

Let's Play

coastal
MISSISSIPPI
The Secret Coast

Sports Planner's Toolkit
2021



A woman and two children are on a golf course. The woman, wearing a white polo shirt and a purple visor, is smiling and looking at the camera. She is holding a golf club. To her left, a young boy in a blue polo shirt and khaki shorts is also holding a golf club. To her right, a young girl in a pink polo shirt and a dark blue skirt is looking down at a golf club. The background is a lush green golf course with trees and a clear blue sky. A large, semi-transparent blue circle is overlaid on the image, containing the text "Discover the Secret Coast" in a stylized, orange, cursive font.

Discover the Secret Coast

Let's Play

discover the secret coast

Milton Segarra, CDME Coastal Mississippi CEO



This past year has been indelible for tourism, with the sports industry experiencing unprecedented challenges. Coastal Mississippi, along with our partners, is committed to assisting in the resurgence of sporting events in our destination. Rest assured that our partners are continuing their commitment to the Coastal Mississippi Promise of health and safety, by following recommended safety protocols to keep our community healthy and ensure that all visitors have a truly safe and enjoyable experience on The Secret Coast.

When you visit Coastal Mississippi, you will discover southern hospitality at its finest. The region's temperate climate, 62 miles of scenic shoreline, astounding natural beauty, and friendly appeal makes for the perfect year-round destination for visitors of all ages. And moreover, the perfect destination for your event.

The Secret Coast has facilities to suit any size event, from The Mississippi Coast Coliseum and Convention Center, offering over 400,000 state-of-the-art square feet of space, to several outdoor sports complexes located throughout the area's coastal communities. Surrounding these complexes are an incredible array of accommodations, family-friendly attractions, outdoor adventures, restaurants, and shopping districts to enjoy before or after your event.

Take advantage of all that Coastal Mississippi offers to assist groups with their planning, promoting, and managing of events. Our staff prides itself in providing outstanding service, and we are eager to help.

We look forward to working with you to create a first-class experience for all.

Milton Segarra, CDME
Coastal Mississippi CEO

You might not have heard of us.

**We like to think that's
part of our charm.**

Let's Play

discover the secret coast

**They call it the
Secret Coast for
a reason.**

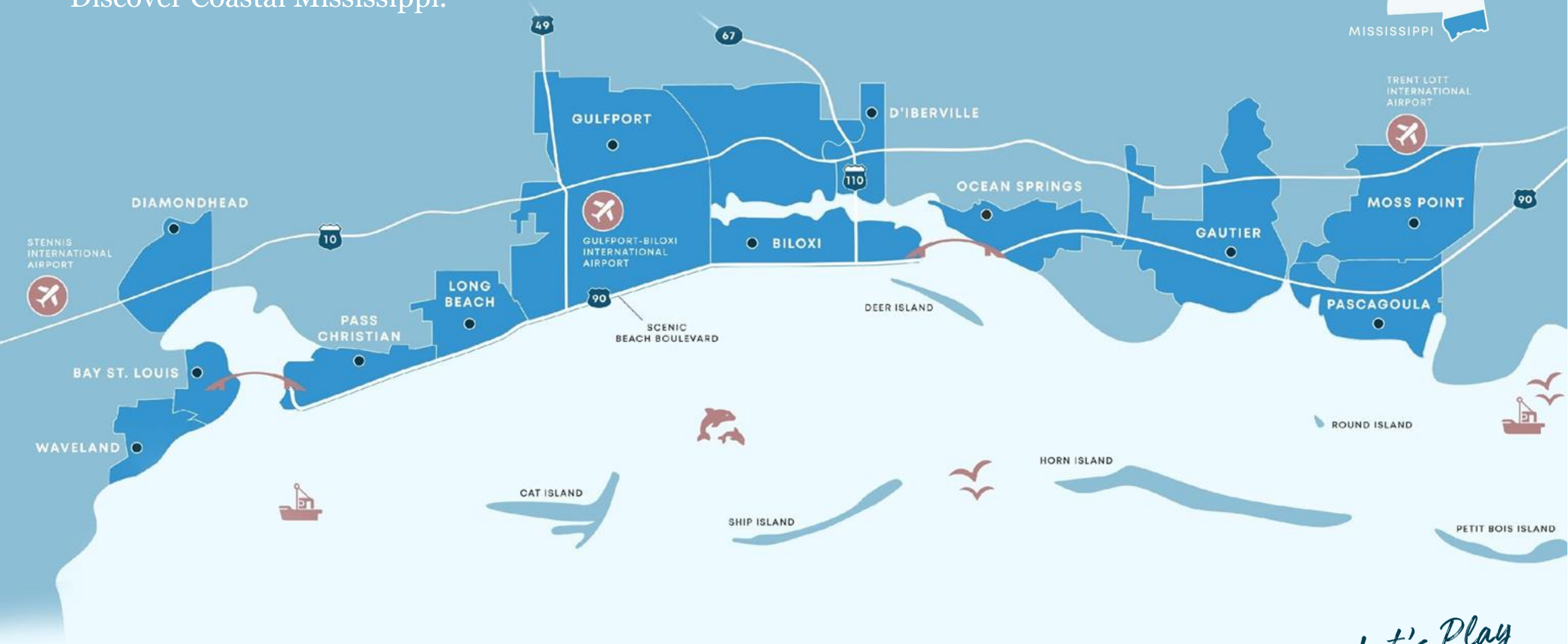
Still relatively undiscovered by the masses, Coastal Mississippi is filled with all the crowd-pleasing amenities and activities that participants and spectators alike are looking for — without feeling, well, crowded.

Easily accessible by plane or car, when you visit our 62-mile coastline you'll discover sandy shores, golfing greens, authentic coastal cuisine, world-class casino resorts. With a variety of flexible venues and accommodations throughout the region, you'll have everything you need to make sure your event is perfect — without breaking the bank. And with our dedicated team ready to support you through every step of the planning process, you can be confident your athletes and their fans will think so, too.

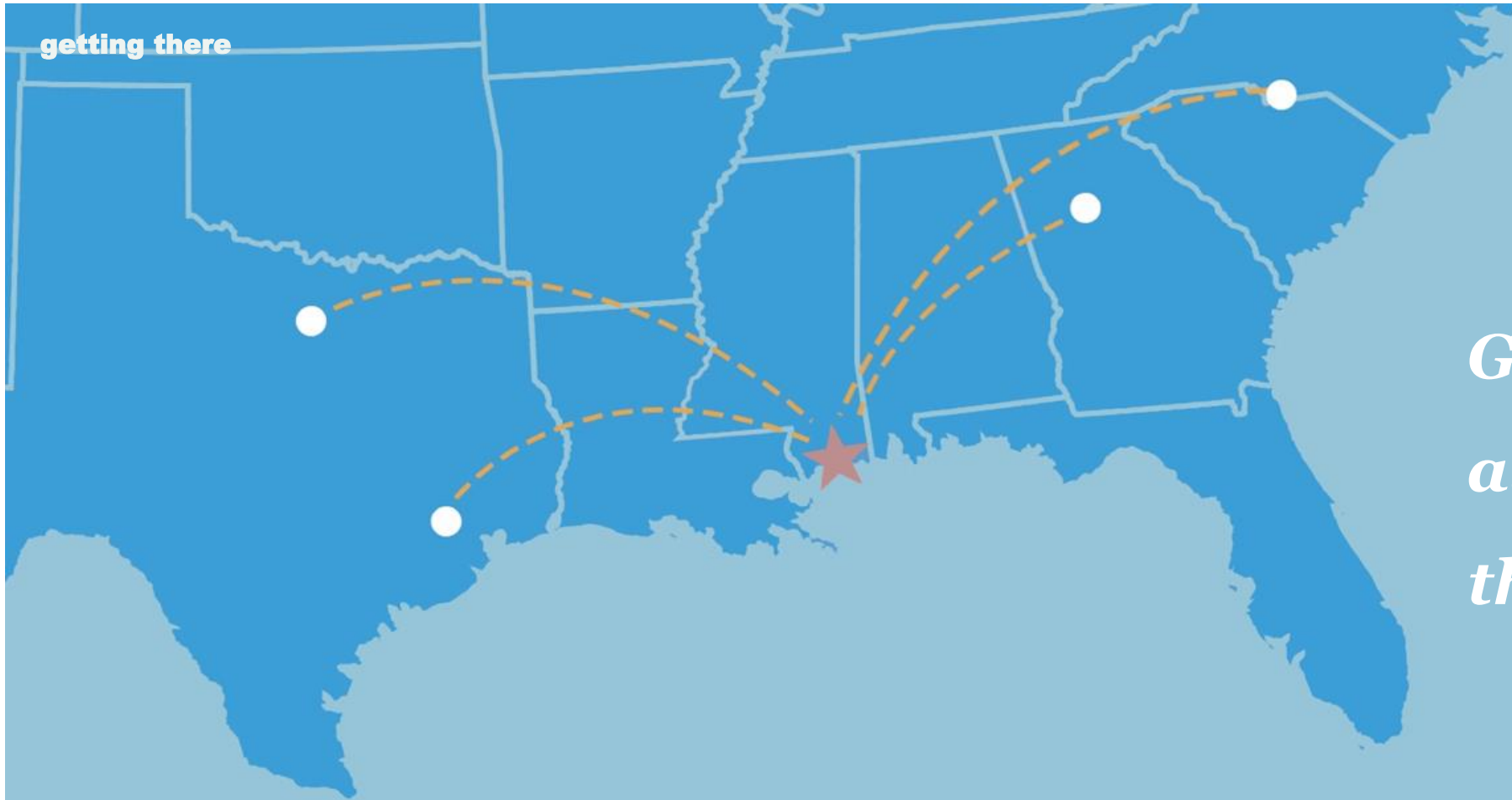
Let's Play

discover the secret coast

Three counties. Twelve coastal communities. An experience like no other.
Discover Coastal Mississippi.



getting there



*Getting here is
always worth
the trip.*

Accessible by car...



Located at the southernmost part of Mississippi between Mobile, Alabama & New Orleans, Coastal Mississippi is accessible by Interstate 10, Highway 49, and Highway 90, aka “Beach Boulevard.”

...and by plane!



Whether you’re taking a direct flight from Dallas/Ft. Worth, Houston, Atlanta, or Charlotte, or coming from farther away, commercial air service is available to most major cities from Gulfport-Biloxi International Airport.

discover the secret coast

Discover some little-known secrets of the Secret Coast.

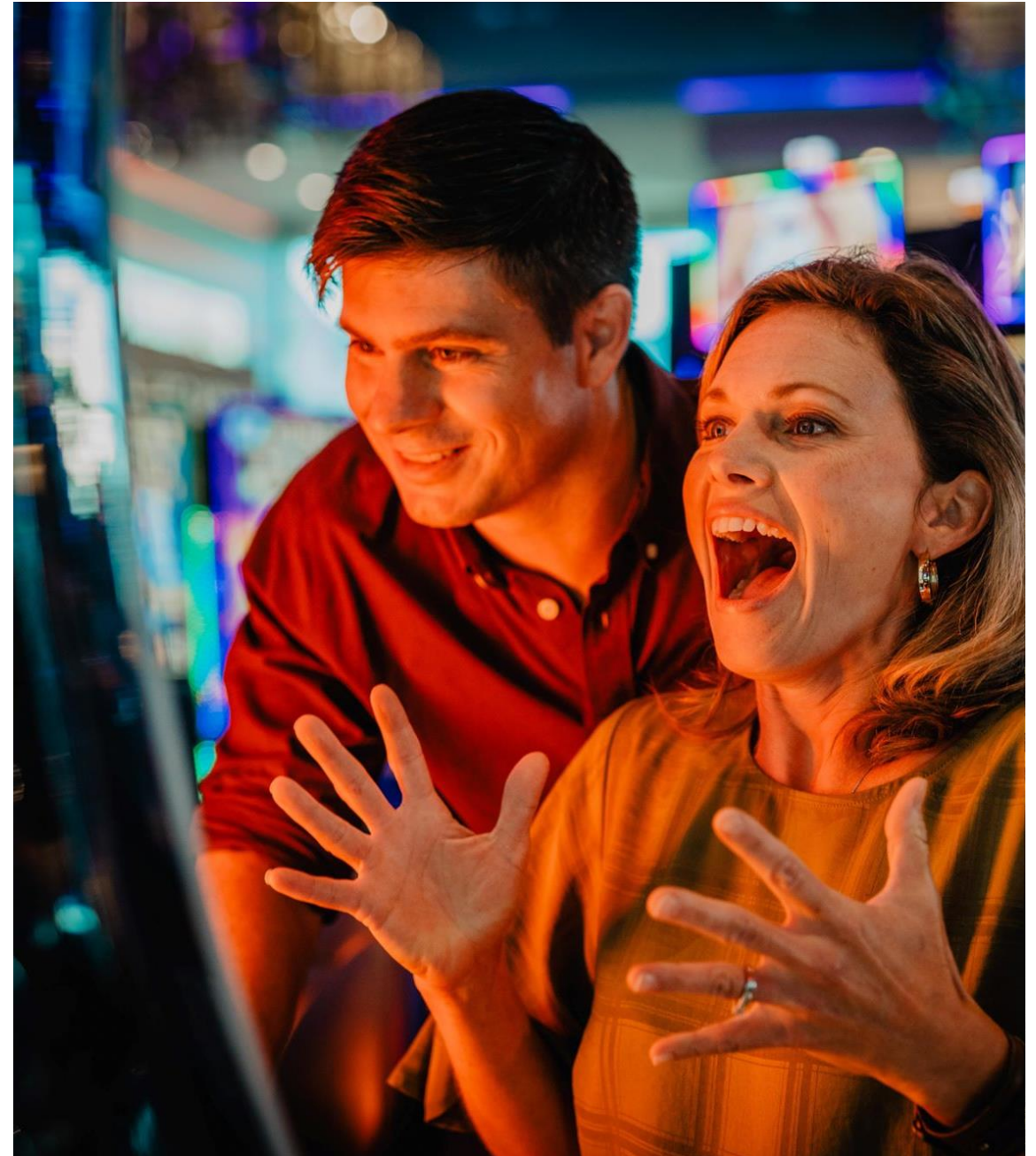
- ✓ Cruisin' the Coast, “America’s Largest Block Party,” is a festival to celebrate antique, classic and hot rod vehicles. In 2018, the festival had 8,444 registrants from 44 states, Canada, Germany, and Australia.
- ✓ The Mississippi Sound has the highest concentration of Bottlenose Dolphins, as the Gulf of Mexico has the largest population of the species in the world.
- ✓ Coastal Mississippi po-boys are prepared every which way, but the secret style comes dressed with mustard, mayo, lettuce, and tomato and then pressed after assembly.
- ✓ The Peter Anderson Festival, founded over 40 years ago in honor of Ocean Springs potter Peter Anderson, attracts over 150,000 people annually and has earned accolades including “Top 20 Events” by the Southeast Tourism Society.
- ✓ Coastal Mississippi is home to six barrier islands: Cat, Ship, Deer, Horn, Round, and Petit Bois.
- ✓ The Biloxi Shuckers are a Minor League Baseball team and the Double-A Affiliate of the Milwaukee Brewers. The Shuckers currently play at MGM Park, which opened on June 6, 2015 in Biloxi.

discover the secret coast

Hit the town.
Or the green.
Or the jackpot.

Coastal Mississippi is the place to go for
relaxation, adventure, and world-class
entertainment you'll want to text home about.

Let's Play



discover the secret coast

In Coastal Mississippi, spectators get to play just as much as the athletes with activities on and off the court that suit every age.

Casinos

Our 12 casinos are open 24-hours a day.

Cuisine

Comfort food to mouthwatering cuisine.

Golf

World-class golf courses that also offer sprawling Coastal views.

Music + Nightlife.

From live bands and beachside bars, to juke joints and craft beers.

Nature

Warm weather and beautiful scenery make the outdoors a great mid-meeting escape.



*Compete, Stay
& Play*

Let's Play

compete, stay and play

Get more than you bargained for in Coastal Mississippi.

12 casino resorts. Family-fun activities. 26 miles of beautiful beach views. Our accommodations and experiences will blow your participants and spectators away, without blowing their budget.

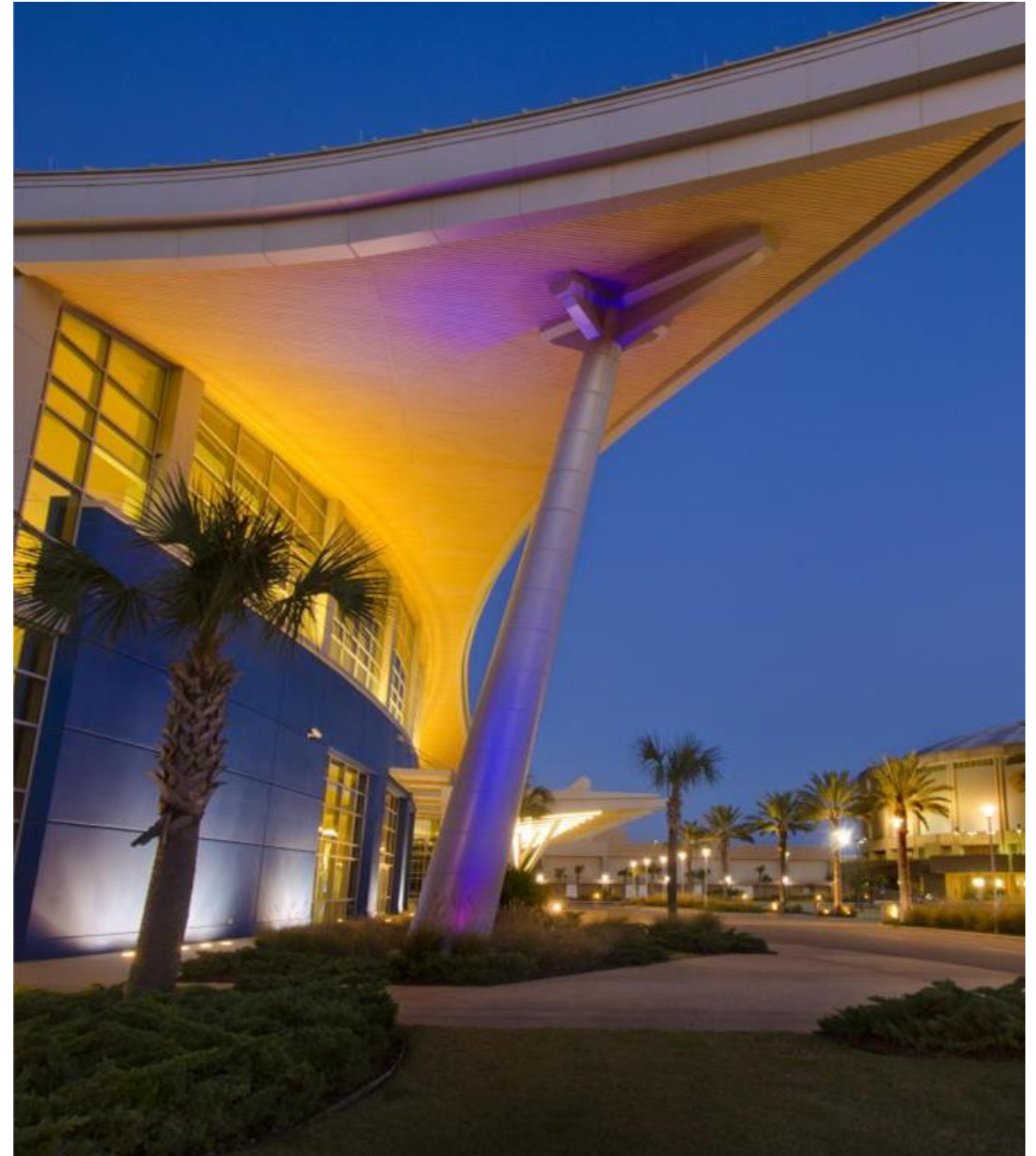
Let's Play

compete, stay and play

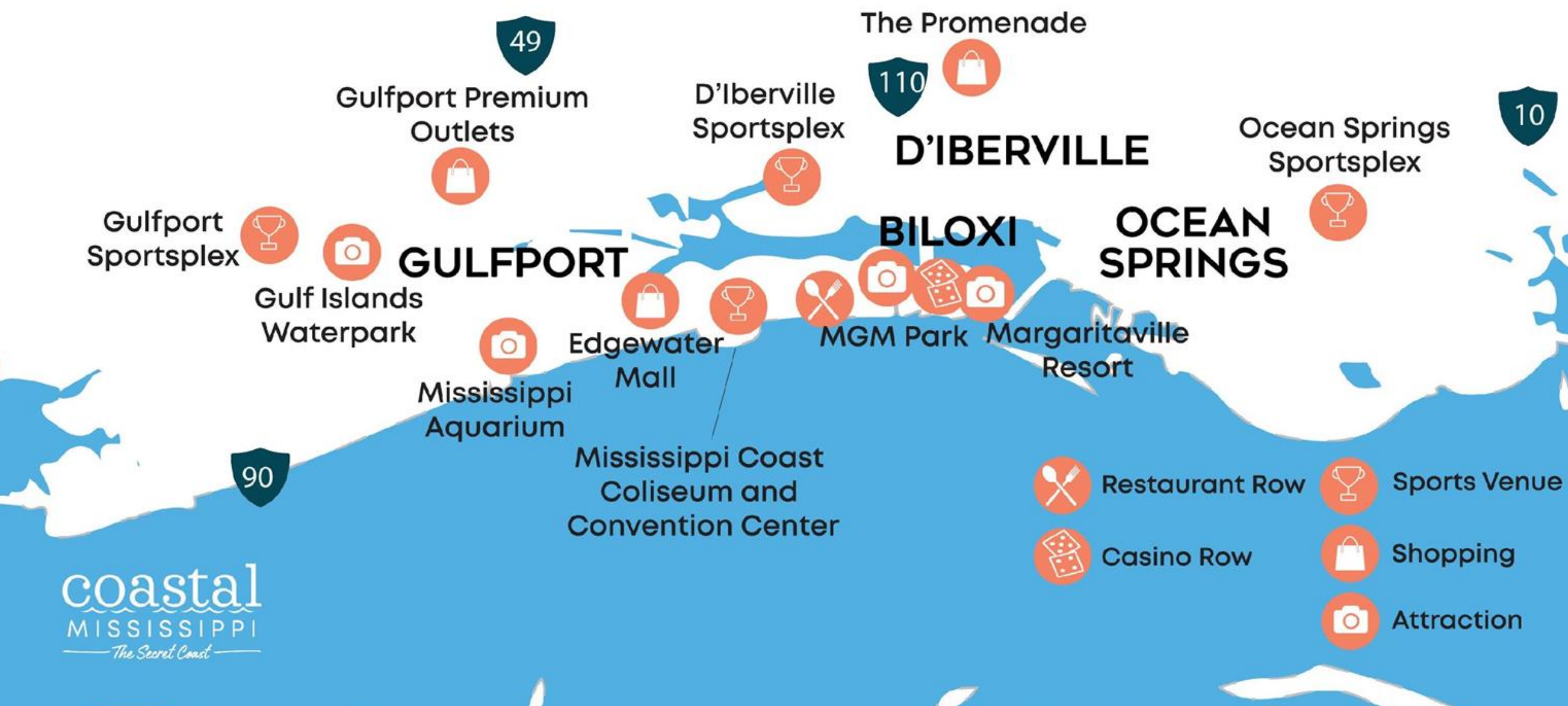
Sports Ready FLEXIBLE VENUES

The Mississippi Coast Coliseum & Convention Center's flexible, beachfront space can be customized to suit groups of all sizes. Plus, with an abundance of multi-use sports facilities throughout the region, competitive pricing and outstanding service, we've got everything you need to make your event a game-changer.

Let's Play



Coastal Mississippi offers accessibility like no other destination, with sports venues, shopping districts, top-rated restaurants, and gaming resorts in easy drivable distance from our vast array of lodging options.





Flexible Sporting Venues

15,000+ Hotel Rooms

12 Casino Resort Properties

Nearby attractions and amenities

compete, stay and play

Key Features

MISSISSIPPI COAST COLISEUM & CONVENTION CENTER

- ✓ 400,000 square feet
- ✓ Beachfront facility
- ✓ Groups up to 6,000 people
- ✓ Located in the heart of the region
- ✓ Latest telecommunications, storage, and food & beverage capabilities



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Specifics

MISSISSIPPI COAST COLISEUM AND CONVENTION CENTER

Exhibit Hall

- ✓ 129,000 square feet
- ✓ 7 break-out rooms
- ✓ 30-foot ceilings

West Lobby

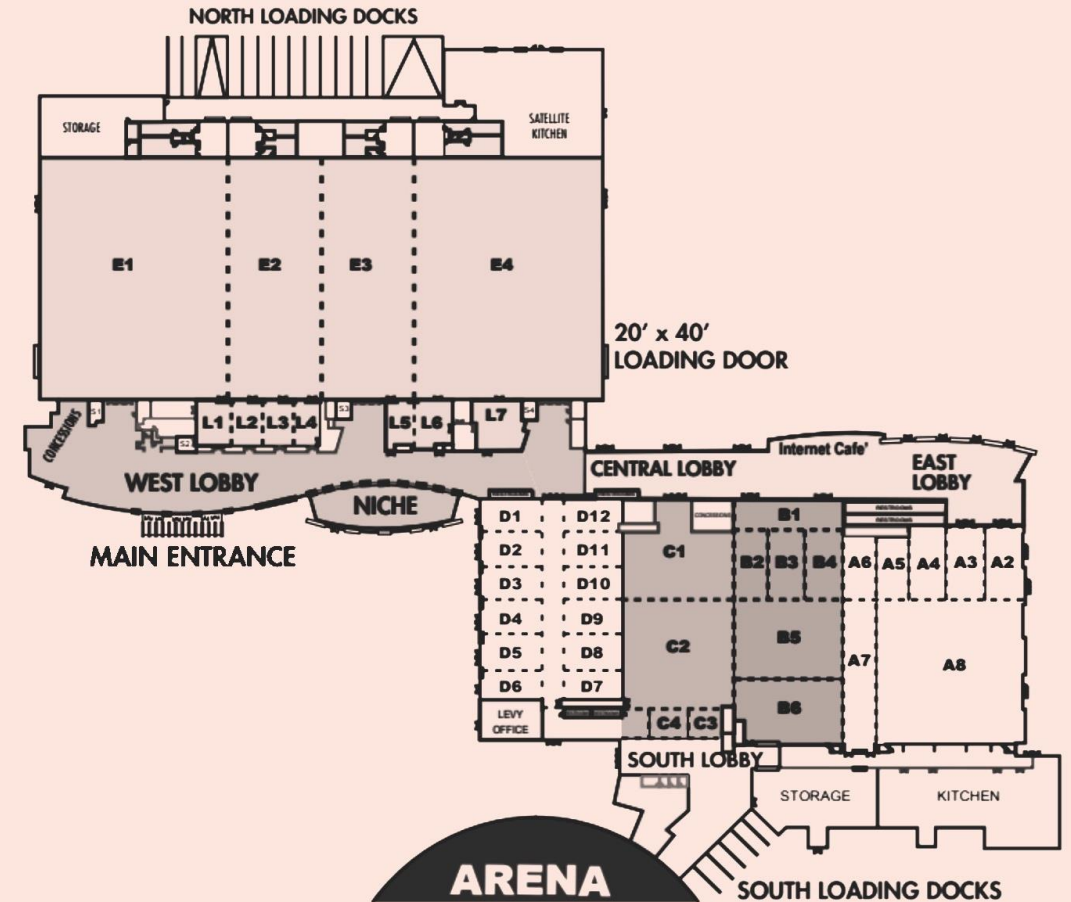
- ✓ 17,100 square feet
- ✓ Perfect for registration, continental breakfast, reception and more

East Lobby

- ✓ 13,200 square feet
- ✓ Built-in coat check or ticket counter
- ✓ Boardwalk-inspired 54' ceiling

Central Lobby

- ✓ 12,300 square feet
- ✓ East Café serves Chef's special and grilled favorites
- ✓ Large door on North Wall for load-in convenience



compete, stay and play

Let's find the perfect option to
make your attendees feel at home.



BEAU RIVAGE RESORT & CASINO

www.beaurivage.com

- **1,740** guest rooms
- **50,000** square feet of meeting space

COURTYARD BY MARRIOTT GULFPORT BEACHFRONT

www.marriott.com

- **143** guest rooms
- **6,644** square feet of meeting space

GOLDEN NUGGET BILOXI

www.goldennugget.com/biloxi

- **721** guest rooms
- **22,000** square feet of meeting space

HARD ROCK HOTEL & CASINO

www.hrhc biloxi.com

- **318** guest rooms
- **13,000** square feet of meeting space

HILTON GARDEN INN PASCAGOULA

www.hiltongardeninn3.hilton.com

- **119** guest rooms
- **6,000** square feet of meeting space

HOLLYWOOD CASINO GULF COAST

www.hollywoodgulfcoast.com

- **291** guest rooms
- **14,000** square feet of meeting space

IP CASINO RESORT AND SPA

www.ipbiloxi.com

- **1,088** guest rooms
- **65,000** square feet of meeting space

SCARLET PEARL CASINO RESORT

www.scarletpearlcasino.com

- **221** guest rooms
- **10,500** square feet of meeting space

CENTENNIAL PLAZA RESORT

centennialplazams.com

- **215** guest rooms
- **7** flexible breakout/meeting rooms

***For a complete listing of meeting venues,
please visit www.coastalmississippi.com.***

compete, stay and play

EXPERIENCES

We know how to have fun in Coastal Mississippi. From outdoor adventures to unique cultural attractions, our unforgettable experiences offer a little something for everyone. Our stunning destination is a great background for memories that will last a lifetime.

Let's Play



compete, stay and play



A good night's sleep before the big game is key. Coastal Mississippi offers a wide variety of comfortable accommodations to suit everyone's needs.



*Playing it
Safe*

Let's Play

playing it safe

**Let's play
and stay safe.**

Let's Play

playing it safe



The health and safety of our visitors is our highest priority.

Our Coastal Mississippi Promise of health and safety draws from recommendations developed by leading agencies, including the Centers for Disease Control and Prevention, the Mississippi State Department of Health, and the industry guidelines developed by the U.S. Travel Association.

#VisitMSResponsibly

PARTNERS IN SAFETY

Our hospitality partners are implementing all necessary precautions to protect your athletes and spectators alike. Our industry has been equipped with comprehensive recommendations from leading agencies, and we are actively working with regional healthcare authorities to ensure the best practices in health and safety are provided to our industry partners.

YOUR HEALTH  OUR PROMISE





Keys to Success

Let's Play

**From undiscovered
TO UNFORGETTABLE.**

Let's Play

keys to success

We're here to help with the planning, every step of the way.

Let's Play

PLAN YOUR EVENT

- Lead generation
- Site visit
- Off-site venue & vendor coordination
- Attendance-building support

GET READY

- Media assistance
- Speakers bureau

DURING YOUR EVENT

- On-site registration assistance
- Hospitality services

keys to success

See for yourself why Coastal
Mississippi is a sporting destination
like no other



Click to play videos



BERT

PRESIDENT, SUGAR BERT BOXING PROMOTIONS

An Event Planner Shares Why Coastal Mississippi is a
Playcation Destination



GLORIA

DIRECTOR OF CONVENTION SALES

Flexible Meetings at the Mississippi Coast Coliseum &
Convention Center



MARQUEZ

SPORTS & EVENTS DEVELOPMENT MANAGER

Ready to Play Ball in Coastal Mississippi



We know that event planners face more challenges now than ever before.

As you navigate and adapt to the changes of today's world, you can rely on our team for outstanding service and support throughout the process. From planning to promotion to management of your event, our goal is to make your job easier (and more fun). With all of the adventures and activities Coastal Mississippi has to offer, the opportunities to wow your participants and their families and friends are limitless. When you're ready to experience the unbeatable hospitality of the Secret Coast, we'll be here for you.

We can't wait to help you plan. Submit your RFP today by [clicking here](#).

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