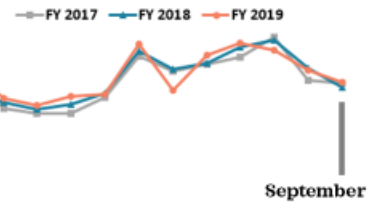
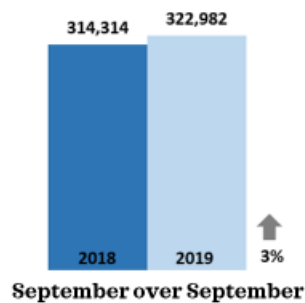
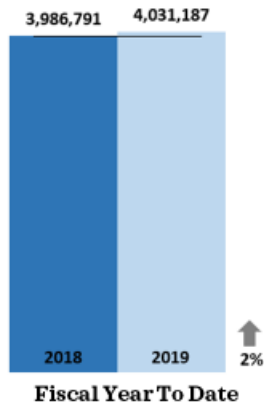
# Casino Rooms Occupied



Source: MS Gaming Commission

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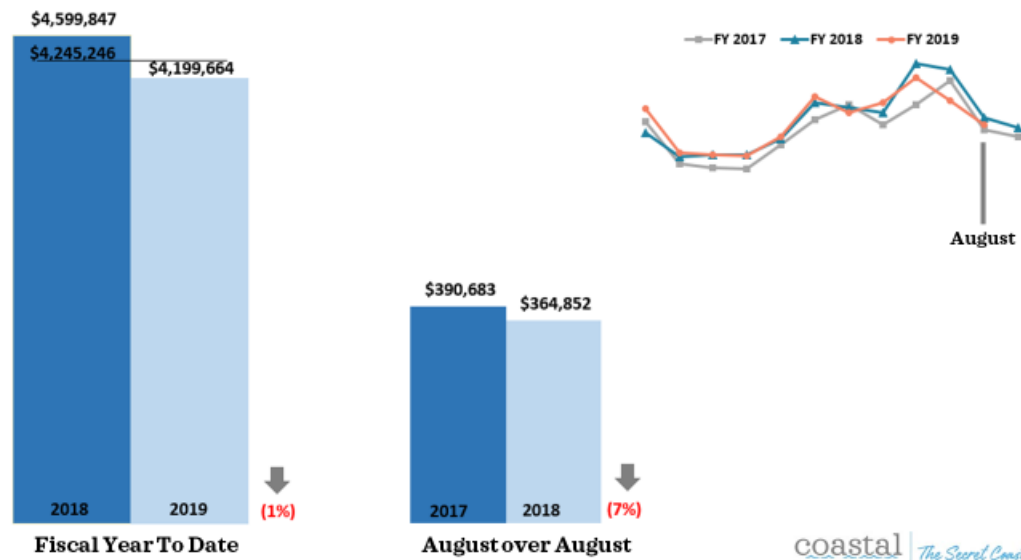
# All Rooms Sold/Occupied



Source: STR & MS Gaming Commission

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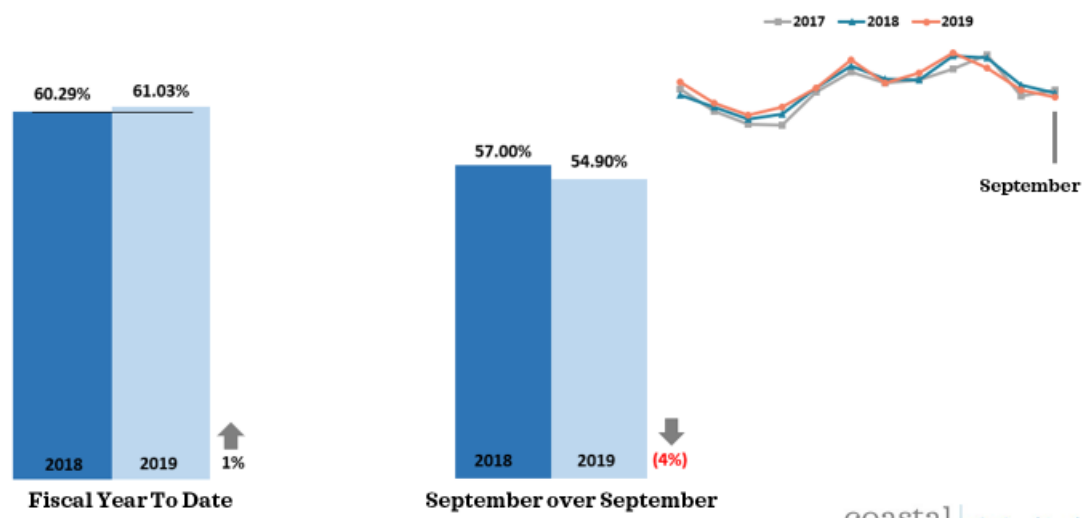
# Occupancy Tax Receipts



Source: MS Department of Revenue



# Non-Casino Occupancy

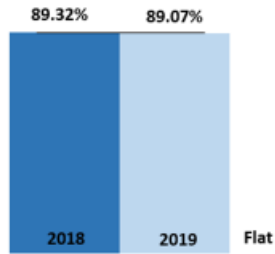
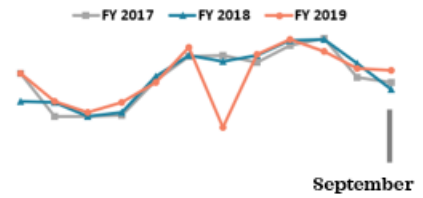


Source: STR

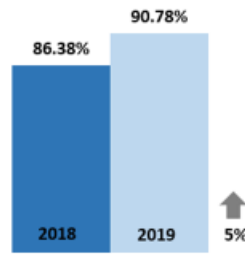




# Casino Occupancy



Fiscal Year To Date

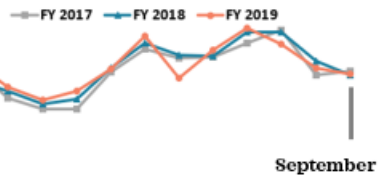


September over September

Source: MS Gaming Commission

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# All Occupancy



Fiscal Year To Date

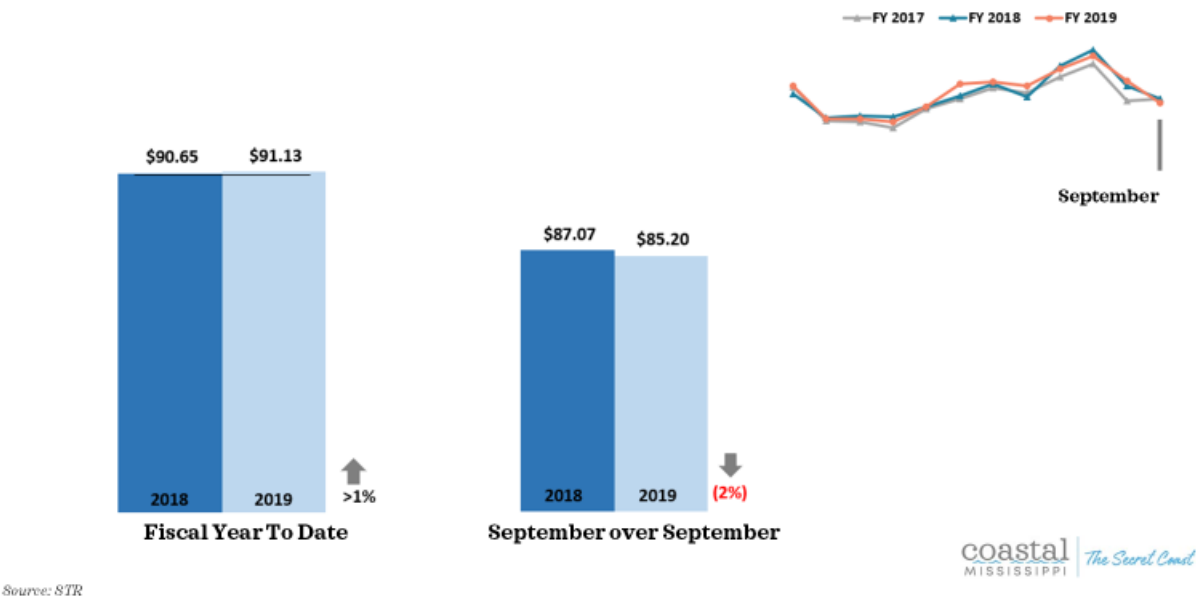


September over September

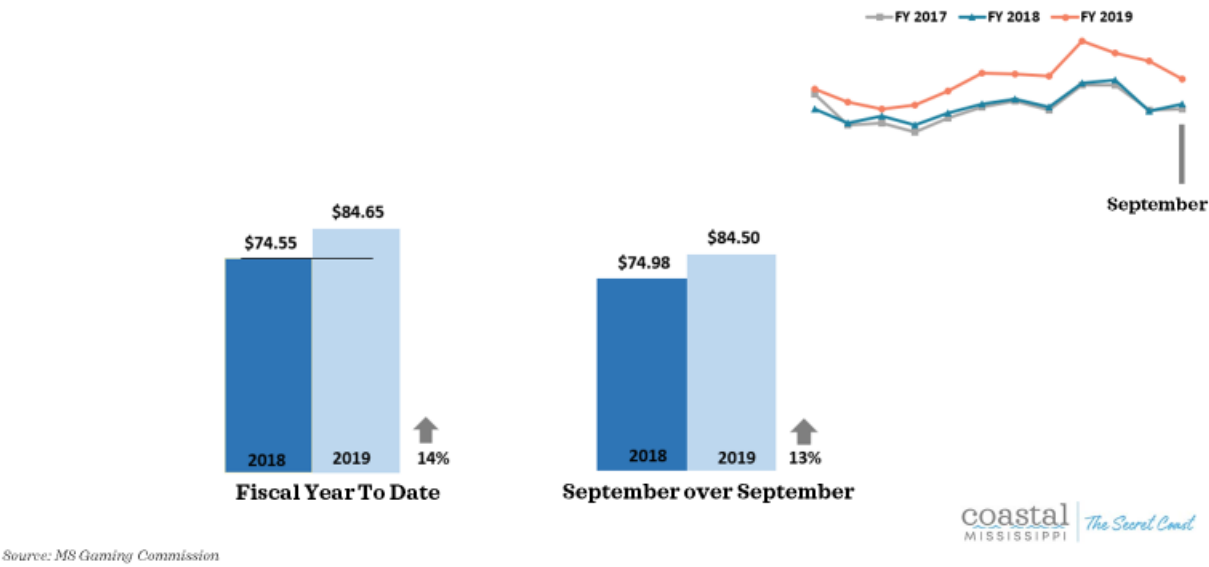
Source: STR & MS Gaming Commission

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# Non-Casino ADR



# Casino ADR



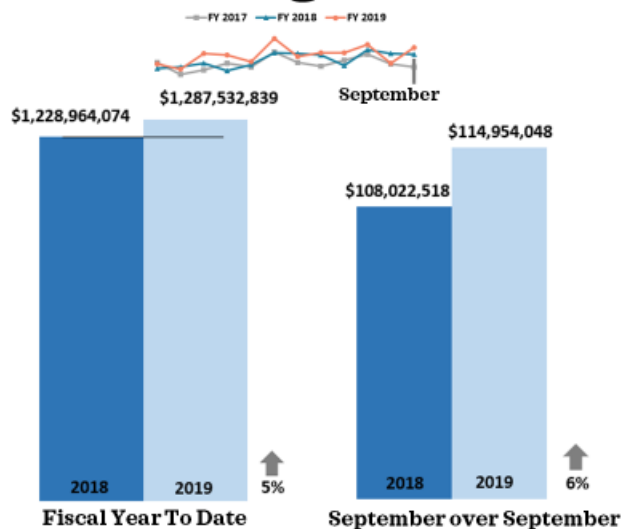
# All ADR



Source: STR & MS Gaming Commission

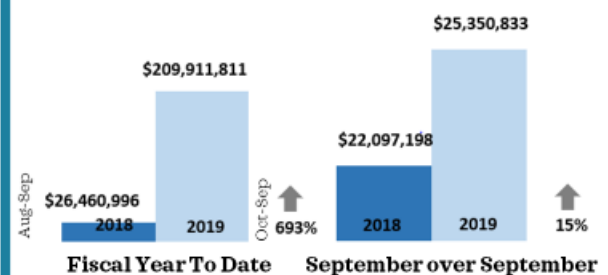
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## Gaming Revenue



Source: MS Gaming Commission

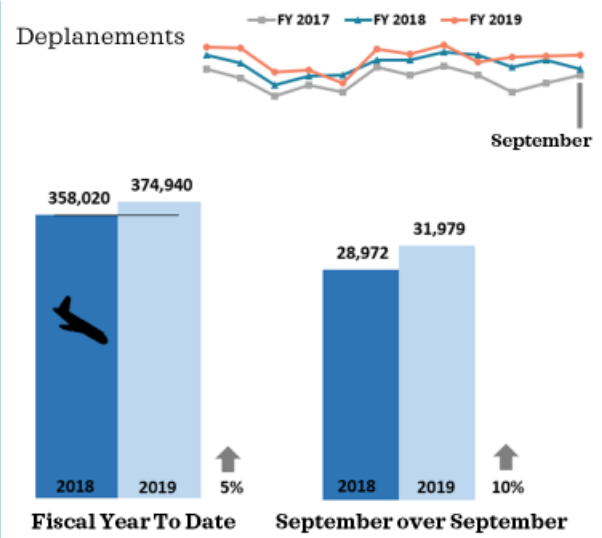
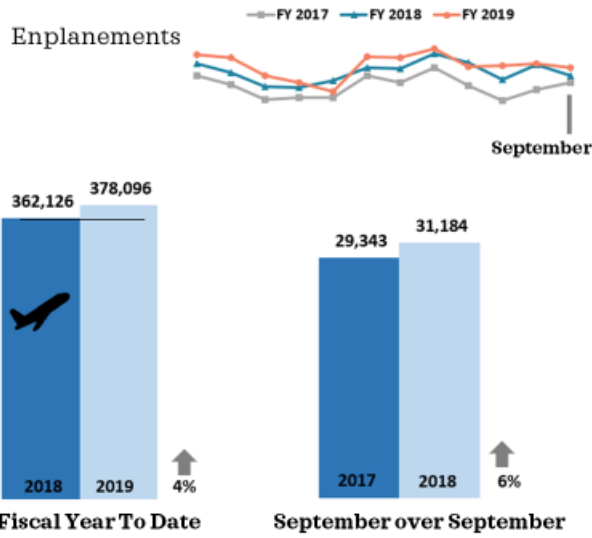
## Sports Betting Wagers



\* Sports Betting began September 2018

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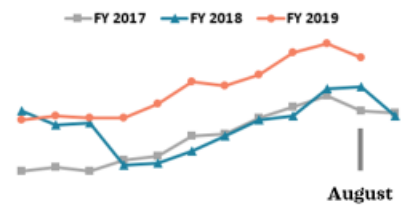
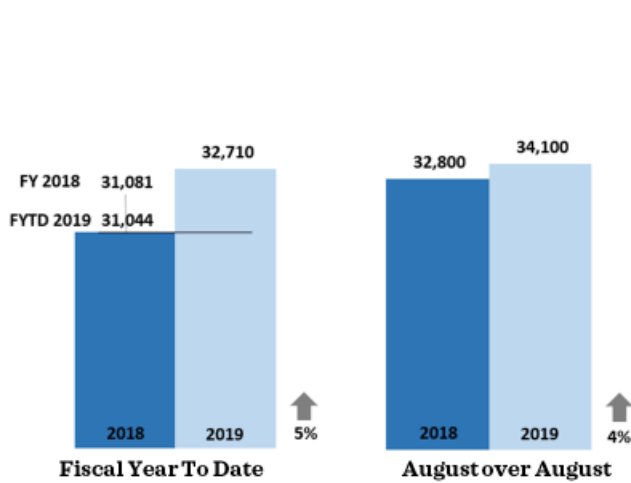
# Airport



Source: Gulfport Biloxi International Airport

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# Leisure & Hospitality Jobs



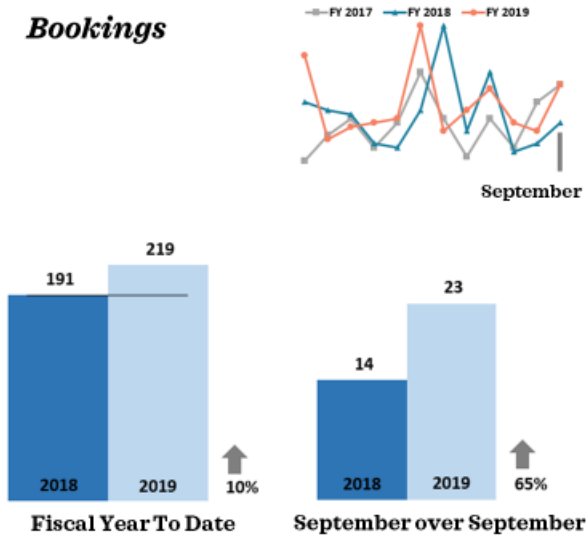
Yearly numbers reflect an average of all months in the FY.

Source: MS Department of Employment Security

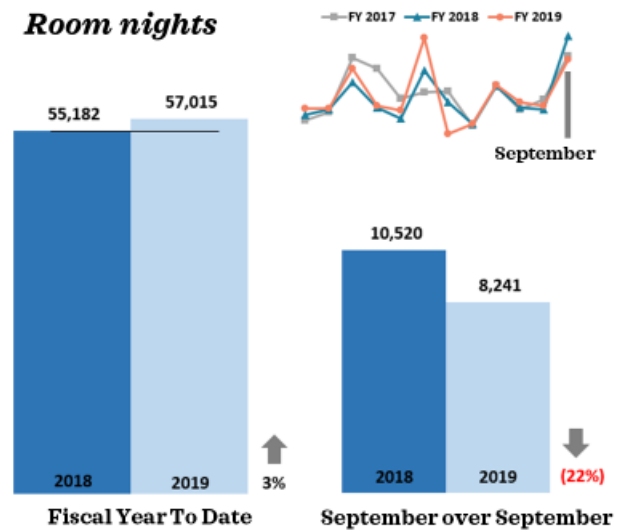
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# Definite Bookings

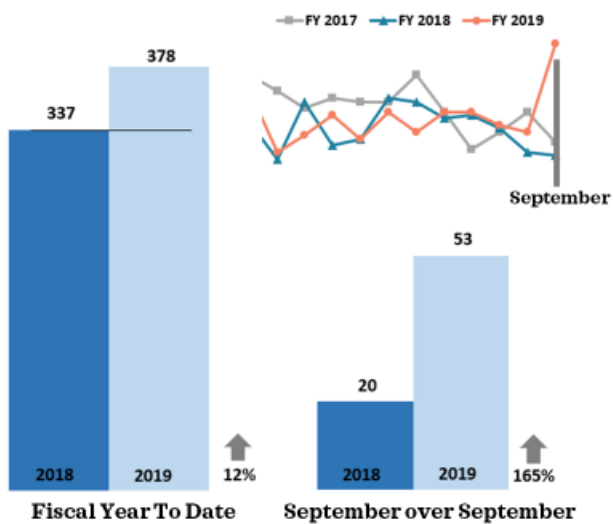
## Bookings



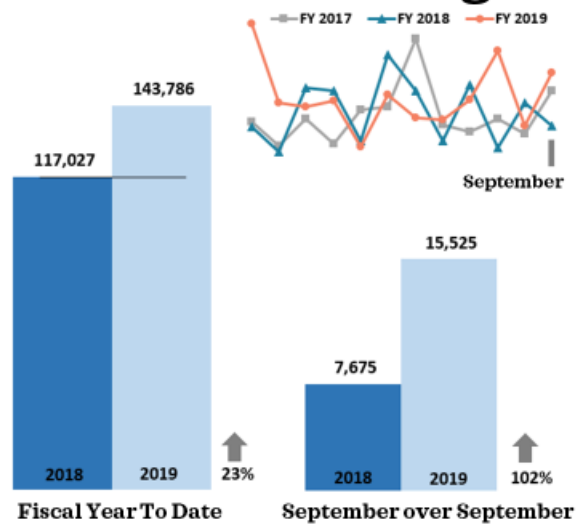
## Room nights



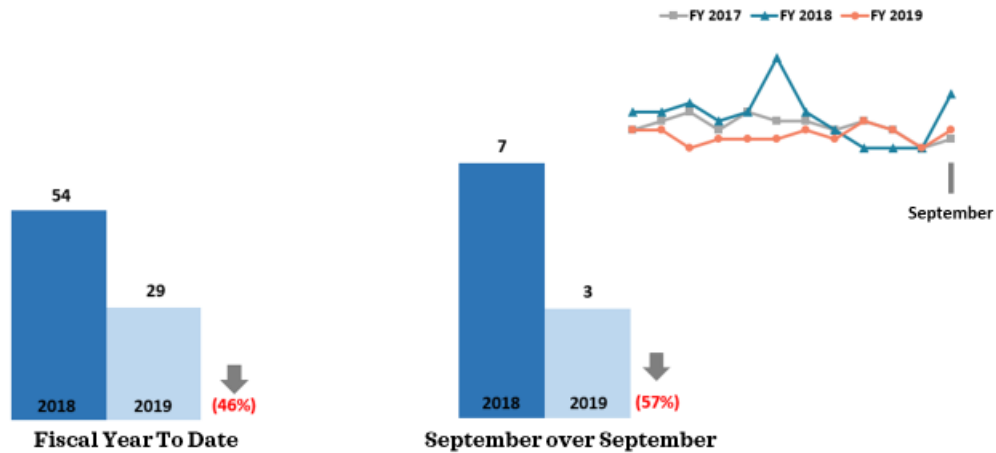
# Leads Issued



# Potential Room Nights



# Convention Center Leads



Source: Coastal Mississippi

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# Social Media Metrics



|                |               |                   |                   |                   |                      |                 |                  |
|----------------|---------------|-------------------|-------------------|-------------------|----------------------|-----------------|------------------|
| September 2018 | 136,520       | 14,695            | 963               | 7,465             | 1,275,246            | 1,982           | 1,436,871        |
| September 2019 | 144,842       | 15,537            | 1,028             | 10,302            | 1,636,894            | 3,503           | 1,812,106        |
| YOY Change     | 8,322<br>6.1% | 842<br>5.7%       | 65<br>6.7%        | 2,837<br>38%      | 361,648<br>28.4%     | 1,521<br>76.7%  | 375,235<br>26.1% |
|                | (Total Likes) | (Total Followers) | (Total Followers) | (Total Followers) | (Lifetime Followers) | Total Followers |                  |

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# FY19 Accomplishments

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## Innovation and Strategic Growth Business Plan

### BRAND PROMISE (Marketing Plan)

- Brand value proposition
- Strategic Plan and initiatives (S&M)
- Public relations and media management
- Partnerships (strategic, local community, regional)
- Performance metrics

### EXPERIENCE DEVELOPMENT

- Product development
- B&B, Small Inns, limited service hotels
- Events
- Tours and Attractions
- Workforce Development
- Community outreach & integration
- Service and hospitality culture

### GAMING EDGE

- Integration
- Partnership
- Sports betting- New opportunities
- Message amplification
- Performance metrics

### PUBLIC POLICY INTEGRATION

- Gulf Coast Restore Act (BP Funds)
- Coastal Mississippi New Funding Source Options
- Promotion of Current Investment Incentives or New Codes
- Infrastructure Development (transportation, Wi-Fi, facilities)
- Beautification and Conservation Programs (US 90, beaches, natural resources, landscaping, cleanliness)

### DEVELOPMENT MASTER PLAN

- Coastal MS Tourism Investment Summit
- Turn-key approach - list of potential investments and projects
- CC Headquarter hotel

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FY 2019 KPI's



New Brand: Coastal Mississippi, The Secret Coast (March 11<sup>th</sup> Brand Launch at Jones Park)



New Business Model (Regional approach, supported by strategic fly markets initiatives)



Master Plan Development Committee activation



New Advertising, Public Relations and Social Media Agencies



New Social Media platforms play book and strategies

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Marketing Industry Summit



Successful Summer Crisis management & messaging efforts



Gulf Coast Restoration Fund proposals (Strategic Partnerships and Events)



Go Coast 2020 Fund - Wayfinding Grant with MDEQ



Tourism Improvement District Formation



Community Engagement (35+ presentations)



Gulf Coast Business Council - TIP master plan (Implementation partner on tourism recommendations)

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## Industry Engagement:

- Destinations International Foundation Board of Trustees
- US Travel Association Board of Directors
- Infinity Science Center - Board of Directors
- Destinations International Diversity & Inclusion Task Force
- Destinations International Annual Convention presentation (featured case)
- Mississippi Tourism Association - Board of Directors
- Gulf Coast Business Council - Board of Directors & TIP Steering Committee
- Coliseum and Convention Center Commission (ex-officio)
- Partners for Stennis and MICHOU
- National Heritage Area Program Committee
- University of Southern Alabama Hospitality and Tourism Management Advisory Board
- Coast Young Professionals - Board of Directors
- Public Relations Association of Mississippi, Beach Chapter - Board of Directors\*
- Miss. Mississippi Hospitality - Board of Directors
- Mississippi Society of Association Executives - Board of Directors



Enhanced support and collaboration efforts with local Gaming Industry leadership



Special effort with MS-DOR (room tax collection)



Elected Officials and Central Government engagement efforts with Legislators, Supervisors, Mayors, Central Government officials  
(January Gulf Coast Delegation Legislative Update event in Jackson, plus DMR, MDEQ, MDA and Visit MS collaboration efforts)



Trip Advisor Reputation Management Seminars (one per county)



Hancock County MOU/Room Tax revenue distribution changes



Tourism Economics Report - DMO's competitive set budgets comparison & Economic Impact potential



Strategic Partnerships (Expedia, Delta Vacations, AA Vacations)

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- ✓ Airlines Co-op agreements in partnership with GPT (Sun Country, Allegiant)
- ✓ Cruise lines development initiative in collaboration with POG (RCCL, CCL, FCCA)
- ✓ Re-launch of destination's Attractions Pass
- ✓ Enhanced and effective local and regional Media relations and engagement
- ✓ 2 new departments (Leisure Business Development and Communications and Engagement)
- ✓ Over 150 sales, marketing and PR events, functions and shows
- ✓ Increased positive earned media coverage (Regional, National and International outlets)
- ✓ Tri-County support services for Grants development
- ✓ IT upgrades: C-MS systems and by departments (research and business intelligence areas)



Southern Living

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**THANK  
YOU**

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*The Secret Coast*