

COASTAL MISSISSIPPI BOARD MEETING

June 24, 2021

OFFICIAL MINUTES

The Coastal Mississippi Board met Thursday, June 24, 2021 at 3:00 p.m. at Coastal Mississippi located at 2350 Beach Blvd., Suite A, Biloxi, MS 39531.

Commissioners Present: Brooke Shoultz, President; Carla Todd, Treasurer; Rob Stinson, Secretary; Ann Stewart; Bill Holmes; Clay Wagner; Danny Hansen; Janet McMurphy; Jim Williams; Kim Fritz; Nikki Moon; Rich Westfall; Richard Marsh; Rusty David

Commissioners Absent: Mark Henderson, Vice-President

Staff Members Present: Cindy Jo Calvit, Executive Administrative Assistant; Karen Conner, Director of Marketing; Pam Tomasovsky, Director of Finance & Employee Relations; Zach Holifield, Director of Leisure Business Development; Jase Payne, Director of Communications and Engagement

Others Present: Hugh Keating, Legal Counsel; Coastal Mississippi Advisory Members: Cami Cornfoot, Hancock County; Gloria Frey, MS Coast Coliseum and Convention Center; Larry Ahlgren, Gulf Islands Waterpark and Mike Davis, IP Casino Resort Spa; Keith Wilson, Streetcar PR

President Shoultz called the meeting to Order.

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

Commissioner David	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Stewart	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Henderson	Voted --- A&E	Commissioner Todd	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner McMurphy	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

2. Commissioner Fritz made the motion to amend the agenda with the following amendments:

- Add the Addendum to the Fahlgren Mortine Agreement under Legal

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

Commissioner David	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Stewart	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Henderson	Voted --- A&E	Commissioner Todd	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner McMurphy	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

3. Commissioner Wagner made the motion to amend the agenda with the following amendment:

- Move the "Bylaws Amendment" motion from under President's Report to New Business

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

Commissioner David	Voted --- Opposed	Commissioner Moon	Voted --- Yes
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Commissioner Fritz	Voted ---- Opposed	Commissioner Stewart	Voted ---- Opposed
Commissioner Hansen	Voted ---- Opposed	Commissioner Stinson	Voted ---- Opposed
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Opposed	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Opposed	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Opposed	Commissioner Williams	Voted ---- Yes

The motion failed due to the majority of Commissioners opposed.

4. Commissioner Marsh made the motion to approve the meeting minutes from the May 20, 2021 Coastal Mississippi Board Meeting with the following amendments under item #13:
 - add the words “in the amount of \$10,000.00” at the end of the motion
 - Change Commissioner Westfall from “yes” to “recused”

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

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

5. Commissioner Hansen made the motion to approve the meeting minutes from the June 1, 2021 Coastal Mississippi Special-Call Meeting as presented. Seconded by Commissioner Fritz, the president called the question, with the following results:

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

6. Commissioner Hansen made the motion to approve the meeting minutes from the June 16, 2021 Coastal Mississippi Special-Call Meeting as presented. Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

7. President's Report:

- Recognized and welcomed Advisory Members and Guests

8. Commissioner Holmes made the motion to amend the Coastal Mississippi By-laws, Section 5.08 by adding “Special Meetings of the Commissioners may be called by the President or any three (3) Commissioners of the Bureau.”. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Opposed
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Opposed
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Opposed
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Opposed
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Opposed

The motion failed for lack of 2/3 majority vote of all 15 Commissioners.

9. Coastal Mississippi CEO and Directors' Reports:

- Milton Segarra, CEO was not in attendance. Brief departmental reports were given by Karen Conner, Director of Marketing; Jase Payne, Director of Communication and Engagement; Zach Holifield, Director of Leisure Development and Pam Tomasovsky, Director of Finance and Employee Relations.

10. Commissioner Todd gave a financial report, including Occupancy Tax History and First Draft Review of FY22 Budget.

11. Commissioner Hansen made the motion to approve the Financial Statements as of May 31, 2021.

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

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

12. Commissioner Williams made the motion to ratify the check/EFT disbursements on Operating Account totaling \$406,028.73. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

13. Commissioner Marsh made the motion to ratify the check/EFT disbursements on the Grant Account.

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

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

14. Commissioner Stinson made the motion to ratify the expenses paid by credit card totaling \$6,980.90. Seconded by Commissioner David, the president called the question, with the following results:
- | | | | |
|------------------------|---------------|-----------------------|---------------|
| Commissioner David | Voted --- Yes | Commissioner Moon | Voted --- Yes |
| Commissioner Fritz | Voted --- Yes | Commissioner Stewart | Voted --- Yes |
| Commissioner Hansen | Voted --- Yes | Commissioner Stinson | Voted --- Yes |
| Commissioner Henderson | Voted --- A&E | Commissioner Todd | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | Commissioner Wagner | Voted --- Yes |
| Commissioner Marsh | Voted --- Yes | Commissioner Westfall | Voted --- Yes |
| Commissioner McMurphy | Voted --- Yes | Commissioner Williams | Voted --- Yes |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.
15. Commissioner Fritz gave a recap of the Marketing & Sales Committee Meeting.
16. Commissioner Todd made the motion to approve the Peter Mayer EDA Media Plan FY21 for \$382,485, plus fees. (attached). Seconded by Commissioner Marsh, the president called the question, with the following results:
- | | | | |
|------------------------|---------------|-----------------------|---------------|
| Commissioner David | Voted --- Yes | Commissioner Moon | Voted --- Yes |
| Commissioner Fritz | Voted --- Yes | Commissioner Stewart | Voted --- Yes |
| Commissioner Hansen | Voted --- Yes | Commissioner Stinson | Voted --- Yes |
| Commissioner Henderson | Voted --- A&E | Commissioner Todd | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | Commissioner Wagner | Voted --- Yes |
| Commissioner Marsh | Voted --- Yes | Commissioner Westfall | Voted --- Yes |
| Commissioner McMurphy | Voted --- Yes | Commissioner Williams | Voted --- Yes |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.
17. Commissioner Stinson made the motion to approve the Peter Mayer Research Plan for \$77,180. Seconded by Commissioner Moon, the president called the question, with the following results:
- | | | | |
|------------------------|---------------|-----------------------|---------------|
| Commissioner David | Voted --- Yes | Commissioner Moon | Voted --- Yes |
| Commissioner Fritz | Voted --- Yes | Commissioner Stewart | Voted --- Yes |
| Commissioner Hansen | Voted --- Yes | Commissioner Stinson | Voted --- Yes |
| Commissioner Henderson | Voted --- A&E | Commissioner Todd | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | Commissioner Wagner | Voted --- Yes |
| Commissioner Marsh | Voted --- Yes | Commissioner Westfall | Voted --- Yes |
| Commissioner McMurphy | Voted --- Yes | Commissioner Williams | Voted --- Yes |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.
18. Commissioner Stinson made the motion to approve the Peter Mayer Advertising, Inc. Master Services Agreement, including Scope of Work, effective October 1, 2021 for two years as presented (attached). Seconded by Commissioner Hansen, the president called the question, with the following results:
- | | | | |
|------------------------|---------------|-----------------------|---------------|
| Commissioner David | Voted --- Yes | Commissioner Moon | Voted --- Yes |
| Commissioner Fritz | Voted --- Yes | Commissioner Stewart | Voted --- Yes |
| Commissioner Hansen | Voted --- Yes | Commissioner Stinson | Voted --- Yes |
| Commissioner Henderson | Voted --- A&E | Commissioner Todd | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | Commissioner Wagner | Voted --- Yes |
| Commissioner Marsh | Voted --- Yes | Commissioner Westfall | Voted --- Yes |
| Commissioner McMurphy | Voted --- Yes | Commissioner Williams | Voted --- Yes |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.
19. Commissioner Williams made the motion to approve the Wayfinding Grant as presented (attached). Seconded by Commissioner Stinson, the president called the question, with the following results:
- | | | | |
|---------------------|---------------|----------------------|---------------|
| Commissioner David | Voted --- Yes | Commissioner Moon | Voted --- Yes |
| Commissioner Fritz | Voted --- Yes | Commissioner Stewart | Voted --- Yes |
| Commissioner Hansen | Voted --- Yes | Commissioner Stinson | Voted --- Yes |

Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

20. Commissioner Marsh made the motion to approve the Sun County/Minneapolis Social Media Campaign and Paid Search Campaign for \$37,295 (July – September 2021) as presented. Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

21. Commissioner Hansen made the motion to approve the request for additional money in the amount of \$5,310 to be placed in the Allegiant/Orlando Budget. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

22. Commissioner Marsh made the motion to approve hosting the opening dinner for the Travel South Board of Director's Annual Meeting in the amount of \$4,392. Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

23. Commissioner Moon made the motion to approve the expenditures for Ari Covacevich, Sales Manager, to attend the following:

- Louisiana Society of Association Executives September 19-21, 2021 for \$1,314.00
- Small Market Meetings Tradeshow September 26 – 28, 2021 for \$3,695.00

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

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes

Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

24. Commissioner Stinson made the motion to approve the Resolution to apply for the *Gulf Coast Restoration Fund Grant* and the Grant Application in support of Strategic Events with the following changes (attached):

- Funding for existing events to support expansion of the event (instead of “increased level of support” or “funding for successful existing events that CM has not supported in the past due to budget constraints”).
- Funding for new events to provide stop-gap funding in decreasing amounts each year available to event promoters as a kick-start and incentive to move existing events here or start a new event vs. a fixed amount of funding over a three-year period.
- Example totally new event – Marine Week worded as an example of a possible event and references to “primarily targeting community leadership...for residents and leaders...” will be revised to targeting new visitors.

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

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

25. Commissioner Marsh made the motion to approve the Resolution to apply for the *Gulf Coast Restoration Fund Grant* and the Grant Application in support of Strategic Partnerships with the following changes (attached):

- Delete the Sports Strategic Plan – this would be our third sports market research project. Prior two have said we need a dedicated sports marketing effort. We will include costs to establish a Sports Commission or Advisory Group in next fiscal year budget instead of doing another study.
- Specific strategic partners (other than Expedia) will not be included in the narrative.

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

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

26. Commissioner Wagner made the motion to approve the Ratification of the Transformation Growth Partners Agreement that was approved by the Board of Commissioners during the June 1, 2021 Special-Call Meeting (attached). Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes

Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

27. Commissioner Marsh made the motion to approve the Terms and Conditions of the Connect Travel Mega Marketplace Tradeshow Registration for Ari Covacevich, Sales Manager (attached). Seconded by Commissioner Williams, the president called the question, with the following results:

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

28. Commissioner Wagner made the motion to approve the Simpleview SEO Renewal and Extension Agreement for one (1) year as presented (attached). Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

29. Commissioner Marsh made the motion to approve the South Mississippi Business Machines Agreement for the purchase of a new copier (attached). Seconded by Commissioner Williams, the president called the question, with the following results:

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

30. Commissioner Hansen made the motion to approve the Addendum to Fahlgren Mortine Statement of Work to extend the Fahlgren Mortine Agreement for a period of two (2) years. Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

31. Commissioner Wagner made the motion to accept the Nomination of Officers for FY2022 from the Nomination Committee as listed below:

President – Mark Henderson Treasurer – Jim Williams
Vice President – Brooke Shultz Secretary – Richard Marsh

Seconded by Commissioner Todd.

Commissioner Fritz made a second proposal and motion for Nomination Officers as follows:

President – Brooke Shultz Treasurer – Jim Williams
Vice President – Mark Henderson Secretary – Richard Marsh

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

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Opposed
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Opposed
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Opposed
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Opposed
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Opposed

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

32. Commissioner Fritz made the motion to accept the Slate of Officers for FY2022:

President – Brooke Shultz Treasurer – Jim Williams
Vice President – Mark Henderson Secretary – Richard Marsh

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

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Opposed
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Opposed
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Opposed
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Opposed
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Opposed

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

33. Commissioner Moon made the motion to approve the Resolution for Rich Westfall for his services on the Coastal Mississippi Board of Commissioners. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.

34. Reminders

- Special-Call Meeting – Social Media Services Presentations
Wednesday, June 30, 2021 9:00am – 3:00pm MS Coast Convention Center Rooms L3&L4
- Coastal Mississippi Monthly Board Meeting- June 2021
Thursday, July 29, 2021 3:00pm – 5:00pm Coastal Mississippi Board Room

35. Commissioner Westfall made the motion to adjourn the meeting at 4:30pm. Seconded by Commissioner David, the president called the question, with the following results:

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McMurphy	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted June 24, 2021.



PETERMAYER

Coastal Mississippi Media Updates

June 21, 2021

FY2021 Investment of EDA Funds

A faint, light blue silhouette of a bicycle is visible in the background, spanning across the lower half of the slide. It includes the frame, wheels, handlebars, and pedals.

A Winning Formula

**Research + Quantitative + Qualitative
Content + Relevancy =**

Media Success

Partner Evaluation Checklist

- ✓ Gaps in current plan
- ✓ Role in the travel funnel
- ✓ Target reach
- ✓ Geographic footprint
- ✓ Audience engagement
 - ✓ How does target perceive/respond to various media
- ✓ Technology
- ✓ Historical performance
 - ✓ For Coastal Mississippi and other travel accounts
- ✓ Cost efficiency



Media Objectives

- **Awareness** and interest
- Audience **engagement**
- **Motivation** to visit
- Organic **search** volume
- Site traffic **growth**
- Destination **visitation** growth



Media Approach

- Primarily influence **August – September** “shoulder season”
- **Extend result-producing** and therefore **efficient media partners and tactics** on the current plan
- Introduce **higher-funnel awareness vehicles** for additional reach and exposure and to help drive consideration



Markets

- **Drive**
 - Baton Rouge, Columbus-Tupelo, Hattiesburg-Laurel, Jackson, Lafayette, Memphis, Mobile-Pensacola, New Orleans
- **Fly**
 - Atlanta, Charlotte, Dallas-Fort Worth, Houston, Orlando (Sanford support)
- **Some National** excluding Biloxi-Gulfport



Recommendations

A faint, light blue illustration of two bicycles is positioned in the background, spanning the right side of the slide. The bicycles are shown from a side profile, facing right. They have a classic diamond frame, large wheels, handlebars, seats, and pedals. The illustration is semi-transparent, allowing the dark blue background to show through.

TripAdvisor

- World's **#1 travel site**
- Inspiration and **planning** resource
- **Pre-arrival** and **in-market/in-region** connections
- Very positive and continuing improving metrics – **high engagement** at a **low cost per engagement**



**Plan everything
you need for
your next trip**



The TripAdvisor Plan

- Targeting: Users researching Coastal Mississippi or Mississippi content, Interest (Family Travel, Beach, Casino, Foodies, etc.), travel date searches, re-targeting, etc.
- Flight: **7/12 – 9/19**
 - **(10)** weeks of activity
- Display and native units
- Projected delivery: **691,646 impressions**



Paid Search

- Lowest hanging fruit
- **Active searchers** in the travel market
- Ongoing strong performer at generating **conversions**
- Increased **flexibility** on agency-managed platform
 - Testing, messaging, budgeting



The Paid Search Plan

- Keywords: Branded, top performing terms, relevancy to destination's attributes and attractions, things to do, events, travel searches, etc.
- Flight: **8/2 – 9/26**
 - Extension of previous 4/1 – 8/1 “heavy-up”
 - **(8)** weeks of activity
 - **Special 7/5 – 8/15** schedule for Orlando Sanford promotion
- Expanded text ads
- Projected delivery: **10,900 – 11,500** *estimated* clicks



Google Display Network

- Proven on-site **engagement driver**
- Access to Google's robust data library
- **Low-cost impressions** and **conversions**
- Increased **flexibility** on agency-managed platform
 - Testing, messaging, targeting, budgeting



The Google Display Plan

- Targeting: Demographic, geographic, behavioral, interest, etc.
- Flight: **8/2 – 9/26**
 - Extension of previous 4/1 – 8/1 “heavy-up”
 - **(8)** weeks of activity
- Display units
- Projected delivery: **2,471,087** impressions



Television

- **Mass demographic** appeal
- Audience reach/scale
 - Broadens exposure beyond OTT/CTV tactics to include the *entire* video universe
- Geographic **scope**
- Strong **engagement** scores
 - Persuasive, Influential, Memorable, Emotional, etc.



The Television Plan

- Dayparts: Early Morning, Early News, Primetime, Late News/Night
- Researched-based programming selections. Highlights:
 - Summer Olympics, NFL and NCAA football
- Flights: **8/2 – 8/22** and **9/6 – 9/19**
 - **(5)** weeks of activity
- :30 and :15 units
- Projected delivery: **400 A35-64 GRPS** plus anticipated bonus



FOX



Why Streaming Video?

- **Shifting viewership patterns** especially among younger generations
- Increased **cord cutting**
- Robust targeting **possibilities**
- Current campaign is exceeding **95% video completion rates**



The Streaming Video Plan

- Targeting: Leisure travel, outdoor enthusiast and gaming segmentations
- CTV/OTT:
 - Full-episode players
- Flights: **8/2 – 9/19**
 - **(7)** weeks of activity supplementing broadcast
- :30 and :15 units
- Projected delivery: **1,476,930 completed views**



Budget/Delivery Overview

A faint, light blue background image of two bicycles, one slightly behind and to the right of the other, spanning the width of the slide.

FY2021 EDA Plan

	Budget	% of Budget	Additional Media Delivery
TripAdvisor	\$16,475	4%	691,646 impressions
Paid Search	\$16,100	4%	10,900-11,500 clicks
Drive	\$6,675		7,500-7,700 clicks
Fly	\$6,675		2,400 -2,600 clicks
Orlando	\$2,750		1,000-1,200 clicks
Google Display	\$5,150	2%	2,471,087 impressions
Drive	\$3,350		1,717,949 impressions
Fly	\$1,800		753,138 impressions
Television (including Nielsen costs)	\$274,760	72%	400 GRP's per market
Streaming Video	\$69,500	18%	1,476,930 completed views
Ad Serving Fees	\$500		
TOTAL	\$382,485	100%	



Minneapolis-St. Paul Sun Country Airlines Direct Flight Support

Preliminary Paid Search Plan

- Keywords: Based on Orlando Allegiant campaign
 - Flights to Gulfport-Biloxi, Cheap flights from Minneapolis-St. Paul, Affordable flights from Minneapolis-St. Paul, Airfare to Gulfport-Biloxi, Weekend Getaways, Beach Vacations, Biloxi Casinos, Casino Hotels, Beach Getaways, Girls Weekend, etc.
- Flight: **7/5 – 9/26**
 - **(12)** weeks of activity
- Expanded text ads
- Projected delivery: **11,000 – 12,000** *estimated* clicks and **120,000+** impressions
- Proposed budget: **\$17,295**



FY2022 Geographic Market Prioritization Approach

All markets are *not* created equal.

**Geographic prioritization =
Media effectiveness & efficiency**

Tiering Approach

- Site & Search Origination
- Target Audience Population
- Target Audience Concentration
- Pixel & Partner Insights
- Geographic Proximity
- Relative Media Costs

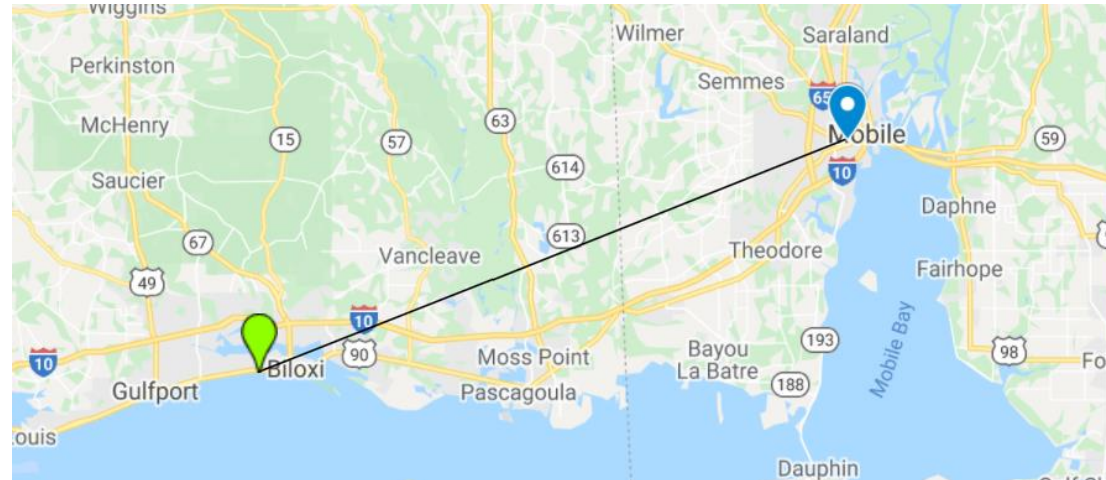


**Final Market
List**



Example: Mobile-Pensacola

Primary Tier



- Driving Distance to Destination: **75 miles**
- **4.77%** of total MiQ site pixel loads 3/1 – 5/31 (**Ranking: #4**)
- **4.38%** of Sojern Top 20 lodging bookings past 60 days (**#7**)
- **3.49%** of Sojern Top 20 lodging searches past 60 days (**#8**)
- **94,905** GulfCoast.org total sessions 10/1 – 5/1 (**#3**)
- **\$80** average TV CPP

98,656

Experiential Travelers Population
Index: 105

13,594

Gaming Travelers Population
Index: 112

67,598

Outdoor Enthusiasts Population
Index: 114



Source: MiQ, SQAD, Sojern

Key Drive Market DMAs

Primary Tier:

Heaviest Media Weight & Budget, Multi-Media Mix, Most Weeks

Baton Rouge

Jackson

Mobile-Pensacola

New Orleans

Secondary Tier:

Less Media Weight & Budget, Digital Emphasis, Less Weeks

Columbus-Tupelo

Hattiesburg-Laurel

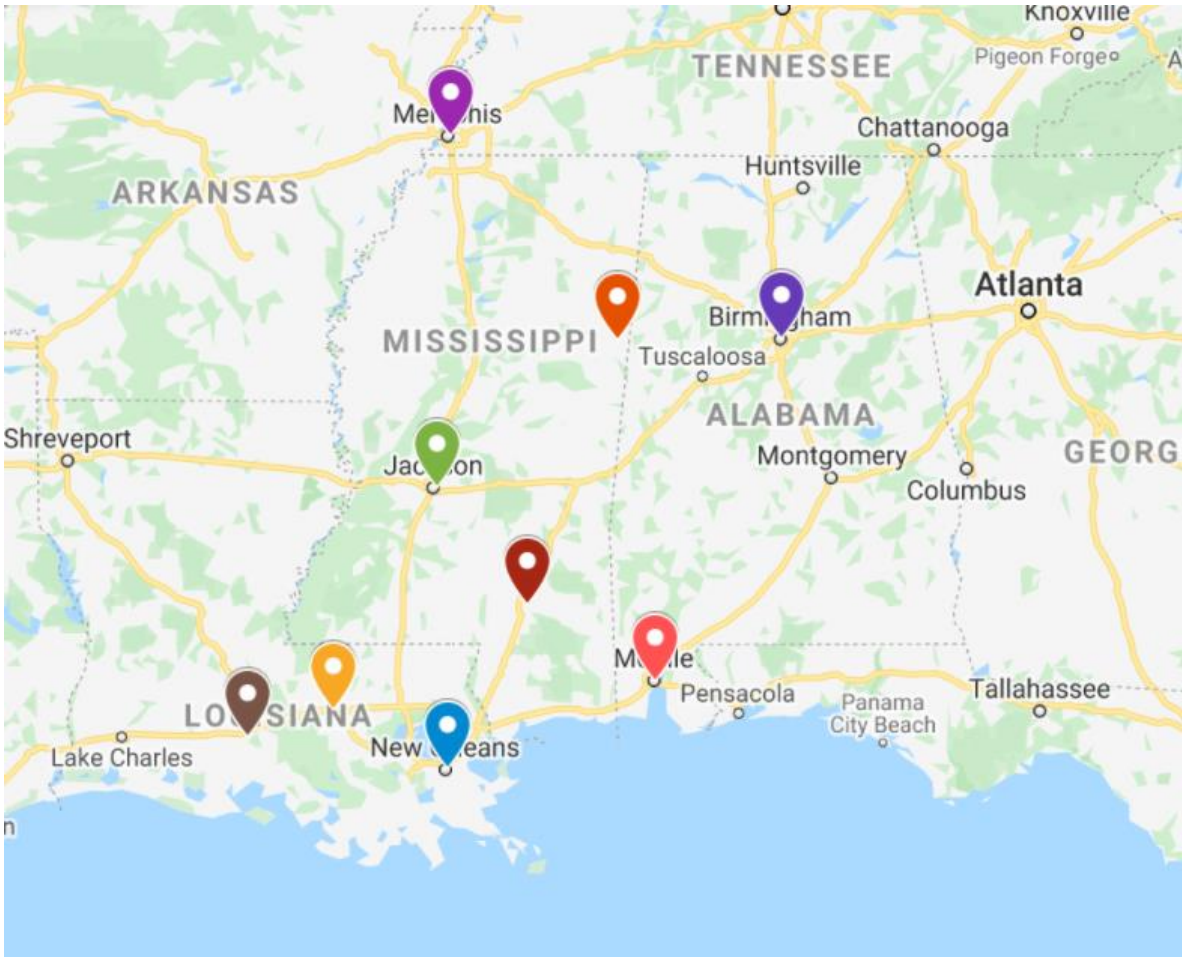
Lafayette

Growth Tier:

Heavier Media Weight & Budget, Multi-Media Mix, More Weeks

Birmingham

Memphis



Questions?



Hop on.



AGENCY SERVICES AGREEMENT

This Agency Services Agreement (this "**Agreement**") is entered into as of the 24th day of June, 2021, by and between Peter A. Mayer Advertising, Inc., a Louisiana corporation (the "**Agency**"), and Mississippi Gulf Coast Regional Convention and Visitors Bureau, a public agency created pursuant to H.B. 1716, duly organized and existing under Local and Private Laws of Mississippi General Session 2013, and doing business as Coastal Mississippi (the "**Client**").

1. **Appointment.** The Client hereby appoints the Agency as the Client's advertising agency in connection with the provision of services and/or development of products to or on behalf of the Client, as described in the Statement of Work ("**SOW**") attached hereto as **Exhibit A**.

2. **Scope of Agency Services.** The Agency will provide the Client with the advertising, interactive and/or other services as provided in the SOW. Should the Client request the Agency to perform additional services beyond what is provided in the SOW, the Agency and the Client will negotiate in good faith with respect to the terms, conditions and compensation for such additional services. Any agreement for additional services will be set forth in writing in a separate SOW (an "**Additional SOW**") and will be considered an addendum to this Agreement, with all other terms and conditions of this Agreement applying to such addendum. The services description on the SOW and any Additional SOWs are referred to in this Agreement as the "**Services**." Client and Agency acknowledge that should Agency decline to accept a request to provide a particular service, Client may contract with another advertising agency for those services which Agency declines to perform.

3. **Compensation and Billing Procedure.** The Agency will be compensated and the Client will be billed at the rates and as provided in the SOW attached hereto as **Exhibit A** [the performance incentive compensation provisions should be incorporated into the SOW rather than as a stand-alone Addendum] or in any Additional SOW, as applicable.

4. **Contracts.**

4.1 **Agency Relationship.** Subject to the advanced written approval by Client, the Agency is authorized to purchase the materials and services required to produce advertising and otherwise perform the Services on the Client's behalf, including, without limitation, entering into orders with the media or other third parties (the "**Third-Party Contracts**," and together with the Third Party Consents, as defined herein, the "**Contracts**"). The Client's written approval, agreement or permission required in any instance under this Agreement may be evidenced by means of email or facsimile transmission.

4.2 **Terms and Conditions.** Subject to the advanced written approval by Client, Third-Party Contracts for media placement may include the terms and conditions set forth on **Exhibit B** attached hereto (the "**Terms and Conditions**"). The Terms and Conditions are incorporated herein by reference and may be binding upon the Client as provided therein. Agency agrees to comply with the terms and conditions of all grants awarded to the Client that may provide the source of funding for advertising programs undertaken and contracts entered into by the Agency on behalf of the Client. Unless otherwise agreed in writing by the Client, all Contracts

shall provide that they are to be interpreted in accordance with Mississippi law, and that the venue for any actions shall be in Harrison County, Mississippi.

4.3 **Agency Diligence.** Agency shall use proper diligence in obtaining commercially reasonable and competitive pricing for services which result in Contracts, giving preference to qualified vendors based in Mississippi, if pricing is competitive.

4.4 **Sales Tax.** As Client is a public agency, Client shall provide Agency with Client's tax exemption form. Neither Agency nor vendors engaged by Agency on Client's behalf shall charge Client for sales and/or excise taxes for which Client is exempt. Client shall be responsible for those taxes for which it is not exempt.

4.5 **Cancellation of Plans.** Subject to the Client having granted its advanced written permission to enter into a Third-Party Contract and written approval with respect to a Third-Party Consent, to the extent such Contract permits, the Client may cancel or stop any and all plans, schedules, or work in progress. Upon the Agency's receipt of written or oral notice from the Client of such cancellation or stoppage, the Agency will immediately take proper steps to carry out the Client's instructions, as permitted by the applicable Contract. The Client shall be liable for any damage, losses and expenses suffered by any party to any Contract based on such cancellation or stoppage, to the extent allowed under Mississippi law. The Client agrees to reimburse the Agency for any actual losses and reasonable expenses the Agency may sustain or incur as a result thereof, to the extent allowed under Mississippi law. Nothing in this Agreement shall be construed as committing the Agency to violate any lawful Contract or other agreements, laws, ordinances or regulations.

4.6 **Sequential Liability.** The Agency and Client agree that the Agency shall be liable for payments under Contracts entered into by the Agency on the Client's behalf, only to the extent proceeds have cleared from the Client to the Agency for such payments; otherwise, the Client agrees to be solely liable for such payments, to the extent that Client has provided the Agency with advanced written approval with respect to a Third-Party Contract and written approval with respect to a Third-Party Consent.

4.7 **Discounts or Rebates.** If at any time the Agency obtains a discount or rebate from any supplier in connection with the Agency's rendition of services to the Client, the Agency will credit the Client or remit to the Client such discount or rebate.

5. **Confidentiality.** The Client and the Agency respectively agree to keep in confidence, and not to disclose or use for its own respective benefit or for the benefit of any third party (except as may be required for the performance of services under this Agreement or as may be required by law, and Agency acknowledges that Client is a public agency and subject to the Mississippi Public Records Act), any information, documents, or materials that are known to be confidential regarding each other's products, services, business, customers, clients, suppliers or methods of operation; provided, however, that such obligation of confidentiality will not extend to anything in the public domain or that was lawfully in the possession of either party prior to disclosure. The Agency and the Client will take reasonable precautions to safeguard property of

the other entrusted to it, but in the absence of negligence or willful disregard, neither the Agency nor the Client will be responsible for any loss or damage.

6. Intellectual Property.

6.1 **Ownership of Work Product.** All campaigns, trademarks, service marks, slogans, artwork, written materials, drawings, photographs, graphic materials, film, music, transcriptions or other materials that are subject to copyright, trademark, patent or similar intellectual property protection produced by the Agency pursuant to this Agreement (collectively, the "**Work Product**") will be the property of the Client provided: (a) such Work Product is accepted in writing by the Client within twelve (12) months of being proposed by the Agency; and (b) the Client pays all fees and costs as agreed in the SOW and any applicable Contract associated with creating and, where applicable, producing such Work Product. Work Product that does not meet the two foregoing conditions shall remain the Agency's property. Subject to the terms and conditions of this Agreement, the Agency hereby assigns to the Client all of the Agency's right, title and interest in and to any Work Product produced pursuant to this Agreement and shall execute all such documentation as reasonably necessary to perfect the Client's right to the same, without additional compensation.

6.2 **Agency Intellectual Property.** For avoidance of doubt, Work Product shall not include any methods, concepts, know-how, designs, reports, programs, code, templates and other materials developed by Agency (a) prior to the Effective Date, (b) after the Effective Date but not pursuant to this Agreement, or (c) as to which the provisos set forth in the first sentence of Section 6.1 of this Agreement are not met (collectively, "**Agency Intellectual Property**"). Subject to the terms and conditions of this Agreement, the Agency hereby grants the Client a perpetual, non-exclusive, non-assignable right and license to use the Agency Intellectual Property that is incorporated into or used in connection with any Work Product.

6.3 **Third-Party Intellectual Property.** Notwithstanding any provision to the contrary herein, it is understood that the Agency may, on occasion, license materials from third parties for inclusion in, or use in connection with Work Product ("**Third-Party Intellectual Property**"). In such circumstances, ownership of Third-Party Intellectual Property remains with the third-party and use of such Third-Party Intellectual Property by the Client shall be subject to the terms and conditions of any applicable release, license, permit or other third-party authorization (a "**Third-Party Consent**"). For practical purposes, the Agency may enter into Third-Party Consents on the Client's behalf without first obtaining the Client's approval. The Client agrees that it will only be bound by the terms and conditions of any applicable Third-Party Consent to which it agrees in writing. The Agency will keep the Client informed of any applicable Third-Party Consents.

6.4 **Client Intellectual Property.** It is understood that the Client may supply materials or information to the Agency for inclusion in, or use in connection with Work Product ("**Client Intellectual Property**"). The Client will promptly inform the Agency of the terms and conditions of any Third-Party Consents applicable to the Client Intellectual Property on delivery of any such Client Intellectual Property to the Agency.

6.5 **Agency Marketing.** Notwithstanding any provision to the contrary, the Agency shall have the right to include the Work Product in the Agency's portfolio of work for the promotion of the Agency and its services.

7. **Representations.**

7.1 **Care of Client Property.** The Agency will take every reasonable precaution to safeguard any and all of the Client's property entrusted to the Agency's custody or control, but in the absence of gross negligence on the Agency's part or willful disregard by the Agency of the Client's property rights, the Agency shall not be liable for any loss, damage, destruction or unauthorized use by others of any such property.

7.2 **Responsibility of Agency.** With respect to Third-Party Intellectual Property obtained by the Agency for use in performing services for the Client, the Agency will be responsible for obtaining any Third-Party Consents required to use Third-Party Intellectual Property.

7.3 **Responsibility of Client.** With respect to Client Intellectual Property provided by the Client to the Agency for its use in performing services for the Client, the Client will be responsible for obtaining any Third-Party Consents required to use Client Intellectual Property. The Client shall use commercially reasonable efforts to ensure that any information about its products and services that it furnishes to the Agency in connection with this Agreement is accurate and complete. The Client will be responsible for any claims arising out of any use the Agency makes of such information so long as such use is consistent with the purpose for which the Client has furnished the Agency with such information, and so long as the Agency has not caused such claims by its negligence or reckless disregard.

8. **Indemnification.**

8.1 **Indemnification by the Agency.** The Agency will defend, indemnify and hold harmless the Client against any damages, losses, judgments and expenses, including reasonable counsel fees and expenses, sustained or incurred by the Client as a result of any claim, suit, action or proceeding brought against the Client, or any of its officers, agents or employees:

(a) based on Work Product and involving any claim for libel, slander, invasion of privacy or infringement of copyright or any other intellectual property right; or

(b) relating to any material breach by the Agency of any of the terms and conditions of this Agreement.

Notwithstanding the foregoing, and for purposes of clarity, the Agency shall have no indemnification obligations under this Agreement for any claim or action based on (i) Client Intellectual Property; (ii) the Client's failure to use Work Product in accordance with any applicable Third-Party Consent, if said Third-Party Consent was approved in writing by Client; or (iii) Work Product that has been substantially altered by the Client.

8.2 **Indemnification by the Client.** To the extent allowed under Mississippi law, the Client will defend, indemnify and hold harmless the Agency against any damages, losses, judgments and expenses, including reasonable counsel fees and expenses, sustained or incurred by the Agency as the result of any claim, suit, action or proceeding brought against the Agency, or any of its officers, agents or employees:

- (a) based on Client Intellectual Property;
- (b) based on the Client's failure to use Work Product in accordance with any applicable Third-Party Consent, if said Third-Party Consent was approved in writing by Client;
- (c) relating to false, deceptive, misleading or improper representations, or descriptions of products or services which have been approved in writing) by the Client;
- (d) based on the production or the content of any advertising or publicity authorized in writing by the Client which the Agency placed but did not prepare for the Client;
- (e) in connection with or arising out of any agreements, commitments, or Contracts made on the Client's behalf, and with the Client's written approval;
- (f) in connection with any death or personal injury arising from the use of the Client's products or services; or
- (g) relating to any material breach by the Client of any of the terms and conditions of this Agreement.

8.3 **Patent Infringement.** Notwithstanding any provision to the contrary herein, the Agency's indemnification obligations under this Agreement will not include patent infringement claims that are based on (a) aspects of the Work Product that are specified by Client, either in this Agreement, a corresponding SOW or otherwise, as requirements of the Work Product; or (b) the use of the Work Product in combination with methods, software, devices or other materials that are not part of the Work Product, are not otherwise provided to the Client by the Agency and are not a staple article of commerce.

8.4 **Insurance.** Agency shall maintain liability insurance for errors and omissions in the amount of at least One Million Dollars (\$1,000,000.00) per event through a reputable insurance carrier, which insurance policy shall name the Client as an additional insured. Agency shall provide a copy of the certificate of insurance to Client.

9. **Limitation of Liability.** Notwithstanding any other provision of this Agreement, the total liability, in the aggregate, of the Agency to the Client and anyone claiming by or through the Client, for any and all claims, losses, costs or damages, including attorneys' fees and costs and expert-witness fees and costs of any nature whatsoever or claims or expenses resulting from or in any way related to this Agreement from any cause or causes, shall not exceed the total payment to

be paid to the Agency under this Agreement, or the limit of insurance coverage as set forth in Paragraph 8.4 above, whichever is greater. It is intended that this limitation apply to any and all liability or cause of action however alleged or arising. Furthermore, the Agency will use commercially reasonable efforts to guard against any loss to the Client through failure of media or suppliers to properly execute their commitments as provided in any Contract; however, the Agency shall not be liable for any such failure, unless any such Contracts were not approved in writing by the Client.

10. Termination.

10.1 **Termination of Agreement.** This Agreement shall be effective as of the Effective Date and shall continue in full force and effect up to and including September 30, 2023 unless earlier terminated in accordance with the provisions herein. This Agreement may be terminated by either party with 90-day written notice sent to the other party (the "**Termination Notice**"). The period of time beginning on receipt of the Termination Notice and ending on the date that is 90 days thereafter shall be referred to herein as the "**Notice Period**"; provided, however, that if a later date is otherwise provided for within the Termination Notice, the Notice Period will continue until such later date. The "**Termination Date**" will be the last day of the Notice Period.

10.2 **Placing Advertising and Compensation During Notice Period.** The rights, duties and responsibilities of the Agency shall continue in full force during the Notice Period, including the ordering and billing of advertising media with closing dates or broadcast dates during the Notice Period. The Agency will be entitled to all commissions and any other compensation relating to advertising placed during the Notice Period, regardless of who may place it, unless the Agency has declined to place advertising as requested by Client, per the last sentence of Paragraph 2, above. After the expiration of the Notice Period, the Agency will have no liability with respect to any plans which may have been made for future advertising. Notwithstanding the foregoing, any uncancellable contract made with the Client's authorization, and still existing at the Termination Date, shall be carried to completion by the Agency and paid for by the Client, including compensating the Agency therefor, unless mutually agreed in writing to the contrary.

10.3 **Payment for Purchases and Work Done.** On or before the Termination Date, any materials or services that the Agency has committed to purchase on the Client's behalf (or any uncompleted work previously approved by the Client either specifically or as part of a plan) shall be paid by the Client in accordance with the provisions of this Agreement.

10.4 **Disposition of Client Property and Transfer of Contracts.** At the Client's request, on or before the Termination Date, the Agency will transfer, assign and make available to the Client, or its designee, at no cost to Client (agency will not charge a fee for complying; however, client agrees to pay any third-party charges as long as they are estimated in advance), all Client property and materials, including Work Product and Client Intellectual Property, in the Agency's possession or control and paid for by the Client, as applicable, and all material information regarding the Client's advertising. The Agency agrees to cooperate in transferring (with the approval of any third parties in interest) all reservations, contracts and arrangements with advertising media, or others, for advertising space, broadcasting time, or

materials yet to be used and all rights and claims thereto and therein, upon being duly released from any obligation with respect thereto.

10.5 **Survival.** Any provisions of this Agreement that, by their content, are intended to survive the performance or termination of this Agreement, shall survive the termination of this Agreement, including, without limitation, Sections 5, 6, 7, 8, 9, 10 and 12.

11. Notices.

All notices required or permitted to be given under this Agreement will be sent to the parties at the following addresses:

If to Agency:

Peter A. Mayer Advertising, Inc.
324 Camp Street
New Orleans, Louisiana 70130
Attn: Mark Mayer
Email: mayerm@peteramayer.com
Telephone: 504-210-1215
Fax: 504-581-3009

With a copy to:

Scott T. Whittaker
Stone Pigman Walther Wittmann L.L.C.
909 Poydras Street
New Orleans, Louisiana 70112-4042
Email: swhittaker@stonepigman.com
Telephone: (504) 593-0836
Fax: (504) 596-0836

If to Client:

Mississippi Gulf Coast Regional
Convention and Visitors Bureau,
d/b/a Coastal Mississippi
2350 Beach Boulevard, Suite A
Biloxi, Mississippi 39531
Attn: Milton Segarra, CEO
Email: Milton@gulfcoast.org
Telephone: 228-896-6699
Fax: 228-280-3140

With a copy to:

Hugh D. Keating, Esq.
Dukes, Dukes, Keating & Faneca, P.A.
2909 13th Street, Sixth Floor
Gulfport, Mississippi 39501
Email: hugh@ddkf.com
Telephone: 228-868-1111
Fax: 228-863-2886

All notices will be in writing and sent by: (a) certified mail, return receipt requested, in which case notice will be deemed delivered 3 Business Days after deposit, postage prepaid in the United States Mail; (b) a nationally recognized overnight courier, in which case notice shall be deemed delivered 1 Business Day after deposit with that courier; (c) hand delivery, in which case notice will be deemed delivered on the date received; or (d) facsimile or electronic mail transmission, in which case notice will be deemed given when the facsimile transmission is made or the e-mail sent, provided that: (i) the party giving notice receives confirmation of the transmission; (ii) a copy is also sent by hand delivery or overnight courier; and (iii) the transmission is made during Business Hours, or, if made after Business Hours, it will be deemed given at the opening of Business Hours on the next Business Day. A party may change its address by giving the other party notice of the new address. The change of address shall be effective on the date specified in

the notice, provided that the effective date shall be not sooner than 3 days or later than 10 days after the notice is delivered.

12. Miscellaneous.

12.1 **Records.** At any time during the term of this Agreement and upon reasonable prior notice, the Client will have access to and the right to review and obtain copies of, during regular business hours, information and documents reasonably relating to the services performed and the deliverables provided under this Agreement.

12.2 **Misleading Advertising.** Nothing in this Agreement shall be deemed to require that the Agency undertake any campaign, prepare any advertising material or publicity, or cause publication of any advertisement or article, which, in the Agency's judgment, would be misleading, indecent, libelous, unlawful or otherwise prejudicial to the Client's or the Agency's interests.

12.3 **Waiver/Severability.** The waiver of a breach of any term or condition of this Agreement will not constitute the waiver of any other breach of the same or any other term. To be enforceable, a waiver must be in writing signed by a duly authorized representative of the waiving party. If any provision of this Agreement is held to be unenforceable, the remaining provisions will remain in effect and the unenforceable provision will be reformed to achieve, as closely as possible, the intent and substance of the unenforceable provision.

12.4 **Headings.** The headings of this Agreement are for purposes of reference only and will not limit or otherwise affect the meaning hereof, or be referred to in construing this Agreement.

12.5 **Successors and Assigns.** The Agreement is awarded and entered into based upon the representations and abilities of the Agency, and other than services identified in Third-Party Contracts approved by Client and Third-Party Consents, this Agreement and Agency's obligations and duties hereunder shall not be delegated, transferred or assigned without the express prior written consent of the Client.

12.6 **Entire Agreement.** This Agreement, together with any attachments, exhibits, schedules or SOWs attached hereto or subsequently entered into, constitute the entire understanding between the parties with respect to the subject matter hereof and supersedes all prior written or oral negotiations, commitments or writings.

12.7 **Amendments.** Any amendments to this Agreement must be in writing and signed by both parties.

12.8 **Attorney's Fees.** To the extent allowed under Mississippi law, if any legal action is brought by either party relating to this Agreement, the prevailing party will be entitled to reimbursement by the other party of its reasonable attorneys' fees and expenses.

12.9 **Governing Law.** Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Agreement shall be governed by and construed in accordance with the laws of the State of Mississippi without regard to the principles of conflicts of law thereunder that would cause the application of the laws of any other jurisdiction.

12.10 **Venue and Jurisdiction.** The parties hereby consent and agree to the exclusive jurisdiction and venue of the state courts situated within Harrison County, Mississippi, and of the United States District Court of the Southern District of Mississippi, Southern Division, and any appellate court from any thereof, in any action or proceeding arising out of or relating to this Agreement, and each of the parties hereto hereby agrees that all claims in respect of any such action or proceeding may be heard and determined in such State or, to the extent permitted by law, in such Federal court. Each of the parties hereto agrees that a final judgment in any such action or proceeding shall be conclusive and may be enforced in other jurisdictions by suit on the judgment or in any other manner provided by law.

12.11 **Counterparts.** This Agreement may be signed in multiple counterparts, each of which is an original and all of which, when taken together, constitute one and the same instrument.

12.12 **Force Majure.** Neither party will be liable for any failure or delay in performing an obligation under this Agreement that is due to any of the following causes, to the extent beyond its reasonable control: acts of God, accident, riots, war, terrorism, epidemic, pandemic, natural catastrophes, natural or man-made disasters, national strikes, fire, or other events which cause impossibility of performance in the terms hereof. For the avoidance of doubt, Force Majure shall not include (a) financial distress nor the inability of either party to make a profit or avoid a financial loss, (b) changes in market prices or conditions, or (c) a party's financial inability to perform its obligations hereunder.

13. **Effective Date.** This Agreement is effective on the 1st day of October, 2021 (the "Effective Date"), and shall remain in effect for a term of two (2) years, thereby automatically expiring by its terms on September 30, 2023, unless renewed and extended upon the express written mutual consent of the parties hereto.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date and year first written above.

AGENCY:

Peter A. Mayer Advertising, Inc.

By: David Crane

Name: David Crane

Title: VP, Director of Account Management

CLIENT:

Mississippi Gulf Coast Regional Convention &
Visitors Bureau, d/b/a Coastal Mississippi

By: K. Brooke Shultz

Name: K. Brooke Shultz

Title: President

ATTEST:

By: Milton E. Segarra

Name: Milton E. Segarra

Title: CEO

EXHIBIT A

Statement of Work

See Attached.

Coastal Mississippi - Annual Statement of Work
FY' 2022 (Oct. 1, 2021 - Sept. 30, 2022)
Revised June 11, 2021

Coastal Mississippi ("Client") has asked PETERMAYER ("Agency") to provide a Statement of Work to continue managing Client's base annual advertising and marketing services as its Agency of Record for its Fiscal Year 2022 (Oct. 1, 2021 - Sept. 30, 2022).

Activities and Deliverables detailed herein will be covered by Client's FY 2022 general operating budget (driven by "bed tax" revenue) and will pertain to the period from Oct. 1, 2021 through Sept. 30, 2022. Any activities and deliverables to be commissioned through separate budget funding, including but not limited to the Economic Development Administration (EDA) or Travel Relief Fund (TRF), will be scoped separately for Client review and approval.

Activities & Deliverables:

I. Agency support that will be covered by a monthly, fixed retainer fee will include Account Management and Brand Strategy:

Account Management

- Serve as the primary contact for Client relationship management, communication and collaboration with Client staff and partners
- Lead team in monitoring and reporting on competitive activity and consumer/industry trends
- Lead the team in evaluation/development of business opportunities
- Conduct status calls/meetings with Client (bi-weekly) and provide bi-weekly written status reports/updates of project activity and attend Client meetings.
- Provide management of agency-related Client budgets and spending recommendations
- Provide documentation of all Client requests and project initiation
- Travel to the destination for meetings four times annually (quarterly)

Brand Strategy

- Partner with Client as business experts on the brand, consumer and cultural trends that affect Coastal Mississippi and the broader tourism category
- Develop project brief(s) for new brand projects and media campaign(s) in scope (up to two for FY' 2022) that inform media and creative strategy, ideas and messaging
- In support of campaigns, develop strategic and research-based marketing recommendations that best support the new overarching brand positioning, leveraging Agency third-party research tools and any Client-provided research

II. Agency will provide the following services based on the Client's specific goals and objectives as well as media and budget parameters for each respective area of focus. Agency media/analytics support to include planning/purchasing of traditional and digital media, paid search and analytics and reporting. Media commission earned will be based on a 15% media commission derived from the gross digital media spend; and 7.5% media commission derived from the gross traditional media spend.

Media Services (Campaign Planning & Purchasing)

- **FY' 2022 Campaign Development**
 - Following approval of overall media strategy and goals, market and budget recommendations (as part of separate FY' 2022 marketing plan development), Agency to develop and implement one (1) paid annual media plan for campaign targeting leisure travelers and one (1) paid annual media plan for campaign targeting Meetings/Conventions (B2B) segments
 - Annual leisure campaign plan may include base Leisure initiative and specific targeting opportunities within the base Leisure plan for two additional segments such as Gaming and Outdoor Activities but as a part of the overall Leisure campaign plan/buy (not separate plans and campaigns for each segment)
 - Recommended media partners in all markets based on selected proposals from RFP process
 - Details and visual reference examples for each recommended tactic and campaign flowchart depicting flights and spend levels by tactic.
 - Includes up to two (2) rounds of Client reviews and Agency revisions
 - Upon approval of plan, negotiate rates and purchase media, issue Insertion orders for all buys and campaign setup for digital buys within appropriate ad serving and ad manager platforms
 - Setup and manage all account billing and invoicing
 - Where applicable, provide programmatic media services^
 - Provide screenshots at campaign launch as proof of performance
 - Bi-weekly team collaboration (in conjunction with Agency analytics team) to review campaign observations and potential optimizations for optimal campaign performance

^NOTE: When purchasing digital media placements, Agency may purchase digital placements through automated networks, exchanges, trading desks and demand side platforms ("Programmatic Media Purchasing"). Agency will use best efforts to obtain competitive pricing for all Programmatic Media Purchasing including costs in the supply chain. Client will have option to use vendor-managed services or Agency managed services.

- **FY 2023 Planning - Media Strategy Development**
 - In conjunction with Client's FY 2023 Marketing Plan development (typically commencing in late spring/early summer 2022), develop the macro-level media strategy for the 2023 fiscal year, which may include:
 - Overall media goals, market categories (drive vs. fly markets), budget allocations by segment, media mix breakout by segment and campaign measurement considerations

Paid Search

- **Planning and Implementation**
 - Review of Client's campaign goals and objectives and provide strategic recommendations concurrently with other traditional and digital media planning for annual Leisure campaign and annual **Meetings and Conventions campaign
 - Perform in-depth keyword research and competitor analysis with a variety of research tools to identify target keywords and organize them into closely related campaigns and ad groups
 - Manage campaign setup and implementation in Google Ads and Microsoft (Bing) Ads platforms (where applicable), specifically: implementation of approved keywords for new campaigns; drafting of text ad copy; and extensions, and management of daily spend levels, geographical locations based on targeting parameters (DMA, zip codes, radius, etc.), demographic targeting, audience targeting (affinity, interest, in-market, etc.) and campaign tracking URLs
 - Setup and manage all account billing and invoicing
 - Upon approval of campaign budget parameters, generate and maintain Insertion Orders
 - Perform website analytics to uncover top performing landing pages, consult with digital specialist team on tracking and landing page relevancy, and then construct keyword recommendations around those landing pages
 - Utilize Google Analytics to deep dive and dig across entire website performance (weekly, monthly, quarterly, annual)
 - Develop KPI goals in collaboration with client and analytics based on historical performance
- ****Campaign Management & Optimization**
 - Monitoring, management, and optimizations of campaigns throughout the month for Leisure campaign, including:
 - Weekly monitoring of campaign performance and adjustments to ensure we hit campaign goals/benchmarks
 - Bi-weekly team collaboration to review campaign observations and potential optimizations for optimal campaign performance, which may include:
 - Observe and adjust keyword and audience bids based on performance
 - Add and observe additional audiences from Google Analytics data
 - Keyword adjustments including: additional keywords, pausing keywords and blocking or adding negative keywords based on performance
 - Adjustments to campaign budgets and spend levels
 - Ad copy optimization and recommendations for ad extensions where applicable
 - Daypart recommendations (specifying certain times of day to have ads displayed based on audience behavior to maximize visibility/results)
 - Device bid adjustments (altering the ratio of when ads appear on different device types - desktop vs. mobile vs. tablet)
 - Adjustments to demographics and location targeting
 - Landing page optimization recommendations
 - Track and review campaign performance to determine areas for buy optimization

****NOTE:** Paid search campaign management and optimization deliverables listed are specific to annual Leisure campaign. Ongoing management and optimization for Meetings and Conventions campaign to be limited to only monthly reviews of budget pacing/spend levels and optimization recommendations no more than quarterly basis due to overall campaign media budget (With B2B, outside of advertising on self-serve platforms such as Paid Search or LinkedIn which can be optimized with results reported via Datarama, direct site buys with B2B media offer limited reporting capabilities and virtually little optimization opportunities. Reporting typically consists of impressions, clicks and open rate - therefore less need for more frequent, detailed insights to report on an ongoing basis).

Analytics & Reporting

- **Buy Optimization, Dashboard Maintenance & Monthly Topline Reporting**
 - Track and review campaign performance and development of topline findings and recommendations to be submitted to Client monthly with an emphasis on determining areas for buy optimization of Agency media campaign(s)
 - Continue optimization and updates of five (5) Datorama dashboards (Overall Media Overview, Digital Media Overview, Digital Media Tables, Digital Media Trends and Visitation Data) that include campaign KPIs, key data metrics and customized client dimensions. Datorama dashboards include:
 - Overall Media Overview
 - Investment (Gross Media Cost) broken down by Media vs. Traditional tactics and overall performance metrics
 - Digital Media Overview
 - Key statistics on digital tactics - investment by channel, geography and campaign type (Leisure vs. Meetings & Groups)
 - Efficiency metrics - media costs per appropriate model (CPM, CPC, Cost/Engagement, etc.)
 - Productivity metrics - engagement rate, video completion rate, click-thru rates
 - Investment Pacing and Quarterly Goal KPI Tracking
 - Digital Media Tables
 - Tabular and customizable view into performance metrics using campaign specific dimensions (both found in data vs. customized specifically for Coastal Mississippi) such as Partner, Age, Geography, Format, Campaign Name, Channel, etc.
 - Digital Media Trends
 - Monthly trend of performance metrics pertinent to campaign success
 - Visitation Trend Data
 - Data from non-standard sources such as STR, casino occupancy and AirDNA
 - Maintenance and updates of standard data sources for Agency, including Sizmek (Agency ad server), Google Ads (search, Google display and YouTube) and Viant (programmatic platform)
 - Maintenance and updates of non-standard data sources, specifically Smith Travel (STR), casino occupancy, AirDNA, Google Analytics and *traditional media data (such as OOH).
 - Any non-standard data sources that may be requested by Client to integrate into Agency dashboard not listed is out of scope.
 - Standard Digital data sources connected directly to Datorama dashboard will be updated nightly (Paid Search, Google Display, Programmatic, Sizmek). Non-standard sources will be updated monthly at the beginning of each month (when data is available) or quarterly for traditional media data*
 - Development and delivery of month-in-review decks

**NOTE: Traditional media data such as OOH (where applicable) are updated within the Overall Media Overview dashboard view on a quarterly basis to illustrate a holistic view of marketing investments and impression delivery by all Channels for the quarter, or appropriate reporting period.*

- **Quarterly Reporting**
 - Agency to provide a deep dive analysis and reporting, tracking the effectiveness of media tactics as part of the two (2) annual paid media campaign:
 - Develop and present deck with deep dive analysis of campaign metrics, performance and areas/opportunities to optimize or further explore on a quarterly basis.
 - Assumes one analysis in Winter 2022 following Client's Q1 media period (Oct - Dec 2021), one analysis in Spring 2022 following Client's Q2 media period (Jan - March 2022) and one analysis in Summer 2022 following Client's Q3 media period (April - June 2022)
 - Analysis includes media data found in Datorama dashboards, visitation metrics from non-traditional sources like Smith Travel (STR) casino occupancy data and/or AirDNA and website performance from Google Analytics

*NOTE: Agency anticipates a minimum gross media spend of **\$1,400,000** from Oct. 1, 2021 through Sept. 30, 2022 (gross digital and traditional media) derived from the FY 2022 general operating budget for the base Leisure and Meetings/Conventions campaigns (excludes any smaller programs or campaigns e.g. Air Services, Sports Book, Seasonal Holiday, etc.) - allowing for other Agency services (e.g. analytics/reporting) to be covered under media commission. Specific budget weighting between digital and traditional tactics to be recommended and submitted by Agency for Client approval during the media strategy (FY 2022 marketing plan development) process and further refined as needed during media planning. If the total media commission during this 12-month period is less than **\$168,000**, Agency and Client agree to review and discuss any necessary adjustments to align Agency effort with compensation.*

General Media Exclusions:

- Separate seasonal or direct flight initiatives, which will need to be estimated separately for Client approval and may require additional hourly fees across all functions to plan, place and manage depending on projected minimum spend level thresholds, respectively.

III. Agency support that will be charged on an hourly basis will include Creative Development/Execution and Production Support/Delivery (Project Management, Broadcast/Digital/Print Producer support and Proofreading). Agency will charge a blended rate of \$125/hour for these services.

*NOTE: The Agency is earmarking up to **\$100,000** (or ~800 total hours across all hourly functions) in this SOW to accommodate activities and deliverables related to hourly services - specifically Creative Development/Production, Producer Support and Project Management/Delivery based on the Client's needs and objectives during FY' 2022 at its discretion. Agency will bill Client only for actual hours incurred and will manage against this total ceiling as the fiscal year progresses, providing Client with quarterly updates on how we are tracking against the estimated total. Activities and deliverables can be revised and/or scaled differently based on Client's goals and objectives and Client has the right to reduce or reallocate the budget subtotal currently earmarked for hourly services at its discretion. Ultimately, Agency will bill based on hours spent on a monthly basis.*

Deliverables toward this total budget ceiling that Agency will manage against may include:

Creative Development & Production

- Campaign Conceptual Development & Production for Leisure and/or Meetings/Conventions (B2B) segments with a tactical focus:
 - Tactics to be informed by final media plans but will usually include a mix of:
 - Out-of-Home (OOH)
 - Digital display
 - Print
 - Native/content
 - Terrestrial radio/online audio
 - Upon approval of respective campaign concept, manage asset fulfillment and production execution of all necessary tactics to fulfill paid media campaign(s). This typically includes:
 - Resizing and versioning of all tactics across messaging segments to media specifications
 - Display banner animation
 - Website - consult on campaign specific landing pages and user experience (Client to design and develop pages as needed)
- Copyediting and Studio Design Support as needed:
 - Examples include but are not limited to:
 - Meetings/Conventions print or digital ad fulfillment
 - Banner ad updates
 - Native ad updates

General Creative Development & Production Assumptions:

- All campaign conceptual efforts will leverage established brand platform ("The Secret Coast" / "Don't Ruin It")
- Agency to leverage all existing video/photo or new Client-provided assets
- Tactics will not include new video/audio production as these tactics likely require larger budgets (both agency and external) to produce

Production Support & Delivery

- Digital producer support
 - Manage development and Quality Assurance (QA) testing for online media banner placements
 - Create tracking URLs for digital media and implement/test tracking recommendations (tags/pixels) on respective campaign landing pages to ensure media performance.
 - On-site tracking to be audited before launching larger campaigns (Leisure) and recommendations will be shared with client before changes are implemented.
 - Assumes Client to communicate to PETERMAYER when site changes are made that may affect tracking implementation
- Broadcast and print producer support
 - Manage Quality Control and high resolution file exports of final print ad and static OOH materials

- Oversight of lower tier initiatives such as estimating and processing of talent/music usage renewals, stock photography, video dubs and printing
- Delivery (Project Management and Proofreading)
 - Manage all project planning and scheduling
 - Manage the prioritizing of client work and overall project workflow within Agency
 - Manage the resource identification and allocation within Agency
 - Manage the distribution of final assets and production materials to applicable vendors
 - Manage proofreading/copy editing/fact-checking for creative tactics, concepts and campaigns and other Agency managed assets prior to final delivery or production execution.

General Production Support Exclusions:

- Management/oversight of new audio/video production and/photography, which will be estimated separately based on the blended hourly rate as part of the separate Scope of Work for each respective project
- Website/email development and/or content management

General Assumptions/Exclusions

- General Scope Assumptions
 - New or specific data sources required by Client for Analytics dashboard development and reporting purposes may incur incremental Agency hours and additional fees
 - Creative development assumes up to three rounds of review/revisions - using consolidated Client feedback from a single point of contact
 - Agency and Client will work to review deliverables and staff hours in quarterly reconciliations
- General Scope Exclusions
 - Agency management of separate media campaigns/programs outside of base Leisure and Meetings/Conventions campaigns, which will be estimated separately for Client review and approval and is subject to additional fees beyond what is covered under a commission agreement.
 - Marketing plan development exclusive of media strategy portion (refers to "FY 2023 Planning - Media Strategy Development" deliverable on page 2 herein)
 - Strategy and Execution of Public Relations, including crisis communications, which will be estimated separately under a different Statement of Work at Client's discretion
 - Agency hours to change any marketing or media plans after Client approval
 - Primary research - including Agency hours to manage, coordinate and execute, as well as any related third-party vendor costs. Due to the premium costs associated with primary research, Agency will estimate a flat project fee for any primary research initiatives for Client review and approval.
 - Organic Search (SEO) initiatives
 - Website work, including management of site analytics and site maintenance
 - App Design, Development and Implementation
 - Email deployment and/or ongoing management of email program(s)
 - Strategy and Execution of Social Media activities, including but not limited to organic and paid content development and community management
 - External costs, such as photography, 3rd party research, video/audio production and editing, printing and email deployment, or legal services for copyright protection

and/or trademark protection. These costs will be estimated as needed for Client review and must be approved in advance in writing by the Client.

- Any fees associated with Nielsen research books as part of the broadcast media planning process are excluded and would be derived from the total gross media spend

Pricing

Retainer Fee: Billed Monthly	Committed Costs
Account Management and Strategy (\$10,000/month)	\$120,000
Sub Total	\$120,000

Hourly Fees: Billed Based on Actuals Incurred	Estimated Costs
Creative Development, Production Support & Delivery	\$100,000
Sub Total	\$100,000

*Media Services, Paid Search & Analytics/Reporting	Estimated Costs
Media Planning/Purchasing and Paid Search	\$168,000
Sub Total	\$168,000

**External Costs	Estimated Costs
External Production & Out-of-Pocket Cost Allowance	\$50,000
Sub Total	\$50,000

TOTAL ESTIMATED AGENCY FEES: \$388,000

TOTAL EXTERNAL COST ALLOWANCE: \$50,000

NOTE: Agency anticipates a minimum gross media spend of **\$1,400,000 from Oct. 1, 2021 through Sept. 30, 2022 (gross digital and traditional media) for base Leisure and Meetings/Conventions campaigns (excludes any smaller programs or campaigns e.g. Air Services, Sports Book, Seasonal Holiday, etc.). Specific budget weighting between digital and traditional tactics to be recommended and submitted by Agency for Client approval during the media strategy (FY 2022 marketing plan development) process and further refined as needed during media planning. If the total media commission during this 12-month period is less than **\$168,000**, Agency and Client agree to review and discuss any necessary adjustments to align Agency effort with compensation.*

***NOTE: External cost allowance is a ballpark allowance for budget planning purposes to cover lower tier costs that emerge throughout the year such as talent/music usage renewals, video dubs and out-of-pocket expenses. These costs would be estimated individually on a case-by-case basis for Client review and approval.*

- Additionally, Agency compensation includes a Performance Incentive opportunity (as outlined in "Performance Incentive Addendum" on page XXX).

Billing Terms

- For all media advertising placed on behalf of Client, Agency will earn 15% of the gross digital media placed and 7.5% of the gross traditional media placed.
- Any items purchased by the Agency on behalf of the Client in conjunction with the production of its advertising (e.g., film production, typography, printing, photography, illustrations, talent, studio time, research, etc.) will be charged at cost with no markup.
- External costs associated with broadcast or photo production may be charged up to 100% of total estimated costs upfront with the remaining balance billed in full upon completion.
- All out-of-pocket costs (such as travel, postage, freight, etc.) will be charged at cost, with no markup.
- Agency invoices will be generated on a monthly basis and will carry terms of no less than thirty (30) days net.
- All work will be performed under the terms of the approved Master Services Agreement (MSA).
- This proposed Statement of Work is valid for 30 days, if not approved. Estimated hourly charges and external production costs are +/- 15% contingency.

Signatures:

Client: K. Bruce Kelly Date: 6-24-21

PETERMAYER: David Crane Date: 7.14.21

Performance Incentive Addendum

Agency has the opportunity to earn up to \$xxxx annually, based on the achievement of certain measurable objectives, to be mutually agreed upon annually and detailed in a separate document. Such measurable objectives should directly relate to the marketing goals of Coastal Mississippi.

COASTAL MISSISSIPPI WAYFINDING PROJECT



Project Summary

This Project aims to create a sense of arrival in Coastal Mississippi and promote the area's attractions through gateway treatments at strategic locations. The gateway treatments include monuments, artwork, infrastructure, signs, and landscaping that will consist of iconic wayfinding signs and roadside markers symbolic of the Coast. Wayfinding refers to information systems that guide people through a physical environment and enhance their understanding and experience of the area. It helps to orient people to their surroundings along a route. When information is provided through a wayfinding system, it becomes a part of the broader context of the region. This Project will implement wayfinding signs and markers along the roadways on the Coast or lead to the Coast. These signs and markers will be significant and will help create a unique sense of place with a theme and feel distinctive to the Coast. Roadside markers will be "gateway" treatments that mark the entrances and exits of the Coast so that visitors know they are on roads on or leading to the Coast. The Project will help provide a consistent theme and feel with information about the Coast. Wayfinding is a proven way to instill community pride and encourage return visits. The Project will do the following:

Wayfinding provides visual cues to help guide people to their destinations. Wayfinding systems contribute to a sense of well-being, safety, and security.

- Create a cohesive and desired image of the community
- Connect people and places by linking them to destinations
- Provide information that is simple, uniform, and predictable
- Build awareness of Coastal Mississippi brand and encourage repeat visitors

The Project will result in coordinated tourism information and signage in Hancock, Harrison, and Jackson Counties and the entry points to the Mississippi Gulf Coast. The project's goals are to create a distinctive sense of place as well as provide visitor information to help them make connections and encourage regional exploration. In doing so, the Wayfinding system will communicate the Coast's identity.

Project Deliverables

The deliverables of the Project are as follows:

- Iconic **Gateway Monuments** for I-10 East and Westbound at State line
- Iconic **Gateway Signs and thematic roadway** treatments for highways that approach the Coast
- Signs and treatments for entrances to Cities and Counties along the Coast

Next Steps

The following steps are necessary to implement the Gulf Coast Tourist Wayfinding and Information Signage project:

1. Create a project Advisory Committee that consists of stakeholders interested and invested in the project results. Conduct initial meetings to introduce Project, receive feedback, and gain consensus.
2. Solicit and hire an Administrative Consultant. The Administrative Consultant is to act as the project administrator and be responsible for managing the project, which includes the procurement of all other consultants.
3. Develop a Scope of Work for the Project. The Scope of Work should describe the project deliverables and end-products in detail, including priority of work items and final products.
 - How will the Design of the Monuments, signs, and treatments be developed?
 - i. Consultant, Competition, etc.?
 - How many and where to locate them
 - A Wayfinding thematic pattern guidebook for consistency and future use
4. Develop a Project Budget from the scope of work items.
 - The Steering Committee should provide input to the scope and budget
5. Develop a Project Management Plan. This Plan will describe how the Project will be managed and the roles of those agencies and people involved.
 - Address what type of consultant firms are needed and how they will be procured
 - Identify how goods and material will be purchased
 - Identify selection process and committees for selecting consultants
 - Identify Public Engagement opportunities and outreach efforts – e.g., social media strategy and design charrettes
6. Develop a **Request for Proposals (RFP) or Request for Qualifications (RFQ)** to request information from Firms that can develop and implement the Scope of Work and produce the deliverables.
 - Develop a legal contract for consultant firms to use once selected. Potential firms may need to review the contract before they can be selected.
 - Develop selection criteria and scoring methodology
7. Advertise RFP or RFQ. This should be done in the Sun Herald, social media and website. It may also be sent to consultants that are known to do this type of work. Posting in Trade journals or with National associations is also recommended.
8. Review responses to RFP or RFQ. Use scoring and selection committee to decide on Consultant.
9. Offer contract to consultant and once agreed, **issue a Notice to Proceed (NTP)**
10. Once the Project Consultant is procured, the Project Consultant will develop an in-depth plan and implementation guide for the Project. Once the Plan is complete, implementation will begin. Implementation includes the following activities:
 - Obtaining the critical state and local permits and easements
 - Engineering Design of monuments, signs, and treatments
 - Construction and inspection of monuments, signs, and treatments
11. Identify long-term issues such as maintenance and repairs and who is responsible

Examples:







Coastal Mississippi Estimated Budget:

Location	Type	Budget Estimate	Theme – Message
Eastern Gateway	Large Monument	\$190,000	Welcome to Mississippi
Western Gateway	Large Monument	\$190,000	Welcome to Mississippi
Eastern Exit	Small Monument	\$90,000	Thanks for visiting
Western Exit	Small Monument	\$90,000	Thanks for visiting
Major Roadways	Signs – 12 @\$15K	\$180,000	Welcome to Coastal Mississippi
Treatments	Plantings	\$15,000	Coastal trees and plants, decorative lighting
Consultant Engineering	Design and Construction	\$100,000	Engineering Management of Project, Plans, and Specs of Monuments and Signs
Contract Administrator	Program Manager and Administrator	\$45,000	Manages daily activities of Project to keep on schedule
	Total=	900,000	

Timeline:



PROJECT MANAGEMENT PLAN

OVERVIEW

A Project Management Plan (PMP) is used to guide project execution and provide controls over project development among those involved. This PMP identifies those agencies involved, their respective roles, and a basic operating structure. It should also facilitate communication among project stakeholders and determine where decisions and approvals should occur among agencies involved.

The Goals of this project are to promote the area's attractions through gateway treatments at strategic locations. The gateway treatments include monuments, artwork, infrastructure, signs, and landscaping that will consist of iconic wayfinding signs and roadside markers symbolic of the Mississippi Gulf Coast. The Project will result in coordinated tourism information and signage in Hancock, Harrison, and Jackson Counties and at the entry points to the Mississippi Gulf Coast.

AGENCIES AND ROLES

Coastal Mississippi – Coastal Mississippi is the grant recipient and will receive the federal grant funds. Coastal Mississippi is the Project Manager and has overall responsibility for the final product. They will hire an Administrative Consultant to manage the administration of the Project so that it is done following applicable state and federal requirements and to meet the needs of the grant. Coastal Mississippi is responsible for working directly with the US Department of Treasury and the state agency (i.e., MDEQ) administering the project.

Administrative Consultant – Coastal Mississippi will advertise for and select a consultant to act as the Administrator for the Coastal Mississippi Wayfinding project. The Administrator's role is to manage the implementation of the Project through its close-out. The Administrative Consultant will handle the processing of the grant award conditions and reimbursements. The Administrative Consultant is responsible for ensuring the Project is done in compliance with federal and state laws and all invoices and forms are filled out and processed until completion. The Administrative Consultant will work directly for Coastal Mississippi. When requested by Coastal Mississippi, the Administrative Consultant will work with other agencies.

Advisory Committee – Coastal Mississippi will identify a group of project stakeholders to provide insight and guidance to develop the project. The Advisory Committee will be advisory only and will be used to gain feedback on issues that arise during the different aspects of the project.

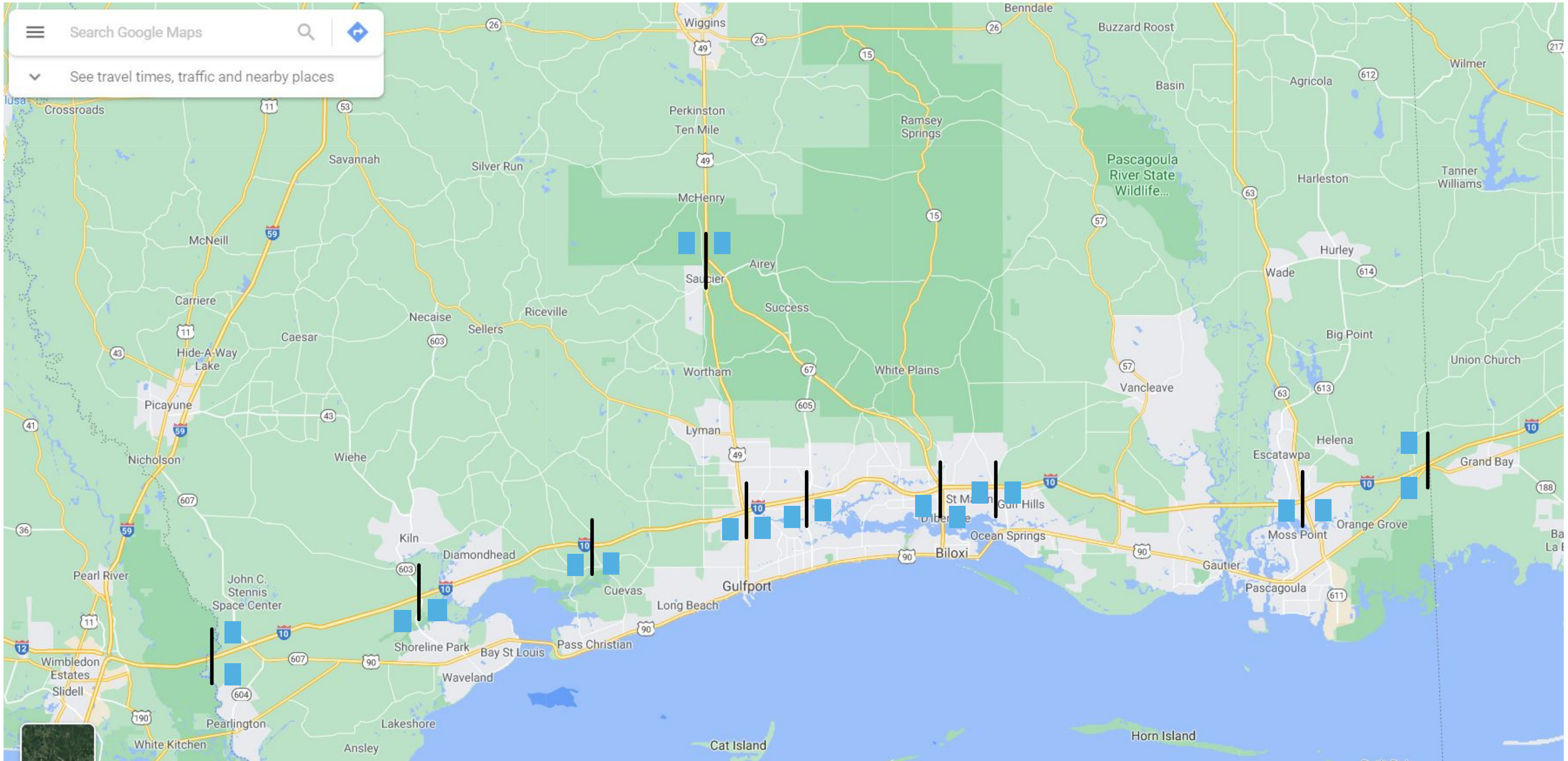
Engineering Consultant – Coastal Mississippi will advertise for and select an engineering firm to develop a plan for the Coastal Mississippi Wayfinding Project. The Engineering Consultant

will be responsible for the Plans, Specifications, and Engineering (i.e., PSE) documents, including cost estimates defined in a Scope of Work. The Engineering Consultant will be responsible for Construction Inspection activities and oversight of construction costs. The Engineering Consultant will report to Coastal Mississippi and be the first contact for the Construction contractor.

Construction Contractor - Coastal Mississippi will advertise for and select a construction firm to act as the Construction Contractor for the Wayfinding Project. The Construction Contractor will be responsible for implementing the Project at the construction phase. The Construction Contractor will report to the Engineering Consultant and Coastal Mississippi staff.

Coastal Mississippi

Suggested Signage Locations for Wayfinding Grant



LA-MS State Line
Highway 603 Exit
Menge Avenue Exit
Highway 49/I-10 Interchange
Cowan Lorraine Road/ Highway 605 Exit
I-10/I-110 D'iberville Exit

Ocean Springs/ Highway 51 Exit
Pascagoula/Moss Point/ Highway 63 Exit
MS-AL State Line
Highway 49 North/South at Highway 67



COASTAL MISSISSIPPI REQUEST FOR PROPOSALS PROFESSIONAL ADMINISTRATIVE SERVICES

Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi ("CM") will accept sealed proposals from qualified firms for Professional Administrative Services in connection with the Wayfinding Project ("Project").

Coastal Mississippi is seeking funding for the Project from the United States Department of the Treasury, through the Mississippi Department of Environmental Quality, as more thoroughly described herein.

Specifications or questions concerning the Project may be obtained from the Zach Holifield, 2350 Beach Boulevard, Suite A, Biloxi, Mississippi 39531, 228-896-6699 or zachary@coastalmississippi.com between the hours of 8:00 a.m. and 5:00 p.m. Monday through Friday.

The services required for this project are:

ADMINISTRATIVE SERVICES: The selected Administrative Professional/Firm shall complete administrative services in accordance with applicable State and Federal laws, regulations, and procedures. The Administrative Professional shall provide administration services, including serving as CM's professional administrative representative for the Project, and providing professional administrative consultation and advice. The Administrative Professional/ Firm shall review project objectives with Coastal Mississippi staff. Review best practices from similar projects completed across the state and nation. Activities will include administrative services for the Project described as follows:

General Scope of Work: The proposed Wayfinding Project aims to create a sense of arrival through iconic structures along Interstate 10 in Jackson, Harrison and Hancock Counties to raise awareness of arrival and exiting in Coastal Mississippi and to promote the area's hotels, restaurants and attractions through gateway treatments at strategic locations. The gateway treatments include monuments, artwork, infrastructure, signs, and landscaping that will consist of iconic wayfinding signs and roadside markers symbolic of the Coast. Wayfinding refers to information systems that guide people through a physical environment and enhance their understanding and experience of the area.

Administrative services will include services associated with project performance compliance and reporting, administration of Davis Bacon Act, Equal Opportunity, and other required program activities, and all administrative services components relative to the Sub-Award Agreement with the Mississippi Department of Environmental Quality and the associated requirements of the RESTORE ACT.

Firms proposing to perform services should submit a list of their qualifications, experience, and capacity for performance. Firms must submit the name of the person within the firm who will be CM's contact and will be primarily responsible for rendering services if the firm is selected.

Proposals must include the following information:

- Capabilities, Experience, and Past Performance: Each firm or individual will be evaluated on its demonstrated capabilities and experience to provide the services described to CM. Proposers are encouraged to elaborate on their qualifications and performance data or staff pertinent to the proposed project.
- Key Personnel: Each firm or individual will be evaluated on the experience and education of the key personnel that will be assigned to CM's project.
- Federal Grant Project Experience: The experience of the firm or individual with federal grant programs. The information submitted should, as a minimum, include: (1) type of federal program, (2) the amount of federal funds, and (3) types of project activities undertaken, pertinent to federally-assisted projects.
- Ability to Accomplish Work: Each firm or individual will be evaluated on its ability to provide required services in a timely manner. Items to be considered include number of qualified staff (emphasis on local staffing), supporting technical staff, availability of equipment and facilities.
- Cost: Each firm or individual will be evaluated on the proposed cost to complete the required services.
- Local Experience: Each firm or individual will be evaluated on its familiarity with the state and local regulations and procedures.
- Other: Each firm or individual will be evaluated on any supportive information that demonstrates their capabilities to best suit the needs of CM.

All proposals will be rated on the following system to determine the best qualified proposer:

Capabilities, Experience and Past Performance	30 points
Key Personnel	20 points
Federal Grant Project Experience	20 points
Ability to Accomplish Work	10 points
Cost	10 points
Local Experience	5 points
Other	5 points
	100 points (Max)

The organization will open and review each proposal and select a qualified firm or individual with which to negotiate. Six (6) copies of the proposal should be packaged, sealed, and properly labeled as follows:

**NAME OF FIRM OR INDIVIDUAL
PROPOSAL FOR ADMINISTRATIVE SERVICES
WAYFINDING PROJECT**

either delivered to: 2350 Beach Blvd., Ste. A, Biloxi, MS 39531
or postmarked to the address below no later than 5:00 p.m., July 30th, 2021

Coastal Mississippi
P.O. Box 8005, Biloxi, MS 39535

Firms submitting proposals are solely responsible for meeting submittal deadlines. Proposals received after the stated deadline will be deemed non-responsive and will not be considered for any contract awarded as a result of this solicitation.

Proposals may be held by CM for a period of not to exceed ninety (90) days from the date of opening for the purpose of reviewing the proposals and investigating qualifications of the applicants prior to awarding. Coastal Mississippi reserves the right to award one or no contract in response to this RFP. A contract will be awarded to the qualified, responsible firm whose proposal is most advantageous to CM, with price and other factors considered. Coastal Mississippi reserves the right to waive any irregularities or informalities in the proposals submitted, reject any and all proposals, or terminate the solicitation with no contract awarded.

Warranties

By applying to this RFP, firms/individuals submitting Proposals warrant and represent the following:

1. The firm/individual does not have any unpaid Federal tax liability for which all judicial and administrative remedies have been exhausted.
2. The firm/individual has a valid DUNS number and active registration with the General Services Administration's, government-wide System for Award Management Exclusions (SAM exclusions). The SAM Exclusions can be found at <https://www.sam.gov/portal/public/SAM/>.

Proposals are being requested in accordance with Item (b)(2) of 2 C. F. R. §200.320 "Methods of procurement."

Coastal Mississippi is an equal opportunity employer.

Any contract awarded must comply with the Minority Business Enterprise and Women Business Enterprise contracting requirements outlined in "Attachment B" to this solicitation. MBE and/or WBE individuals/firms are encouraged to respond to this solicitation.

ATTACHMENT A: ADVERTISEMENT – REQUEST FOR PROPOSALS

COASTAL MISSISSIPPI ADVERTISEMENT - REQUEST FOR PROPOSALS PROFESSIONAL ADMINISTRATIVE SERVICES

Sealed Proposals will be received by the Coastal Mississippi either delivered to: 2350 Beach Blvd., Ste. A, Biloxi, MS 39531 or postmarked to the address below no later than 5:00 p.m., July 30th, 2021. P.O. Box 8005, Biloxi, MS 39535, for Professional Administrative Services, as described below:

Administrative services for work related to the Coastal Mississippi Wayfinding Project. The proposed Project aims to create a sense of arrival through iconic structures along Interstate 10 in Jackson, Harrison and Hancock Counties to raise awareness of arrival and exiting in Coastal Mississippi and to promote the area's hotels, restaurants and attractions through gateway treatments at strategic locations. The gateway treatments include monuments, artwork, infrastructure, signs, and landscaping that will consist of iconic wayfinding signs and roadside markers symbolic of Coastal Mississippi. Wayfinding refers to information systems that guide people through a physical environment and enhance their understanding and experience of the area.

Administrative services will include services associated with project performance compliance and reporting, administration of Davis Bacon Act, Equal Opportunity and other required program activities, and all administrative services components relative to the Sub-Award Agreement with the Mississippi Department of Environmental Quality, and the associated requirements of the RESTORE ACT.

Any contract awarded under this solicitation may be paid for in whole or in part with grant funding from the Department of the Treasury and the Mississippi Department of Environmental Quality under the Resources and Ecosystems Sustainability, Tourist Opportunities, and Revived Economies of the Gulf Coast States Act of 2012 (RESTORE Act). Any contract resulting from this solicitation will be subject to the terms and conditions of said funding award, the RESTORE Act Financial Assistance Standard Terms and Conditions and Program-Specific Terms and Conditions, the Standard Sub-Award Terms and Conditions, the RESTORE Act, 33 U. S. C. 1321(t), Treasury Regulations 31 C. F. R. § 34 et seq., including 31 C. F. R. §§ 34, Subpart D, all applicable terms and conditions in 2 C. F. R. Part 200 (including Appendix II to Part 200), and all other OMB circulars, executive orders or other federal laws or regulations, as applicable. The Mississippi Department of Environmental Quality, the United States, or any of its departments, agencies or employees is not and will not be a party to this solicitation or any resulting contract.

Minority and women's business enterprises are solicited to submit a proposal and are encouraged to make inquiries regarding potential subcontracting opportunities. When subcontracting, all potential contractors must make positive efforts to use small and minority owned business and women business enterprises. See 2. C. F. R. §200.321.

If you have any questions concerning the Request for Proposals, please call Zach Holifield, Coastal Mississippi office at (228) 896 6699 or email zachary@coastalmississippi.com

**ATTACHMENT B: CONTRACTING WITH SMALL AND MINORITY BUSINESSES,
WOMEN’S BUSINESS ENTERPRISES, AND LABOR SURPLUS AREA FIRMS**

Documentation of compliance with the following requirements is a matter of contractor responsibility. When subcontracting, the contractor must submit documentation of good faith efforts to meet the project’s MBE/WBE requirements before contracted work can commence. (MBE/WBE requirements are outlined below and can be found at 2 C. F. R. §200.321.) Failure on the part of the contractor to submit proper documentation may cause Coastal Mississippi not to execute or to terminate the contract.

(a) The prime contractor must take all necessary affirmative steps to assure that minority businesses, women's business enterprises, and labor surplus area firms are used when possible.

(b) Affirmative steps must include:

- (1) Placing qualified small and minority businesses and women's business enterprises on solicitation lists;
- (2) Assuring that small and minority businesses, and women's business enterprises are solicited whenever they are potential sources;
- (3) Dividing total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation by small and minority businesses, and women's business enterprises;
- (4) Establishing delivery schedules, where the requirement permits, which encourage participation by small and minority businesses, and women's business enterprises; and,
- (5) Using the services and assistance, as appropriate, of such organizations as the Small Business Administration and the Minority Business Development Agency of the Department of Commerce.

The prime contractor should note that this requirement mandates two responsibilities. Separate solicitations must be made of minority **and** women's business enterprises.

**SUBMITTAL OF MINORITY BUSINESS ENTERPRISE AND
WOMEN’S BUSINESS ENTERPRISE (MBE/WBE) DOCUMENTATION**

Prior to contract execution, the prime contractor must submit:

- A written certification that no subcontracts will be issued.
- OR -
- The Subcontractor Listing Form detailing all subcontractors from whom quotes were received including name, contact person, address, phone, and status (MBE, WBE or Non).

If subcontractors will be utilized, the prime contractor must submit the following for subcontracts proposed to be awarded to MBE/WBE enterprises:

- A certification from each MBE and/or WBE firm declaring its status as a MBE or WBE firm. This can be an MDOT, SBA or MDA certification. A self-certification is acceptable, if the certification specifies the basis for MBE/WBE designation (e.g., the business is 51% owned and daily operation is controlled by one or more women or minority owners).

If subcontractors will be utilized, the prime contractor must submit the following for subcontracts proposed to be awarded to Non-MBE/WBE:

- For all subcontracts for which there are capable certified MBE/WBE firms existing to potentially perform the work, letters transmitted to MBE and WBE firms requesting quotes or proposals for specific subcontracting opportunities and encouraging inquiries for further details. Solicitations should have been sent in a timely manner, including allowed response time. (See "Sample Letter from Contractor to MBE/WBE Firms" below.)
- A listing of certified MBE and WBE firms from whom quotes or proposals were received, if any, who were not awarded subcontracts.
- Evidence that each Non-MBE/WBE subcontractor selected for the scope of work, was lower in price than each MBE/WBE proposal (or that there is some other acceptable reason to select the Non-MBE/WBE) and that the scope of work was the same for both the MBE/WBE and Non-MBE/WBE.

The contractor may utilize the following resources to assist in MBE/WBE affirmative outreach:

-MDOT Disadvantaged Business Entity (DBE) Website:

<http://sp.mdot.ms.gov/Civil%20Rights/Pages/DBE.aspx>

-MDA Minority Business Enterprise/Women Business Enterprise (MBE/WBE) Directory:

<https://minority.mississippi.org/MinorityBusinessDirectory.aspx>

Should the Prime Contractor intend to later issue a subcontract, the above affirmative steps must be followed and documentation of such submitted to Coastal Mississippi for review as described under this section.

REQUEST FOR QUALIFICATIONS (RFQ)

Engineering Consulting Firms

Coastal Mississippi is requesting qualifications from engineering consultants to develop and implement wayfinding signs and gateway treatments for entrances and exit points into the coastal region of the state on major highways and interstates. The Coastal Mississippi effort is being funded through a U.S. Department of the Treasury Grant program. The Project proposes to produce gateway treatments such as signs and monuments of significant features and size to be recognizable to travelers in the area. The Consulting firm will be responsible for developing design plans and specifications for the gateway treatments and the construction and implementing the project phases.

Notice is hereby given that Coastal Mississippi is seeking responses for **CONSULTING FIRMS**. Interested and qualified applicants may submit Request for Qualification (RFQ) Packages to Coastal Mississippi at 2350 Beach Boulevard, Suite A, Biloxi, MS, 39532 or postmarked to P.O. Box 8005, Biloxi, MS, 39535 **by 5:00 PM on August 20th, 2021**. Any packets that are not submitted by the 5:00 PM deadline will not be considered for the Project.

Submittals

Coastal Mississippi is requesting qualifications for the Project described above. Applicants should prepare a response that is no more than twenty (20) pages (10 double-sided pages) in length addressing the following:

- Experience and capacity of key personnel.
- Provide Consulting Firm experience on similar projects.
- Experience working together for submittals with multiple firms.
- Provide qualifications necessary for the Project.
- Project Approach/ Plan of Action.
- Address approaches and solutions to critical issues.

Applicants should also include a one-page cover letter that summarizes their proposal and identifies a point of contact and contact information for the consulting firm. The applicants may also submit up to two (2) additional double-sided pages as an attached appendix.

Applicants should submit four (4) original copies of their proposals and cover letters. Printed submissions must be double-sided on standard letter-sized paper (8.5" x 11"). All RFQ Packages **MUST** be submitted in a sealed envelope and marked clearly on the exterior of the package with the following: **"REQUEST for QUALIFICATIONS for COASTAL MISSISSIPPI WAYFINDING."**

All submissions must be addressed to **ZACH HOLIFIELD**, Coastal Mississippi Project Manager, at 2350 Beach Boulevard, Suite A, Biloxi, MS, 39532. This RFQ is an invitation by Coastal Mississippi for interested consultants to submit qualifications, subject to subsequent negotiations. Coastal Mississippi reserves the right to reject any and all proposals.

Selection

Coastal Mississippi will use a selection committee comprised of Coastal Mississippi staff and commissioners to evaluate all submissions for the Project and determine if oral interviews are necessary.

A Selection Committee will evaluate proposals on the following criteria:

- **Qualifications (40 pts)** – List of qualifications of persons to be assigned to the Project.
- **Experience (40 pts)** – Information regarding the firm’s experience and the previously undertaken projects, including the type of activities or tasks addressed and the project status.
- **Capacity for Performance (20 pts)** – Identify the quantity and titles of staff assigned to provide services.

General Scope of Services

This project aims to let visitors know that they are in Coastal Mississippi and promote the area’s attractions through gateway treatments at strategic locations. The scope of work will be divided into four tasks: 1) Project Scoping, 2) Design, 3) Bid Process, and 4) Construction Inspection and Oversight.

Task 1 – Project Scoping	<ol style="list-style-type: none">1. Review project objectives with Coastal Mississippi. Review best practices from similar projects completed across the state and nation; evaluate site conditions; decide on what is needed for the Project and where the best locations for Project implementation.2. Collect and respond to Coastal Mississippi and stakeholder input.3. Confirm standards and procedures on State, County, and City or Town level for deploying signs, gateway treatments, and monuments on roadways at or near major locations.4. Identify and issues and solutions, evaluate and recommend alternatives, provide preliminary estimates of costs, identify all permits and agreements needed.5. Develop a maintenance plan for locations.
Task 2 – Design	<ol style="list-style-type: none">1. Based on input from the Coastal Mississippi, develop engineering plans and specifications for the gateway treatments, including Plans, Specifications, and Engineering (PSE). Design and Engineering should comply with state and or federal requirements.2. Provide Engineers Estimate and all Bid Documents.3. Obtain all Memorandums of Understanding, permits, or easements for the Project, as necessary and required.
Task 3 – Bid Process	<ol style="list-style-type: none">1. Develop all documents and post all announcements for the construction bidding phase.2. Review all submittals to the bid and make a recommendation on the award.
Task 4 – Construction Inspection and Oversight	<ol style="list-style-type: none">1. Performed construction inspection and oversight including reviewing billing and making recommendations on payments.2. Track and report on project progress to Coastal Mississippi.3. Provide all closeout documentation.

Please submit any questions in writing via email to Zachary Holifield, Coastal Mississippi Project Manager, at zachary@coastalmississippi.com no later than August 10th, 2021.



Legal Advertisement

Request for Qualifications (RFQ)

Coastal Mississippi is requesting qualifications from **ENGINEERING CONSULTANTS** to develop and implement wayfinding signs and gateway treatments for entrances and exit points into the coastal region of the state on major highways and interstates. The Coastal Mississippi effort is being funded through a U.S. Department of the Treasury Grant program.

The project proposes to produce gateway treatments such as signs and monuments of significant features and size to be remarkable to travelers in the area. The Consulting firm will be responsible for developing engineering design plans and specifications (i.e., PSE) for the gateway treatments and for the construction and implementation phases of the project including construction inspection (i.e., CI).

RFQs will be evaluated based on the following criteria:

- Qualifications (40 pts)
- Experience (40 pts)
- Capacity (20 pts).

The RFQ will be posted on Coastal Mississippi's web site at www.coastalmississippi.com .

Coastal Mississippi will receive proposals from interested engineering firms until 5:00 PM on _____, 2021. Proposals shall be delivered to Coastal Mississippi at 2350 Beach Boulevard, Suite A, Biloxi, MS 39532 or postmarked no later than _____ to P.O. Box 8005, Biloxi, MS, 39535.

Please submit any questions in writing via email to Zachary Holifield, Coastal Mississippi Project Manager, at zachary@coastalmississippi.com no later than _____, 2021.

Please publish in the Sun Herald on _____, 2021.

Please publish in the Clarion-Ledger on _____, 2021.

**RESOLUTION AUTHORIZING MISSISSIPPI GULF COAST REGIONAL
CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI TO
APPLY FOR A GULF COAST RESTORATION FUND GRANT IN SUPPORT OF
THE PROPOSED COASTAL MISSISSIPPI EVENTS PROGRAM STRATEGY
AND TO AUTHORIZE AND ALLOCATE MATCHING FUNDS AS REQUIRED**

WHEREAS, the MISSISSIPPI GULF COAST REGIONAL CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI was created to bring into favorable notice and to unify and improve the promotion, advertising and marketing of the attractions, events, conventions and tourism related opportunities and resources on the Mississippi Gulf Coast in Hancock, Harrison and Jackson Counties; and,

WHEREAS, the promotion, advertising and marketing of and by COASTAL MISSISSIPPI produces significant economic impacts for the tourism industry and enhances the quality of life for the COASTAL MISSISSIPPI area, as well as, the entire STATE OF MISSISSIPPI; and,

WHEREAS, Senate Bill 2002 amended Section 27-103-302 of the Mississippi Code, thereby designating the Mississippi Development Authority (MDA) as administrator of funds held by the State Treasurer in a fund known as the Gulf Coast Restoration Fund (GCRF); and

WHEREAS, by way of Section 27-103-302 of the Mississippi Code, as amended, the Mississippi legislature designated certain counties within the State of Mississippi which may apply for grants of funds held in the GCRF; and

WHEREAS, Hancock, Harrison and Jackson Counties are all within the geographic area designated for GCRF grants; and

WHEREAS, COASTAL MISSISSIPPI, with the use of GCRF grant funds and its matching funds, desires to develop and implement new and creative strategic "EVENT" programs to: (1) enhance, expand, promote and maximize the potential of notable existing events within the area of COASTAL MISSISSIPPI, (2) incentivize and attract promoters of existing established events from markets outside of COASTAL MISSISSIPPI in order to consider COASTAL MISSISSIPPI as a venue for production of such events, and (3) create and sustain a regional event which incorporates and promotes the unique and rich legacies and resources of the three coastal counties of the STATE OF MISSISSIPPI; and,

WHEREAS, in order to further its mission, COASTAL MISSISSIPPI desires to prepare and submit an application for a GCRF grant to provide funds for the "EVENT" programs identified herein, seeking \$6,300,000 over the course of three (3) years, to be allocated as \$2,100,000 in each of years 2022, 2023, and 2024, with COASTAL MISSISSIPPI supporting the proposal by way of a twenty percent (20%) match per year for each of the three years.

NOW, THEREFORE, upon motion duly made, seconded, and unanimously carried, it is hereby

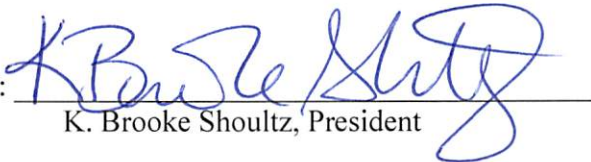
RESOLVED that the MISSISSIPPI GULF COAST CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI authorizes and approves the application for the year 2021 for grant funds available through the GCRF, attached hereto as Exhibit "A", seeking \$6,300,000 over the course of three (3) years, to be allocated in the amount of \$2,100,000.00 per year for the years 2022, 2023, 2024 and to be used to develop and implement new and creative strategic "EVENT" programs to: (1) enhance, expand, promote and maximize the potential of notable existing events within the area of COASTAL MISSISSIPPI, (2) incentivize and attract promoters of existing established events from markets outside of COASTAL MISSISSIPPI in order to consider COASTAL MISSISSIPPI as a venue for production of such events, and (3) create and sustain a regional event which incorporates and promotes the unique and rich legacies and resources of the three coastal counties of the STATE OF MISSISSIPPI.

FURTHER, it is RESOLVED that MISSISSIPPI GULF COAST CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI should be and hereby is authorized to appropriate, allocate and expend matching funds from its budget in the amount of \$420,000.00 per year for years 2022, 2023, and 2024, which is equivalent to 20% of the total grant application for the uses and purposes consistent with the application for grant funds referenced herein.

FURTHER, it is RESOLVED that the MISSISSIPPI GULF COAST CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI respectfully requests approval of its application for GCRF grant funds to be used for the strategic "EVENT" programs and purposes recited herein, as such will produce a significant economic impact for the tourism industry and enhance the quality of life for the MISSISSIPPI GULF COAST and the STATE OF MISSISSIPPI.

BE IT RESOLVED, this the 24th day of June, 2021.

MISSISSIPPI GULF COAST CONVENTION
AND VISITORS BUREAU d/b/a COASTAL
MISSISSIPPI

BY: 
K. Brooke Shultz, President

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi EVENTS - Adrenaline Shot for Coastal Mississippi - Strategic Events to Elevate the Destination Profile

Project Information	
Project Year:	2022
Project Name:	Coastal Mississippi EVENTS - Adrenaline Shot for Coastal Mississippi - Strategic Events to Elevate the Destination Profile
Project Location:	Project operations are headquartered at 2350 Beach Boulevard, Suite A, Biloxi, Mississippi, but events will take place in and benefit the counties of Hancock, Harrison, and Jackson.
County	
Hancock	
Harrison	
Jackson	
Applicant	
Name	Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi
Contact:	Milton E Segarra
Address 1:	2350 Beach Boulevard
Address 2:	Suite A
City:	BILOXI
State:	MS
Zip:	39531
Phone:	228-896-6699
Email:	milton@coastalmississippi.com
Mailing Address	
Address 1:	2350 Beach Boulevard
Address 2:	Suite A
City:	BILOXI
State:	MS
Zip:	39531

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi EVENTS - Adrenaline Shot for Coastal Mississippi - Strategic Events to Elevate the Destination Profile

Project Description/Overview

The Mississippi Gulf Coast Regional Convention and Visitors Bureau, d/b/a Coastal Mississippi (herein "CM" when referring to the entity, with "Coastal Mississippi" referring to the geographic area) is the official destination marketing organization (DMO) for Hancock, Harrison, and Jackson Counties. CM is charged with promoting the 3 coastal counties as a tourism and convention destination. Its mission centers on attracting leisure, convention, sports, and business visitors to the area. Dedicated to maximizing and distributing economic impact across the tri-county region, CM's value drivers are: as Destination Influencers, the agency works to position CM amongst leading DMOs to provide innovative, research-driven initiatives to grow the region as a premier destination; as Community Connectors, collaboration and partnerships with industry leaders across the tri-county area are paramount to the overall advancement of the region; and as Economic Drivers, CM is dedicated to leading economic growth by promoting regional development and raising stakeholder awareness of the significant economic impact that the travel and tourism industry has on Coastal Mississippi and the State.

Unique and notable events continue to generate interest and travel to Coastal Mississippi. These opportunities generate a cycle of economic benefits and provide an adrenaline shot to the tourism industry, particularly in low-season periods. Consider the economic and social impacts of regional celebrations such as Cruisin' the Coast, as well as city-specific events such as the Peter Anderson Festival, held annually in October and November, respectively.

CM's strategies and goals with respect to events are two-fold in nature.

- The first strategy includes using funding to expand the notable, successful existing events.

*The second strategy includes incentivizing promoters of existing established events currently being held in other markets to consider Coastal MS to host their event or to create a new regional event unique to the rich legacies of the Stat's three coastal counties to target new visitors by offering an "up to" amount of stop-gap funding in decreasing amounts each year to kick start the new event.

Events provide an adrenaline shot to the tourism industry and hospitality industry employees during low-season periods of the year, and they are adjustable to the industry's coastal seasonality. Based on data from established events, visitors return year after year to experience new opportunities and to enjoy their favorite fixtures of celebrations.

Events allow Coastal Mississippi to compete with other markets and destinations for the valuable visitor dollar. Strategic events can also help to improve perceptions for destinations. For example, Hangout Music Festival acted as a rebound to Gulf Shores, Alabama, following the Deepwater Horizon oil spill in 2010. The cumulative total of this festival's economic impact since 2010 is now \$290 million. Hangout Fest serves as the perfect window through which others can see all the amenities of Alabama's beautiful Gulf Coast. Media coverage has created 14 million viewers across the globe and 29 million social media impressions. In fact, 80 percent of all visitors come from outside the state, providing an extra boost to Alabama's economy (study conducted by Auburn University economics professor Dr. Keivan Derive). Two articles discussing the economic impact of Hangout Music Festival is included herewith.

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi EVENTS - Adrenaline Shot for Coastal Mississippi - Strategic Events to Elevate the Destination Profile

Coastal Mississippi is requesting \$6.3 million over the course of three years. CM's preference is \$2,100,000 per year. Each year, portions of the amount allocated will be dedicated to each strategy of (1) funding to expand notable, successful existing events and (2) incentivizing promoters of existing established events currently being held in other markets to consider Coastal MS to host their event. Or to create a new regional event unique to the rich legacies of the Stat's three coastal counties to target new visitors by offering an "up to" amount of stop-gap funding in decreasing amounts each year to kick start the new event. The proposed allocations to both strategies over the three-year period are set forth in the attached spreadsheet.

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi EVENTS - Adrenaline Shot for Coastal Mississippi - Strategic Events to Elevate the Destination Profile

Project Timetable/Milestones

Estimated Start Date: 07/01/2022

Estimated Completion Date: 06/30/2024

Milestones

The allocations for each of the three years in which MC is requesting event-related funding is as follows, and is also set forth in an attached spreadsheet:

STRATEGIC EFFORT REASONING	2022 ALLOCATION	2023 ALLOCATION	2024 ALLOCATION
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STRATEGY 1

Expansion of Events	\$400,000	\$400,000	\$400,000
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Providing funding for the expansion of success existing events

STRATEGY 2

Incentivizing & Creating of Events	\$1,700,000	\$1,700,000	\$1,700,000
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Creating compelling incentives to promoters to establish events successful in other markets here in Coastal MS or to create a new region-wide event to attract new visitors that will be unique to the rich legacies of the State's three coastal counties by offering stop-gap funding in decreasing amounts each year to kick start the event and ensure successful return on investment for following years.

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi EVENTS - Adrenaline Shot for Coastal Mississippi - Strategic Events to Elevate the Destination Profile

Funding Section	
GCRF Funds Requested	\$2,100,000
Total Matching Funds	\$420,000
Overall Total Funds	\$2,520,000
Applied For Matching Sources	RESTORE Act
Secured Matching Sources	CM's budgeted marketing funds, together with reserves, will provide a 20% match of any funds awarded hereunder.
Previously Funded with GCRF Funds	No
Legislative Session	

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi EVENTS - Adrenaline Shot for Coastal Mississippi - Strategic Events to Elevate the Destination Profile

Multi-Phase Project/Employment	
Multi-Phase Project	No
Total Number of Phases	
Which Phase Is This	
Description of all phases	
Current Full-Time Employment	0
Increase in Full-Time Employ from Project	0
Total Full-Time Employment	0

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi EVENTS - Adrenaline Shot for Coastal Mississippi - Strategic Events to Elevate the Destination Profile

Legislative Priorities Met Section	
Priority	Description
1	Will impact the long-term competitiveness of the region and may result in a significant positive impact on tax base, private sector job creation and private sector investment in the region
2	Demonstrates the maximum long-term economic benefits and long-term growth potential of the region based on a financial analysis such as a cost-benefit or a return-on-investment analysis
3	Demonstrates long-term financial sustainability, including clear performance metrics, over the duration of the project
4	Leverages or encourages leveraging of other private sector, local, state, and federal funding sources with preference to projects that can demonstrate contributions from sources other than BP settlement funds
5	Supported by multiple government or private sector entities
7	Enhances the quality of life/place and business environment of the region, including tourism and recreational opportunities
8	Expands the region's ability to attract high-growth industries or establishes new high-growth industries in the region
9	Leverages or further enhances key regional assets, including educational institutions, research facilities, ports, airports, rails, and military bases
10	Transformational for the future of the region but creates a wider regional impact
14	Enhances research and innovative technologies in the region
15	Provides outcome and return on investment measures, to be judged by clear performance metrics, over the duration of the project or program

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi EVENTS - Adrenaline Shot for Coastal Mississippi - Strategic Events to Elevate the Destination Profile

Project Summary Section

Application Project Summary Description

As discussed in Section 2, CM's first strategy is to provide funding to support the expansion of existing events to their full potential by the addition and promotion of event components such as entertainment, celebrities, venues, programming, etc. that will increase visitor demand and exposure in new markets.

CM's second strategy is to attract promoters of events that have proven successful in other markets and can be implemented in Coastal MS. Hangout Music Fest in Gulf Shores is a regional example that can be replicated within the Coastal Mississippi market, given the similar assets. Or the establishment of a novel and compelling event throughout Coastal Mississippi to attract new visitors by offering stop-gap funding in decreasing amounts each year.

One vision of a new event is "Marine Week," which will celebrate the widespread industries influenced by and integral to the biodiversity of Coastal Mississippi, elevating the profile of nature/eco-tourism. One goal of Marine Week is to implement and foster a synergy between partners in the region by demonstrating nature's influence in the overall portfolio of opportunities for visitors in our region. Marine Week will engage three audiences, including media, public officials, and the public. CM would work in partnership with the University of Southern Mississippi Gulf Coast Research Lab (USM), the Mississippi Department of Marine Resources (DMR), Mississippi State University Coastal Research and Extension Center (MSU), Institute for Marine Mammal Studies (IMMS), Grand Bay Coastal Resources Center, NOAA at Stennis Space Center, Wildlife Mississippi, The Mississippi Aquarium, and others, with the goal of attracting new visitors to Coastal Mississippi.

Leading up to the week-long event, CM will host media events and pitch features in general interest, travel, nature-based, science, culture, historic, culinary and a myriad of other publications and media outlets. Targeted tours will encourage walking, boating, birding, sightseeing and more. Hands-on stewardship and demonstrations will take place at high-quality nature sites such as the Pascagoula River Audubon Center, the Sandhill Crane Refuge, Gulf Islands National Seashore, and others. An emphasis on celebrating local art and cuisine will increase interest in the week-long event. Marine Week will include daily activities and celebrations in each coastal county, featuring recreational, culinary, historical, and educational attributes. By creating a new annual event, CM will be able to reach new visitors with the potential to inspire repeat visits and the potential to stay longer each year.

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi EVENTS - Adrenaline Shot for Coastal Mississippi - Strategic Events to Elevate the Destination Profile

Legislative Priorities:

Funding for the three events-related strategies meet, at a minimum, the following Legislative Priorities, with the numerical Priority numbers corresponding to those in Section 6 of this application:

1. Events draw visitors to Coastal Mississippi, resulting in a positive impact on the tax base, private sector job creation, and private sector investment in the region. See 2020 Visit Mississippi Tourism Economic Contribution research attached.
2. The support of new and established events affords an opportunity to realize both short-term and long-term growth based upon cost-benefit and return on investment analyses. Event success and impacts are readily discernible, based in part on registrations, attendance, and room nights within a designated time frame. Existing events, such as Cruisin' the Coast, continue to grow, evidencing that once people are drawn to the Mississippi Coast, they return, and also spread news of the events on social media and by word of mouth. Attracting visitors to events correlates to regional growth, with the growth, in turn, enabling more and larger events, thus maximizing the return on investment.
3. The existing events to be supported with additional funding for their expansion have established their sustainability or potential for future sustainability. The goal of this funding is to expand the scope and further the success of these events, which are vitally important to the region's economy, the hospitality industry, and thousands of families supported thereby. The second prong of requested funds is to replicate events which have proven successful and sustainable in other regions with similar attributes as Coastal MS and to create novel events such as a possible Marine Week, that will market the unique characteristics of Coastal Mississippi, with success determined by quantifiable performance metrics.
4. The local private sector has readily supported existing events, and recognizes the necessity of events, particularly those in the off-season, as paramount to their annual success. Sponsorships and partnerships play an important role in these events and repeat local industry support is evidence of a positive return on investment. Partners in the proposed Marine Week will include not only those in the private sector, but the public and educational sectors as well, as discussed above.
5. CM is a tri-county commission tasked, in part, to bring into favorable notice the tourism related opportunities in Hancock, Harrison and Jackson Counties. By its nature, it is supported by multiple government entities, and CM also partners with private sector entities, frequently in connection with events.

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi EVENTS - Adrenaline Shot for Coastal Mississippi - Strategic Events to Elevate the Destination Profile

7. Given Coastal Mississippi's heavy reliance on the tourism industry, any funds designated for marketing this area and its premier events will directly impact Coastal Mississippi, its residents, its businesses, and the State. Specific monetary impacts are detailed in the Tourism Economics study. The livelihood and stability of thousands of families in Coastal Mississippi depend on visitors to the region, and events categorically bring those visitors.
8. Tourism is a high-growth industry which would be supported by an award of the grant to grow events in Coastal Mississippi. Further, Marine Week would serve Coastal Mississippi's vast eco-tourism industry, thus serving both the tourism and ecology industries.
9. An award of the requested grant will benefit regional assets, both tourism-affiliated and other assets not traditionally tourism-related. Event attendance results in increased air travel, benefiting the Gulfport-Biloxi Regional Airport. Marine Week would benefit partners in tourism, as well as USM, DMR, MSU, IMMS, NOAA at Stennis Space Center, and others, in their endeavors to preserve and educate. Ultimately, increased tax receipts can be used to upgrade and beautify local facilities, thereby enhancing visitors' experiences.
10. While the events will be based in Hancock, Harrison and Jackson Counties, attendees will often arrive by automobile, thereby seeing and spending money in other regions within the state. Further, dollars spent attending events will ultimately benefit the local counties as well as other regions statewide in Mississippi.
14. While other events also serve to enhance research and innovative technologies, Marine Week will have a specific focus on marine and eco-related tourism, thus enhancing the research abilities of partners such as those identified in number 9, above.
15. Measurable returns on investment are calculable and verified based upon numerous factors, including digital results from bookings, registrations, and tax revenue.

COASTAL MISSISSIPPI EVENTS PROPOSED ALLOCATION				
STRATEGIC EFFORT	2022 ALLOCATION	2023 ALLOCATION	2024 ALLOCATION	REASONING
STRATEGY 1 <i>Maximizing the potential of notable, existing events through the funding of expansion</i>	\$400,000	\$400,000	\$400,000	Providing support to expand the scope of existing events to help elevate the destinations event profile. Initiatives could include increasing the level of entertainment offered at Cruisin' the Coast, adding celebrity programming for Peter Anderson Arts and Crafts Festival to expand audiences and media coverage.
STRATEGY 2 Incentivizing promoters of existing, established events from other markets to consider Coastal MS as a host or creating a regional event unique to the rich legacies of the State's three coastal counties	\$1,700,000	\$1,700,000	\$1,700,000	Creating an incentive for promotes to consider Coastal MS for successful events produced in other markets such as the NFL Draft and New Orleans Jazzfest which draw multitudes of visitors and national media coverage showcasing the host destination; or developing a new region-wide week-long series of events perhaps to showcase Coastal Mississippi's widespread maritime culture and history; to attract new visitors by offering an "up to" amount of stop-gap funding.
Budget	\$2,100,000	\$2,100,000	\$2,100,000	
Match	\$420,000	\$420,000	\$420,000	
TOTAL INVESTMENT	\$2,520,000	\$2,520,000	\$2,520,000	



An Empirical Assessment of the Economic Impact of the 2016 Cruisin' The Coast Special Event on Local and State Economies

Prepared for:
Cruisin' the Coast, Inc.

The Bradley Research Group, LLC
An Applied Research and Decision Analytics Firm

CELEBRATING
20
Years of
Cruisin'!





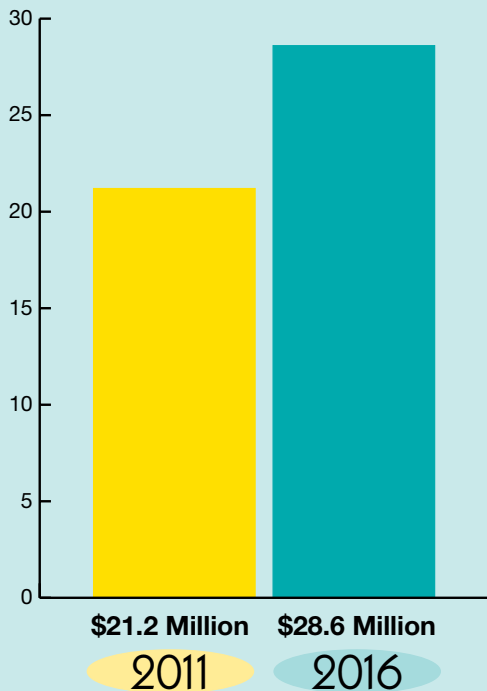
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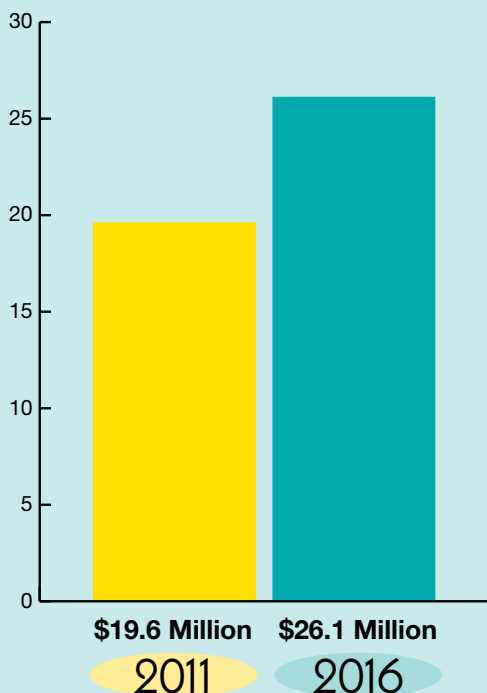


Executive Summary

Total Economic Impact of the 2016 Cruisin' The Coast Event on the State of Mississippi



Total Economic Impact of the 2016 Cruisin' The Coast Event on the Mississippi Gulf Coast



\$ The total economic impact of the 2016 Cruisin' The Coast event on the State of Mississippi was approximately \$28.6 million, as compared to \$21.2 million in 2011.

\$ The 2016 Cruisin' The Coast economic impact on the State of Mississippi represents a cumulative increase of approximately 35% over the same measure in 2011. Generally, this equates to an annual economic impact growth rate of the event that far outpaced the annual economic growth rates of the nation, state, or region during the same time frame.

\$ The total economic impact of the 2016 Cruisin' The Coast event on the Mississippi Gulf Coast was approximately \$26.1 million, as compared to \$19.6 million in 2011.

\$ The derived total number of non-local visit days from registrants and spectators combined was approximately 180,000, as compared to approximately 120,000 in 2011. Of note, visit days is a primary driver of overall spending relative to the event.

\$ The most impacted sectors on the Mississippi Gulf Coast were as follows:

- Food services and drinking places
- Hotels and motels, including casino hotels
- Amusement parks, arcades, and gambling industries
- Retail stores – General merchandise
- Retail stores – Food and beverage
- Retail stores – Gasoline stations
- Retail stores – Motor vehicle and parts
- Other amusement and recreation industries

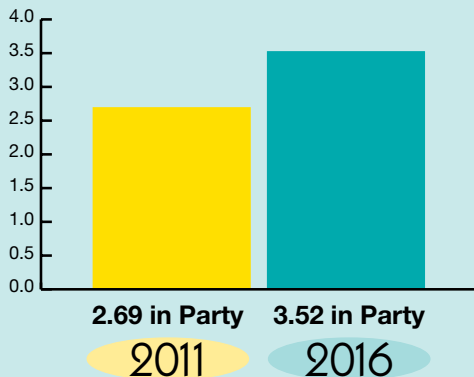
It is important to note that some of the benefits of staging Cruisin' The Coast annually are not captured in this study.

- \$ First, it is likely that some of the participants, or other visitors who are attracted to the event as spectators, will return for additional visits at other times of the year.
- \$ Second, we have not included the value of additional goodwill generated by the 2016 Cruisin' The Coast event.
- \$ Third, we know that new participants are likely to return to their places of residence to report positively to their friends and family about both the event and about other area attractions. This word of mouth advertising is exceedingly valuable, yet not captured in this study.
- \$ Also of note, no local spending was included in the model although it could be theoretically argued that some was additive and a portion of local disposable income stayed in the local economy because of the event.
- \$ Conversely, we also do not account for suppressed revenue within certain sectors due to the event. For example, if excessive traffic caused suppressed spending in certain areas of the Mississippi Gulf Coast, this dilutive effect is not accounted for in the cumulative economic impact forecast for this event.

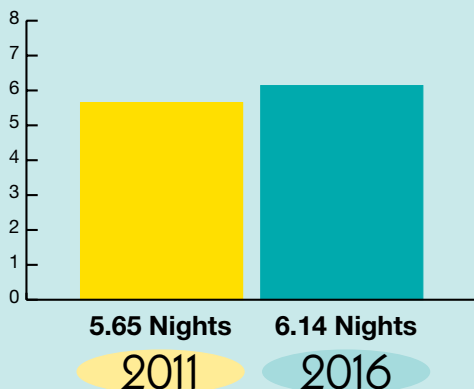


Comparative Analysis – 2016 vs. 2011

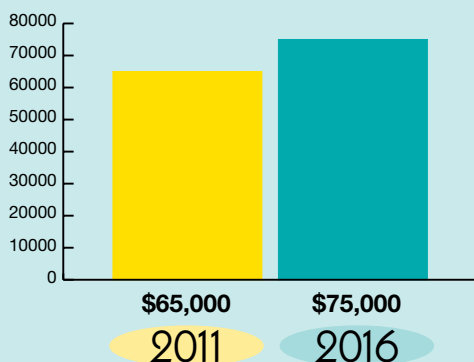
Non-Local Registrants Average Number in Travel Party



Non-Local Registrants Average Number of Nights Stayed



Non-Local Registrants Median Household Income



- \$ For non-local registrants, the average number of event participation days in 2016 was 5.84 as compared to 5.82 in 2011.
- \$ For non-local registrants, the average number in the travel party in 2016 was 3.52 as compared to 2.69 in 2011.
- \$ For non-local registrants, the proportion of travel parties staying overnight in 2016 was 92.2% as compared to 91.3% in 2011.
- \$ For non-local registrants, the average number of nights stayed in 2016 was 6.14 as compared to 5.65 in 2011.
- \$ For non-local registrants, the median imputed age was 60 in both 2016 and 2011.
- \$ For non-local registrants, the median imputed annual household income was \$75,000 in 2016, as compared to \$65,000 in 2011.
- \$ For non-local spectators, the average number of event participation days in 2016 was 4.65 as compared to 4.06 in 2011.
- \$ For non-local spectators, the average number in the travel party in 2016 was 4.31 as compared to 3.58 in 2011.
- \$ For non-local spectators, the proportion of travel parties staying overnight in 2016 was 76.4% as compared to 67.6% in 2011.
- \$ For non-local spectators, the average number of nights stayed in 2016 was 4.55 as compared to 4.19 in 2011.
- \$ For non-local spectators, the median imputed age was 52 in both 2016 and 2011.
- \$ For non-local spectators, the median imputed annual household income was \$65,000 in both 2016 and 2011.

Introduction

The primary purpose of this research was to determine, with some degree of certainty, the economic impact of the 2016 Cruisin' The Coast special event on the three Mississippi coastal counties. The event was held on the Mississippi Gulf Coast during the week of October 2-9. Since the selected area of impact affects the aggregate outcome, the macroeconomic impact assessment of the event was also conducted for the State of Mississippi.

Prior to determining the impact on any of the three aforementioned areas, primary quantitative probability research was conducted by surveying both event registrants and non-registered visitors (e.g., spectators). The fundamental purpose of the survey research was to infer total expenditures attributable to the event. The final result yielded an estimate of the direct, indirect, and induced economic impacts on the primary, secondary, and tertiary areas of impact.

In addition to the economic impact assessment, information was gathered from both registered and non-registered visitors regarding trip characteristics, attitudes, and loyalty toward the event, and various demographic characteristics. It is anticipated that the information contained in this section will be beneficial to event organizers when marketing the event to future participants, vendors, public-private partnerships, municipalities, counties, and the State of Mississippi.

Sampling Methodology

A literature review to identify previous research similar in scope was undertaken. Based on the findings from the secondary research and previous experience in this area, the research was designed as discussed and the data collection instruments for the primary probability research was created by The Bradley Research Group based on the objectives of the research. Please note that separate data collection instruments were created for event registrants and non-registered visitors (please see the Exhibits section).

Event organizers administered the questionnaire distribution and data collection for event registrants. Specifically, a questionnaire was included in the registrant's packet of information that was picked up at the time of registration. Each registrant that completed and returned the survey was eligible for inclusion in a cash drawing of \$1,000. Subsequently, registered respondents were selected at random from the population of completed questionnaires. The adjusted sample size was $n = 500$ for non-local registrants. At the 90% confidence level, the proportional margin of error is $\pm 3.68\%$ in the worst case.

Representatives of The Bradley Research Group administered the questionnaire distribution and data collection for non-registered visitors to the event. Specifically, data for this group were collected randomly at event throughout the week. The adjusted sample size was $n=516$. At the 90% confidence level, the proportional margin of error is $\pm 3.62\%$ in the worst case.

Instrumentation



As discussed previously, the primary objective of the probability research was to determine the total amount of expenditures from both registered participants and non-registered visitors whose primary purpose for visiting the Mississippi Gulf Coast was Cruisin' The Coast. The secondary objective of the probability research was to assess trip characteristics, attitudes and loyalty toward the event, and various demographic characteristics of both groups. Notably, the descriptive information in the body of the report is presented in the aggregate and separated between registered participants and non-registered visitors.

In order to accomplish these objectives, the registrants and non-registered visitors were asked a series of questions to determine the following:

1. The number of adults and children in immediate travel party;
2. The number of days and nights spent on the Mississippi Gulf Coast for the event;
3. The expenditures in a number of pre-defined categories (e.g., lodging, souvenirs, restaurants and bars, food and drink at local convenience and grocery stores, gasoline diesel, casino gaming, other entertainment, other retail, and other expenses).
4. The performance ratings of the event;
5. Attitudes related to both the transactional and perceptual components of event loyalty; and
6. Various demographic characteristics (i.e., age, annual household income, and place of residence).

Respondent Characteristics

Non-Local Registrants

Non-local registrants were asked how many people were in their immediate travel party. The mean number in the travel party was 3.52, with a normalized range of 1 to 7 people (Question 1).

Table 1

Non-Local Registrants

How many people in your immediate travel party?

	2016	2011
Mean	3.52	2.69
Normalized Range	1 - 7	1 - 5

When asked how many days they planned to participate in the event, plurality (29.2%) of respondents answered seven days. The mean number of days was 5.84, with a range of 1 day to 8 days (Question 2).

Table 2

Non-Local Registrants

How many days do you plan to participate in the Cruisin' The Coast event?

	2016	2011
Mean	5.84	5.82
Normalized Range	1 - 8	1 - 8

When non-local registrants were asked if they were spending one or more nights on the Mississippi Gulf Coast for the event, the vast majority (92.2%) indicated in the affirmative (Question 3).

Table 3

Non-Local Registrants

Overnight guest?

Response	2016	2011
Yes	92.2%	91.3%
No	7.8%	8.7%

Of those non-local registrants staying overnight, the plurality (36.9%) were staying at a non-casino hotel, followed by casino hotel (20.5%), and campground (12.0%) (Question 4).

Table 4
Non-Local Registrants
Where are you staying?

Response	2016	2011
Non-casino hotel	36.9%	42.6%
Casino hotel	20.5%	19.6%
Campground	12.0%	13.5%
Other	11.0%	6.7%
Friends/Relatives	10.2%	6.9%
Condominium	9.4%	10.7%

When asked how many nights they planned to spend on the Mississippi Gulf Coast, the plurality (16.6%) of respondents answered four nights. The mean number of nights was 6.14, with a median of 5.00 (Question 5).

Table 5
Non-Local Registrants
How many nights do you plan to stay?

	2016	2011
Mean	6.14	5.65
Median	6.00	5.00

The average amount spent on lodging per night by non-local residents was \$133.38.

When asked if Cruisin' the Coast was their primary reason for the visit, the vast majority (98.4%) of the respondents indicated in the affirmative (Question 7).

Table 6
Non-Local Registrants
Was Cruisin' The Coast the primary reason for your visit?

Response	2016	2011
Yes	98.4%	99.8%
No	1.6%	0.2%

Non-local registrants were asked how much they planned to spend during their entire visit in a group of collectively exhaustive categories. Please see the table below for the mean expenditures of non-local registrant travel parties (Question 8).

Table 7
Non-Local Registrants
Trip Expenditure Estimates

Response	2016	2011
Restaurants & bars	\$448.03	\$413.86
Souvenirs and other merchandise	\$236.11	\$195.99
Casino gaming	\$227.44	\$251.87
Gasoline/Diesel	\$188.26	\$233.75
Food and drink at local stores	\$120.57	\$126.99
Other retail	\$64.86	\$71.56
Other expenses	\$45.04	\$107.00
Other entertainment	\$30.81	\$34.64

In order to better understand attitudes and perceptions toward the event, non-local registrants were asked to rate six Cruisin' The Coast attributes on a 5-point Likert scale from 5-Excellent to 1-Poor (Question 9). Please see tables 8-13 for the outcomes.

Table 8
Non-Local Registrants
Registration Process

Response	2016	2011
Excellent	70.4%	76.7%
Good	21.6%	19.7%
Average	2.6%	2.4%
Fair	2.8%	0.6%
Poor	2.6%	0.6%
Mean	4.54	4.71
Top-Two Box	92.0%	96.4%
Bottom-Two Box	5.4%	1.2%

Table 9**Non-Local Registrants****Quality of Venue Entertainment**

Response	2016	2011
Excellent	50.6%	54.4%
Good	45.1%	38.8%
Average	3.5%	6.2%
Fair	0.8%	0.4%
Poor	0.0%	0.2%
Mean	4.45	4.47
Top-Two Box	95.7%	93.2%
Bottom-Two Box	0.8%	0.6%

Table 10**Non-Local Registrants****Safety and Security**

Response	2016	2011
Excellent	61.2%	65.3%
Good	35.8%	31.9%
Average	2.4%	2.6%
Fair	0.6%	0.2%
Poor	0.0%	0.0%
Mean	4.57	4.62
Top-Two Box	97.0%	97.2%
Bottom-Two Box	0.6%	0.2%

Table 11**Non-Local Registrants****Overall Hospitality**

Response	2016	2011
Excellent	77.0%	79.9%
Good	21.8%	18.4%
Average	1.0%	1.3%
Fair	0.2%	0.4%
Poor	0.0%	0.0%
Mean	4.76	4.78
Top-Two Box	98.8%	98.3%
Bottom-Two Box	0.2%	0.4%

Table 12
Non-Local Registrants
Overall Value of Event

Response	2016	2011
Excellent	64.1%	72.0%
Good	32.9%	25.2%
Average	2.2%	2.8%
Fair	0.4%	0.0%
Poor	0.4%	0.0%
Mean	4.60	4.69
Top-Two Box	97.0%	97.2%
Bottom-Two Box	0.8%	0.0%

Table 13
Non-Local Registrants
Overall Experience

Response	2016	2011
Excellent	67.0%	72.8%
Good	30.5%	25.9%
Average	2.0%	1.1%
Fair	0.4%	0.2%
Poor	0.0%	0.0%
Mean	4.64	4.71
Top-Two Box	97.5%	98.7%
Bottom-Two Box	0.4%	0.2%

Overall satisfaction was measured on a 5-point Likert scale ranging from 5-Very satisfied to 1-Very dissatisfied. A very high 97.4% of the registrants indicated that they were either satisfied or very satisfied with the event (Question 10).

Table 14
Non-Local Registrants
Overall Satisfaction

Response	2016	2011
Very satisfied	68.2%	74.8%
Satisfied	29.2%	24.2%
Neither satisfied or dissatisfied	2.0%	0.6%
Dissatisfied	0.4%	0.4%
Very dissatisfied	0.2%	0.0%
Mean	4.65	4.73
Top-Two Box	97.4%	99.0%
Bottom-Two Box	0.6%	0.4%

Likelihood to return in a future year was measured on a 5-point Likert scale ranging from 5-Very likely to 1-Very unlikely. A very high 97.4% of the registrants indicated that they were either likely or very likely to return to the event in a future year (Question 10).

Table 15
Non-Local Registrants
Likelihood to Return

Response	2016	2011
Very likely	82.8%	91.1%
Likely	14.6%	5.9%
Neither likely nor unlikely	1.6%	1.8%
Unlikely	0.8%	0.8%
Very unlikely	0.2%	0.4%
Mean	4.79	4.86
Top-Two Box	97.4%	97.0%
Bottom-Two Box	1.0%	1.2%

Likelihood to recommend was measured on a 5-point Likert scale ranging from 5-Very likely to 1-Very unlikely. A very high 99.0% of the registrants indicated that they were either likely or very likely to recommend the event to friends and family (Question 10).

Table 16
Non-Local Registrants
Likelihood to Recommend

Response	2016	2011
Very likely	86.2%	93.1%
Likely	12.8%	6.3%
Neither likely nor unlikely	0.6%	0.4%
Unlikely	0.2%	0.2%
Very unlikely	0.2%	0.0%
Mean	4.85	4.92
Top-Two Box	99.0%	99.4%
Bottom-Two Box	0.4%	0.2%

The average age of non-local registrants was 60.0, with a range of 21 to 84.

The median household income was \$70,000-\$79,999, with a mode of \$80,000 & above.

The plurality (30.8%) of non-local respondents were from Louisiana, followed by Mississippi (17.2%), Texas (12.2%), and Alabama (8.2%). Notably, registrants from 26 states were represented in the study.

Respondent Characteristics

Non-Local Non-Registered Visitors (Spectators)

Non-local spectators were asked how many people were in their immediate travel party. The mean number in the travel party was 4.31, with a normalized range of 1 to 6 people (Question 1).

Table 17

Non-Local Spectators

How many people in your immediate travel party?

	2016	2011
Mean	4.31	3.58
Normalized Range	1 - 6	1 - 6

When asked how many days they planned to participate in the event, plurality (23.1%) of respondents answered four days. The mean number of days was 4.65, with a range of 1 day to 8 days (Question 2).

Table 18

Non-Local Spectators

How many days do you plan to participate in the Cruisin' The Coast event?

	2016	2011
Mean	4.65	4.06
Normalized Range	1 - 8	1 - 8

When non-local registrants were asked if they were spending one or more nights on the Mississippi Gulf Coast for the event, the vast majority (76.4%) indicated in the affirmative (Question 3).

Table 19

Non-Local Spectators

Overnight guest?

Response	2016	2011
Yes	76.4%	67.6%
No	23.6%	32.4%

Of those non-local registrants staying overnight, the plurality (43.0%) were staying at a non-casino hotel, followed by casino hotel (23.4%), and friends and relatives (12.1%) (Question 4).

Table 20
Non-Local Spectators
Where are you staying?

Response	2016	2011
Non-casino hotel	43.0%	32.4%
Casino hotel	23.4%	25.2%
Friends/Relatives	12.1%	19.8%
Campground	9.4%	12.6%
Condominium	6.6%	3.7%
Other	5.5%	6.3%

When asked how many nights they planned to spend on the Mississippi Gulf Coast, the plurality (22.2%) of respondents answered four nights. The mean number of nights was 4.19, with a median of 3.00 (Question 5).

Table 21
Non-Local Spectators
How many nights do you plan to stay?

	2016	2011
Mean	4.55	4.19
Median	4.00	3.00

The average amount spent on lodging per night by non-local residents was \$140.18.

When asked if Cruisin' The Coast was their primary reason for the visit, the vast majority (94.6%) of the respondents indicated in the affirmative (Question 7).

Table 22
Non-Local Spectators
Was Cruisin' the Coast the primary reason for your visit?

Response	2016	2011
Yes	94.6%	96.5%
No	5.4%	3.5%

Non-local spectators were asked how much they planned to spend during their entire visit in a group of collectively exhaustive categories. Please see the table below for the mean expenditures of non-local registrant travel parties (Question 8).

Table 23
Non-Local Spectators
Trip Expenditure Estimates

Response	2016	2011
Restaurants & bars	\$375.78	\$234.05
Casino gaming	\$288.57	\$253.46
Other expenses	\$180.01	\$24.58
Gasoline/Diesel	\$163.97	\$149.90
Souvenirs and other merchandise	\$146.92	\$156.35
Food and drink at local stores	\$114.24	\$113.01
Other retail	\$56.77	\$24.01
Other entertainment	\$16.46	\$13.04

Overall satisfaction was measured on a 5-point Likert scale ranging from 5-Very satisfied to 1-Very dissatisfied. A very high 97.0% of the spectators indicated that they were either satisfied or very satisfied with the event (Question 10).

Table 24
Non-Local Spectators
Overall Satisfaction

Response	2016	2011
Very satisfied	78.3%	77.6%
Satisfied	19.0%	19.6%
Neither satisfied or dissatisfied	2.5%	1.4%
Dissatisfied	0.0%	1.4%
Very dissatisfied	0.2%	0.0%
Mean	4.75	4.73
Top-Two Box	97.0%	97.2%
Bottom-Two Box	0.2%	1.4%

Likelihood to return in a future year was measured on a 5-point Likert scale ranging from 5-Very likely to 1-Very unlikely. A very high 95.9% of the spectators indicated that they were either likely or very likely to return to the event in a future year (Question 10).

Table 25
Non-Local Spectators
Likelihood to Return

Response	2016	2011
Very likely	81.4%	79.7%
Likely	14.5%	12.6%
Neither likely nor unlikely	3.9%	5.6%
Unlikely	0.2%	0.7%
Very unlikely	0.0%	1.4%
Mean	4.77	4.69
Top-Two Box	95.9%	92.3%
Bottom-Two Box	0.2%	2.1%

Likelihood to recommend was measured on a 5-point Likert scale ranging from 5-Very likely to 1-Very unlikely. A very high 97.1% of the spectators indicated that they were either likely or very likely to recommend the event to friends and family (Question 10).

Table 26
Non-Local Spectators
Likelihood to Recommend

Response	2016	2011
Very likely	84.3%	82.5%
Likely	12.8%	14.0%
Neither likely nor unlikely	1.7%	2.1%
Unlikely	1.2%	0.0%
Very unlikely	0.0%	1.4%
Mean	4.80	4.76
Top-Two Box	97.1%	96.5%
Bottom-Two Box	1.2%	1.4%

The average age of non-local spectators was 51.6, with a range of 20 to 86.

The median household income was \$60,000-\$69,999, with a mode of \$60,000-\$69,999.

The plurality (26.9%) of non-local spectators were from Louisiana, followed by Mississippi (24.2%), Alabama (10.1%), Texas (9.1%), and Florida (7.6%). Notably, non-local spectators from 30 states and England were represented in the study.

Economic Impact

This section of the report presents an assessment of the economic impact of the 2016 Cruisin' The Coast event on both the Mississippi Gulf Coast economy and on the State of Mississippi economy as a whole. The analysis includes an estimate of direct, indirect, and induced impacts. The sum of the aforementioned components is considered the total economic impact.

The direct impact includes business revenue, income, and employment created by expenditures made to stage the event, and by the expenditures made by the registrants and spectators of the event. The indirect impact is derived from revenue and income created within other public or private sector organizations that either supply products and services to the Cruisin' The Coast organization, or sell products and services to registrants and spectators who are drawn to the area for the event. The induced impact includes additional revenue and income generated by consumer spending by those whose incomes are attributable, all or in part, to event activities. These impacts were measured in terms of their effects on business revenue, income, employment, and on state and local government tax revenues.

Purpose, Scope, and Methodology

The purpose of this component of the study is to measure the economic impact of Cruisin' the Coast on (a) the economy on the Mississippi Gulf Coast (i.e., Hancock, Harrison, and Jackson counties), and (b) the economy on the State of Mississippi. The impact analysis was conducted utilizing three distinct steps. First, expenditures by the Cruisin' The Coast organization was obtained and allocated to the appropriate industrial sectors recognized by the economic modeling system. Second, spending by registrants and their guests, and other non-registered spectators were estimated by the aforementioned direct random sample survey conducted by The Bradley Research Group. Finally, regional economic models were built for the Mississippi Gulf Coast region and for the State of Mississippi utilizing the IMPLAN system, version 3.0.

Through the utilization of IMPLAN model and Type II multipliers, impacts associated with all categories of initial spending were estimated in terms of the effects on revenue, income and state and local government tax revenues. Type II multipliers capture the original expenditures resulting from the impact, the indirect effects of industries buying from industries, and the induced effects of household expenditures based on information in the social account matrix. Also, they account for Social Security, Federal, and State income tax leakage, institutional savings, commuting, and inter-institutional transfers. Whenever appropriate, the IMPLAN software applies margins to convert purchaser prices to producer prices. The entire analysis was conducted using select industrial sectors appropriate to initial spending sectors.

Impact on Business Revenues

The data below in Table 27 depict direct, indirect, induced and total effects of the 2016 Cruisin' The Coast event on business revenues, with multipliers, for the Mississippi Gulf Coast and the State of Mississippi economies, respectively.

Table 27

Non-Local Registrants and Spectators

Economic Impact of Cruisin' the Coast on Revenue

Study Area	Direct	Indirect	Induced	Total
Mississippi Gulf Coast	\$18,915,732	\$3,545,530	\$3,667,205	\$26,128,467
State of Mississippi	\$18,915,732	\$4,563,768	\$5,115,018	\$28,594,518

Notably, the direct effects represent the actual amounts spent by event organizers and promoters plus estimated expenditures by participants and non-registered visitors relative to the event. These expenditures generated additional revenue for businesses located in the Mississippi Gulf Coast counties. The indirect effects are the changes in sales within businesses that supplied goods and services to tourism-related firms in the region that received those direct expenditures. For example, hotels purchase a variety of goods and services in the local area in order to produce a night of lodging. Each business that provides goods or services to hotels benefits indirectly from visitor spending in hotels. Referencing Table 27, we note that indirect accounted for additional revenue of \$3,545,530 for businesses on the Mississippi Gulf Coast, and \$4,563,738 for businesses located throughout Mississippi. The figure is higher for the State of Mississippi than for the coastal region because the larger area encompasses a greater number of suppliers of goods and services.

The induced effects are changes in revenue that result from household spending of income earned either directly or indirectly from spending by event organizers and by visitor spending. Employees in firms that benefit directly or indirectly from the event spend their income in the local region creating additional sales and economic activity. For example, owners and employees of restaurants, casinos, retail outlets, and entertainment venues whose incomes are partially attributable to the event, spend for a typical market basket of consumables. Their expenditures create multiple rounds of revenue and income for a wide range of other businesses in the region. Specifically, Table 27 depicts this induced effect to be \$3,667,205 for the Mississippi Gulf Coast, and \$5,115,018 for Mississippi.

The total effects are determined by adding direct, indirect, and induced impacts. Thus, for the Mississippi Gulf Coast counties, the 2016 Cruisin' The Coast event generated additional revenue of \$26,128,467. For the Mississippi economy, the event had an estimated impact of \$28,594,518.

The revenue multipliers were 1.39 the Mississippi Gulf Coast and 1.51 for the State of Mississippi. These multipliers capture the total of direct, indirect, and induced effects. For example, the revenue multiplier of 1.38 for the Mississippi Gulf Coast means that total additional revenue generated by the event is 1.38 times higher than the direct spending attributable to the event. In other words, for each \$1,000 spent by a visitor to the event, we can expect an additional \$380 in spending due to indirect and induced effects. Notably, the effects on Mississippi's economy are greater. Considering the broader area of impact, each additional \$1,000 spent by a visitor to the event is expected to generate an additional \$510 in spending due to indirect and induced effects.

Impact on Income

Table 28 depicts the economic impact of the 2016 Cruisin' The Coast event on income. To analyze these results, we utilize the same definitions of direct, indirect, and induced effects given in the previous section of this report.

Table 28
Non-Local Registrants and Spectators
Economic Impact of Cruisin' The Coast on Income

Study Area	Direct	Indirect	Induced	Total
Mississippi Gulf Coast	\$6,645,287	\$1,118,114	\$1,161,251	\$8,924,652
State of Mississippi	\$6,457,888	\$1,334,056	\$1,567,459	\$9,359,403

As depicted in Table 27, for the Mississippi Gulf Coast, the event boosted income by almost \$9 million. In other words, direct increases in income of over \$6.6 million accounted for over \$1.1 million in indirect effects and almost \$1.2 million in additional induced income, to reach that total. Each additional \$1,000 of income attributable to the event accounted for another increment in income of approximately \$340. Along those lines, for the State of Mississippi, the event means approximately \$9.4 million in total additional income. For the state, each \$1,000 of additional income generated directly stimulated another \$449 due to indirect and induced effects.

Impact on Employment

The data in Table 29 depict the employment effects for the 2016 Cruisin' The Coast event. Utilizing data for the study region, we estimated jobs to sales ratios for each of the relevant sectors in which spending occurred due to the event. The ratio of jobs to sales is the number of jobs required to produce a specified level of sales. For example, a ratio of 20 jobs per \$1 million in sales in a particular industry would suggest that it would take 20 jobs to produce \$1 million in sales for that sector. We utilized this approach to generate the direct employment effects in Table 29. The indirect and induced effects were generated using standard IMPLAN modeling techniques employed throughout this inquiry.

Table 29
Non-Local Registrants and Spectators
Economic Impact of Cruisin' the Coast on Employment

Study Area	Direct	Indirect	Induced	Total
Mississippi Gulf Coast	198	26	30	254
State of Mississippi	211	32	41	284

With reference to Table 29, we estimate that the Cruisin' The Coast event accounted for the equivalent of 254 additional jobs on the Mississippi Gulf Coast, and 284 additional jobs in the State of Mississippi. It must be noted that much of the work done to stage the event is accomplished using a vast array of unpaid volunteers. That fact undoubtedly reduces the actual direct employment impact to a figure less than that shown in Table 29. However, it is equally important to note that the economic impact of this event is much greater per dollar spent for staging the event, than if all work performed was compensated in some manner. For those entities who financially support the event, the leverage is much larger due to the significant contributions made by volunteers.

Impact on State and Local Government Tax Revenues

Table 30 depicts estimates of incremental state and local government tax revenues that are attributable to the 2016 Cruisin' The Coast event. These amounts include the total impact on sales, incomes, and other bases for tax revenue generation, not just the direct expenditures of visitors to the event. Also, it should be noted that these estimates do not include any impact on school tax revenue even though that impact is undoubtedly positive. The exclusion of these effects is due to limitations of the model that cannot account for differences in tax rates across different school districts.

As depicted in Table 30, the primary tax effect of the event is an increment to sales tax revenue. We estimate that the event generated over \$998 thousand in additional sales tax revenues collected from entities in the coastal counties by the State of Mississippi and by the various taxing authorities in those same countries. For the entire state, the comparable figure is more than \$1 million. The total estimated increments to tax revenues attributable to the event were \$1,946,217 for the Mississippi Gulf Coast.

Table 30
Non-Local Registrants and Spectators
Economic Impact of Cruisin' the Coast on Government Tax Revenues

Type of Tax	Gulf Coast	Statewide
Sales Tax	\$998,569	\$1,026,437
Other Indirect Business Tax (incl. property taxes)	\$793,794	\$815,884
Income Tax	\$91,496	\$100,084
Other Tax Revenues (fees)	\$62,358	\$69,330
Total Tax Revenues	\$1,946,217	\$2,011,735

Unmeasured Benefits

It is important to note that some of the benefits for staging Cruisin' The Coast annually are not captured in this study. First, it is likely that some of the participants, or other visitors who are attracted to the event as spectators, will return for additional visits at other times of the year. The effects reported in this study do not account for the impact of those repeat trips. Second, we have not included the value of additional goodwill generated by the 2016 Cruisin' The Coast event. We know that the number of event participants has grown continuously since its inception. Additionally, we know that new participants are likely to return to their respective homes to report positively to their friends and family about both the event and about other attractions in the area. The aforementioned word of mouth advertising is exceedingly valuable in that its actual value cannot be accurately measured within the scope of this inquiry. Thus, although we know it to be a positive amount, it is excluded from the analysis. Also of note, no local spending was included in the model although it could be theoretically argued that some was additive and a portion of local disposable income stayed in the local economy because of the event. If this assumption was true, including this phenomenon would have yielded a higher than reported economic impact to the Gulf Coast counties and the State of Mississippi.

It should also be noted that suppressed revenue within certain sectors are also not captured in this study. For example, if excessive traffic caused suppressed revenue in certain areas of the Mississippi Gulf Coast, this is not part of the overall cumulative economic impact forecast.



Cruisin' The Coast Economic Impact Study

We are conducting an economic impact study of the Cruisin' The Coast event, and would appreciate your participation. **If you will complete the survey by filling in the blanks or checking the appropriate circle, you will be eligible for a \$1,000 drawing to be held at the end of the event.** You do not have to be present to win the drawing. All you have to do is complete the survey and turn it into any Cruisin' The Coast stamping venue or bring it to the event registration at Cruise Central in Gulfport by 9:00 am on Sunday, October 9th.

1. Including you, how many people are in your immediate travel party? _____

2. How many days do you plan to participate in the Cruisin' The Coast event this year?
_____ days

3. Are you spending one or more nights away from home on the Mississippi Gulf Coast on this trip to Cruisin' The Coast? ☐ Yes ☐ No

If the answer is Yes, please go to Question 4 and continue.

If the answer is No, please go to question 7 and continue.

4. Where are you staying?

☐ Non-casino hotel ☐ Casino hotel ☐ Campground
☐ Condominium ☐ Friends/Relatives ☐ Other _____

5. How many nights do you plan to spend on the Mississippi Gulf Coast? _____ nights

6. On this trip, what is the amount per night that you and those in your immediate travel party will spend on overnight accommodations? \$ _____ per night

7. Was Cruisin' The Coast the primary reason for your trip? ☐ Yes ☐ No

If the answer is No, what was the primary reason for your trip? _____

8. Please estimate the amount that you and those in your immediate travel party will spend in total during your entire stay in the categories below while you are visiting the Mississippi Gulf Coast for Cruisin' The Coast.

\$ _____ Souvenirs and other merchandise (shopping)

\$ _____ Restaurants & bars

\$ _____ Food and drink at local convenience stores/grocery stores

\$ _____ Gasoline/Diesel

\$ _____ Casino gaming

\$ _____ Other entertainment (movies, concerts, other events)

\$ _____ Other retail (specify) _____

\$ _____ Other expenses (specify) _____

There's more on the other side →

9. Please rate the following regarding your experience with this year's Cruisin' The Coast:

	Excellent	Good	Average	Fair	Poor
Registration process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of venue entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety and security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall value of event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Overall how satisfied have you been with this year's Cruisin' The Coast event?

- ☐ Very satisfied
☐ Satisfied
☐ Neither satisfied nor dissatisfied
☐ Dissatisfied
☐ Very dissatisfied

11. How likely are you to make a return visit to Cruisin' The Coast next year?

- ☐ Very likely
☐ Likely
☐ Neither likely nor unlikely
☐ Unlikely
☐ Very unlikely

12. How likely are you to recommend Cruisin' The Coast to friends and family?

- ☐ Very likely
☐ Likely
☐ Neither likely nor unlikely
☐ Unlikely
☐ Very unlikely

13. What is your age? _____

14. What is your annual household income?

- ☐ Less than \$20,000 ☐ \$20,000-\$29,999 ☐ \$30,000-\$39,999 ☐ \$40,000-\$49,999
☐ \$50,000-\$59,999 ☐ \$60,000-\$69,999 ☐ \$70,000-\$79,999 ☐ \$80,000 and above

15. Where do you live?

City _____ State _____ Zip code _____

In order to be eligible for the drawing, we'll need your name and phone number. If you don't want to participate in the drawing, you don't need to fill out this information. Please note that this information will not be shared with anyone.

Name _____

Phone number _____

Please remember, to be eligible for the \$1,000 drawing to be held at the end of the event, bring the completed questionnaire to any Cruisin' The Coast stamping venue or to the event registration at Cruise Central in Gulfport by 9:00 am on Sunday, October 9th.

Thanks very much for participating in the survey!

Cruisin' The Coast Economic Impact Study - Spectators

We are conducting an economic impact study of the Cruisin' The Coast event, and would appreciate your participation. Your input is valuable to our understanding of the impact on the local economy. A clear understanding of the impact will allow us to continually improve the event for everyone.

1. Including you, how many people are in your immediate travel party? _____

2. How many days do you plan to participate in the Cruisin' The Coast event this year?
_____ days

3. Are you spending one or more nights away from home on the Mississippi Gulf Coast on this trip to Cruisin' The Coast? ☐ Yes ☐ No

If the answer is Yes, please go to Question 4 and continue.

If the answer is No, please go to question 7 and continue.

4. Where are you staying?

☐ Non-casino hotel ☐ Casino hotel ☐ Campground
☐ Condominium ☐ Friends/Relatives ☐ Other _____

5. How many nights do you plan to spend on the Mississippi Gulf Coast? _____ nights

6. On this trip, what is the amount per night that you and those in your immediate travel party will spend on overnight accommodations? \$ _____ per night

7. Was Cruisin' The Coast the primary reason for your trip? ☐ Yes ☐ No

If the answer is No, what was the primary reason for your trip? _____

8. Please estimate the amount that you and those in your immediate travel party will spend in total during your entire stay in the categories below while you are visiting the Mississippi Gulf Coast for Cruisin' The Coast.

\$ _____ Souvenirs and other merchandise (shopping)

\$ _____ Restaurants & bars

\$ _____ Food and drink at local convenience stores/grocery stores

\$ _____ Gasoline/Diesel

\$ _____ Casino gaming

\$ _____ Other entertainment (movies, concerts, other events)

There's more on the other side→

Question 8 continued

\$_____ Other retail (specify) _____

\$_____ Other expenses (specify) _____

9. Overall how satisfied have you been with this year's Cruisin' The Coast event?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied

10. How likely are you to make a return visit to Cruisin' The Coast next year?

- ☐ Very likely
- ☐ Likely
- ☐ Neither likely nor unlikely
- ☐ Unlikely
- ☐ Very unlikely

11. How likely are you to recommend Cruisin' The Coast to friends and family?

- ☐ Very likely
- ☐ Likely
- ☐ Neither likely nor unlikely
- ☐ Unlikely
- ☐ Very unlikely

12. What is your age? _____

13. What is your annual household income?

- ☐ Less than \$20,000
- ☐ \$20,000-\$29,999
- ☐ \$30,000-\$39,999
- ☐ \$40,000-\$49,999
- ☐ \$50,000-\$59,999
- ☐ \$60,000-\$69,999
- ☐ \$70,000-\$79,999
- ☐ \$80,000 and above

14. Where do you live?

City _____ State _____ Zip code _____

Thanks very much for participating in the survey!



www.cruisinthecoast.com • 1-888-808-1188

COASTAL MISSISSIPPI

2020 TOURISM ECONOMIC CONTRIBUTION REPORT

Economic Indicator	State of Mississippi	Coastal Mississippi	Coastal Mississippi Share
Visitors Expenditures	\$5.65B	\$1.86B	33%
Total Taxes	\$580.3MM	\$208.6MM	36%
Jobs	80,740	26,445	33%
Capital Investments	\$188.5MM	\$66.9MM	36%

Hangout Festival injects \$31 million into local economy, study finds

Updated Dec 2, 2013; Posted Dec 2, 2013

[Hangout Music Fest Friday Afternoon May 17, 2013](#)

By **Marc D. Anderson** | manderson@al.com

GULF SHORES, Alabama -- Proving its worth, the three-day [Hangout Music Festival](#) has essentially extended the summer season on the Alabama Gulf Coast by infusing more than \$31 million into the local economy during the traditional tourist “shoulder season” in May, according to results of an Auburn professor’s study.

M. Keivan Deravi, a professor of economics at Auburn University in Montgomery, revealed the city-funded study’s finding during Monday’s City Council meeting.

“I just looked at the Gulf Shores-Orange Beach area and the numbers are pretty impressive to be honest with you,” Deravi said.

Having done numerous economic impact studies across the state, including Airbus, Deravi said the Hangout Festival was a “unique event” that reaches well beyond the local economy.

Through the study it was reported that the festival reached an estimated 564 million people worldwide through social media, cable outlets and live-streaming video of the event.

“It is more than dollars and cents,” Deravi said. But the dollars speak volumes.

In direct spending attributed to the day-to-day operations alone, the festival had an impact of \$18.4 million, which is made up of entertainment sales, accommodation expenditures and food and other services, and it also created the equivalent of 418 full-time jobs.

The secondary spending caused by the increased demand from festival-goers outside normal business in the local economy boosted the total impact to an estimated \$31.2 million, which Deravi called “super, super conservative,” and added another 106 full-time jobs.

An interesting piece to the study is that attendance was down in 2013 study year. In the previous two years about 35,000 people attended the event while this year’s attendance was estimated at 27,000, which was partially attributed to higher fees for condo and other accommodation rentals.

Deravi said the festival has effectively pushed the traditional summer season -- Memorial Day weekend to early August -- back a week by increasing the pre-event occupancy rate for that third weekend in May from 30 percent to 90 percent. The festival also targets a tourism

market not usually tapped by Alabama's Gulf beaches, including Atlanta, Chicago and Dallas. Of the 27,000 concertgoers, 80 percent reported that they were from out of state.

In order to pull off the event that businessman founded and organizes, the report estimated that roughly \$13 million was spent on the 2013 festival. Of that total, an estimated \$9 million was spent locally, including reimbursing the city \$132,000 for its services.

Mayor Robert Craft said the festival helped the area rebound from the 2010 oil spill as the Deepwater Horizon rig exploded the month before the inaugural festival kicked off. The concert spawned performances later that summer by superstar Jimmy Buffett, rocker Jon Bon Jovi and award-winning country artist Brad Paisley in support of the Gulf Coast and funded by BP.

"It was truly an extraordinary opportunity for us and continues to be an economic opportunity because the world knows we're open for business now," Craft said. "The economic impact it has on the community is pretty significant and our opportunity to have another weekend that is comparable to the Fourth of July as being one of our major weekends of the year that was typically a 30 percent occupancy preseason weekend has been an extraordinary economic boost to the community."

The mayor said the city continues to work closely with Zislin to protect the city's family-friendly image and reviews the festival's plans each year.

Reports of undesirable people attending the event are overstated, according to Deravi, as demographics reveal most of the concertgoers are from higher income brackets.

"I didn't see anything in the study that can validate the concern," Deravi said.

Councilman Jason Dyken touched on the area's exposure to 564 million people worldwide.

"The value of that number is priceless to this area," Dyken said. "You cannot pay for that type of exposure. Now I think it's a legitimate concern (to ask), 'Is that the exposure we want?' And we have to protect the message of that exposure and what that exposure is but to generate 546 million impressions is something that this city probably would not have an opportunity to purchase or have an opportunity to participate in an event, other than perhaps an oil spill that we don't want to participate in or a major hurricane. So that opportunity above and beyond \$31 million is significant."

During the oil spill, Deravi said he stood in the same spot in Gulf Shores' council chambers as he started to analyze the impact of the disaster.

"When oil spill happened (then) Gov. (Bob) Riley dispatched me to this area," Deravi said. "I can really truly share with you that the exposure that we received as a result of the oil spill was so negative in terms of tourism ... and that the positive exposure that we have here is a tremendous positive news for me, personally speaking."

With two more years of a five-year city commitment left, Zislin's fifth installment of the Hangout Festival is slated for May 16-18 at and around the public beach in Gulf Shores. The inaugural festival in 2010 was a one-year contract with the city approving the 5-year deal in September of that year.

Featuring four stages, the festival has attracted the likes of Paul Simon, Stevie Wonder, Foo Fighters, Red Hot Chili Peppers, Jack White, Kings of Leon and Trey Anastasio Band. The 2014 lineup will be announced early next year.

Hangout Music Fest amps up the Alabama economy to the tune of \$45 million

 alabamanewscenter.com/2019/03/25/hangout-music-fest-amps-alabama-economy-tune-45-million

March 25, 2019

Hangout Music Fest has a \$45 million economic impact on Alabama's Gulf Coast, a new report finds.

The annual music and cultural festival, which drew a high of 44,000 visitors in 2017, is responsible for supporting 581 jobs and generates \$1.8 million in local and state taxes.

The study was conducted by Keivan Deravi, professor of economics at Auburn University at Montgomery. Since starting in 2010, the festival has had an estimated \$290 million economic impact, the study found.

“While the Hangout Music Fest has long been a premier, star-studded entertainment event that brings energy to Alabama's Gulf Coast every summer, it has also become a powerful economic engine in its own right,” said Greg Canfield, secretary of the Alabama Department of Commerce. “Fans come from all over the world, and the ripple effects from their spending represent a significant contribution to the local economy.”

Other findings in the report include:

- Visitors have come from all 50 states and 19 countries to attend Hangout.
- The average age of festivalgoers is 26 with 38 percent of them falling between the ages of 25 and 35.
- An average of 82 percent of attendees stay in a hotel or condo in the area.
- More than 90 percent said they would like to visit Gulf Shores again.
- Hotels and vacation rentals in the area report an occupancy of around 90 percent during the festival.
- Direct condo and hotel bookings for the festival totaled \$600,000.

“Ten years ago, when we embarked on this endeavor, we wanted to create the best music festival in the world,” said Shaul Zislin, founder of Hangout Fest. “A decade later, Hangout is a bucket-list music vacation and receives accolades from fans and bands as the ultimate festival experience.”

This year's festival is May 16-19 and scheduled to include Khalid, The Lumineers, Vampire Weekend, Cardi B, Travis Scott, The 1975 and more than 70 additional acts. Tickets range from a three-day general admission pass for \$299 to an all-inclusive three-day VIP ticket starting at \$1,099.

Amenities include seaside beach clubs featuring a cast of up-and-coming DJs, a full-size roller-skating rink, beach volleyball, main stage inground pools and Gulf-front hammocks.



Case Verification Number: 2018323234155CG

Report prepared: 06/30/2021



Company Information

Company ID: 1154042

Company Name: MS Gulf Coast Regional
Convention & Visitors Bureau

Client Company ID: 1154042

Client Company Name: MS Gulf Coast Regional
Convention & Visitors Bureau

Employee Information

Name: Zachary Holifield

Date of Birth: 09/28/1986

U.S. Social Security Number: ***-**-2622

Employee's First Day of Employment: 11/19/2018

Citizenship Status: U.S. Citizen

Document Information

List A Document: U.S. Passport or Passport Card

Document Number: 594952239

Expiration Date: 07/18/2028

Case Information

Case Status: Closed

Case Submitted By: Cynthia Calvit

Current Case Result: Employment Authorized

Reason for Closure: Employment Authorized Auto
Close

**RESOLUTION AUTHORIZING MISSISSIPPI GULF COAST REGIONAL
CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI TO
APPLY FOR A GULF COAST RESTORATION FUND GRANT IN SUPPORT OF
THE PROPOSED COASTAL MISSISSIPPI STRATEGIC PARTNERSHIP PROGRAMS
AND TO AUTHORIZE AND ALLOCATE MATCHING FUNDS AS REQUIRED**

WHEREAS, the MISSISSIPPI GULF COAST REGIONAL CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI was created to bring into favorable notice and to unify and improve the promotion, advertising and marketing of the attractions, events, conventions and tourism related opportunities and resources on the Mississippi Gulf Coast in Hancock, Harrison and Jackson Counties; and,

WHEREAS, the promotion, advertising and marketing of and by COASTAL MISSISSIPPI produces significant economic impacts for the tourism industry and enhances the quality of life for the COASTAL MISSISSIPPI area, as well as, the entire STATE OF MISSISSIPPI; and,

WHEREAS, Senate Bill 2002 amended Section 27-103-302 of the Mississippi Code, thereby designating the Mississippi Development Authority (MDA) as administrator of funds held by the State Treasurer in a fund known as the Gulf Coast Restoration Fund (GCRF); and

WHEREAS, by way of Section 27-103-302 of the Mississippi Code, as amended, the Mississippi legislature designated certain counties within the State of Mississippi which may apply for grants of funds held in the GCRF; and

WHEREAS, Hancock, Harrison and Jackson Counties are all within the geographic area designated for GCRF grants; and

WHEREAS, COASTAL MISSISSIPPI utilizes strategic industry partners to enhance the awareness of the Mississippi Gulf Coast as a destination for business, leisure, or both, and in addition to the awareness created, these strategic partners provide valuable data, which heretofore have evidenced that such partnerships constitute proven methods of realizing both instant and long-term returns on investment; and

WHEREAS, in order to further its mission, COASTAL MISSISSIPPI desires to prepare and submit an application for a GCRF grant to provide funds for new strategic partnerships and to enhance existing partnerships, seeking \$3,600,000 over the course of three years, to be allocated as \$1,200,000 in each of years 2022, 2023, and 2024, with COASTAL MISSISSIPPI supporting the proposal by way of a twenty percent (20%) match per year for each of the three years.

NOW, THEREFORE, upon motion duly made, seconded, and unanimously carried, it is hereby

RESOLVED that the MISSISSIPPI GULF COAST CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI authorizes and approves the application for grant funds available through the GCRF, attached hereto as Exhibit "A", seeking

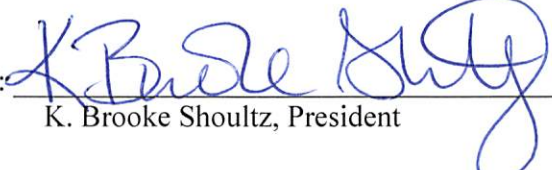
\$3,600,000.00 over the course of three (3) years, to be allocated as \$1,200,000 per year for the years 2022, 2023 and 2024, in order to create new strategic partnerships and enhance existing partnerships.

FURTHER, it is RESOLVED that MISSISSIPPI GULF COAST CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI should be and hereby is authorized to appropriate, allocate and expend matching funds from its budget in the amount of \$240,000.00 per year for years 2022, 2023, and 2024, which amount is equivalent to a 20% match of the total grant application for the uses and purposes consistent with the application for grant funds referenced herein.

FURTHER, it is RESOLVED that the MISSISSIPPI GULF COAST CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI respectfully requests approval of its application for GCRF grant funds to be used for the "STRATEGIC PARTNERSHIP" programs and purposes recited herein, as such will produce a significant economic impact for the tourism industry and enhance the quality of life for the MISSISSIPPI GULF COAST and the STATE OF MISSISSIPPI.

BE IT RESOLVED, this the 24th day of June, 2021.

MISSISSIPPI GULF COAST CONVENTION
AND VISITORS BUREAU d/b/a COASTAL
MISSISSIPPI

BY: 
K. Brooke Shultz, President

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi STRATEGIC PARTNERSHIPS - Strategic Partnerships and the Elevation of Coastal Mississippi

Project Information	
Project Year:	2022
Project Name:	Coastal Mississippi STRATEGIC PARTNERSHIPS - Strategic Partnerships and the Elevation of Coastal Mississippi
Project Location:	Project operations are headquartered at 2350 Beach Boulevard, Suite A, Biloxi, Mississippi, but the project will benefit the counties of Hancock, Harrison, and Jackson.
County	
Hancock	
Harrison	
Jackson	
Applicant	
Name	Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi
Contact:	Milton E Segarra
Address 1:	2350 Beach Boulevard
Address 2:	Suite A
City:	BILOXI
State:	MS
Zip:	39531
Phone:	228-896-6699
Email:	milton@coastalmississippi.com
Mailing Address	
Address 1:	2350 Beach Boulevard
Address 2:	Suite A
City:	BILOXI
State:	MS
Zip:	39531

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi STRATEGIC PARTNERSHIPS - Strategic Partnerships and the Elevation of Coastal Mississippi

Project Description/Overview

The Mississippi Gulf Coast Regional Convention and Visitors Bureau, d/b/a Coastal Mississippi (herein "CM" when referring to the entity, with "Coastal Mississippi" referring to the geographic area) is the official destination marketing organization (DMO) for Hancock, Harrison, and Jackson Counties. CM is charged with promoting the 3 coastal counties as a tourism and convention destination. Its mission centers on attracting leisure, convention, sports, and business visitors to the area. Dedicated to maximizing and distributing economic impact across the tri-county region, CM's value drivers are: as Destination Influencers, the agency works to position CM amongst leading DMOs to provide innovative, research-driven initiatives to grow the region as a premier destination; as Community Connectors, collaboration and partnerships with industry leaders across the tri-county area are paramount to the overall advancement of the region; and as Economic Drivers, CM is dedicated to leading economic growth by promoting regional development and raising stakeholder awareness of the significant economic impact that the travel and tourism industry has on Coastal Mississippi and the State.

The 3 coastal counties account for more than 80% of residents within the State's designated "coastal" region. With additional funding to be invested in strategic partnerships, Coastal Mississippi will be a more competitive destination for attracting business and leisure visitors. The funding for strategic partnerships as set forth in this application will generate a significant economic impact in Coastal Mississippi, in turn benefiting the entirety of the State. CM is seeking \$1,200,000 per year for the years 2022, 2023 and 2024 for strategic partnerships.

CM utilizes strategic industry partners to enhance the awareness of the Coastal Mississippi destination and inspire potential visitors to choose Coastal Mississippi as a destination, whether for business, leisure, or both. With strategic partnerships, we not only benefit from direct sales, but also receive invaluable data on our clients/consumers. Through comprehensive instant data, validated pickup reports, and collaboration of marketing teams, these partnerships are proven methods of realizing both instant and long-term returns on investment. An award of GCRF funds would allow CM to create new strategic partnerships and enhance existing partnerships, while enjoying a measurable return on investment. Moreover, once a visitor has an opportunity to enjoy the sights, sounds, and flavors of Coastal Mississippi, the chances of a return visit are greater, thus short-term investments will have immediate and long-term impacts.

Leisure Travel

Expedia Group is an American global travel technology company. Its websites, being primarily travel fare aggregators and travel metasearch engines, include CarRentals.com, CheapTickets, Expedia.com, HomeAway, Hotels.com, Hotwire.com, Orbitz, Travelocity, trivago, and Venere.com. Expedia Group powers travel to a valuable global audience of travel consumers, collaborating with the world's leading consumer brands to provide incremental demand and direct bookings. Travel agents have direct access to one of the broadest selections of travel products and services on the world's travel platform. After a very successful campaign with CM, Expedia Group has proven to be a worthy partner and verified vehicle of guests booking vacations to the destination. Expedia Group has worked with CM and Visit Mississippi (CM's prior d/b/a) representatives to determine the economic impact their organization brings to Coastal Mississippi, the region and state, and what a large scale and appropriately funded campaign would do to increase visitor volume and spend. See Section 7 and attached Expedia presentation.

If approved, CM intends to allocate \$970,000/year over the course of 3 years to Expedia and other leisure strategic partners. A chart of the budget and further detail of the strategic partners is submitted herewith.

Business Travel

With a variety of flexible meeting spaces to suit any size group, and nearly 15,700 hotel rooms across the Coast, Coastal Mississippi has everything needed for a host site to ensure the success of business meetings and events. Utilizing our industry meetings and conventions partners has proven beneficial to CM by establishing leads for meeting contacts and elevating the visibility of Coastal Mississippi as a destination for conducting business, with the enhancement of leisure activities. CM would seek partnerships with organizations which may require significant investments to elevate Coastal Mississippi to be a competitive destination in the business meetings/events arena.

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi STRATEGIC PARTNERSHIPS - Strategic Partnerships and the Elevation of Coastal Mississippi

If approved, CM intends to budget \$230,000/year for three years to partnerships marketing Coastal Mississippi as a premier destination for business meetings, events, and conventions. See attached.

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi STRATEGIC PARTNERSHIPS - Strategic Partnerships and the Elevation of Coastal Mississippi

Project Timetable/Milestones

Estimated Start Date:	07/01/2022
Estimated Completion Date:	06/30/2024
Milestones	
<p>CM is seeking \$1,200,000 per year in GCRF grants for three years, being 2022, 2023 and 2024, and has committed to match 20% of any grant funds received.</p> <p>With respect to Leisure travel, CM proposes to allocate \$400,000 per year for three years to partner with Expedia Group, and \$570,000 per year for other strategic leisure partnerships. These partnerships would be in place in advance, so that when the grant funds are received, CM, Expedia Group, and other leisure travel partners would be prepared to launch the marketing of Coastal Mississippi as a leading leisure travel destination.</p> <p>CM proposes to strategically partner with vetted meeting and event organizations and companies to market the business events, meetings, and conventions opportunities on the Mississippi Gulf Coast. CM is requesting funds in the amount of \$230,000 per year for three years to partner with these companies. Should this grant be approved, CM will engage in partnership agreements with these organizations, and be prepared to commence the marketing of Coastal Mississippi as a premier business event destination upon receipt of the grant funds.</p>	

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi STRATEGIC PARTNERSHIPS - Strategic Partnerships and the Elevation of Coastal Mississippi

Funding Section	
GCRF Funds Requested	\$1,200,000
Total Matching Funds	\$240,000
Overall Total Funds	\$1,440,000
Applied For Matching Sources	RESTORE Act
Secured Matching Sources	CM's budgeted marketing funds, together with reserves, will provide a 20% match of any funds awarded hereunder.
Previously Funded with GCRF Funds	No
Legislative Session	

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi STRATEGIC PARTNERSHIPS - Strategic Partnerships and the Elevation of Coastal Mississippi

Multi-Phase Project/Employment	
Multi-Phase Project	No
Total Number of Phases	
Which Phase Is This	
Description of all phases	
Current Full-Time Employment	0
Increase in Full-Time Employ from Project	0
Total Full-Time Employment	0

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi STRATEGIC PARTNERSHIPS - Strategic Partnerships and the Elevation of Coastal Mississippi

Legislative Priorities Met Section	
Priority	Description
1	Will impact the long-term competitiveness of the region and may result in a significant positive impact on tax base, private sector job creation and private sector investment in the region
2	Demonstrates the maximum long-term economic benefits and long-term growth potential of the region based on a financial analysis such as a cost-benefit or a return-on-investment analysis
3	Demonstrates long-term financial sustainability, including clear performance metrics, over the duration of the project
4	Leverages or encourages leveraging of other private sector, local, state, and federal funding sources with preference to projects that can demonstrate contributions from sources other than BP settlement funds
7	Enhances the quality of life/place and business environment of the region, including tourism and recreational opportunities
8	Expands the region's ability to attract high-growth industries or establishes new high-growth industries in the region
9	Leverages or further enhances key regional assets, including educational institutions, research facilities, ports, airports, rails, and military bases
10	Transformational for the future of the region but creates a wider regional impact
14	Enhances research and innovative technologies in the region
15	Provides outcome and return on investment measures, to be judged by clear performance metrics, over the duration of the project or program

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi STRATEGIC PARTNERSHIPS - Strategic Partnerships and the Elevation of Coastal Mississippi

Project Summary Section

Application Project Summary Description

Coastal Mississippi's economy is heavily reliant on the tourism industry. Based upon the study of Tourism Economics dated January, 2019, submitted herewith, visitors to Coastal Mississippi spent \$2 billion in 2017. This spending supported 26,600 jobs in the region, generating \$233.1 million in state/local taxes. Despite these figures, the Tourism Economics study revealed that CM's funding falls well below the expected level, based upon hotel room inventory and number of leisure and hospitality jobs compared to market competition. While funding from other sources is limited, an award of GCRF funds would afford an opportunity to engage in strategic partnerships to further market Coastal Mississippi as a destination for leisure and business visitors. With the enhancement of Coastal Mississippi's visibility, Coastal Mississippi and the entire State of Mississippi will benefit from increased growth, development, and tax revenue.

Collaborations between CM and strategic industry partners offer many benefits. In addition to heightening potential visitors' awareness of Coastal Mississippi as a business, leisure, or combined destination, and the direct sales resulting therefrom, strategic partners also deliver invaluable data on clients and consumers. Prior associations with strategic partners confirmed that such relationships result in instant and long-term returns on investment.

Leisure Travel:

CM proposes a strategic partnership with Expedia Group ("Expedia"), a U.S. global travel technology company. As previously discussed, Expedia websites are primarily travel fare aggregators and metasearch engines, including CarRentals.com, CheapTickets, Expedia.com, HomeAway, Hotels.com, Hotwire.com, Orbitz, Travelocity, trivago, and Venere.com. Expedia powers travel to a valuable global audience of travel consumers, collaborating with the world's leading brands to provide incremental demand and direct bookings. CM previously ran a smaller, but successful campaign with Expedia, which proved to be a worthy partner and verified vehicle of guests booking vacations to Coastal Mississippi. See attached chart for additional information on specific partners and budget allocations.

In CM's recent campaign with Expedia, local partners were enticed to fund nearly a 50% match to CM's contribution. After witnessing the return on investment, local tourism partners were pleased. If this project is funded, CM's goal is to create a yearly sustainable campaign, to be supported in part by our local partners.

Expedia worked with CM and Visit Mississippi representatives to determine the economic impact that Expedia brings to the region, and how a large scale, appropriately funded campaign would increase visitor volume and spend. See attached presentation.

For partnerships related to leisure travel, CM is requesting \$970,000/year for 3 years. See attached for more budget details.

Business Travel:

With ample meeting spaces and hotel rooms, Coastal Mississippi has the capacity to become a successful region for business events, meetings, and conventions. Once businesses host events in Coastal Mississippi, CM feels confident that they will return. Therefore, marketing targeted to businesses is key to the visibility of Coastal Mississippi as a business destination, with the vast array of leisure activities serving as a bonus. Partnerships with meeting and convention organizations may require significant investments to receive the tools and resources needed to be a competitive business destination.

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi STRATEGIC PARTNERSHIPS - Strategic Partnerships and the Elevation of Coastal Mississippi

CM is seeking a grant of \$230,000/year for three years strategic partnership for business related events.

Legislative Priorities:

The proposed strategic partnerships meet, at a minimum, the following Legislative Priorities, with the numerical Priority numbers corresponding to those in Section 6 of this application:

1. Any increase in visitors to Coastal Mississippi has a positive impact on the tax base, private sector job creation, and private sector investment in the region. See 2020 Visit Mississippi Tourism Economic Contribution research attached.
2. The proposed strategic partnerships are heavily digital, affording the opportunity to realize an immediate return on investment, while also bringing the benefits of travel, both business and leisure, to Coastal Mississippi to those considering destinations in the future. More visitors today correspond to growth in the region, and growth in the region attracts more visitors. The cycle affords opportunities to maximize a current return on investment, while attracting private sector investments to grow the region.
3. An additional benefit to strategic partnerships is the education afforded to those involved in the local tourism industry. Over a period, hotel personnel can assess which tools provide the best results, and ultimately promote their own programs without the cooperative partnerships. Key performance indicators (KPIs), both short- and long-term, are readily available, particularly with the digital tools.
4. The local private sector has displayed its willingness to work with CM on strategic partnerships. For example, CM partners with the IP Casino and South Beach Hotel. These partnerships can accomplish more when banded together than can any individual businesses, a fact which has been recognized by the local industry. An award of the grants requested herein will further entice participation by the local tourism industry.
7. Given Coastal Mississippi's heavy reliance on the tourism industry, there can be no doubt that any funds designated for marketing this area will have positive direct and indirect impacts on Coastal Mississippi, its residents, its businesses, and in turn on the State. The livelihood and stability of thousands of families in Coastal Mississippi depend on visitors to the region, and any acts in furtherance of enticing more visitors solidifies the opportunities for these families and businesses.
8. Tourism is a high-growth industry which would be supported by an award of the grant.
9. An award of the requested grant will further benefit regional assets, in addition to local tourism related establishments. For example, increased air travel will benefit the Gulfport-Biloxi Regional Airport, and the University of Southern Mississippi will benefit from marine and eco-tourism visitors. Further, increased tax receipts can be used to upgrade facilities such as the Gulfport Sportsplex.
10. While the goal of CM is to promote tourism in Hancock, Harrison and Jackson Counties, visitors to Coastal Mississippi, particularly arriving by automobile, will have an opportunity to see and spend money in other regions

Gulf Coast Restoration Fund Funding Request

Applicant: Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

Project Name: Coastal Mississippi STRATEGIC PARTNERSHIPS - Strategic Partnerships and the Elevation of

Coastal Mississippi

within the state. Moreover, any dollars spent will ultimately benefit the local counties as well as other regions statewide in Mississippi.

14. The proposed partners are high-tech, cutting edge companies which will share technological information with our local industry.

15. Measurable returns on investment are calculable and verified based upon numerous factors, including digital results from partners during all stages of the partnerships, room nights and events booked through partners, and tax revenue.

COASTAL MISSISSIPPI RESTORE STRATEGIC PARTNERSHIPS PROPOSED GCRF BUDGET				
STRATEGIC EFFORT	BUDGET 2022	BUDGET 2023	BUDGET 2024	REASONING
Expedia Group	\$ 400,000.00	\$ 400,000.00	\$ 400,000.00	Expedia Group powers travel to a highly valuable global audience of travel consumers, collaborating with the world's leading travel brands and destinations to provide incremental demand and direct bookings. Consumers and travel agents have direct access to the broadest selection of travel products and services on the world's #1 travel platform. Initial test campaign results with Expedia and selected hotel partners resulted in a 125% YOY increase in visitors, 133% increase in car rental sales, 11-75% increase in interest in the smaller towns, and increase in package sales (these visitors stay longer and spend more).
Leisure Strategic Partnerships	\$ 570,000.00	\$ 570,000.00	\$ 570,000.00	Increase the number of visitors from both drive in and fly in markets by promoting to them while they are in the process of planning and booking their vacation. This can be achieved through various Online Travel Agencies (OTAs), airlines and other vetted partners. CM would create and support sponsored opportunities to attract and grow the leisure market. With the impacts of COVID-19, research demonstrates the visitor prefers to utilize their own vehicle to travel versus other forms of transportation. Initiatives may include tactful partnerships such as vehicle related businesses and convenience chains.
Meetings & Conventions Regional Strategic Partnerships	\$ 230,000.00	\$ 230,000.00	\$ 230,000.00	Efforts include collaborating with the industry leaders in meetings procurement and meeting management to enhance the awareness of Coastal Mississippi as a premier meeting destination. To provide innovative and relevant networking opportunities and business exchanges, and establish a prominent voice for the promoting and growth of the meetings industry.
Total	\$ 1,200,000.00	\$ 1,200,000.00	\$ 1,200,000.00	
COASTAL MISSISSIPPI RESTORE STRATEGIC PARTNERSHIPS PROPOSED MATCH BUDGET				
STRATEGIC EFFORT	BUDGET 2020	BUDGET 2021	BUDGET 2022	REASONING
	\$ 240,000.00	\$ 240,000.00	\$ 240,000.00	



GCRF: 2021 SUBMISSION EXPEDIA GROUP + COASTAL MISSISSIPPI



Table of Contents

Gulf Coast Restoration Fund

- THE IMPACT OF COVID-19 TO TOURISM AND COASTAL MISSISSIPPI'S ECONOMY
- WHY INVESTMENT IN TOURISM NOW IS KEY
- THE IMPORTANCE ONLINE TRAVEL AGENCIES (OTA'S) IN RECOVERY
- WAYS EXPEDIA GROUP IS DRIVING RECOVERY FOR OUR TRAVEL PARTNERS
- HOW FUNDING FROM GCRF WILL MAKE AN IMPACT



A person is walking away from the camera, carrying a black rolling suitcase in their right hand and a tan messenger bag in their left. They are wearing blue jeans and dark sneakers. The background is a blurred airport or travel setting with other people and structures. The entire image is covered with a semi-transparent blue filter.

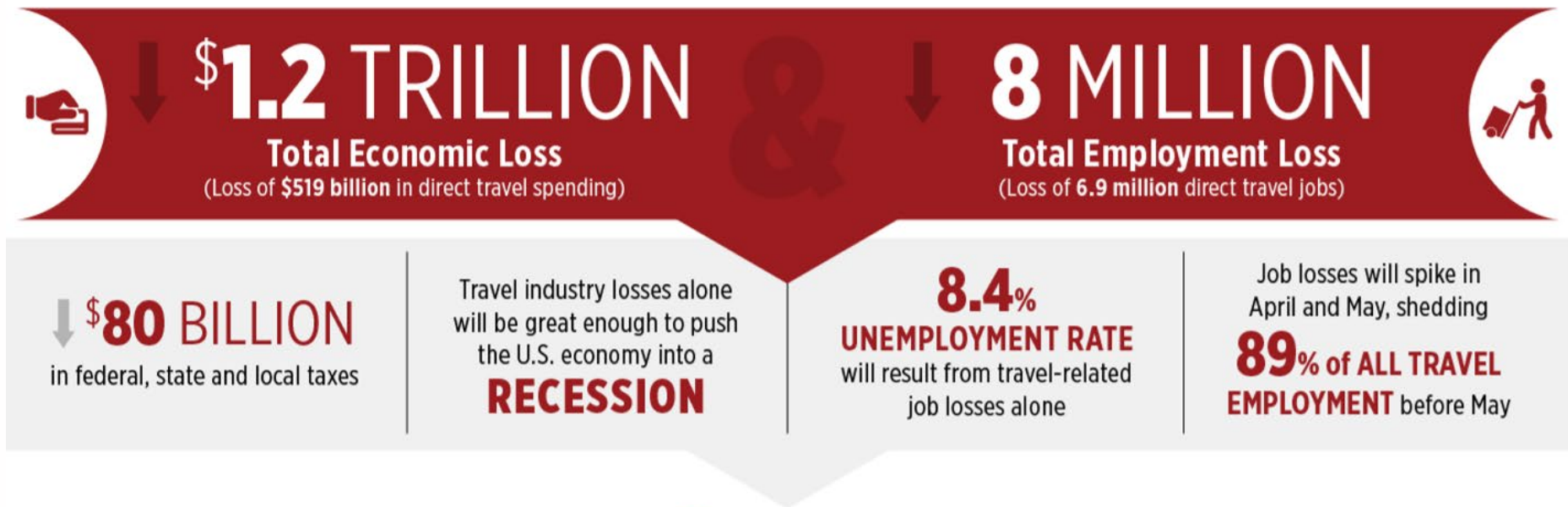
THE IMPACT OF COVID-19

TO TOURISM AND COASTAL MISSISSIPPI'S ECONOMY

COVID-19's IMPACT TO THE TOURISM INDUSTRY

TOTAL TRAVEL INDUSTRY IMPACT

Projected downturns of the U.S. travel industry in 2020 as a result of the coronavirus:



More Than **9x** the Impact of 9/11

Updated April 15, 2020

SOURCE: Tourism Economics



INVESTMENT IN TOURISM

NOW IS KEY



Now is the time to engage travel shoppers

With travel returning globally, we are seeing positive shifts in traveler behavior through our exclusive Expedia Group first-party data and custom research. However, the landscape is growing increasingly competitive in order to maintain Share of Voice in front of one's target audience.



THERE IS POSITIVE SENTIMENT TOWARD 2021 TRAVEL

Traveller sentiment is suggesting that customers are becoming more optimistic about travel in the next twelve months, as vaccines are being more readily available and restrictions come down.



Fifty-seven percent of travellers said they would **be comfortable traveling if a vaccine is widely available.**



Globally, travellers are more likely to **take trips between April and September 2021.**



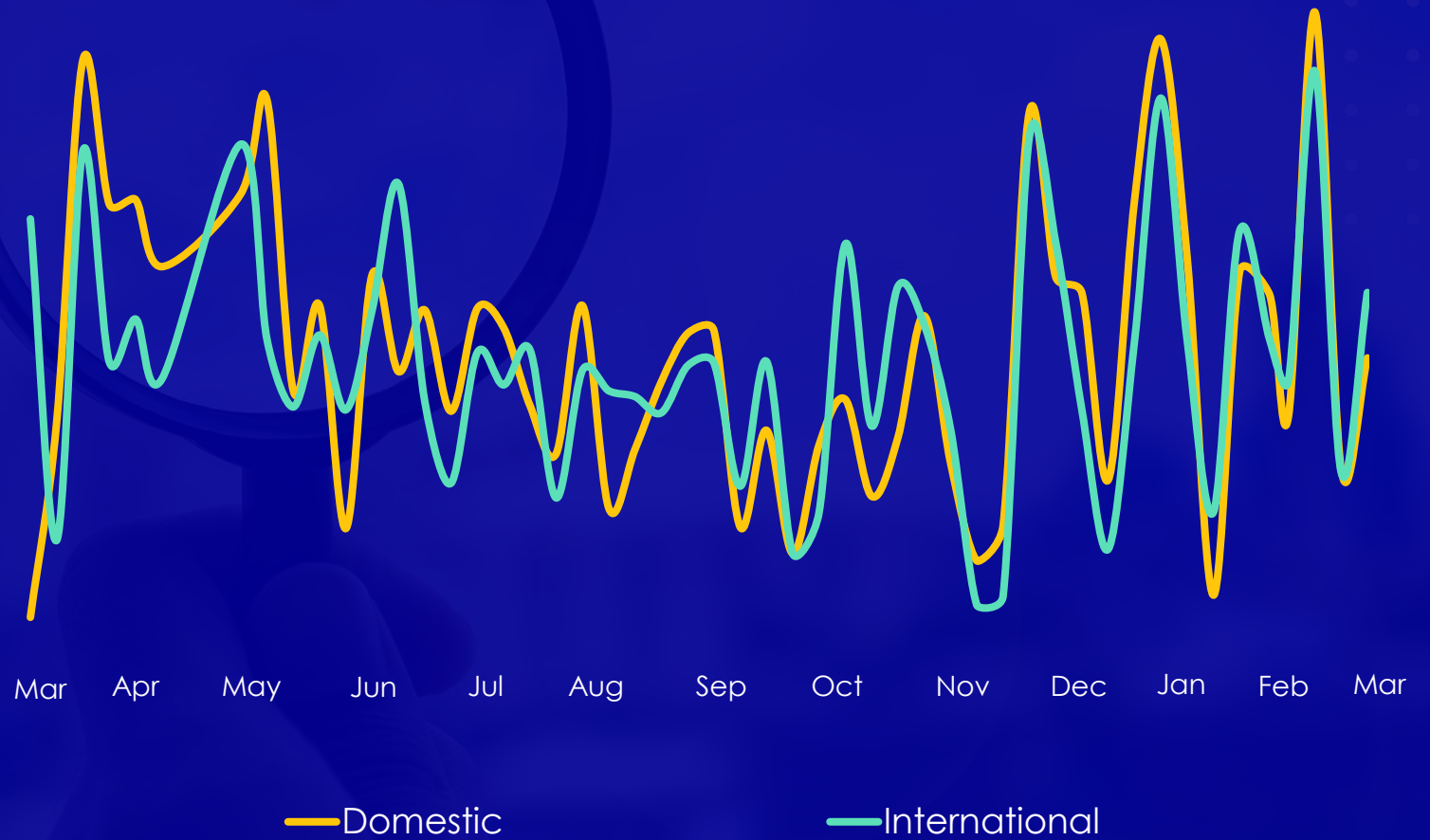
One in two travellers **optimistic about taking a trip in the next 12 months.**



Domestic & International travel searches regaining

expedia group™
media solutions

Domestic vs. International | WoW Search % Change 2020-2021



TRAVEL INTENDERS HAVE MULTIPLE DESTINATIONS IN MIND AS THEY DREAM AND RESEARCH TRAVEL ACROSS OUR PLATFORM.

It will be key in recovery to maintain/grow Market Share.

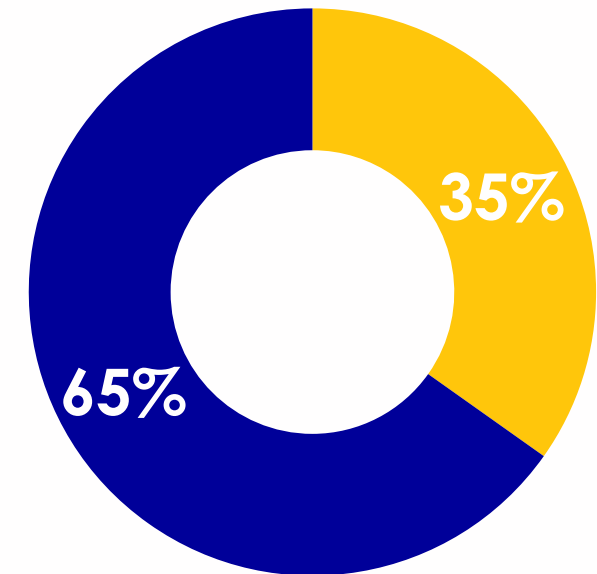
Even more millennials consider multiple destinations



42%

OF MILLENNIALS TRAVEL BOOKERS CONSIDERED 2+ DESTINATIONS.

Number of Destinations Considered



■ 2+ destinations considered

A person is walking towards the camera, carrying a black rolling suitcase in their right hand and a brown messenger bag in their left. They are wearing blue jeans and dark sneakers. The background is a blurred airport or travel setting with other people. The entire image is covered with a semi-transparent blue filter.

THE IMPORTANCE OF ONLINE TRAVEL AGENCIES

IN TOURISM RECOVERY

Expedia Sales Generated 1.7% of Direct Travel Tourism Jobs in Coastal Mississippi



Coastal Mississippi
Lodging estimated
expenditures by visitors

\$1.9B

For every
\$70,359 spent = 1
Direct Travel and
Tourism Job

=

~27,004 Direct Travel
Tourism Jobs



Expedia Group
Coastal Mississippi
Hotel Gross
Bookings \$

\$40M

For every
\$70,359 spent = 1
Direct Travel and
Tourism Job

=

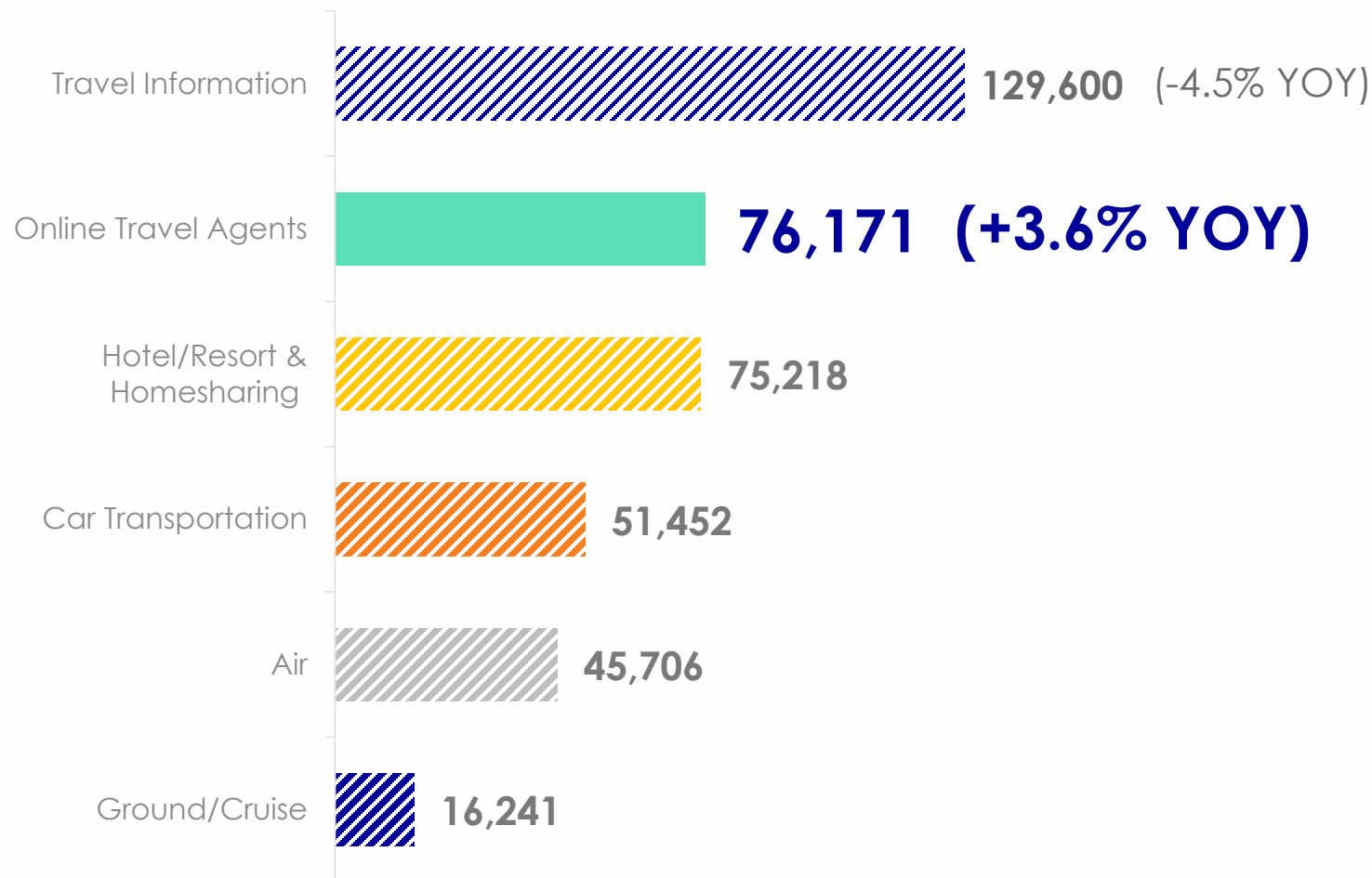
~571

Direct Travel Tourism
Jobs despite the
impact of COVID-19

US travel audience is increasingly more reliant on OTAs

OTA sub-segment has **increased by 3.6% YOY** in unique visitors. In contrast, the Travel Information sub-segment has registered a 4.5% YOY decline.

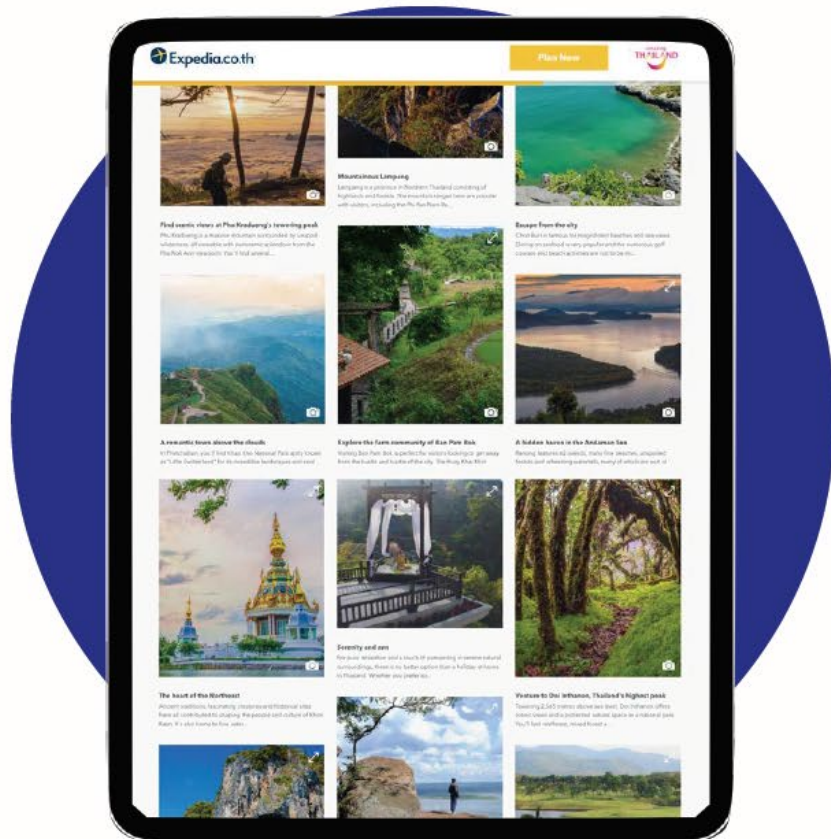
ComScore: US Digital Population by Category in March 2021, Multiplatform
(Unique Visitors, '000s)



Source: ComScore USA Unique Visitors Data – Travel Segment (Undup), Multiplatform
Date Range(s): March 2021 vs March 2020

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A RECENT EXPEDIA GROUP SURVEY ALSO AFFIRMS THE INCREASING RELIANCE ON OTAS FOR TRIP PLANNING



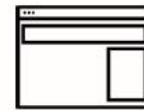
Travelers are
**increasingly turning to
online travel sources
for trip planning**
- more than pre-pandemic



24% more
Online Travel
Agencies (OTAs)



20% more
Destination
Sites



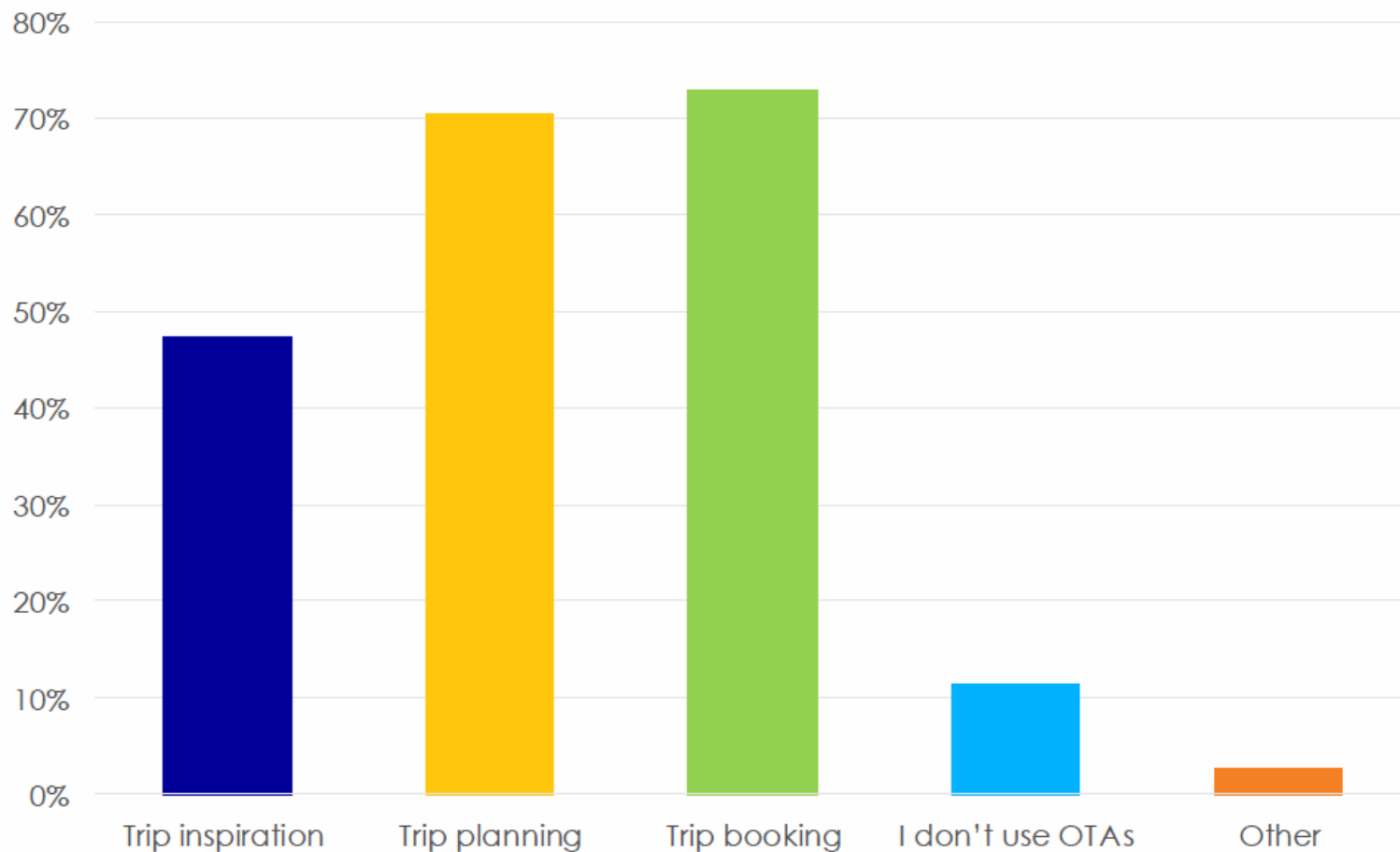
16% more
Travel
Advertising



9 in 10

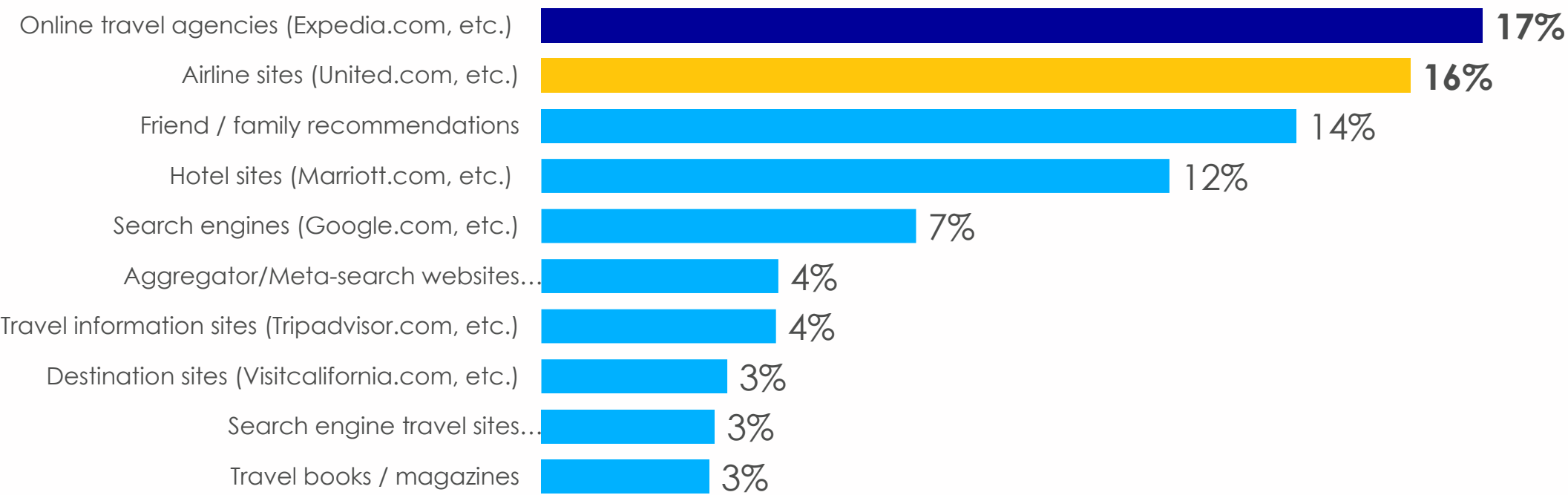
travelers would use an
OTA to book travel in
the current climate

TRAVELERS TURN TO OTAs THROUGHOUT THE PURCHASE JOURNEY



OTA'S ARE INFLUENTIAL RESOURCES FOR TRIP PLANNING BOTH ONLINE AND OFFLINE

Influential Resources



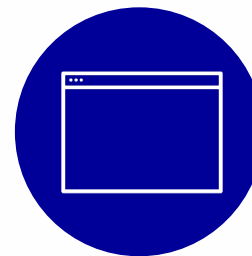


HOW EXPEDIA GROUP MEDIA SOLUTIONS

IS HELPING TO DRIVE RECOVERY FOR OUR
TRAVEL PARTNERS

Brand Equity

Expedia Group's portfolio of trusted brands are available to help you reach a qualified and brand-safe audience of travel intenders.



200

Sites



75

Countries



35

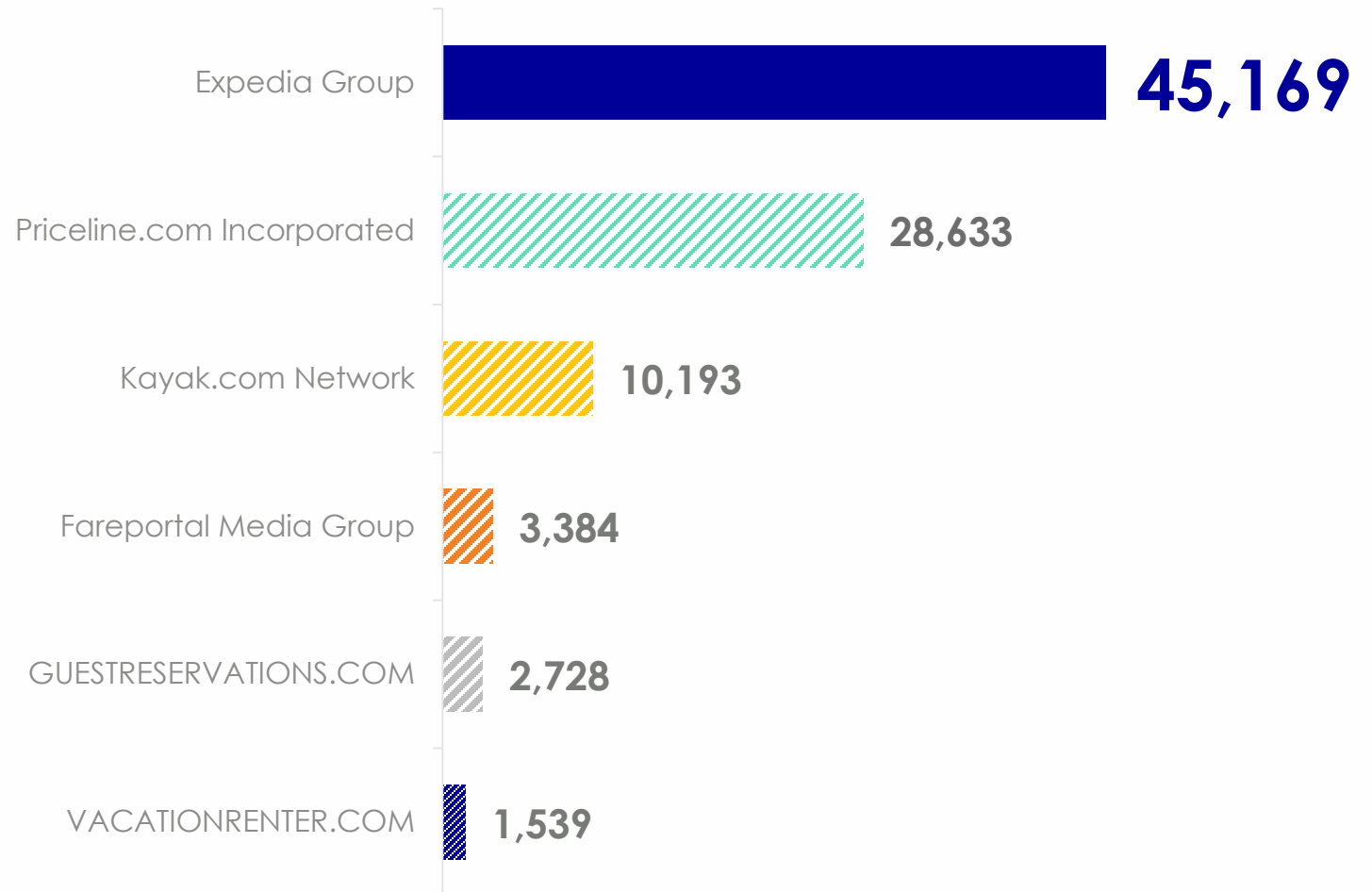
Languages

Within the OTA segment in the US, Expedia Group is #1

In March 2021 alone, Expedia registered an audience reach of **45M unique visitors**.

Along with insights into our brands, we have exclusive access to more than **300 petabytes of Expedia Group first-party data**.

ComScore: Top 6 Online Travel Agents, March 2021,
Multiplatform
(Unique Visitors, '000s)

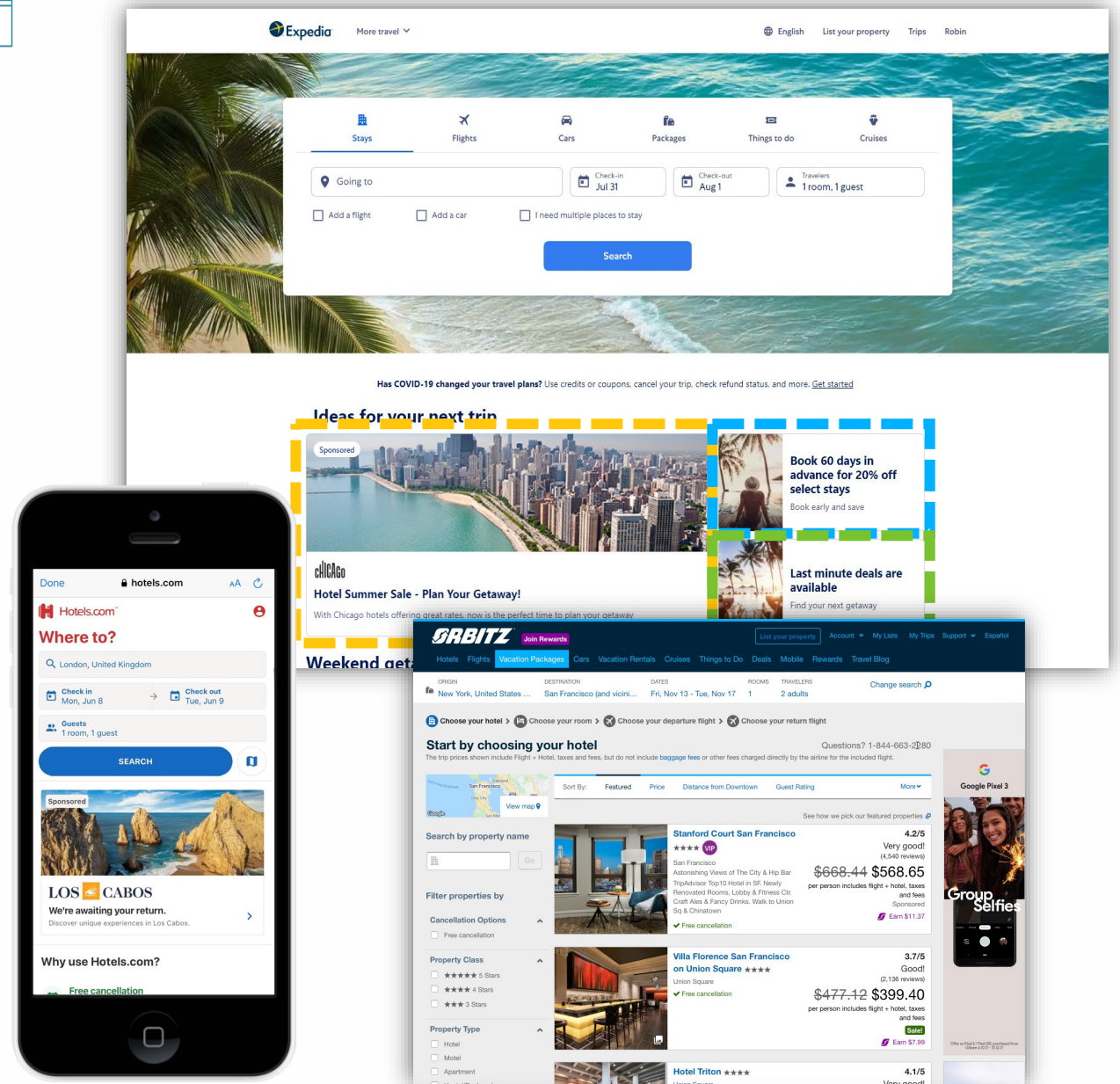
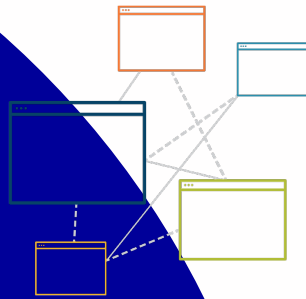


Source: ComScore USA Unique Visitors Data – Travel Segment (Undup), Online Travel Agents, Multiplatform
Date Range(s): March 2021

Note: Reported figures are not mutually exclusive and may include cross-brand visits.
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Premium Product Offering

Through a wide-ranging portfolio of media placements and targeting capabilities, our first-party data allows our partners to reach millions of highly engaged travel shoppers across the path to purchase.



MEDIA SOLUTIONS TO MEET MARKETING OBJECTIVES

DISPLAY ADVERTISING

Reach your target audience across our network of sites with the sophisticated targeting capabilities of display advertising.

PROGRAMMATIC GUARANTEED

Access premium inventory with reserved and guaranteed impressions. Make real-time and dynamic creative optimizations.

AUDIENCE EXTENSION

Leverage our exclusive first party travel intent data to reach highly engaged travel shoppers wherever they browse and book on the internet.

EMAIL MARKETING

Send a targeted message directly to consumers through targeted e-mail opportunities reaching millions of subscribers.

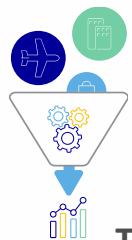
SOCIAL MEDIA

Create a dialogue about your brand or destination and engage an affluent audience with our social media opportunities.

CREATIVE PARTNERSHIPS

Create unique and custom advertising experiences through our internal agency.

FIRST PARTY TRAVEL INTENDER TARGETING CAPABILITIES



TRAVELER BEHAVIOR TARGETING

Travel Geography

- Route (Origin & Destination)
- Booked Destination/Countries
- City/Neighborhood/Point of Interest

Air, Hotel, Car & Cruise Attributes

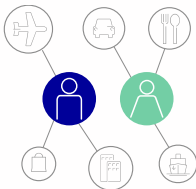
- Air Class
- Property types
- Air, hotel, rental car shoppers and cruise bookers

Trip Details

- Credit Card Type
- Number of Travelers
- Duration of Trip
- Trip Type (Weekend, Leisure)

Device Based

- IP Geography
- Mobile Carrier
- Browser, Device and Manufacturer type



CUSTOM AUDIENCE TARGETING

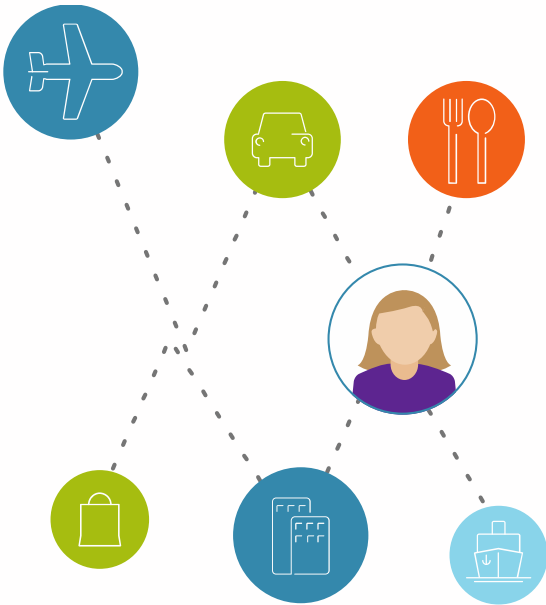
Travel Intent & Booking Data

- Historical Travel Search Data
- Seasonality
- Historic Booking Data
- Itinerary Data

Audience Lists (2nd Party)

2 deployment options:

- Programmatic Guaranteed – PG with Audience Lists deploys your audience lists in a protected environment
- API – Connect to MeSo's Google Ad Manager instance to share lists dynamically through your DMP for suppression in a direct buy scenario



POWERED BY EXPEDIA GROUP'S 1st PARTY TARGETING

Trusted Advisors

Partnering with Expedia Group, you will have access to the teams, tools and resources needed to drive recovery and results.

Powerful internal network

- Access to many teams, tools and resources across Expedia Group that can help you with recovery

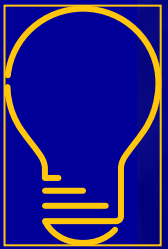
Expedia Business Development Team

- Our Business Development Managers are Industry Experts who can provide first party data insights and best practices to inform media strategy for your evolving campaign

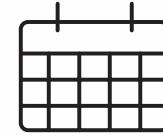
Expedia In-House Creative Team

- Our highly-skilled full service, in-house creative team can assist you with creating and localizing your campaign creative

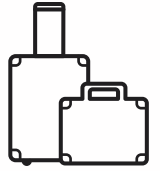
HIGHLY RELEVANT DATA AND INSIGHTS



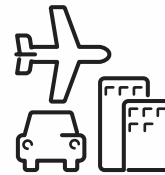
Search demand
by region and
country



Booking
windows



Booking
demand



Types of purchases
(flights, hotels,
vacation rentals,
packages)



Future stay
reporting



Social
listening



Competitive set
comparison



Top feeder
markets

DEVELOPMENT OF THE RIGHT MESSAGE

Work with our **team of trusted advisors** to:

- Reassure travelers with the right message. We can help you **ideate**, **create** or **recommend** strategic messaging.
- **Create** ads that are vibrant, inclusive and fresh to fit your target audience
- Don't let language limit your reach. Access new markets and travelers using our internal **localization team**.





GULF COAST RESTORATION FUNDS FOR TOURISM

WILL HELP DRIVE ECONOMIC RECOVERY

Example Campaign Ideas



COASTAL MISSISSIPPI

Let's inspire Expedia travelers to uncover the "secret" coast of Mississippi - the friendly towns, scenic coastline, outdoor adventure that awaits, world-class gaming, local cuisine and friendly people.

COASTAL MISSISSIPPI

WHAT WE CAN ACHIEVE



- ✓ Create a custom, visually rich and immersive experience to Educate Expedia's audience about why Coastal Mississippi is unique
- ✓ Build a microsite and banner ads which offer a seamless call to action to book
- ✓ Drive awareness and help keep Coastal Mississippi in the consideration set for travelers
- ✓ Grow Positive Travel Sentiment
- ✓ Increase Demand
- ✓ Increase Visitation

expedia group
media solutions

#1

CREATE A CUSTOM, VISUALLY RICH AND
IMMERSIVE EXPERIENCE TO EDUCATE
CONSUMERS ON WHY COASTAL MISSISSIPPI IS
UNIQUE



Interactive Experiences

Beautiful and interactive media experiences help travelers experience your brand from the first moment of inspiration.



Emerging Technology

Break through the noise with new and emerging technologies such as facial recognition and immersive video.



Experiential

Compelling offline and online media experiences help drive lasting brand impact.



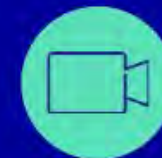
Co-branded Marketing

Amplify and elevate your brand to the next level by engaging and inspiring travelers around the world.



Social Activations

Reach Expedia Inc.'s socialfans and followers of our global travel brands. They are our most valuable and loyal travel shoppers.



Video Production

Our award-winning campaigns often use video to authentically tell advertisers' stories and showcase what their brand identity is all about.

CREATIVE PARTNERSHIPS

OUR CAPABILITIES



COASTAL MISSISSIPPI

CAMPAIGN IDEAS



Along the Coast



Secrets
Uncovered



Surprise Me

COASTAL MISSISSIPPI

SECRETS UNCOVERED

Immerse yourself
in an interactive
world and discover
the hidden gems
along the
Mississippi coast

This visually-led microsite aims to promote the secret coast most don't know about - Mississippi.

The user lands on the microsite and is introduced to the 62 miles of scenic coastline and the 12 friendly towns along the way.

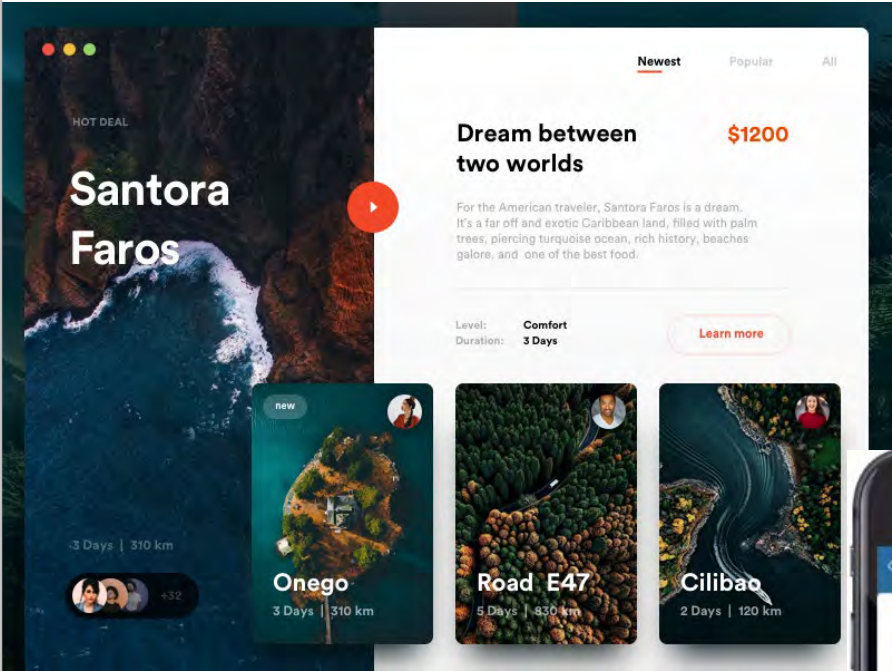
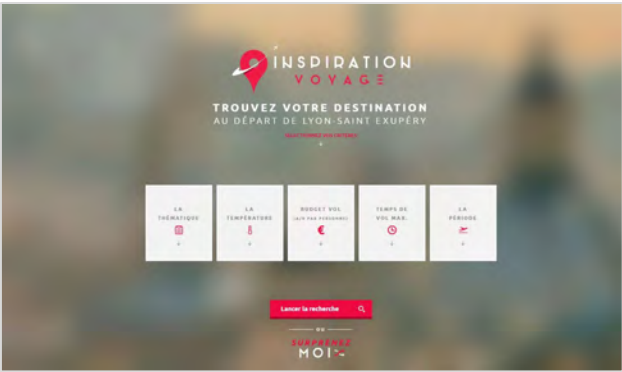
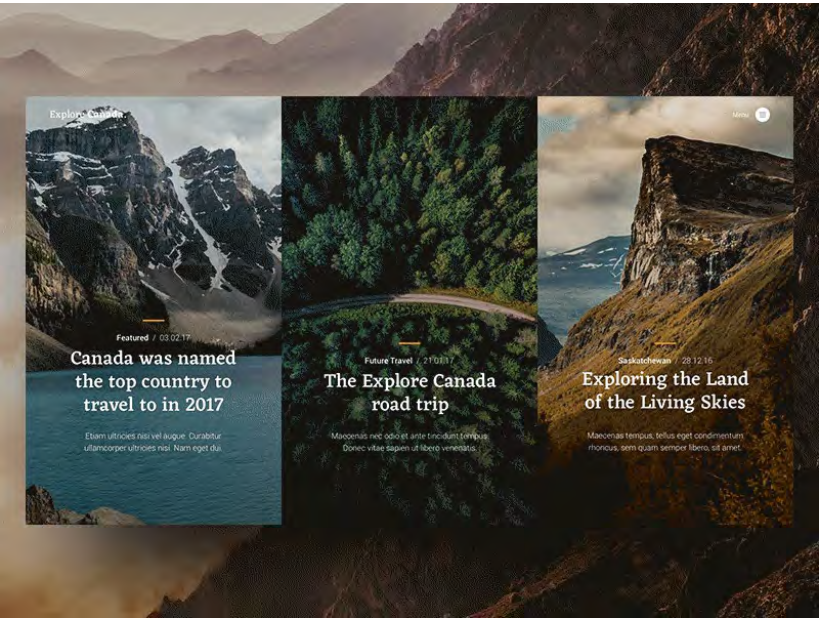
By exploring the content and each town along the Mississippi coast, users can decide which of these towns would like to explore.

This immersive concept can live on a microsite, across social media, through Facebook instant experience and integrated across all Expedia main traffic drivers. As an extension, we can showcase these hidden gems as we explore the “secret” coast in digital video or TV.

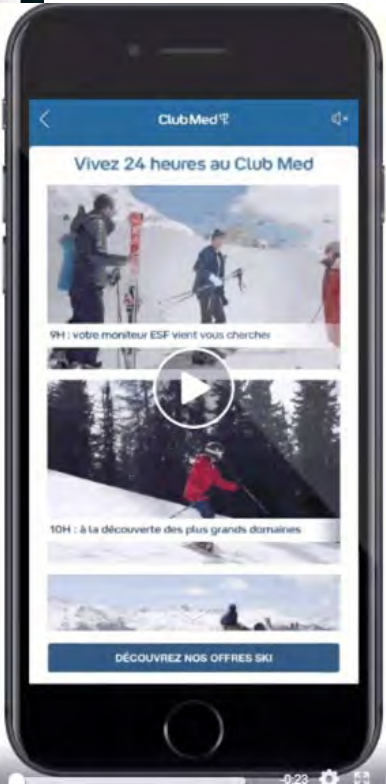


SECRETS UNCOVERED
DESIGN MOOD BOARD

Microsite Visual reference



Facebook Instant Experience



COASTAL MISSISSIPPI

ALONG THE COAST

A socially-driven campaign that becomes a call to action / invitation for travellers to experience all that Coastal Mississippi has to offer.

Millennials are drawn in by the unique and the unexpected; experiences that make them compelled to share their lives and travels on their social feeds. They will look for trending Instagram hashtags to see other travellers' experiences, even as far as using it as a tool to see what the weather is like and what they should eat.

A carefully selected influencer travels to Coastal Mississippi to create UGC style content for one of our deliverables in this campaign. It will be authentic, raw and there will be no barrier between the viewer and their experiences. This influencer will be our storyteller, through their eyes and their platform our audience will see first hand what the "secret" coast is like. They will use Instagram stories, as well as a IGTV to create a short piece of content to designate to their followers and that can also be used on Expedia and Mississippi Gulf Coast CVB channels.

Woven throughout this content is the essence of Coastal Mississippi through the senses, bringing to life the true story & experience it provides to travelers of these lesser known travel destinations.



COASTAL MISSISSIPPI

ALONG THE COAST

As well as working with our influencer to create to create social assets, we will also create a further 2-3 minute edit in a BTS style edit. A carefully selected director will film our influencer as they are undertaking these experiences.

The film will be made up of a voice over narration from our influencer, beautiful footage shot by our director and also influencers own content that also features in the UGC film.

The content will live on social channels, banners and will drive traffic to Expedia deal pages where users will reveal more of the story.



COASTAL MISSISSIPPI

ALONG THE COAST

As an online piece, we'll let users explore more content from the film produced by influencers.

As an online digital video extension, let's capture the secret coast in an authentic way to showcase the towns, people, and scenic views along the way. Along the way we'll create a film that becomes the very essence of a moving travel guide. We'll journey along the coast stopping in the cities along the way to showcase the uniqueness of each city. As users journey along the coast, as they pause the film, we'll give them insight into local tips and insight into things to do, places to eat. As they pause on a group of friends at a local bar in Gulfport, the screen will show the location of Fishbone Alley.

Top destinations and bookable experiences are featured throughout the video for consideration.



COASTAL MISSISSIPPI

SURPRISE ME

This fun and interactive microsite showcases the variety of cities along Coastal Mississippi and surprises travellers with a destination they haven't thought of before.

This creative concept will surprise our travellers with a destination they don't expect and showcase the variety one can find in Coastal Mississippi.

In a fun and interactive approach, we will ask the users to enter their origin and let the randomizer recommend a suitable Coastal Mississippi city for their next visit.

The results will appear in the form of an itinerary with additional content promoting experiences on the recommended destination where other partners such as hotels, airlines, activities, etc. can be integrated.

All campaign touchpoints from display to social will leverage the surprise me creative concept.

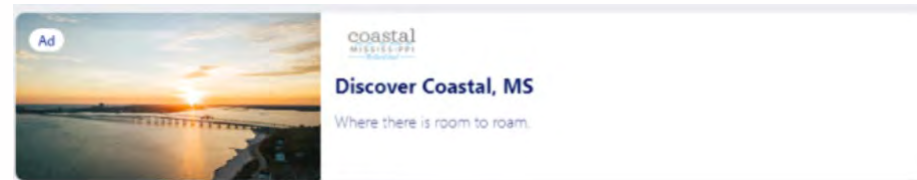
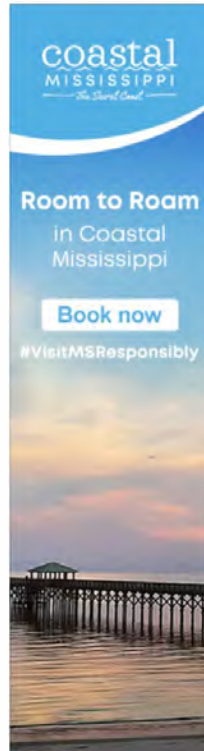
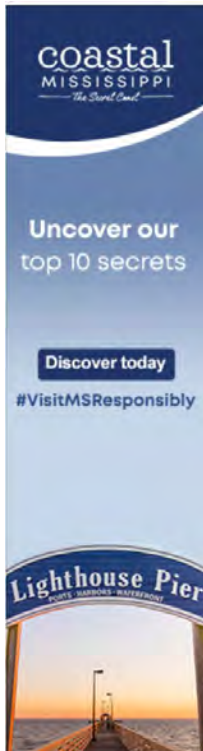


#2

BUILD A MICROSITE AND CUSTOM CREATIVE
WHICH PROVIDE A SEAMLESS CALL TO
ACTION TO BOOK

We will keep in mind Coastal MS's existing brand guidelines, as well as advise on the **right creative strategy – tone, imagery, messaging...**

Examples



Inclusion & Diversity Advertising Guidance: [Link](#)

...and on landing page content.

Examples:

- [Landing Page](#)
- [Listicle](#)

Visit Coastal MS

Hotel only

Flight only

Flight + Hotel

Cars

Activities

Destination

Mississippi Gulf Coast

Check-in

08/15/2022

Check-out

08/16/2022

Rooms

1

Adults (18+)

2

Children (0-17)

0

Search

Stay flexible. We recommend booking a stay with no cancellation fees in case your plans change.

Please check government advisories before booking and traveling.

Follow Coastal Mississippi

#VisitMSResponsibly

coastal MISSISSIPPI

The joy of unlimited possibilities, open-ended experiences, and plenty of room to roam make Coastal Mississippi an attractive destination for visitors of all ages. When you visit The Secret Coast, you will be met with warm welcomes and 62 miles of shoreline dotted by unique coastal communities. Here, you can expect excitement and relaxation in equal measure. You should also expect to see that our hospitality partners are implementing all necessary precautions to protect you, your loved ones, and our industry employees.

Learn more about the Coastal Mississippi Promise.

Experience our vast array of gastronomic delights

Coastal Mississippi's culinary scene is booming and a cornerstone of our culture. From quaint spots serving Gulf-fresh seafood with a view, to sustainable fine dining and fusion cuisine, there is something to satisfy every taste bud on The Secret Coast. Once home to the "fattest Cooper of the World", you can be sure to find some of the freshest Gulf catches at eateries across the region.

Explore more

Play like a pro

Hit the greens designed by the greatest! From Jack Nicklaus to Arnold Palmer, Coastal Mississippi offers world-renowned golf courses designed by some of the greatest legends to ever hit the links. Play like a pro at Fallen Oak, home of the PGA Tour Champions Rapoport Systems Classic, or enjoy a casual round with friends at any number of our courses.

Explore more

Experience world-class gaming

Coastal Mississippi boasts 12 lively casinos featuring 36-hour gaming, nonstop entertainment options, world-class spas, award-winning golf courses, unparalleled retail options and perfect places to wine, dine and rest your head. We are consistently ranked as one of the top gaming markets in the country - right next to giants like Las Vegas and Atlantic City.

Explore more

Hotels

2 nights

Wed, 7 Feb 24 - Fri, 7 Feb 25

Historic Moss Point House in a Great Neighborhood

\$85

per night

2 nights

Wed, 7 Feb 24 - Fri, 7 Feb 25

2-Bedroom Harbor Landing Condo

\$115

per night

2 nights

Tue, Aug 1 - Thu, Aug 3

Last Minute & Weekly Booking Discount! Clean & Safe

\$229

per night

2 nights

Wed, 7 Feb 24 - Fri, 7 Feb 25

Pool House at the Shell House Estate

\$225

per night

Top 10 Secrets to Uncover in Coastal Mississippi

Uncover the joy of unlimited possibilities

When you visit The Secret Coast, you will be met with warm welcomes and 62 miles of shoreline dotted by unique coastal communities. Here, you can expect excitement and relaxation in equal measure. You should also expect to see that our hospitality partners are implementing precautions to protect you, your loved ones, and our industry employees. Learn more about the Coastal Mississippi Promise and please #VisitMSResponsibly.

01.

Experience a unique culinary palette

Coastal Mississippi's culinary scene is booming, offering a vast array of gastronomic delights. From quaint seafood spots serving Gulf-fresh seafood with a view, to sustainable fine dining and fusion cuisine, there is something to satisfy every taste bud on The Secret Coast. With a fascinating "gumbo" of cultures and communities, from French and Spanish, to Cajun influences from our Louisiana neighbors, to a large Vietnamese and Croatian population who choose to call Coastal Mississippi home, the region's culinary offerings are perfectly poised to surprise and delight. Alfresco dining options are abundant, as the region boasts a year-round temperate climate and plenty of space to enjoy local delicacies on downtown patios or on the waterfront, overlooking stunning views of the Mississippi Sound.

Explore More

expedia group™

media solutions

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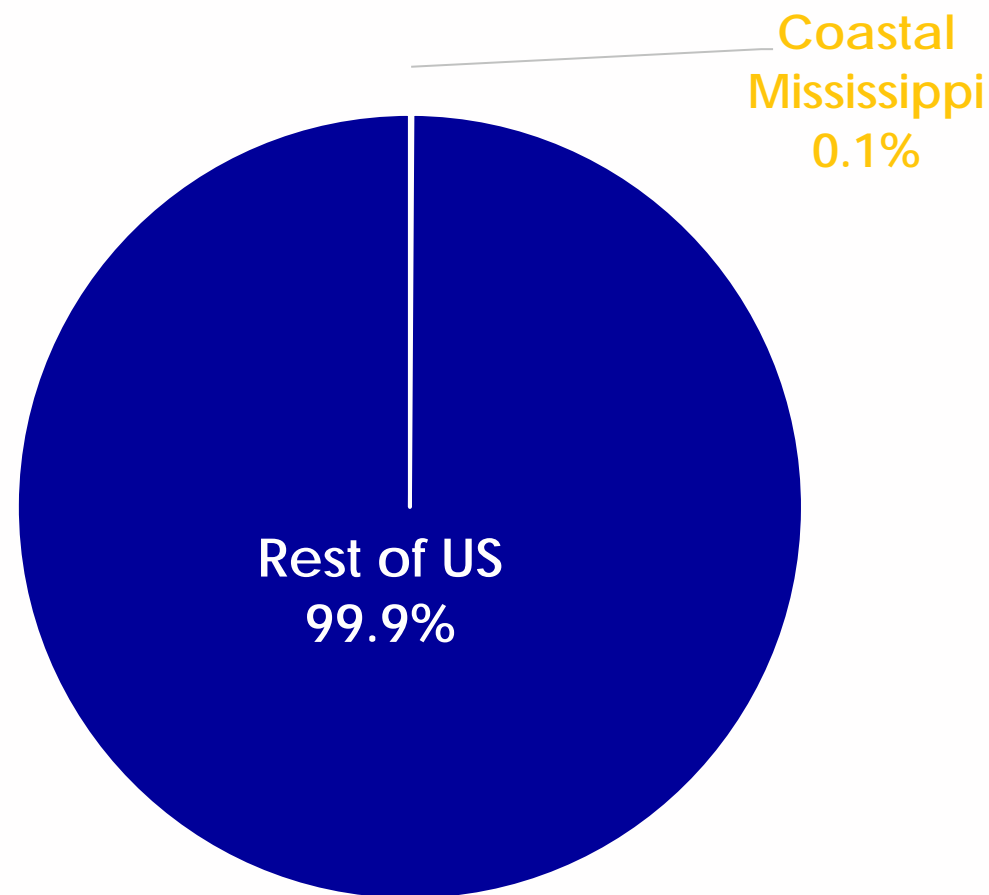
#3

DRIVE AWARENESS AND HELP KEEP COASTAL MISSISSIPPI IN THE CONSIDERATION SET FOR TRAVELERS

Only 0.1% of US POS Users Are Searching for Coastal Mississippi

With a small % of users searching for Coastal Mississippi, there is an **opportunity** to **increase customer awareness** of Coastal Mississippi as a destination.

% of Searches to United States



Source: Expedia Search Data to Coastal Mississippi

Date Range(s): 4/1/2020-4/30/2021

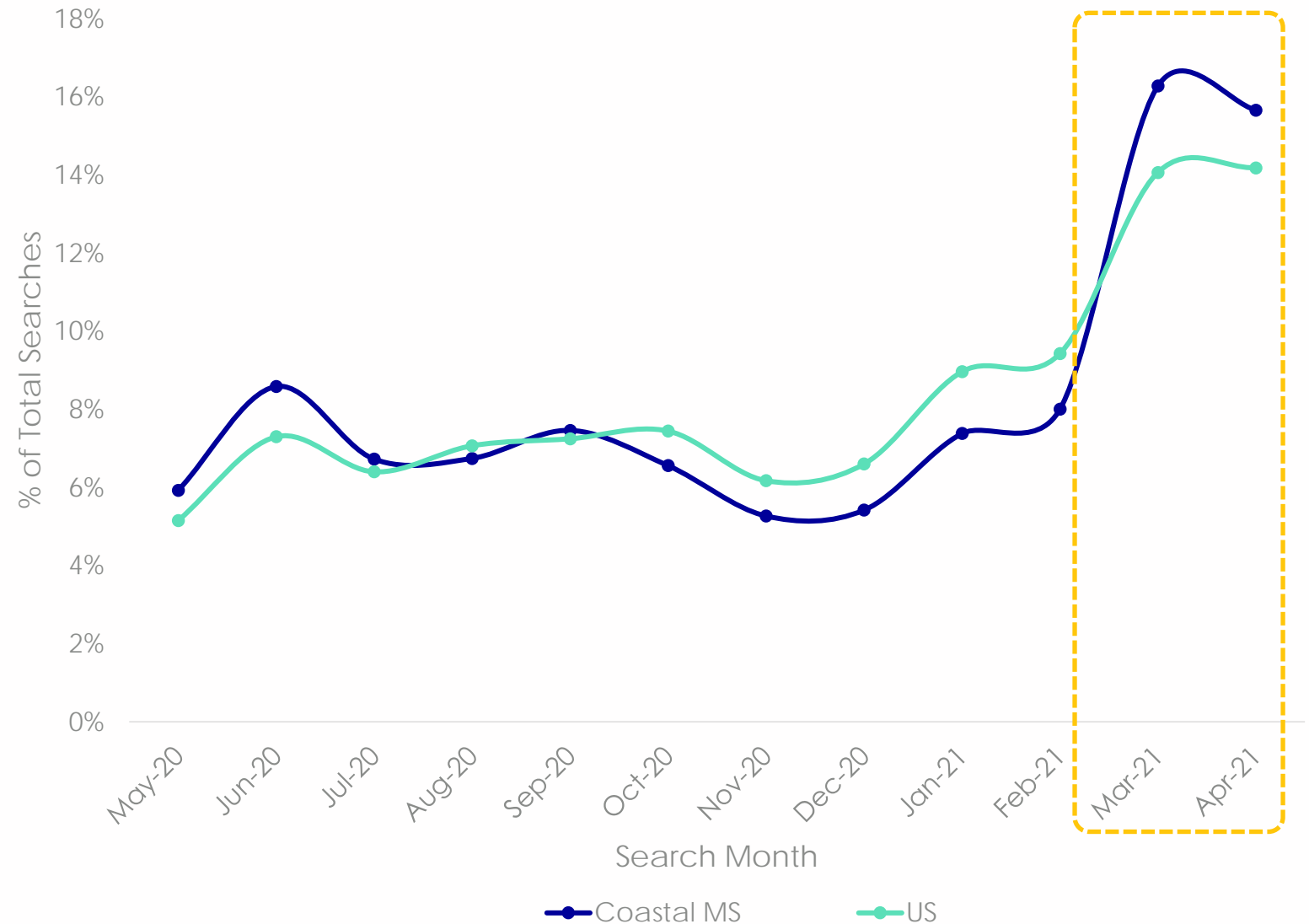
POS: US POS

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Searches for Coastal Mississippi are quickly ramping.

Coastal Mississippi had a similar search trend line as the United States in the last 12 months.

During the last 12 months, Coastal Mississippi saw their highest share of searches in March – April 2021. As travel demand ramps, the media campaign can help convert lookers to bookers.



Source: Expedia Search Data to Coastal Mississippi

Date Range(s): 5/1/2020-4/30/2021

POS: US POS

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Customers who Searched for Coastal Mississippi also Searched These Destinations:

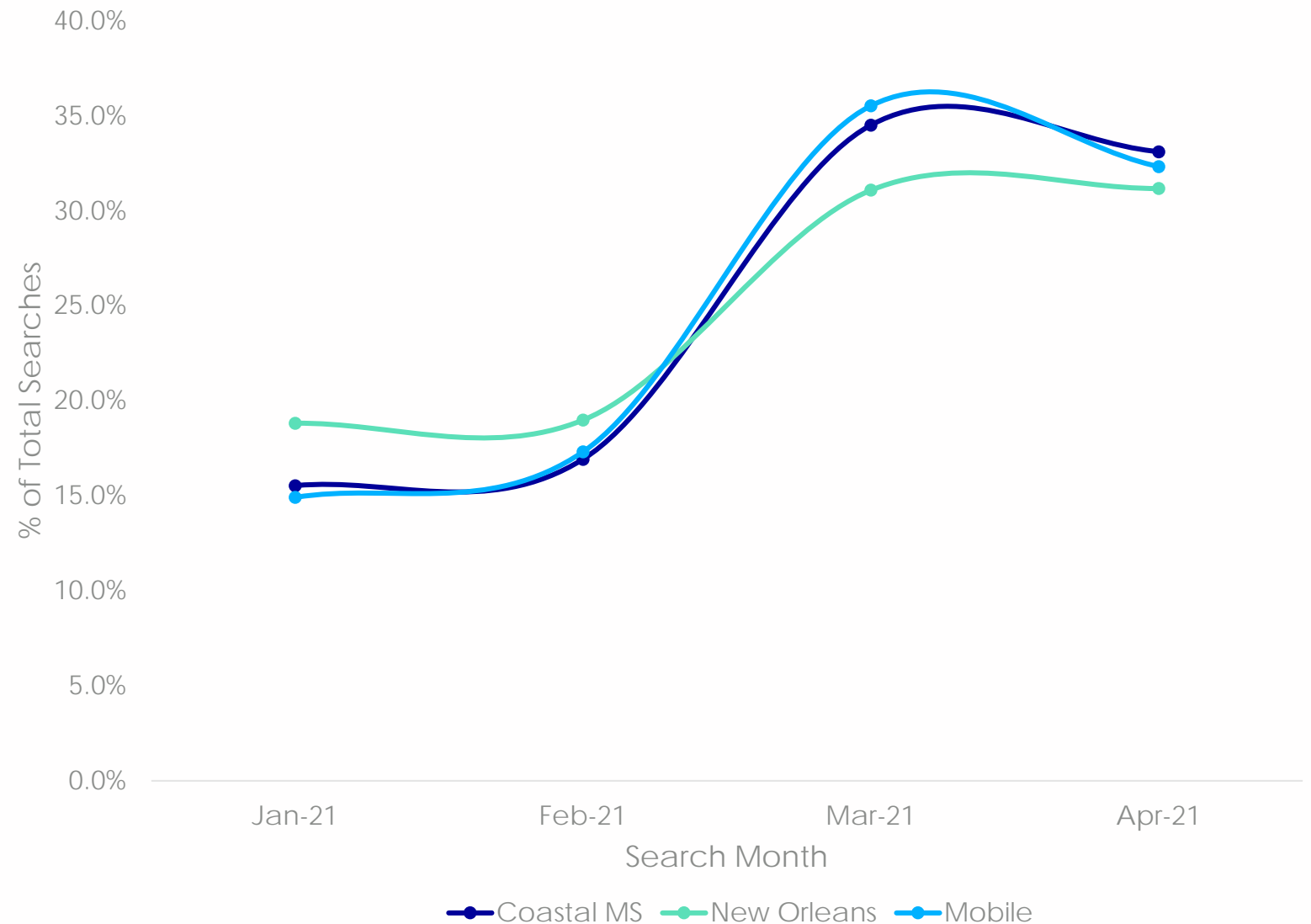
To piggyback off the success of competitive conquering tactic, we could consider adding additional markets (like the ones referenced from our data to the right) to the media plan.

Comp. Markets	% of Top 10
New Orleans	17%
Mobile	16%
Orlando	11%
Hattiesburg / Laurel	11%
Las Vegas	11%
Fort Lauderdale / Hollywood	9%
Pensacola	8%
New York City	7%
Atlanta	5%
Miami	5%

During 2021, MoM Searches to Coastal Mississippi have recently outpaced New Orleans.

In 2021, searches for Coastal Mississippi have grown +36% MoM while New Orleans (+22%) has grown at a much slower rate. Mobile has a slightly higher average growth rate at +36% MoM.

These are markets we began to more heavily competitive conquest with our 2021 media campaign, and the strategy has been successful YTD.



Source: Expedia Search Data to Coastal Mississippi

Date Range(s): 1/1/2021-4/30/2021

POS: US POS

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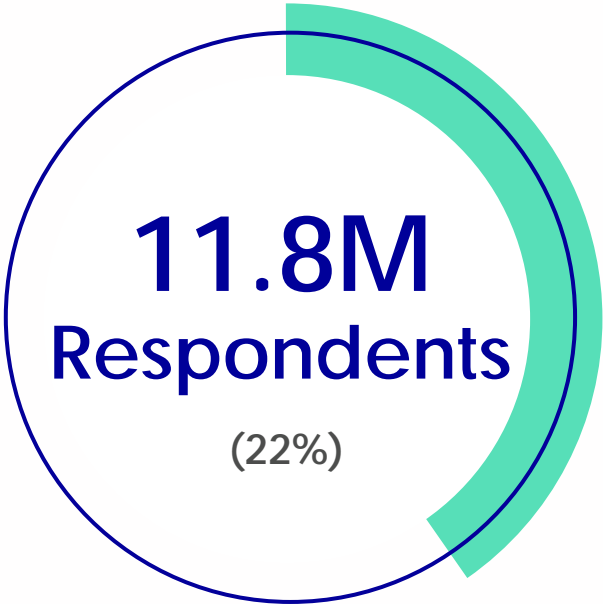


#4

GROW POSITIVE TRAVEL SENTIMENT FOR COASTAL MISSISSIPPI

Expedia's audiences are **culturally motivated**

% of respondents out of total who used/visited Brand Expedia in 2020 and selected 'Cultural Experience' as 1 of their top 3 travel influences:



Americas



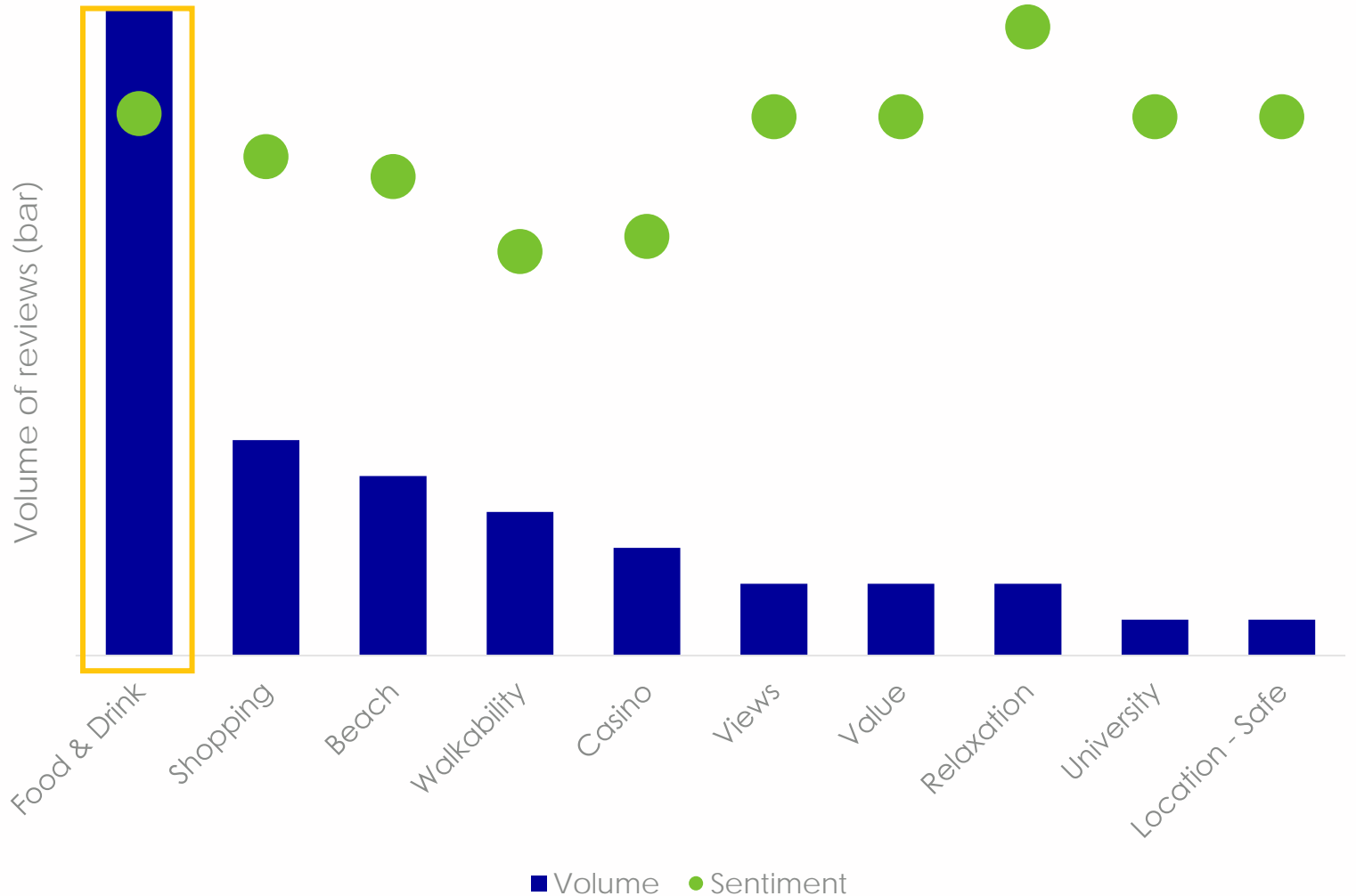
Source: 3rd Party Data, GlobalWebIndex Data 2021. "Q: Which of these have the most impact on where you travel for a vacation? Please select up to 3.", "Q: Which of the following websites/services have you visited or used in the last month?"
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Food & Drink in Coastal MS is the Most Popular Topic Among Travelers

These cultural themes are what customers traveling to Coastal Mississippi highly value. Coastal Mississippi can consider appealing to its unique positioning to stand out against its competition by continuing to leverage these themes in its campaign imagery, verbiage, etc.



Source: 1st Party Expedia Group Guest Reviews for Coastal Mississippi

Date Range(s): November 2020 – April 2021

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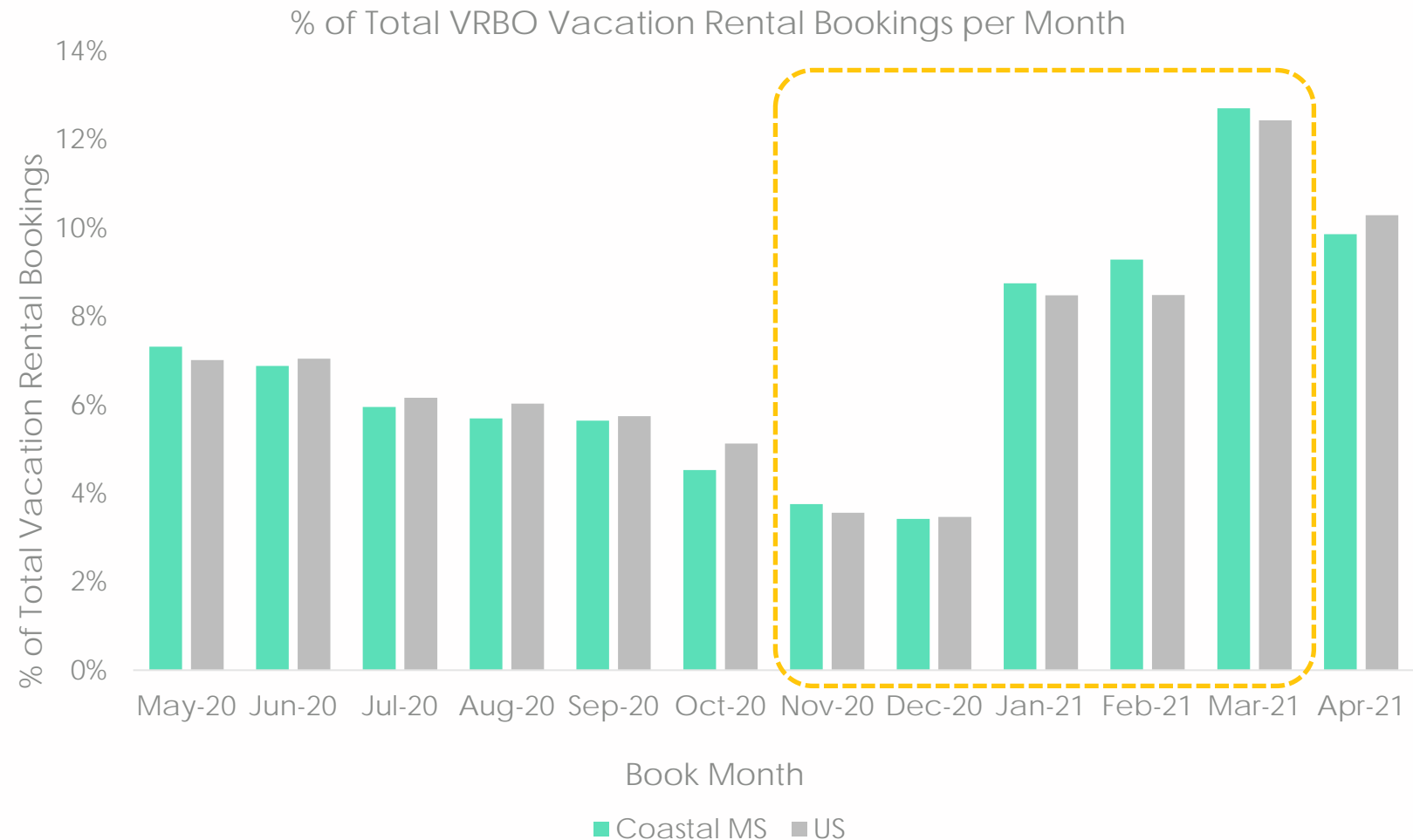
Cultural tourism has a **direct** global value of **over US\$1 billion**

Cultural tourists contribute **directly** to the destination's **economy**. Cultural activities are identified as **most capable of distinguishing or branding a destination**.



VRBO Vacation Rental Bookings for Coastal Mississippi saw a huge increase in 2021.

In 2021, Coastal Mississippi saw a larger distribution of their VRBO Vacation Rental Bookings than the overall US Market. This provides an opportunity to capitalize on VRBO shoppers through VRBO POS advertisements.

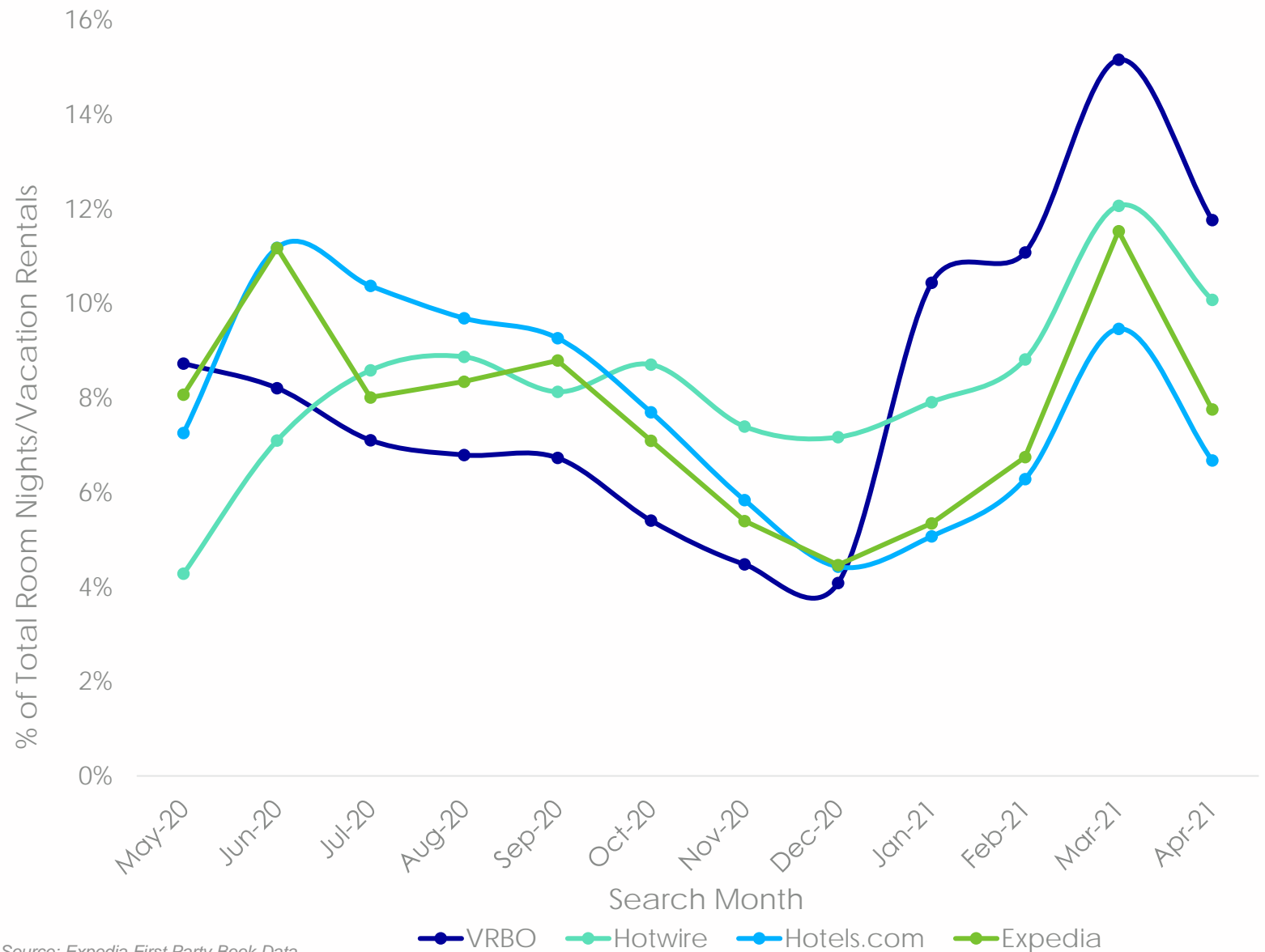


Source: Expedia First Party Book Data
Date Range(s): 1/1/2020-4/30/2021
POS: USA POS
Destination: Coastal Mississippi

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VRBO Vacation Rental Bookings for Coastal Mississippi saw the largest growth in 2021 compared to the other top POS.

In 2021, Coastal Mississippi saw the quickest recovery in terms of bookings when compared to other Expedia POS. This provides an opportunity to capitalize on VRBO shoppers through VRBO POS advertisements.



Source: Expedia First Party Book Data
Date Range(s): 5/1/2020-4/30/2021
POS: USA POS
Destination: Coastal Mississippi

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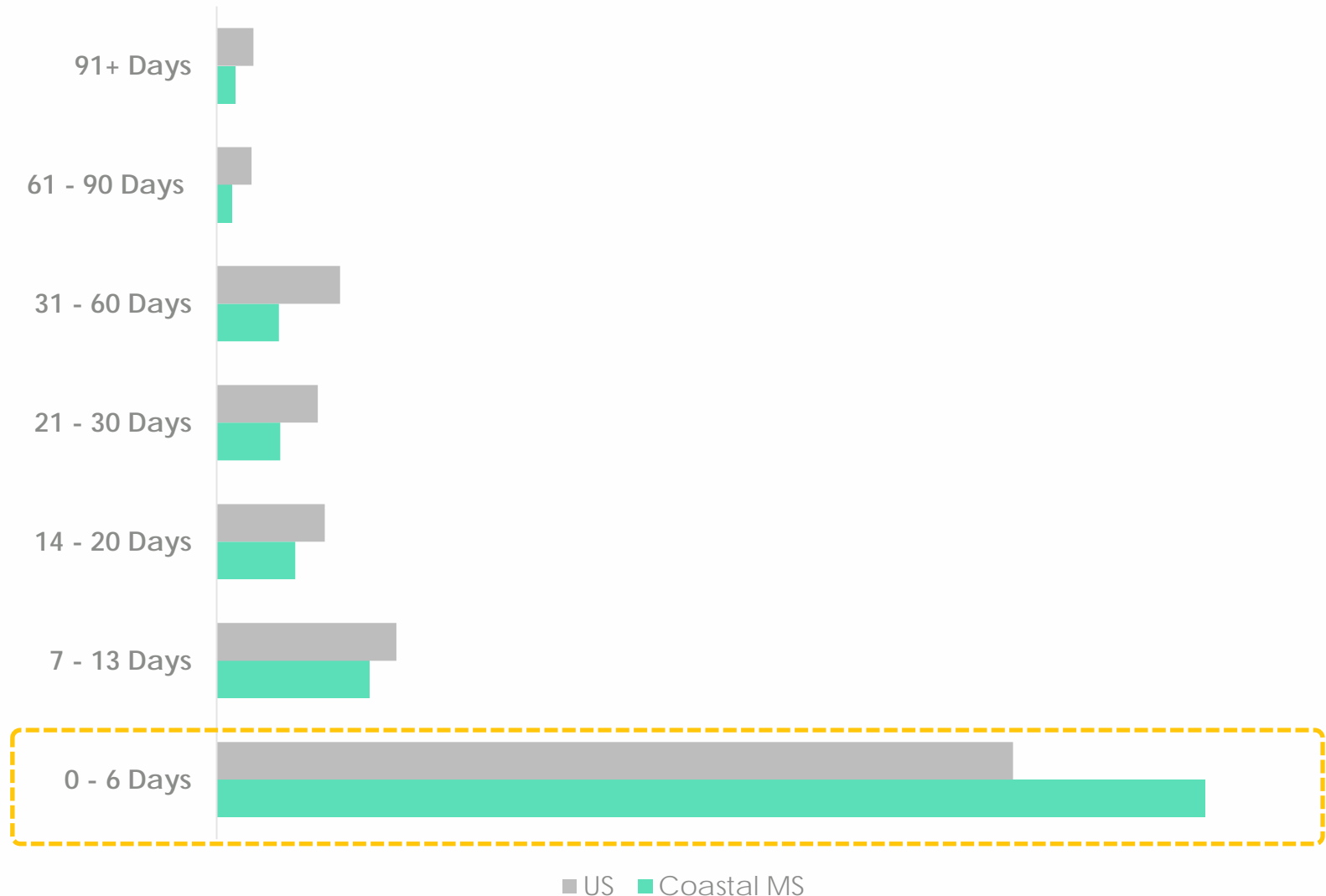
#5

INCREASE DEMAND TO THE DESTINATION

Booking Window skews towards the short term.

Customers searching for Coastal Mississippi are predominantly booking for 0-6 days (72%), while only 58% of bookings for travel in the US were made for the same window.

A campaign extending across the next several months has the potential to build awareness and reach those booking more imminently for trips to Coastal Mississippi.



Source: Expedia Booking Data to Coastal Mississippi
Date Range(s): 1/1/2021-4/30/2021
POS: US POS

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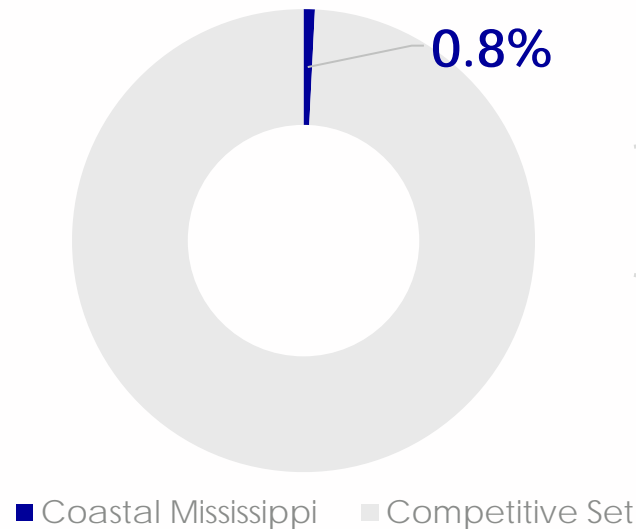
Coastal Mississippi's Air Ticket Share Increased Against its Competitive Set 2019 vs May 2020 – April 2021

Coastal Mississippi grew ticket share by +25% during May 2020 – April 2021 when comparing to all of 2019. The rest of Mississippi lost ticket share by -0.19% during this time.

As demand for Air and flight capacity returns, Coastal Mississippi should focus on promoting both new and existing routes.

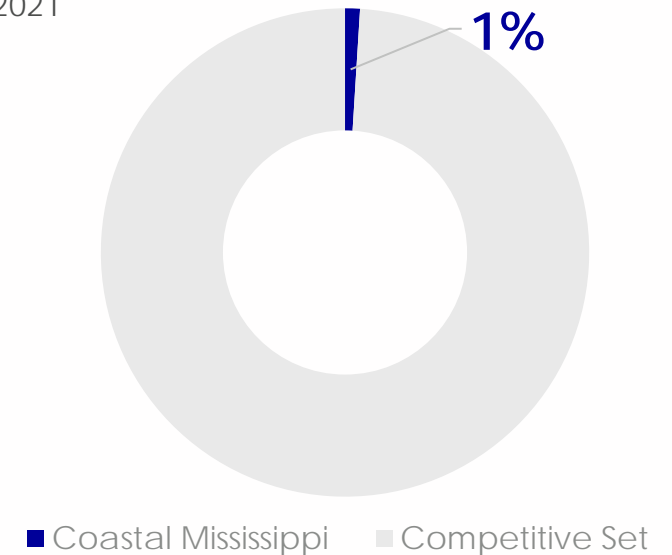
AIR TICKETS

2019



AIR TICKETS

May 2020 – April 2021



Source: 1st Party Expedia Group Booking Data for Coastal Mississippi
Date Range(s): 2019 vs May 2020 – April 2021
Points of Sale (POS) used: US

Competitive Set Includes: **Mississippi Cities (excluding Coastal Mississippi)**

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Customers who Booked Flights to Coastal Mississippi, are Flying from:

Positive Travel Sentiment around flying is beginning to increase. As GPT adds new routes, Coastal Mississippi should consider geo-targeting key fly feeder markets like the ones reflected in our data to the right.

Top 10 Feeder Markets - Air	% of Top 10
Salt Lake City	19%
Phoenix	15%
Dallas	11%
Seattle	11%
Atlanta	9%
San Antonio	9%
Honolulu	9%
Philadelphia	7%
Boston	6%
Las Vegas	6%



#6

INCREASE VISITATION TO COASTAL MISSISSIPPI

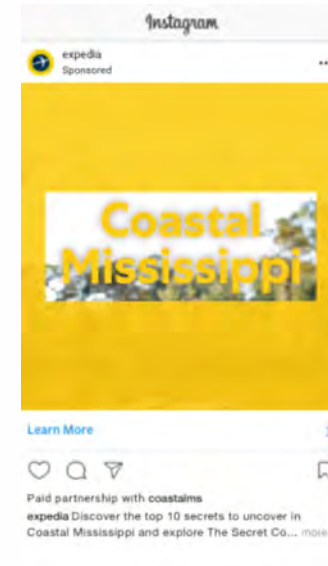
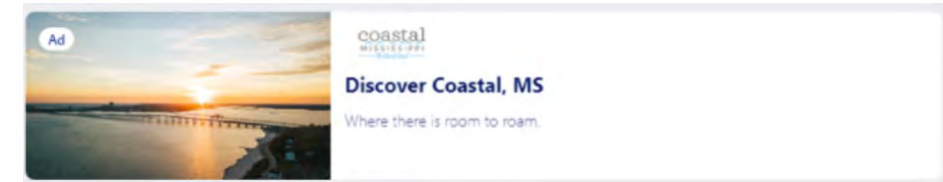
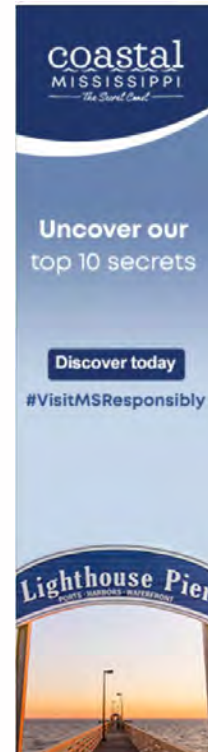
PARTNERSHIP CASE STUDY: Winter 2020

Expedia Group and Visit Coastal MS have partnered on multiple successful campaigns in recovery including last winter...

- Timing: Oct 1-Dec 30, 2020
- Budget: \$150k
- Targeting: Coastal MS Travel Intender Retargeting and Competitive Conquesting of Competing Destinations
- Total Impressions: 9.1 M
- Room Nights Booked: 14,100
- Revenue Generated: \$2M

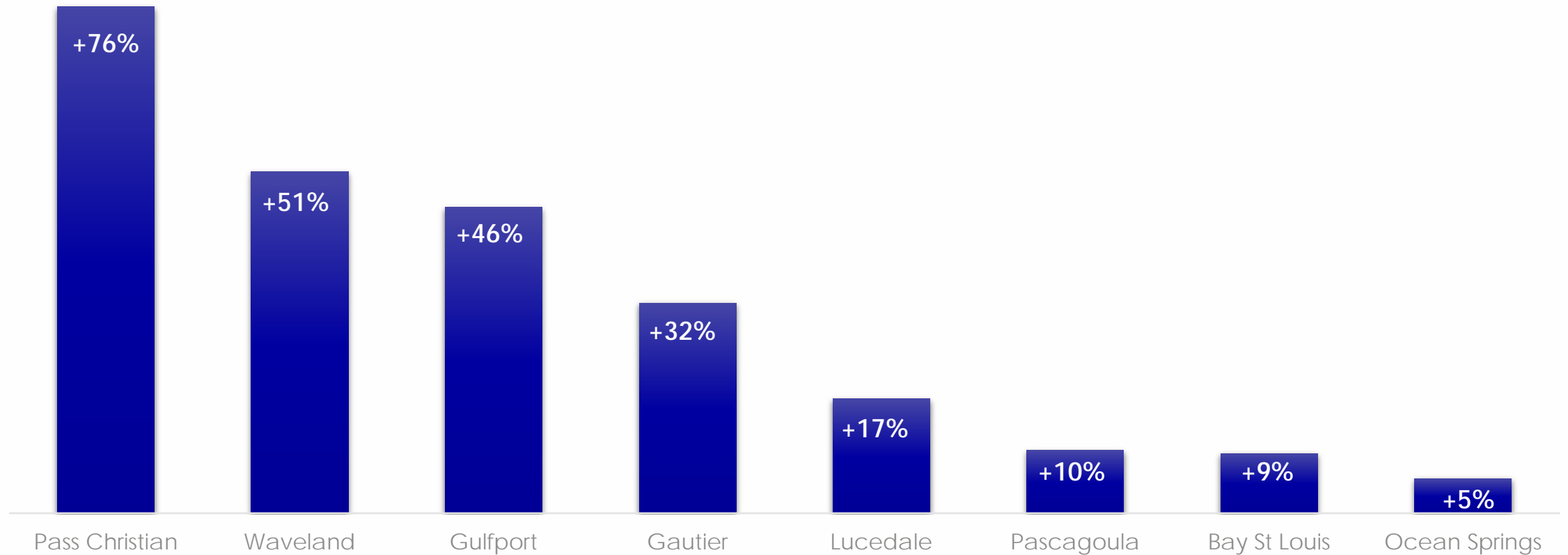
The campaign creative included...

- Travel Spotlight Listicle
- Ads Across Expedia Group sites
- Social Media Co-branded Video



CREATIVE: [Video Example](#)

Coastal Mississippi Cities saw a YoY Growth in Searches during the Campaign Period

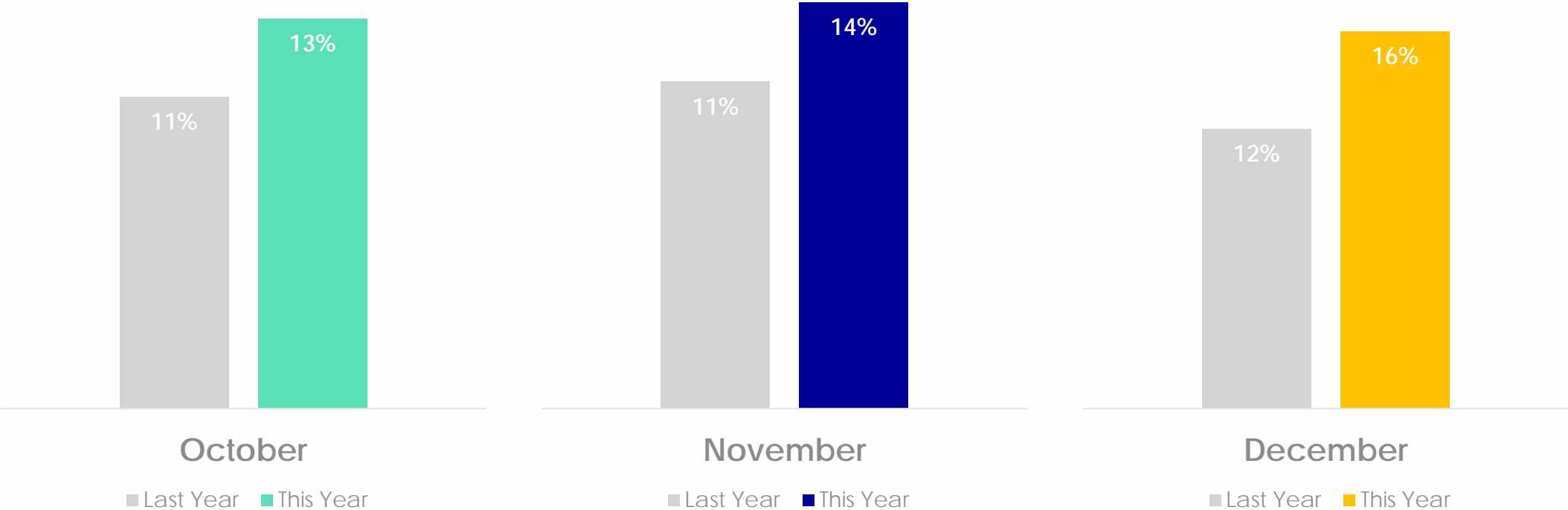


Conversion Rate YoY for Coastal Mississippi

KEY INSIGHT:

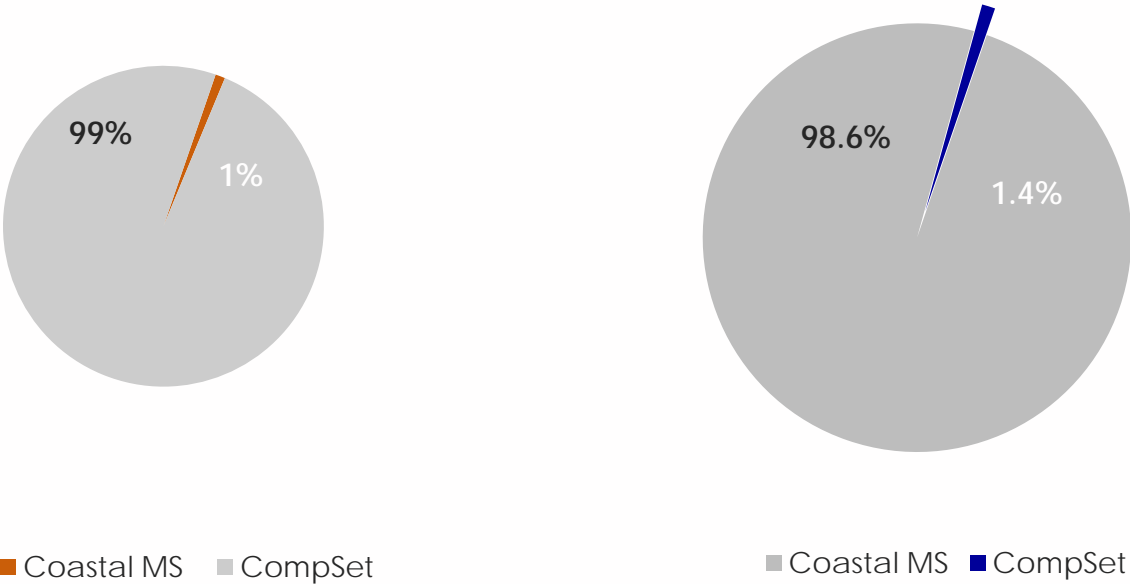


Campaign Conversion Rate increased on average **+28%** YoY.



Coastal Mississippi's Ticket Revenue Share Increased Against its Competitive Set during their Campaign

AIR TICKET REVENUE SHARE
During Campaign (October 7, 2020 – December 30, 2020)



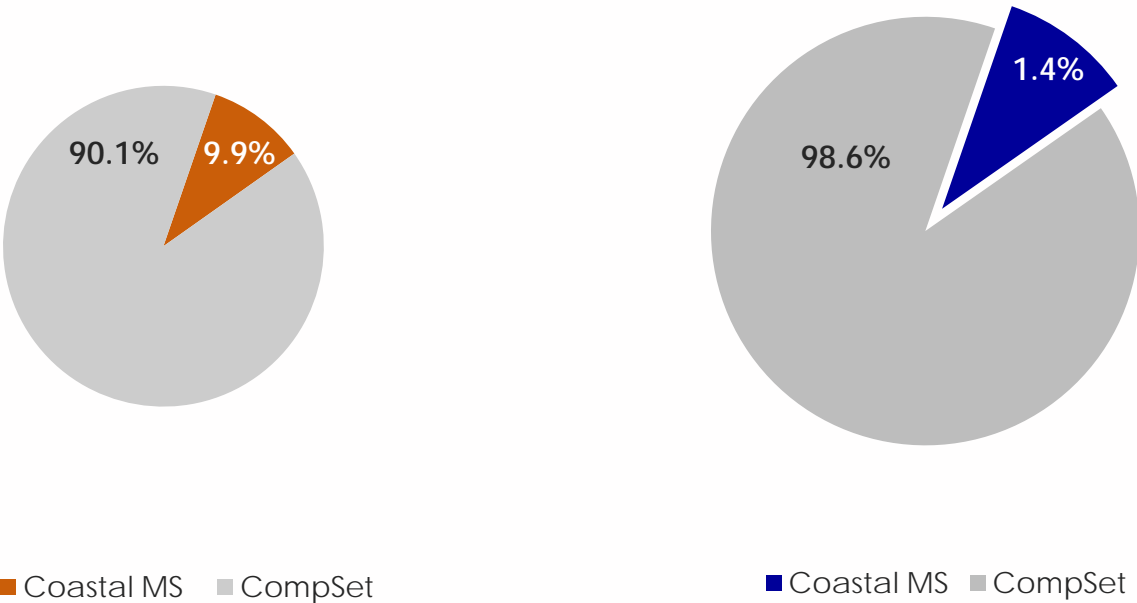
KEY INSIGHT: Coastal MS grew Air Ticket Revenue Share by +44% YoY during the period of the Expedia Campaign



Coastal Mississippi's Room Night Revenue Share Increased Against its Competitive Set during their Campaign

LODGING REVENUE SHARE

During Campaign (October 7, 2020 – December 30, 2020)



KEY INSIGHT: Coastal MS grew Room Night Revenue Share by +0.85% YoY during the period of the Expedia Campaign





ADDENDUM

ABOUT OUR BRANDS



The ultimate travel companion, helping travelers every step of the way



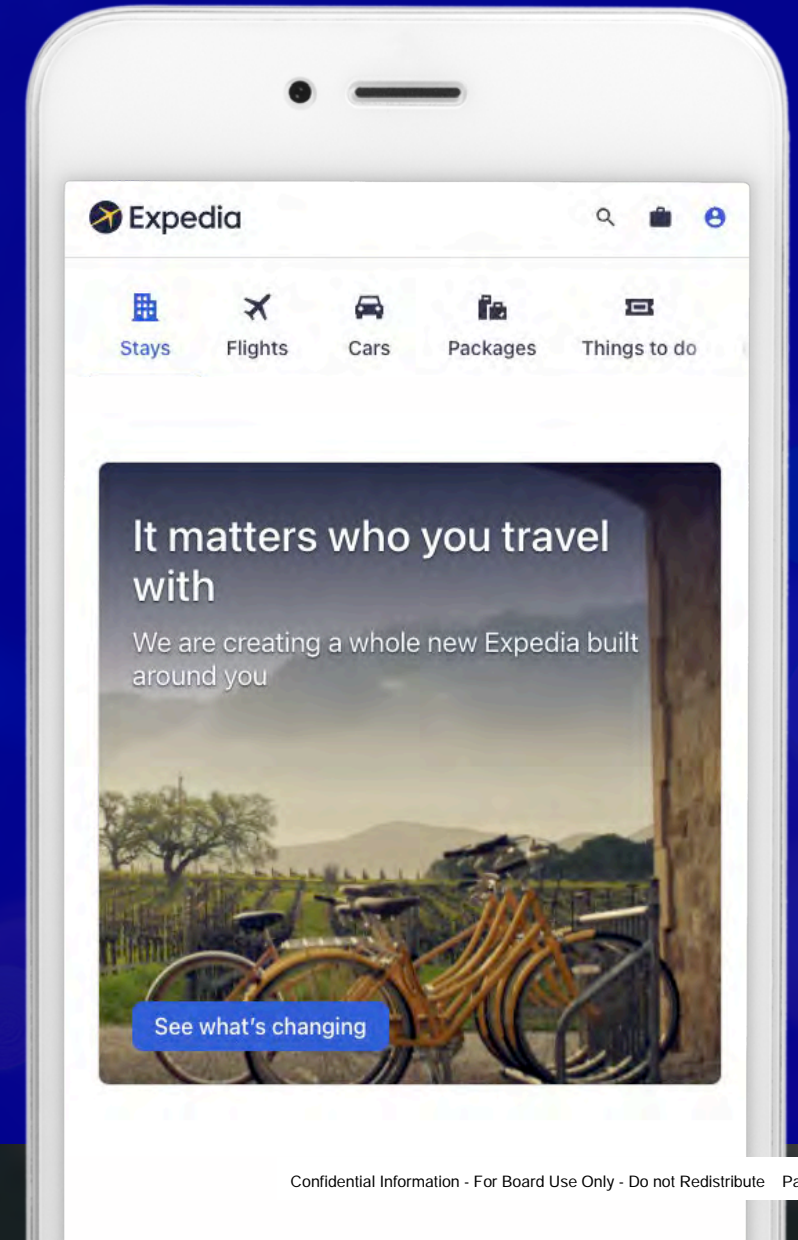
More than half
have a household income of over 100K



Almost 3 in 5
do not have children in the household

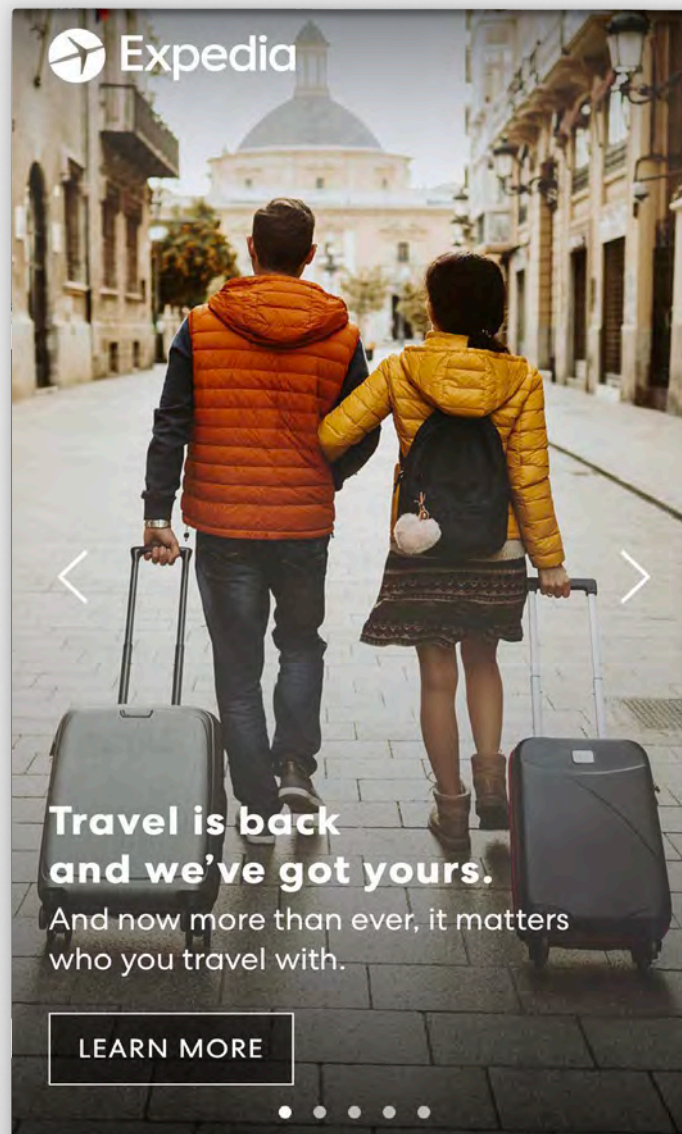


Over a quarter
took 1-2 domestic trips in 2020





It matters who you travel with

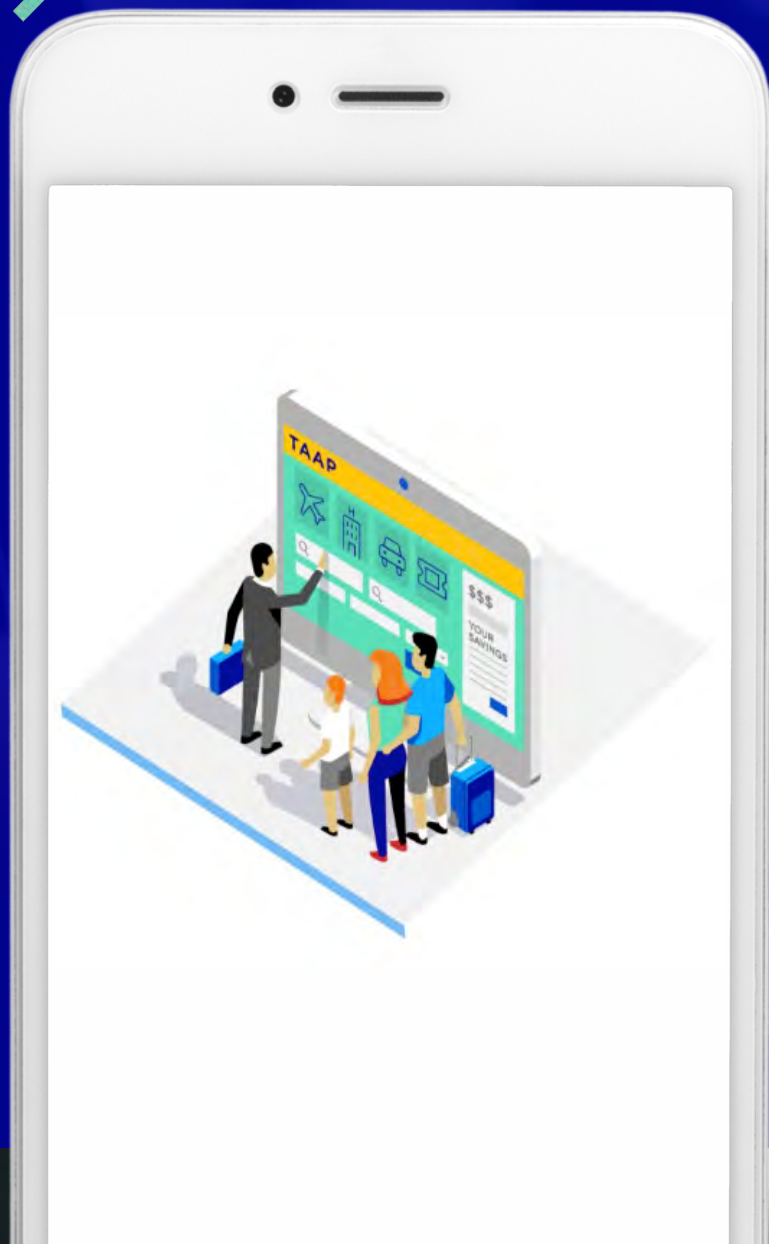


Today

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For You

Sections

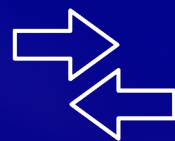


Expedia TAAP

Expose your destination to thousands of travel agencies and agents around the globe



43K travel agents
& 100K agencies



7x stronger
visit conversion rate for hotels



16x more purchases
than other Expedia shoppers



Reach families and friends searching for the perfect place to stay. This highly engaged audience is ready to book, ready to travel



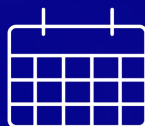
Families & Groups
67% are parents



Brings More People
2X more than other trips

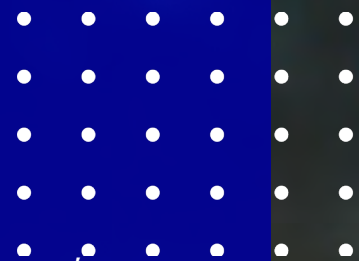


Older & Affluent
52% earn over \$100K



Long Stays
75% more likely to stay at least 7 nights



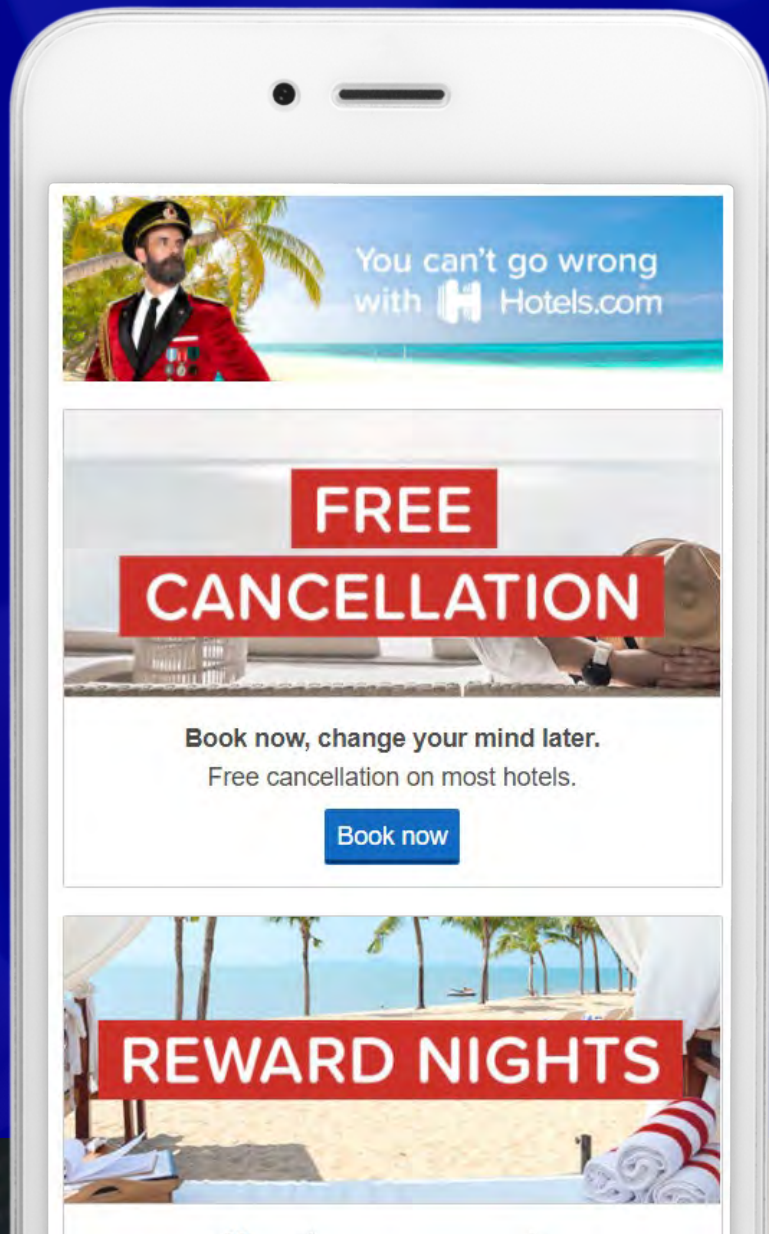


Get your property in front of some of Expedia Group's most frequent travelers

37 Average age of Frequent Traveler

6.6 Trips per year on average

47% Have taken at least one business trip





THANK YOU



COASTAL MISSISSIPPI

2020 TOURISM ECONOMIC CONTRIBUTION REPORT

Economic Indicator	State of Mississippi	Coastal Mississippi	Coastal Mississippi Share
Visitors Expenditures	\$5.65B	\$1.86B	33%
Total Taxes	\$580.3MM	\$208.6MM	36%
Jobs	80,740	26,445	33%
Capital Investments	\$188.5MM	\$66.9MM	36%

Competitive Analysis of Destination Marketing: The Mississippi Gulf Coast: Summary Findings

January 2019

Submitted to:



TOURISM
ECONOMICS

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AN OXFORD ECONOMICS COMPANY

Overview of Visit Mississippi Gulf Coast

Overview

The Gulf Coast Regional Convention and Visitors Bureau, dba Visit Mississippi Gulf Coast (VMGC), engaged Tourism Economics to analyze its level of public funding in comparison to competing and similar destinations. In addition to this analysis, our report reviews the performance of the Mississippi Gulf Coast's tourism sector, the role of the VMGC in attracting visitors to the area, the economic rationale for tourism promotion, and case studies of changes in convention and visitors bureau (CVB) funding.

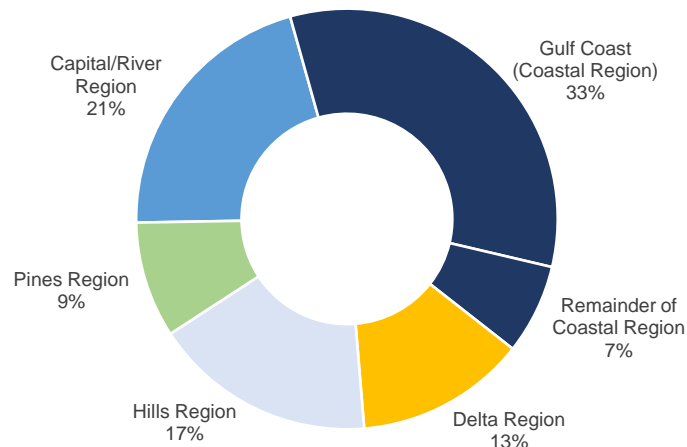
Mississippi Gulf Coast Tourism Overview

Based on existing research from Visit Mississippi, visitors to the Mississippi Gulf Coast spent \$2.0 billion in 2017, representing nearly 33% of total statewide travel and tourism expenditures. This spending supported 26,600 jobs in the region and generated \$233.1 million in state and local taxes.

VMGC Funding

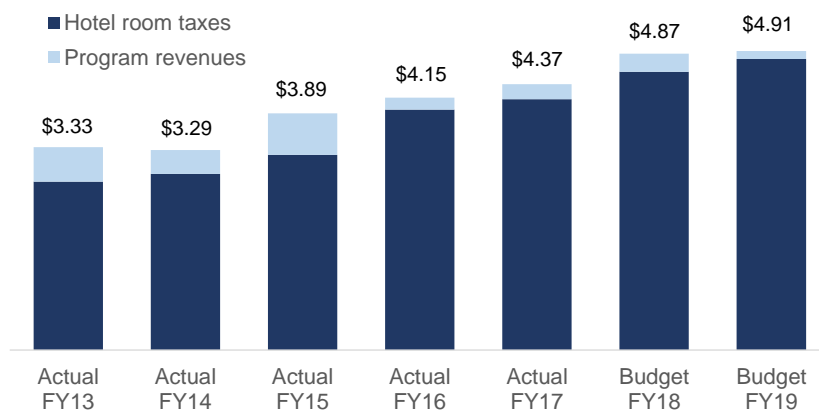
Between FY2013 and FY2017, VMGC's budget increased from \$3.33 million to \$4.37 million. VMGC has maintained a strong performance record, booking more than 60,000 room nights and engaging potential visitors across the nation on its website. Based on research conducted by VMGC, each \$1 spent on advertising generates \$43 in visitor spending in the Mississippi Gulf Coast.

Share of Mississippi travel & tourism expenditures, 2017 By region, percent



Source: Visit Mississippi

Funding sources for Visit Mississippi Gulf Coast Nominal dollars, millions



Source: Visit Mississippi Gulf Coast

DMO funding benchmark analysis

VMGC Funding Relative to Benchmark Destinations

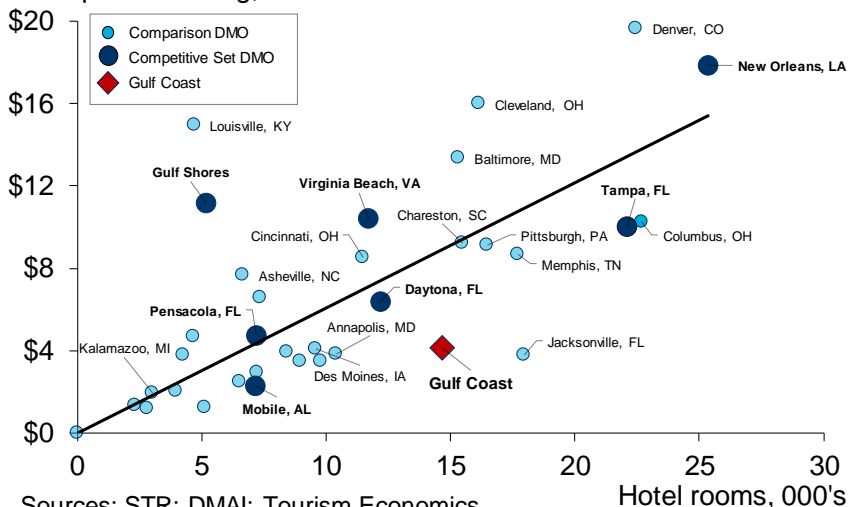
To determine an appropriate and competitive level of funding for VMGC, we compiled data on benchmark destinations. We selected 31 specific CVBs for benchmarking analysis, including seven destinations identified as VMGC's competitive market set. We chose indicators to measure the relative size of the tourism sector in the destinations, including hotel room inventory and jobs in the leisure and hospitality sector. Destinations with larger hotel room inventories and more leisure and hospitality jobs would be expected to have higher levels of funding. Comparing these metrics across destinations helps determine if VMGC's current level of funding is low relative to other destinations.

The accompanying charts show the positive relationship between DMO funding levels and hotel inventory and leisure & hospitality jobs for the selected destinations. The diagonal lines in the charts demonstrate the expected levels of funding given hotel inventory and job levels across the selected destinations. As shown, VMGC sits below the line in each chart, indicating that VMGC's current funding level is lower than expected given the Mississippi Gulf Coast's hotel room inventory and number of leisure and hospitality jobs.

Increasing VMGC's funding would bring it closer in line with levels of funding in competing destinations, given the respective levels of employment and hotel room inventory.

DMO funding and hotel inventory

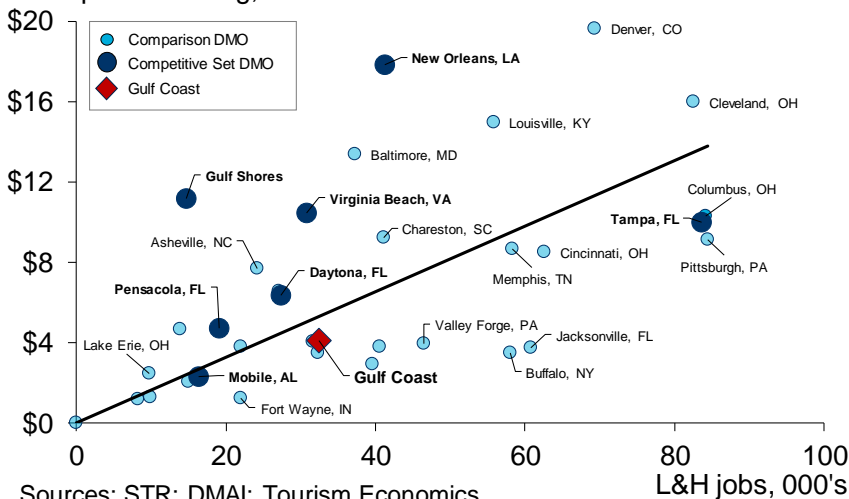
DMO public funding, millions



Sources: STR; DMAI; Tourism Economics

DMO funding and leisure & hospitality jobs

DMO public funding, millions



Sources: STR; DMAI; Tourism Economics

About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of tourism dynamics with rigorous economics in order to answer the most important questions facing destinations, developers, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, tourism forecasting models, tourism policy analysis, and economic impact studies.

With over four decades of experience of our principal consultants, it is our passion to work as partners with our clients to achieve a destination's full potential.

Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics enjoys a reputation for high quality, quantitative analysis and evidence-based advice. For this, it draws on its own staff of more than 120 professional economists; a dedicated data analysis team; global modeling tools, and a range of partner institutions in Europe, the US and in the United Nations Project Link. Oxford Economics has offices in London, Oxford, Dubai, Philadelphia, and Belfast.

For more information:

info@tourismeconomics.com





Case Verification Number: 2018323234155CG

Report prepared: 06/30/2021



Company Information

Company ID: 1154042

Company Name: MS Gulf Coast Regional
Convention & Visitors Bureau

Client Company ID: 1154042

Client Company Name: MS Gulf Coast Regional
Convention & Visitors Bureau

Employee Information

Name: Zachary Holifield

Date of Birth: 09/28/1986

U.S. Social Security Number: ***-**-2622

Employee's First Day of Employment: 11/19/2018

Citizenship Status: U.S. Citizen

Document Information

List A Document: U.S. Passport or Passport Card

Document Number: 594952239

Expiration Date: 07/18/2028

Case Information

Case Status: Closed

Case Submitted By: Cynthia Calvit

Current Case Result: Employment Authorized

Reason for Closure: Employment Authorized Auto
Close



LETTER OF ENGAGEMENT

Coastal Mississippi

Transformational Growth Partners

Presented on June 7, 2021

The information included in or with this document, in its entirety, is considered both confidential and proprietary, and may not be copied or disclosed to any third party without the prior written consent of TGP.



June 7, 2021

Brooke Shoultz
Harrison County – At-Large
Coastal Mississippi

Transformational Growth Partners, (TGP), is pleased to provide you with this Letter of Engagement (LOE) for services to assist the Coastal Mississippi Board and Leadership Team. We appreciate the trust and confidence you have placed in us. The following letter and attachments represent our understanding of the scope and objectives, and outline our approach, deliverables, resources, timing, and associated fees to deliver the requested services.

BACKGROUND AND Scope of Work

Our understanding is:

- The Board of Commissioners and the Executive Leadership are experiencing friction that is affecting their ability to work well together. It is the desire of the board to engage TGP to diagnose the cause of this friction and recommend solutions so that they can resolve the issues that are preventing them working well.

ENGAGEMENT APPROACH, CONSIDERATIONS, AND DELIVERABLES

Engagement Approach

TGP is dedicated to helping clients grow in all areas of life. In their previous careers as corporate executives, business owners and serial entrepreneurs, the TGP principals have been directly responsible for creating high-performance teams, designing and building products and services, and delivering the revenue that fueled their companies.

TGP has developed a results-oriented approach with a primary focus on the client's desired end result. TGP focuses on maximum impact toward the desired goal with the least investment of time, energy, money, and disruption to the client. Making results a reality requires the holistic understanding of all the contributing factors to successfully move to the next level of performance in business and life, and the ability to quickly assess these factors to identify root-cause limitations and opportunities for greater synergy.



PROFESSIONAL RESOURCES

For this engagement Coastal Mississippi will work directly with Brian Marshall, Founder of TGP.

Brian A. Marshall

Founder of TGP

Brian has over 35 years of experience in producing dramatic business results, within start-ups, and middle-market companies, primarily within the manufacturing, high-technology, and professional service sectors. Brian started his first technology company at the age of 20, and has since been involved with starting, growing and exiting more than a half dozen other companies since 1984. Brian has held line positions ranging from small and medium size business owner to Fortune 1000 executive and officer of a publicly traded company. His executive responsibilities spanned the disciplines of Sales and Sales Management, Manufacturing, Operations, Information Technology, Management Consulting, and Executive Coaching. His extensive experience as a management consultant and executive coach has exposed him to the Best & Worst Practices within hundreds of companies across multiple industries. Brian is an award winning coach, trainer, author and professional speaker, having been asked to speak at numerous National and International conferences throughout his career.

In 2019, Brian and his wife Tawnya sold their home in the Chicago area and moved to coastal Mississippi where they have been enjoying life on the coast ever since. They are parents to 4 adult children and currently have 2 grandkids.



ENGAGEMENT TIMING & LOCATION

This initial engagement is expected to be short in duration (no more than 2 calendar weeks from start to finish). TGP will need to conduct individual (1) hour interviews with each board member to understand each of their perspectives and gain insight into the relationship dysfunctions that currently exist. Once these interviews have been completed, TGP will prepare a diagnostic summary and present it to the board along with recommendations on how to resolve the root dysfunctions that were uncovered during the interview process. It is important to understand that this initial engagement is strictly diagnostic in nature. Any future efforts to resolve issues that are uncovered will require efforts that are not included in this engagement and must be addressed by a separate Engagement agreement.

PROFESSIONAL FEES AND EXPENSES

- “Client” agrees to pay “TGP” a fixed fee in the amount of \$5000 for the work described above.
- TGP does not anticipate that any travel expenses will be incurred as a result of this engagement.
- The professional fees are based on assignment of all TGP staff identified in this proposal as well as any additional approved TGP staff required to accomplish the statement of work. Any Direct expenses related to additional resources must be approved in advance by client.



See Exhibit A for additional terms applicable hereto.

This Letter of Engagement together with the attached exhibits constitutes one document (the "Agreement") and is entered into by and between **Coastal Mississippi** ("Client") and, **Transformational Growth Partners (TGP)** as of June 7, 2021 ("Effective Date"). By signing this Agreement, Client and TGP acknowledge that they have each read and agree to all the terms and conditions attached hereto. This Agreement includes this LOE and the attached Services Agreement Terms and Conditions.

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EXHIBIT A

GENERAL TERMS AND CONDITIONS

The following are the terms and conditions that apply to the Agreement between CLIENT ('Client') and TGP:

1. OVERVIEW

The following provides the terms and conditions by which TGP will provide the services, to CLIENT as described in the Agreement and Exhibits ("Services").

2. SERVICES

2.1 Performance of the Services.

(a) TGP agrees to supply and deliver any training, documentation, materials, and other items to Client ("Work Product") and perform the Services specified herein in a professional manner and in accordance with this Agreement. Any formal training programs will be delivered with competent instruction and facilities suitable for training. Notwithstanding the foregoing, Client acknowledges that TGP's ability to perform may require Client to timely perform certain tasks and provide certain tangible and intangible items. If the Client is enrolled in a formal training course provided by TGP, the Client enrollee's failure to attend or complete the course does not relieve Client of its obligations as defined by this agreement.

(b) TGP agrees to provide the Services through the dedicated and non-dedicated services of TGP's full-time personnel, part time personnel and independent contractors and subcontractors (the "TGP Personnel"). Unless otherwise specified in the Agreement, Client acknowledges and agrees that TGP shall have the right to remove, replace or add additional TGP Personnel to provide the Work Product and perform the Services; provided that: (i) TGP Personnel will be qualified and capable of performing the tasks assigned to them; and (ii) TGP will use commercially reasonable efforts not to remove or reassign any of TGP Personnel assigned to perform the Services prior to completion of all of their assigned tasks. Should any of TGP Personnel become unavailable at any time during the performance of the Services, or should Client reasonably request the replacement of any personnel assigned by TGP, TGP shall promptly provide substitute personnel, reasonably acceptable to Client, who possess similar experience and qualifications.

(c) While working on Client's premises, TGP Personnel will comply with Client's reasonable security regulations particular to each work location as to which Client has notified TGP in advance. Client shall provide sufficient office space and facilities to TGP Personnel so as to enable TGP to reasonably perform such services. Unless otherwise



agreed to by the parties, TGP Personnel will observe the working hours, working rules, and holiday schedules of Client while working on Client's premises.

(d) Either Party may propose changes to the scope of Services provided by TGP. TGP will analyze each such request and provide a written report to Client on its feasibility and the effect, if any, that such change will have on the cost of performing the Services and schedule for completing the Services. Proposed changes shall be effected through written change orders, which shall constitute amendments to this Agreement, and the LOE ("Change Orders").

3. PROPRIETARY RIGHT

3.1 Except as set forth in Section 3.2 below (a) All Work Products or other deliverables created or provided by TGP and delivered to Client pursuant to this Agreement shall be original creations for Client; and (b) TGP hereby assigns its entire right, title and interest in the Work Product to Client. The parties further acknowledge and agree that absent Client's full and timely payment(s) to TGP for all fees and expenses due, the Work Product, and any intellectual property rights related thereto, shall be, and shall remain, the sole property of TGP, and Client shall have no rights therein or thereto. TGP shall not have the right to disclose or transfer to any third party the Work Product. However, nothing in this Agreement shall prohibit or limit TGP's use of ideas, concepts, know-how, methods, code, techniques, skill, knowledge and experience that were used, developed or gained in connection with this Agreement or any LOE, except with regard to any confidential information of Client.

3.2 TGP may include in the Work Product certain methodologies, development tools, data and materials developed or licensed by TGP outside of this Agreement. TGP shall retain any and all rights TGP may have. TGP hereby grants to Client the right to use, reproduce, display, perform, distribute internally and make modifications and/or improvements to the Materials. However, Client shall not license, sub-license, resell, transfer or make other commercial use of the material, or any portion thereof, without TGP's written consent.

4. COMPENSATION AND PAYMENT TERMS

4.1 *Payment.* TGP shall be paid for the Services as set forth in the Agreement.

4.2 *Payment Terms.* All invoices shall be due 30 days upon receipt by Client. Any payment that is not paid within thirty (30) days of its due date will accrue interest at twelve percent (12%) per annum or the maximum rate permitted by applicable law, whichever is less, from the due date until paid. In addition, Client agrees to pay and indemnify TGP for any costs, including legal and other collection fees, incurred by TGP in the course of collecting past due amounts through any third-party collection services retained by TGP to collect unpaid, past due amounts under this Agreement.



5. CONFIDENTIAL INFORMATION

5.1 Each party acknowledges that in the course of performing this Agreement it may be furnished with, receive, or otherwise have access to information of or concerning the other party which the other party considers to be confidential, proprietary, a trade secret or otherwise restricted. When used in this Agreement, "Confidential Information" shall mean any information furnished or made available directly or indirectly by a party: (i) in any format that is labeled or otherwise designated as confidential, proprietary, a trade secret or with a similar designation; or (ii) that relates to such party's trade secrets, inventions, discoveries, processes, methods and techniques, ideas, know-how or regarding such party's products and services (including, without limitation, pricing therefore), proprietary software, research & development, business plans, marketing plans, strategies, finances, customers, employees, patients and suppliers whether or not such information is labeled as confidential.

5.2 All Confidential Information furnished by a party to the other in the course of performing under this Agreement shall remain the property of and be deemed proprietary to the disclosing party. Each party agrees: (i) to receive such Confidential Information in strict confidence and not disclose it to any third party without the prior written consent of the disclosing party; (ii) to accord such Confidential Information at least the same level of protection against unauthorized use or disclosure that the receiving party customarily accords to its own confidential, proprietary or trade secret information of a like nature, but in no event less than reasonable care; and (iii) to use such Confidential Information solely and exclusively for the purposes of and in accordance with the terms of this Agreement. In the event of any disclosure or loss of, or inability to account for, any Confidential Information of the disclosing party, the receiving party shall notify the disclosing party promptly upon becoming aware thereof.

5.3 Notwithstanding the foregoing, neither party shall be liable for disclosure of any particular Confidential Information of the disclosing party if the same: (i) is in the public domain at the time of its disclosure or thereafter enters the public domain through no fault of the receiving party; (ii) is or becomes known to the receiving party on a non-confidential basis without breach of any obligation of confidentiality; (iii) is independently developed by the receiving party without reference to the disclosing party's Confidential Information; or (iv) is legally required to be disclosed (provided that the receiving party promptly informs the disclosing party of the requirement and affords the disclosing party a reasonable opportunity to resist the required disclosure).

5.4 The provisions of this Section 5 shall survive the termination or expiration of this Agreement for any reason. Promptly following the termination or expiration of this Agreement for any reason, and as the disclosing party elects, the receiving party shall either destroy or deliver to the disclosing party all Confidential Information of the disclosing party in the receiving party's possession, custody or control in whatever form held (including without limitation all documents or media containing any of the foregoing and all copies, extracts or embodiments thereof).

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5.5 Nothing contained in this Section 5 shall be construed as obligating the disclosing party to disclose its Confidential Information to the receiving party, or as granting to or conferring on the receiving party, expressly or impliedly, any rights or license to the Confidential Information of the disclosing party.

6. WARRANTIES, INDEMNITIES, LIMITATION OF LIABILITY

6.1 Warranties.

(a) TGP warrants that it owns or has the rights necessary to grant to Client the rights to the Work Product in accordance with the terms of this Agreement. TGP warrants that none of the Work Product provided by TGP under this Agreement to Client for performance of the Services will: (i) infringe on the copyrights, trademarks, service marks, trade secrets or trade names of any third party arising or enforceable under the laws of the United States, or (ii) contain confidential or proprietary material misappropriated from any third party.

(b) Client warrants that it owns or has the rights necessary to grant to TGP access to its intellectual property in accordance with the terms of this Agreement and LOE. Client warrants that none of the intellectual property furnished to TGP by Client will: (i) infringe on the copyrights, trademarks, service marks, trade secrets or trade names of any third party arising or enforceable under the laws of the United States, or (ii) contain confidential or proprietary material misappropriated from any third party.

(c) THE FOREGOING WARRANTIES ARE IN LIEU OF ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

6.2 Indemnities.

(a) Each party (the "Indemnifying Party") agrees to defend at its expense and indemnify and hold harmless the other party (the "Indemnified Party") and its partners, affiliates, employees, agents, successors and assigns, in accordance with the procedures described in this Section 6.2, from any and all losses, costs, damages, liabilities and expenses (including, without limitation, reasonable legal fees and expenses) arising from or in connection with: (i) the death or bodily injury of any person caused by the negligence or willful misconduct of the Indemnifying Party; or (ii) the damage, loss or destruction of any real or tangible personal property caused by the negligence or willful misconduct of the Indemnifying Party; or (iii) a breach or alleged breach of Section 6.1(a) of this Agreement (in the case where TGP is the Indemnifying Party) and Section 6.1(b) of this Agreement (in the case where Client is the Indemnifying Party).

6.3 Limitation of Liability.

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(a) SUBJECT TO SECTION 6.3(c) BELOW, IN NO EVENT SHALL EITHER PARTY BE LIABLE, ONE TO THE OTHER, FOR ANY LOST PROFITS, LOSS OF BUSINESS, LOST SAVINGS OR OTHER CONSEQUENTIAL, SPECIAL, INCIDENTAL, INDIRECT, EXEMPLARY OR PUNITIVE DAMAGES ARISING OUT OF OR IN CONNECTION WITH ANY BREACH OF THIS AGREEMENT EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES IN ADVANCE.

(b) SUBJECT TO SECTION 6.3(C) BELOW, EACH PARTY'S TOTAL LIABILITY TO THE OTHER, WHETHER IN CONTRACT OR IN TORT (INCLUDING, WITHOUT LIMITATION, BREACH OF WARRANTY, NEGLIGENCE AND STRICT LIABILITY IN TORT) SHALL BE LIMITED TO AN AMOUNT NOT TO EXCEED, IN THE AGGREGATE FOR ALL CLAIMS, THE TOTAL DOLLAR AMOUNTS PAID OR PAYABLE TO TGP UNDER THE LOE THAT GAVE RISE TO SUCH LIABILITY.

(c) The limitations set forth in Sections 6.3 (a) and 6.3 (b) shall not apply with respect to: (i) damages to person and/or tangible property occasioned by the willful misconduct or gross negligence of a party; (ii) claims that are the subject of indemnification pursuant to Section 6.2 above; and (iii) either party's breach or alleged breach of its confidentiality obligations under Section 5 of this Agreement.

7. TERMINATION / PAUSE

7.1 *Termination for Cause.* This Agreement may be terminated by either Party by written notice to the other Party in the event such other Party materially breaches any of its material obligations as set forth in this Agreement and fails to cure such breach within thirty (30) days after written notice thereof from such notifying Party; provided that, such cure period shall be five (5) business days after written notice from TGP in the event of a breach by Client of the terms of Article 4 of this Agreement. If the Agreement is terminated by Client pursuant to this Section 7.1, Client will be entitled to retain the Work Product only to the extent already paid for by Client. In the event of termination of this Agreement for cause by TGP pursuant to this Section 7.1, Client will pay TGP for all Services performed under the LOE (inclusive of Work Product provided thereunder and accepted by Client), through the effective date of termination, plus expenses incurred through the effective date of termination.

7.2 *Survival.* Provisions of this Agreement, which by their express terms or context impose continuing obligations on the Parties, will survive the expiration or termination of this Agreement.

7.3 *Pause.* This Agreement may be PAUSED by either Party by written (30) day advance notice to the other Party in the event that circumstances temporarily prohibit either or both party from normal business operations such as occurred in 2020 with the Global Pandemic. In the event that "Client" elects to PAUSE this agreement, "CLIENT" agrees to pay TGP the "BASE FEE" for (2) monthly installments from the date of written notice. In the event that TGP wishes to PAUSE this agreement, "CLIENT" will be obligated

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to pay TGP the “BASE FEE” for the month in which written notice was provided unless both parties agree to other terms. In either case, “CLIENT” agrees to reimburse TGP for all approved expenses incurred through the effective date of the PAUSE.

8. OTHER TERMS

8.1 *No Conflicts.* The Parties acknowledge and agree that each Party has the power and the authority to enter into this Agreement and to perform its obligations hereunder and have not entered into any other agreements that would conflict with the Services to be performed herein and, upon execution and delivery hereof, this Agreement shall constitute the valid and binding obligations of the Parties, enforceable in accordance with its terms.

8.2 *Governing Law.* The laws of the State of Mississippi shall govern any dispute or controversy between the Parties relating to or arising out of this Agreement or any amendment or modification thereof.

8.3 *Entire Agreement.* The Agreement and Exhibits A, B and C contain the full and complete understanding of the Parties and supersede all prior agreements and understandings between the Parties with respect to the entire subject matter hereof. Only a written instrument signed by an authorized representative of each Party may amend this Agreement. This Agreement is the result of arm’s length negotiations between the parties and shall be construed to have been drafted by all Parties such that any ambiguities in this Agreement shall not be construed against either Party. This Agreement shall not constitute, give effect to, or otherwise imply, a joint venture, partnership, agency or formal business organization of any kind. No waiver, delay or discharge by a Party will be valid unless in writing and signed by an authorized representative of the Party against which its enforcement is sought. Neither the failure of either Party to exercise any right of termination, nor the waiver of any default will constitute a waiver of the rights granted in the Agreement with respect to any subsequent or other default. If any provision of this Agreement is declared invalid or otherwise unenforceable, the enforceability of the remaining provisions shall be unimpaired, and the Parties shall replace the invalid or unenforceable provision with a valid and enforceable provision that reflects the original intentions of the Parties as nearly as possible in accordance with applicable law.

8.4 *Notice.* Any notice or other communication required or permitted to be made or given by either Party pursuant to this Agreement will be deemed to have been duly given: (i) three (3) business days after the date of mailing if sent by registered or certified U.S. mail, postage prepaid, with return receipt requested; (ii) when transmitted if sent by facsimile, confirmed by the specific addressee, with a copy of such facsimile promptly sent by another means specified in this section; or (iii) when delivered if delivered personally or sent by express courier service. All notices will be sent to the other Party at its address as set forth in the LOE, with a copy in the case of TGP to PO Box 614, Gulfport. MS 39501.

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8.5 *Assignment and Subcontracting.* Neither Party will assign, or otherwise convey, transfer or delegate its rights or duties under this Agreement to any third party without the prior written consent of the other Party, and any attempt to do so will be void. This Agreement will be binding upon the respective successors and permitted assigns of the Parties. Client acknowledges that TGP may subcontract the performance of the Services to third parties on a partial basis. In such event, TGP will remain responsible in all respects to Client for the performance of the Services in accordance with the terms of this Agreement.

8.6 *Dispute Resolution.* In the event that any dispute arises between the Parties with respect to the interpretation or implementation of this Agreement or any rights, responsibilities, duties, entitlements or obligations arising hereunder, the Parties will discuss the dispute and negotiate in an effort to resolve it without the necessity of any formal proceeding. Formal proceedings for the resolution of the dispute may not be commenced until the earlier of: (i) each of the Parties has concluded that amicable resolution through continued negotiation does not appear likely; or (ii) thirty (30) calendar days after the initial request to negotiate the dispute; provided that a Party may file earlier to avoid the expiration of any applicable limitations period, to preserve a superior position with respect to other creditors, or to apply for interim or equitable relief.

8.7 *Force Majeure.* Both Party's performance will be excused, if and to the extent reasonably necessary, due to accidents, equipment breakdown or equipment malfunction; strike, differences with workmen, lockout, or any labor shortage or difficulties; fire, flood, accident, quarantine restrictions, earthquake, tornado, epidemic, pandemic, or other casualty or act of God; act of terrorism, war, riot, civil disobedience or other emergency, or acts of civil or military authority; compliance with orders, or requests of any government agencies or courts or arbitrators; embargoes, failure of suppliers or seller to meet delivery schedules, or any shortage of raw materials, however caused; inability or delay in obtaining labor or materials; inability or delay in obtaining cars, trucks, fuel, or machinery necessary for transportation; or any cause, condition, or contingency beyond the reasonable control of seller, whether similar to those enumerated or not. In the event of any force majeure event described herein, or other unforeseen events that prevent performance by seller, the seller may allocate the production and delivery of goods in an equitable manner. In addition, all time deadlines associated with the contract shall be extended for a reasonable time period.

8.8 *Non-Solicitation.* Client agrees not to knowingly solicit for employment (either as an employee or an independent contractor) any employee of TGP during performance of this Agreement and for a period of one (1) year after termination of this Agreement without TGP's written consent.

8.9 *Non-Compete.* TGP agrees not to solicit any business from any of CLIENT's competitors without the advance permission of CLIENT during the

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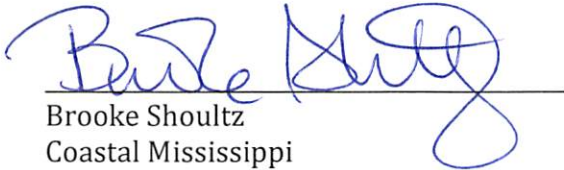
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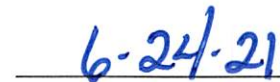


performance of this Agreement and for a period of one (2) years from the start of the Discovery Phase engagement.

Signature:

Date:


Brooke Shoultz
Coastal Mississippi


6-24-21


Brian Marshall – Managing Partner
Transformational Growth Partners

6/27/2021

Connect

Connecting people, places and ideas

Company Address 15 Technology Pkwy South Suite 250
Norcross, GA 30092
US
IO Number IO-00042689
Account Name Coastal Mississippi
Account Number 1013564

Created Date 6/2/2021
Expiration Date 6/19/2021
Quote Number 00007528
Bill To Coastal Mississippi
Bill To Address 2350 Beach Blvd
Suite A, Biloxi, MS, 39531

Contact Information

Contact Name Ari Covacevich
Phone 228-896-6699
Email ari@gulfcoast.org
Fax 228-896-6788

Sales Person Craig Richards
Email crichards@connectmeetings.com
Phone (678) 987-9908
Fax (770) 582-9898

Material Contact: _____

Accounting Contact: _____

Email: _____

Organization Name: _____

Phone: _____

Email: _____

New Material: if no, publication and date _____

Phone Number: _____

Product Year	Product	Quantity	Net Rate	Additional Details	Product Type	Event Name	Connect Plus (Monthly Payments)
2021	Appointment Taker	1	\$3,750.00	N/A	Association	MEGA	<input type="checkbox"/>
2021	Appointment Taker	1	\$3,750.00	N/A	Sports	MEGA	<input type="checkbox"/>

Grand Total \$7,500.00

Connect Plus Product

When applying Connect Plus to a product you are agreeing to pay for that product through ACH or Credit Card. If Connect Plus is not selected then normal invoicing applies.

Customer Representative

Signature: 
Date: _____
Please sign and fax back to 770-582-9898 or email to order@collinsonmedia.com

Connect Representative

Signature: _____
Date: _____

RENEWAL

Statement of Work

ORGANIC SEARCH ENGINE OPTIMIZATION



Coastal Mississippi
Organic SEO and Reporting
September 1, 2021- September 30, 2022 (13 months)



Contract Renewal

At the beginning of each annual SEO renewal, Simpleview gathers members of the SEO team to review the project scope, goals, and objectives in an internal strategy session. Once this has taken place, the team reviews the marketing strategies and KPIs that have been set up and tracked in Google Analytics. A full site evaluation and Competitive Analysis Report is performed to provide an SEO activity guideline for the upcoming year.

Organic Activities

Our job is to continually refine and evolve your site, building on strengths and correcting weaknesses to constantly improve your traffic quality and volume, increase bookings, build your databases and meet other goals.

Monthly activities include reviewing inbound search terms, studying traffic patterns, and analyzing engagement statistics to provide recommendations on website refinements and marketing initiatives to increase your website returns. Our organic optimization activities will be customized to meet the specific needs of your company and may include the following organic activities:

- **Google Analytics - Continued Optimization:** Our team will continue optimizing and testing Google Analytics on your website as needed. When Google makes an update to its offerings, we'll make sure your code is current.
- **Website Reporting:** We will provide monthly reports that detail your website traffic, engagement statistics, search engine rankings, and more. We'll review these reports at the start of your renewal year to see if additional information should be added or current information tweaked.
- **Annual SEO Account Plan:** Your SEO analyst will send you an updated document that lays out the specific SEO activities that will be done on your site throughout the year. This document can change or be added to at any time, based on your needs or emergencies that arise.
- **Constant Monitoring:** Our SEO specialists are vigilant in completing checks of your website, ranking analysis, Google Analytics, and Google Search Console accounts to find and correct any crawl errors that occur on an ongoing basis. This is all behind-the-scenes maintenance that takes place that you never have to worry about – we've got you covered!
- **Competitive Analysis:** Our team reviews competitor websites for targeted keyword phrases and analyzes a number of factors; including domain age, backlinks, PageRank, and on-page optimization for your website and competitor websites. Based on this information we establish recommendations in areas where your website is not the top-ranked domain for specific terms and deliver a comprehensive report that outlines actionable items to increase rankings for targeted keywords.
- **Keyword Research and Analysis:** We continually complete keyword research throughout the year while completing on-page optimization activities to seek new opportunities for content recommendations and as requested for specific topics.
- **Meta Tag Creation and Implementation:** We will continue to customize the meta titles and meta descriptions on your website to ensure that the search engines are finding the proper pages on your website, increase search rankings and ensure that visitors are finding the information that they are looking for. We stay up to date on current best practices and will edit past tags as needed for new standards.
- **On-Page Optimization:** Our team of experts will continue to analyze the top landing pages, content pages, and campaign landing pages on your website and make recommendations for updating content, new content, html tags, and updates to meta tags. Proper internal linking strategies will also be recommended to help pass authority to interior pages on your website.
- **Content Review and Consultation:** On an ongoing basis, our SEO Analysts will examine your site's content and assess for relative strengths and weaknesses in order to prioritize optimization activities.



Your analyst will then provide you with a content development strategy that will detail areas needing improvement as well as opportunities for new content creation.

- Redirects and Friendly URLs: The SEO team will make recommendations for friendly URLs that make pages more accessible to both search engines and visitors. Our developers can set up these redirects properly, and ensure that any existing redirects on the website have been set up correctly. Our team can also set up redirects for any alternate domains that you may own.
- Tracking for Marketing Initiatives: Our SEO Analysts will continue to set up campaign URLs so that your marketing campaign can be properly tracked and reported. We will also review any campaign landing pages to ensure that they are properly optimized for the best performance.
- Link Building Strategy: One of the most effective ways to optimize your website's performance is by encouraging other sites to link to it. Search engine algorithm updates, like Google Panda, support organic link building over link collection. Using the latest in link building techniques, your SEO Analyst will work with you to develop a custom strategy that builds relevant links to your site.
- Annual Summary: The annual summary details a 13-month overview of website traffic statistics to review search engine optimization results, traffic sources, and website engagement. This summary will showcase SEO performance, including goals and conversions, for the previous year's activities.

Administrative Access

Client agrees to provide Simpleview with administrative access to the website if Simpleview does not currently manage their website. Organic SEO activities cannot commence until Simpleview has full FTP access to the website and CMS (if applicable). If client has an existing Google Analytics account, Simpleview will need to be added to that account as an administrator.

Service Fees

This Statement of Work ("SOW") is subject to, and governed by the Search Engine Marketing Master Service Agreement, dated September 1st, 2021 between Simpleview LLC ("Simpleview") and Coastal Mississippi ("Client"). This SOW sets forth the fees associated with the services to be provided by Simpleview to the Client. The term of this agreement is for a period of thirteen (13) months from September 1, 2021 to September 30, 2022. This Statement of Work may be renewed and extended at the sole discretion of Client, on the same terms and conditions as set forth herein, for an additional period of twelve (12) months provided Client provides Simpleview with written notice of its intent to renew and extend not less than thirty (30) days prior to September 30, 2022.

**** We are aligning this agreement with Coastal Mississippi's fiscal year of October 1st.**

The fee for Search Engine Optimization for the 13-month period is \$26,000, with a payment plan as follows:

Organic SEO and Reporting (\$2,000/month for a 13 month term):	\$26,000
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<hr/> Total Organic Search Engine Optimization Budget:	\$26,000
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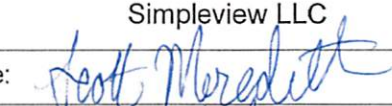
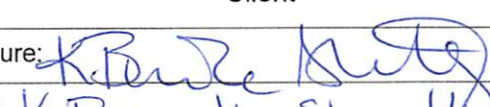
*Additional development and design, including the cost of creative resources (banner creation, video production, etc.), which are not designated in the scope of work will be billed at our normal billable rate of \$100 per hour plus 15% project management fee if necessary.


Authorization to Proceed

By signing this document, the parties agree to the scope of the Services as set forth herein. Client also agrees that any changes to the Project Specifications requested by Client may result in an increase to the fees.

Both parties agree to make all commercially reasonable efforts to complete the project and the Services in the timeliest manner possible. The client acknowledges that Simpleview's ability to meet the delivery dates is subject to timely interaction with the client's marketing and web team.

IN WITNESS WHEREOF, the Parties have caused this agreement to be executed by their respective duly authorized officers on the date written below.

Simpleview LLC	Client
Signature: 	Signature: 
Name: Scott Meredith	Name: K Brooke Shaulke
Title: Head of Contracts & Procurement	Title: Board President
Date: June 4, 2021	Date: 6-24-21
Address: 8950 North Oracle Road Tucson, AZ 85704 Phone: 520-575-1151 Fax: 520-575-1171	Address: 2350 Beach Blvd, Suite A Biloxi, MS 39531

Primary Client Point of Contact:	Invoices Sent to:
Name: Karen Conner	Name:
Title: Marketing Director	Title:
Address: 2350 Beach Blvd, Suite A Biloxi, MS 39531	Address: 
Phone Number: 228-896-6699	Phone Number:
Email: Karen@CoastalMississippi.com	Email:

Please fax this entire document to 520-575-1171

Attention: Scott Meredith

**BILL TO:**SHIP TO:

TERMS:

EXCEPTIONS:

PAST DUE ACCOUNTS

Confidential Information - For Board Use Only - Do not Redistribute Page 233 of 239



SMBM SOUTH MISSISSIPPI BUSINESS MACHINES

THE FUTURE OF BUSINESS IS HERE.

PO Box 697 · Gulfport, MS. 39502 · Tel: 228-864-4845 · Fax: 228-868-9546 · Email: contracts@smbm.net

DIGITAL COLOR COPIER SERVICE AGREEMENT

Account # 214100 Customer Name COASTAL MISSISSIPPI
 Mach ID# 14159 Address or Location 2530 BEACH BLVD STE A
 Contract # MC 16099 City, State, Zip BILOXI, MS 39531 Phone # 228-896-6699
 Install Date 7/8/2021 Model # SHARP MX-5071 Serial # 13016693

Our Full Service Agreement has been designed to insure a longer and more productive life for your equipment. This agreement is designed to prevent untimely and costly breakdowns and maintain the highest print quality available. We will provide quality factory trained technicians as well as the highest quality parts and supplies for your equipment.

Hardware Terms

On-site service will be provided during normal business hours (Mon-Fri, 7:30am-4:30pm). Non-contract on-site service rate is \$125.00 per hour, minimum one hour per call. Service performed on-site after 5pm weekdays is charged at a rate of \$175.00 per hour, minimum one hour per call.

Agreement includes the following:

- All parts, labor and supplies, inclusive of black toner, color toner, developer, drum, cleaning rollers and heat rollers. Contract allows one toner for every 21,600 color copies and one toner for every 36,000 black copies. Any toner used above these limits will be charged at current SMBM rate. SMBM reserves the right to monitor toner usage on all active contracts. Upon completion/termination of this agreement, any spare toners that are not returned to SMBM will be charged at the prevailing rate.
- Loaner machine delivered within 24 hours if technician determines that machine cannot be repaired on-site in a timely manner.
- Periodic service checks performed with the customer first initiating the call.
- Free phone support during normal business hours for hardware related service issues.

Agreement excludes the following:

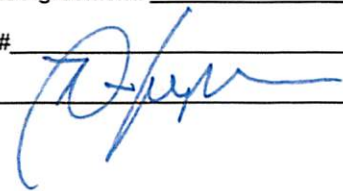
- Staples, toner collection bottles, broken cassettes, damaged exit trays or paper, unless noted by a SMBM representative in writing.
- Service due to the use of inferior or incompatible supplies.
- Service or repairs made necessary due to accident, general misuse or abuse, neglect, theft, riot, vandalism, lightning, electrical power failure, power surges, fire or water casualty, or any other Act of God.
- Key operator functions (such as loading paper, changing toner and/or toner collection bottles, removing simple paper jams, cleaning the glass).
- Printer monitoring software, scanning software and/or network configuration, maintenance or restoration.
- Print drivers, print controllers, print servers, network interface cards (NIC) and network switches will not be covered under this agreement. These units will require an additional MFP Software Agreement.

Hardware Conditions

- Agreement will automatically renew year to year at the prevailing rate.
- Agreement shall remain in effect until either party elects to cancel with a 30 day advance written notice.
- If at any time parts become no longer accessible from the manufacturer, contract becomes null and void immediately.
- Customer agrees to install SMBM approved surge protection devices on all equipment. Failure to do so may void agreement.
- All equipment under this agreement must have proper electrical supply/grounding per the manufacturer's specifications.
- SMBM reserves the right to change the terms/conditions of this agreement with a 30 day advance written notice.
- Agreement is not subject to any other terms/conditions either stated or implied, unless agreed upon by SMBM in writing.
- Any changes to this agreement by anyone other than a SMBM representative voids the agreement.
- Signature, purchase order and/or payment constitutes acceptance of terms as stated.

Beginning Date 7/8/2021 Contract Type: ☒ Monthly ☐ Quarterly ☐ Semi-Annually ☐ Annually
 Black Base Rate \$ 30.00 Copy Allowance 3,000 Overage Rate .0073 CPC Rate N/A
 Color Base Rate \$ SEE CPC RATE Copy Allowance N/A Overage Rate N/A CPC Rate .04

Exceptions to this Agreement:

Purchase Order # Beginning Meters: B/W Color
 Signature:  Title: CEO Date: 7/22/21

ADDENDUM TO FAHLGREN MORTINE STATEMENT OF WORK

WHEREAS, FAHLGREN, INC. d/b/a FAHLGREN MORTINE and MISSISSIPPI GULF COAST REGIONAL CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI entered into that certain agreement effective October 1, 2020, a copy of which is attached hereto as Exhibit A and incorporated herein by reference (herein "Agreement"); and,

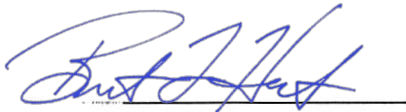
WHEREAS, FAHLGREN MORTINE and COASTAL MISSISSIPPI desire to extend the Agreement on the same terms and conditions as set forth therein for a period of two years commencing on October 1, 2021 and ending on September 30, 2023.

NOW, THEREFORE, in consideration of the mutual promises and covenants set forth herein and in Exhibit A, the parties do hereby covenant and agree to extend the term of the Agreement for a period of two years commencing on October 1, 2021 and ending on September 30, 2023 on the same terms and conditions as set forth in Exhibit A.

WITNESS the signatures of FAHLGREN MORTINE and COASTAL MISSISSIPPI on this the 24th day of June, 2021.

FAHLGREN MORTINE

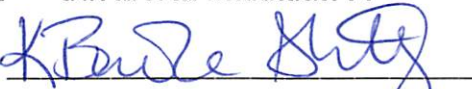
BY:



TITLE: Chief Financial Officer

MISSISSIPPI GULF COAST REGIONAL
CONVENTION AND VISITORS BUREAU
d/b/a COASTAL MISSISSIPPI

BY:



TITLE:

Board President



Statement of Work

This Statement of Work made effective as of October 1, 2020, by and between FAHLGREN INC. (dba Fahlgren Mortine) with its principal office located at 4030 Easton Station, Suite 300, Columbus, OH 43219 ("Agency") and Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi, with its principal office located at 2350 Beach Blvd., Suite A, Biloxi, MS 39531 ("Client"). Client and Agency may each be referred to herein as a "Party" and collectively, the "Parties".

1. Interpretation and Construction

- a) The Parties confirm that the Terms and Conditions (Exhibit A) shall govern the relationship between the Parties. The start date for this Statement of Work shall be 10/1/2020 and will last 12 months, extending the prior Statement of Work as was originally intended by the Client.

2. The Services

Fahlgren Mortine will work under a monthly contract representing approximately 42 hours of service for the purposes of media relations support and strategic counsel. Additional projects beyond this scope of work will be estimated and approved in advance of incurring charges.

3. Primary Contacts

Agency Contact:	Heather Sheppard	Client Contact:	Milton Segarra, CEO
	Fahlgren Mortine		Coastal Mississippi
	4030 Easton Station, Suite 300		2350 Beach Blvd., Suite A
	Columbus, OH 43219		Biloxi, MS 39531
	614-383-1628		228-280-3132
	heather.sheppard@fahlgren.com		milton@coastalmississippi.com

4. Fees

Monthly fee of \$5,500 at a fixed rate of \$150/hour, plus an additional five hours of "invested" time each month for a total of 42 hours.

Estimates are assumed to be accurate within +/- 10% and do not include sales tax (which will be billed over and above the estimated costs) unless Client files an appropriately completed tax-exempt certificate with Agency. Estimates are based on normal industry timetables and request for rush service may increase cost.

Client to send payments to: Accounts Receivable
4030 Easton Station, Suite 300
Columbus, OH 43219

WHEREFORE, the parties hereto have caused this Statement of Work to be executed by their duly authorized representatives.

Mississippi Gulf Coast Regional
Convention and Visitors Bureau
d/b/a Coastal Mississippi

By: _____

Name: _____

Title: _____

Fahlgren, Inc.

By: _____

Name: Brent L Holbert

Title: Chief Financial Officer



Exhibit A - Standard Terms and Conditions

Fee Compensation. Fees generally include hourly charges for ongoing services rendered by Agency personnel at Agency's standard hourly billing rates that may be adjusted from time to time by Agency, but not more frequently than annually. Fees are based on time worked, multiplied by hourly rates over the period services are performed. Agency charges for all time devoted to Client services and include, but are not limited to: meetings and telephone conferences with Client and others relevant to projects; correspondence; travel time; and internal Agency meetings and discussions related to client work. Agency and Client agree to review and adjust fees on a regular basis, and at least annually.

Non-Fee Compensation. Agency shall be compensated on a project basis for any services provided on a fixed fee or other non-fee compensation basis that Client approves.

Invoices. Agency shall prepare and issue all non-media invoices for services at the beginning of each month for services provided in the previous calendar month, unless Client has agreed to be invoiced in advance, for a flat fee or on another basis.

Billing Policies. Unless Client objects to any invoice by written notice to Agency within 30 days after the invoice date, the invoice shall be final and binding on Client. Standard payment terms are net 30 days. Applicable taxes will be charged on all invoices unless Client files an appropriately completed tax-exempt certificate with Agency. In the event of Client's delinquency in payment or other impairment of Client's creditworthiness, Agency may change the terms of payment. **Delinquent balances may be assessed an interest charge of 1½% per month.**

Media Billing. Agency does not finance Client's media advertising for obligations which are non-cancelable. Agency will bill Client for time and space so that payment is received before Agency is obligated for the amount involved.

Production Billing. Client will issue partial payment to Agency equal to one-half (½) total cost for all jobs in excess of \$5,000, based on Client-approved estimated cost. When jobs are completed, final billing will be rendered detailing actual costs and, if applicable, reflecting the initial partial payment.

Sequential Liability. In placing Client's advertising with various media, Agency may contract with such media on the basis of "sequential liability" pursuant to which Agency will be solely liable for payment to the extent that proceeds have cleared from Client to Agency prior to the payment deadline for advertising published or broadcast in accordance with the media contract. As advertiser, Client will remain solely liable for sums owing for space or time for which cleared funds were not timely received by Agency relating to such advertising. If Client does not use all of the space or facilities for which Client originally authorized Agency to contract by written approval of a media estimate, and if a higher "short rate" results, Agency will invoice Client for the additional amount due by reason of the rate differential.

Administrative Fee. Agency shall bill a 2% Administrative Fee to Client on each invoice to provide for the proper day-to-day management of Client's account, which shall include the following services: copy and print charges; telephone, fax, photocopy, video/film and tape storage charges; postage; document storage charges; account administrative services, such as preparation of Client invoices, issuing vendor payments, compliance and contract administration; courier and delivery charges. The 2% Administrative Fee shall be based only on the charges for the services specified on each Client invoice and do not apply to Outside Purchases (as defined below) for travel pre-approved by Client.

Direct Cost Reimbursement. If no Administrative Fee is charged, Client shall reimburse Agency for the actual cost of all agency direct costs otherwise subject to the 2% Administrative Fee (outlined above in the preceding paragraph) incurred in providing services, including, but not limited to reasonable Client pre-approved travel costs (mileage, airfare, meals, lodging, parking, taxis, etc.).

Outside Purchases. All purchases of third-party goods or services made on Client's behalf shall be estimated in advance, subject to a commission of 17.65% on the net cost of such purchases, and billed directly to Client. Examples of outside purchases include, but are not limited to: clipping, distribution and wire services; photography and cinematography; legal services authorized by Client; audio and video recording, duplication and talent fees; proofs; art services provided by sources outside the Agency; all media; special purchases made on Client's behalf by Agency for which orders are placed and billed through Agency.

Commission Rates. Unless otherwise specifically set forth in a Statement of Work, Agency shall be compensated for any media buying requested and pre-approved in writing by Client at a commission rate equal to 7.5% of the gross media buy.

Taxes. All local, state and federal taxes levied on materials and services purchased by Agency on Client's behalf shall be billed to Client in the month immediately following the month such taxes have been levied.

Warranty. Notwithstanding any other terms that may apply, Agency warrants that services will be provided in a professional and workmanlike manner and that its personnel have the required skills and experience to perform them. The parties specifically agree that the warranties in this paragraph are in lieu of all other warranties, whether express or implied.

Accuracy of Client Content. Client assumes sole responsibility for: (a) acquiring any authorizations necessary for hypertext links to third-party web sites, (b) ensuring the accuracy of materials and content Client provides to Agency, and (c) ensuring the content Client provides and any trade name(s), trademark(s) or service mark(s) Client adopts will not infringe or violate the rights of any third party.

Permissions. Client will secure and bear all costs for any rights, licenses, clearances, releases or other permissions needed to use the material Client provides to Agency, including images of Client's employees. Except for the material Client provides, Agency shall secure any rights, licenses, clearances, releases or other permissions needed to use documentation, designs, graphics, images, text, materials, scripts, software, elements and features provided by Agency, including but not limited to images of persons, photography, icons and software needed to perform services under this agreement.

Liability and Indemnity. Agency agrees to exercise all reasonable precautions in the examination of all material prepared or used by Agency on Client's behalf to avoid any actions, suits or other proceedings against either or both Agency or Client. To the extent allowed under Mississippi law, Client will hold Agency harmless with respect to, and pay any attorneys' fees it incurs in connection with, any Claims (as defined in the Insurance paragraph below), arising out of product representations or other materials supplied by or through Client to Agency or approved by Client for inclusion in Client's advertising, publicity or promotion of any kind.

Upon assertion of a claim or commencement of a suit or proceeding by a third party that may give rise to liability of an indemnifying party, the indemnified party shall promptly notify the indemnifying party of the existence of such a claim and shall give the indemnifying party reasonable opportunity to settle the claim with its own counsel at its own expense. The indemnified party shall at all times have the right to participate in such defense at its own expense and shall not be obligated to participate in any settlement which it reasonably believes would have an adverse effect on its business. The parties agree to assist each other as may reasonably be requested in order to ensure a proper and adequate defense. An indemnified party shall not settle any claim without the prior written consent of the indemnifying party.

Insurance. Agency carries an "Advertising Agency Special Perils Policy" that protects Agency and Client up to the limits of this policy with respect to Agency's advertising, publicity or promotion of any kind of Client's products or services or Agency's services rendered or that should have been rendered by Agency in the development, placement or exhibition of advertising from claims, demands and actions pertaining to the following, except to the extent such claims arise from information or materials provided by or through Client ("Claims"): (a) any form of defamation or other tort related to disparagement or harm to the character, reputation or feelings of any person or organization, including libel, slander, product disparagement, trade libel, infliction of emotional distress, outrage or outrageous conduct; (b) any form of invasion, infringement or interference with rights of privacy or publicity, including false light, public disclosure of private facts, intrusion and commercial appropriation of name or likeness; (c) false arrest, detention or imprisonment or malicious prosecution, wrongful entry or eviction, trespass, eavesdropping or other invasion of the right of private occupancy; (d) infringement of title, slogan, trademark, trade name, trade dress, service mark or service name; (e) infringement of copyright, plagiarism, piracy or misappropriation of ideas under implied contract; or (f) unfair competition, dilution, deceptive trade practices, civil actions for consumer fraud, false advertising or misrepresentation in advertising, and claims under Section 43(a) of the Lanham Act (federal trademark statute) or similar state statutes. This policy protects Client if Agency does agree to hold Client harmless against any such Claims up to the amount of the policy limit, and Agency, therefore, does so agree. This policy does not cover the following possible areas of liability: (i) claims for Client's products which are dishonest, fraudulent or criminal, (ii) theft or disclosure of Client's trade secrets or other proprietary rights, (iii) third party's trademarks, and (iv) infringement of patents.

Termination. Unless otherwise expressly provided, this agreement will continue until terminated by either party by giving ninety (90) days advance notice in writing to the other party. During such notice period, Agency rights, duties and responsibilities shall continue, and Agency is entitled to all its normal compensation hereunder for all services and on all media that runs to the end of the notice period. The definition of "runs" shall be the closing date in the case of print media, the air date in the case of broadcast media and the posting date in the case of outdoor advertising. After expiration of the stated notice period, Agency shall receive its share of compensation, if any, on short-rate bills and shall add back its share of commissions, if any, to refunds made by media by reason of earning a lower rate.

Talent Contracts, If any. Any non-cancelable contract or commitment made on Client's authorization and still existing at the termination of this agreement shall be carried to completion by Agency and paid for by Client, unless mutually agreed in writing to the contrary, in accordance with the provisions of this agreement. Any materials or services Agency has committed to purchase for Client (or any uncompleted work previously approved by Client either specifically or as part of a plan), shall be paid for by Client, and Agency shall receive applicable compensation therefor.

Any contract Agency has entered into with talent to perform in Client's advertising shall, simultaneously on the effective date of such termination, be automatically assigned to Client, and Client shall assume all of the rights and obligations under the contract, and Agency shall be relieved of any further responsibility or liability. To the extent allowed under Mississippi law, Client shall defend and indemnify Agency against any loss or expense, including reasonable attorneys' fees and costs, that Agency may incur as a result of a claim by talent or a third party, arising after the assignment of the contract.

Transfer of Property and Materials. Upon termination, provided there is no outstanding amount owed by Client to Agency, Agency shall transfer, assign and make available to Client or its representative, all property and materials in Agency's possession or control belonging to Client, including any copy, artwork, plates or other physical embodiment of creative work relating to any such property and material which may be in Agency's possession at termination of this agreement, provided however, that Client grants Agency the right to use such property and material solely for purposes of marketing or promoting Agency and its services.

Agency will cooperate in transferring, with approval of third parties in interest, all reservations, contracts and arrangements with advertising media or others, for advertising space or materials yet to be used and all related rights and claims after Agency has been released from such obligations, provided that Client shall assume liability for any contracts made by Agency that cannot be assigned or canceled in accordance with the terms of this agreement on Client's behalf prior to termination. Agency shall retain all rights to any advertising materials which are produced in finished form prior to the effective termination of this agreement until full payment is received. Agency will proceed promptly to complete production of unfinished materials during the stated notice period. Upon termination, any advertising, merchandising, packaging, plan or idea prepared by Agency and submitted to Client (whether submitted separately or as part of other material) for which Client has paid, whether or not Client elected to utilize the same and any unproduced advertising materials shall remain Client's property, and shall be provided to Client within fifteen (15) days of all valid invoices being paid by Client.

Agency is Not Responsible for Default of Others. Agency shall take reasonable precautions to safeguard Client's property entrusted to Agency's custody or control, but in the absence of gross negligence or willful disregard of Client's property rights, Agency will not be responsible for loss, damage, destruction or unauthorized use of Client's property. Agency will guard against any loss to Client through failure of media or suppliers to properly execute their commitments, but Agency will not be responsible for their failure. In no event is Agency responsible to Client for the defaults of material and service suppliers, owners of media or any other person or third party that is not Agency's employee or agent.

Confidential Information. Agency and Client agree to keep in confidence and not to disclose or use for its own benefit or the benefit of any third party (except as may be required for the performance of services or as may be required by law), any information, documents or materials which are identified by a party, at the time that they are made available, to be proprietary or confidential and are marked as such, provided however that such obligation shall not extend to any information, documents or materials that become publicly available without breach of this provision and provided further that such obligations shall expire upon the third (3rd) anniversary of the effective date of termination of this agreement.

Examination of Records. Client may, after reasonable prior notice, examine the Agency's records or files relating to the ordering and payment of any materials and services billed to Client during normal business hours at those locations where the records are regularly maintained.

Talent Codes and Contracts. Agency will indemnify and hold Client harmless against any loss, including attorney fees and costs, Client may sustain resulting from any claim, suit or proceeding made or brought against Client as a result of Agency's work on behalf of Client in the production of commercials when such claim, suit or proceeding arises out of Agency's obligations under the applicable codes or contracts relating to the production of commercials. Client will indemnify and hold Agency harmless against any loss, including attorney fees and costs, Agency may sustain resulting from any claim, suit or proceeding made or brought against Agency for use of any commercials provided to Agency by Client or Client dealers, or anyone else, when such claim, suit or proceeding arises out of Client's obligations under the applicable codes or contracts relating to the production of commercials. Agency's duty to indemnify Client, and Client's duty to indemnify Agency, attach to all commercials produced or media placed and shall survive the termination of this agreement.

Non-solicitation. At any time while Agency is providing services to Client and for one (1) year thereafter, Client agrees that it shall not, without the prior written consent of Agency, (a) directly or indirectly solicit for employment any person employed or retained by Agency (including, without limitation, as an employee, independent contractor or agent known to be engaged by Agency) with whom Client had contact while Agency was providing services or (b) knowingly solicit, entice or persuade or attempt to solicit, entice or persuade any employee of Agency to terminate his or her employment with Agency for any reason. Agency will suffer irreparable damage and continuing injury if this provision is breached or threatened to be breached. Client acknowledges that, in the event of a breach or threatened breach, Client shall be obligated to pay Agency, as liquidated damages and not as a penalty, an amount equal to fifty percent (50%) of the Agency employee's current annual compensation (inclusive of bonuses and commissions), unless otherwise agreed to in writing by Client and Agency.

Miscellaneous. The provisions of any agreement, SOW and these terms and conditions constitute the entire agreement of the parties concerning the relations and agreements of Agency and Client. It is agreed that neither party shall have the right to, orally or in writing, modify the terms of this agreement, unless the modifications, changes or additions have been executed as an amendment to this agreement by the proper officers of each party in the same manner as the above provisions were agreed upon. This agreement shall be governed by and construed in accordance with the laws of the State of Mississippi. This agreement may not be assigned or transferred in whole or in part by operation of law or otherwise by either Party without the other Party's prior written consent.