

VISIT MISSISSIPPI GULF COAST BOARD

August 31, 2017

OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, August 31, 2017 at 10:00 a.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Bill Holmes, President; Richard Chenoweth, Treasurer; Danny Hansen, Secretary; Clay Wagner; Dan Wittmann; LuAnn Pappas; Kim Fritz; Mary Spain; Myron Webb; Nikki Moon; Richard Marsh; Rich Westfall

Commissioners Absent: Carla Todd; John Carter

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

Others Present: Hugh Keating, Legal Counsel; Advisory Member Bill Yockey, White House/Margaritaville; Teckie Hinkebein, Gulfport-Biloxi Airport Authority; Myrna Green, Hancock County Tourism Development Bureau; Keith Wilson, Biloxi-D'Iberville Press

President Holmes called the meeting to Order.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

Commissioner Marsh made the motion to accept the minutes from the July 12, 2017 Visit Mississippi Gulf Coast Special-Called Meeting, the July 27, 2017 Visit Mississippi Gulf Coast Board Meeting and the August 10, 2017 Visit Mississippi Gulf Coast Special-Called Meeting as presented. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

President Holmes spoke about the following:

- Recognized and welcomed all Advisory Members and Guests
- Thanked Visit Mississippi Gulf Coast Staff and Committee Chairs
- Duncan McKenzie resigned from Visit Mississippi Gulf Coast Board
- State of the Tourism Industry Meeting scheduled for Tuesday, October 24, 2017 at 4:00pm
- Visit Mississippi Gulf Coast FY2018 Budget and Marketing Plan to be presented to the Board of Supervisors for Harrison, Hancock and Jackson Counties before October.
- Myrna Green, Hancock County Tourism Development Bureau updated the board on events happening in Hancock County.

4. Commissioner Fritz made the motion to have Legal write a Resolution to present to Duncan McKenzie for his service on the Visit Mississippi Gulf Coast Board and have all Commissioners sign at next Board Meeting. Seconded by Spain, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

5. Due to Duncan McKenzie resigning from the Visit Mississippi Gulf Coast Board, Commissioner Fritz made the motion to appoint Danny Hansen, who was Board Secretary, as Vice President and Nikki Moon as Secretary. Seconded by Wagner, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

6. President Holmes (Financial), Janice Jefferson (Sales) and Karen Conner (Marketing) presented the [Key Performance Indicators for July 2017](#).

7. Commissioner Westfall made the motion to authorize the Board President to execute the Longwoods Awareness and Image Research Agreement in the amount of \$55,000. Seconded by Moon, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

8. Commissioner Hansen made the motion to authorize the Board President to execute the Simpleview SEO Renewal Agreement in the amount of \$24,000. Seconded by Commissioner Marsh, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

0. Commissioner Chenoweth made the motion to approve the Crossroads Marketing Golf Guide Ad in the amount of \$4,995. Seconded by Commissioner Wagner, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

0. Commissioner Moon made the motion to authorize the Board President to execute the STR Renewal Agreement in the amount of \$4,400. Seconded by Commissioner Pappas, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

1. Commissioner Webb made the motion to authorize Janice Jefferson, on behalf of Visit Mississippi Gulf Coast, to execute the Biloxi Parks and Recreation Agreement in the amount of \$1,300 and the Biloxi Police Department Agreement in the amount of \$87.50 for the use of Point Cadet Plaza for a Southeast Tourism Society Event.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

2. Commissioner Hansen made the motion to approve the Financial Statements as of July 31, 2017. Seconded by Commissioner Spain, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

3. Commissioner Marsh made the motion to ratify the check disbursements totaling \$439,829.32. Seconded by Commissioner Moon, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

4. Commissioner Moon made the motion to ratify the expenses paid by credit card totaling \$22,927.95. Seconded by Commissioner Pappas, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

5. Commissioner Chenoweth made the motion to approve the List of Bills to be Paid by Credit Card. Seconded by Commissioner Wagner, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

6. Commissioner Wagner made the motion to approve the Visit Mississippi Gulf Coast Budget for Fiscal Year 2018 as presented (attached). Seconded by Commissioner Marsh, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

7. Commissioner Westfall made the motion to approve the Revised Media Plan for Fiscal Year 2017 as presented.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

8. Commissioner Hansen made the motion to approve the Media Plan for Fiscal Year 2018 as presented. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

9. Commissioner Chenoweth made the motion to approve the Marketing Plan for Fiscal Year 2018 as presented.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

10. Commissioner Moon made the motion to approve the Marketing Budget for Fiscal Year 2018 as presented.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

21. Commissioner Westfall made the motion to approve the Group Incentive Request for the Zeta Phi Beta Sorority's 2018 Mississippi State Leadership Conference being held March 2-4, 2018 at the MS Gulf Coast Convention Center in the amount of \$2,000. Seconded by Commissioner Spain, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

22. Commissioner Wagner made the motion to enter into Executive Session to discuss personnel matters and matters related to the Executive Director candidates. Seconded by Commissioner Westfall, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

23. Commissioner Hansen made the motion to exit Executive Session and reconvene in open meeting. Seconded by Commissioner Chenoweth the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

24. Legal Counsel stated there was no official action taken in Executive Session.

25. Commissioner Moon made the motion to change the Public Relations/Media Manager position to exempt, increase the salary range for this position to \$35,000 - \$41,000 and authorize the Board President to discuss a salary amount with the employee holding this position. Seconded by Commissioner Pappas, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

26. Commissioner Moon made the motion to authorize the Board President to discuss with the Executive Director Candidate, and if candidate agrees, to attend the Mississippi Tourism Association's Governor's Conference as a consultant, not to exceed expense amount of \$2,500. Seconded by Commissioner Hansen, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

27. Reminder

- VMGC Monthly Board Meeting- September
Thursday, September 28, 2017 10:00am – 11:30am VMGC Board Room

28. Commissioner Marsh made the motion to adjourn the meeting. Seconded by Commissioner Spain, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.



Visit Mississippi Gulf Coast

KEY PERFORMANCE INDICATORS

AUGUST 2017

Occupancy Tax Receipts



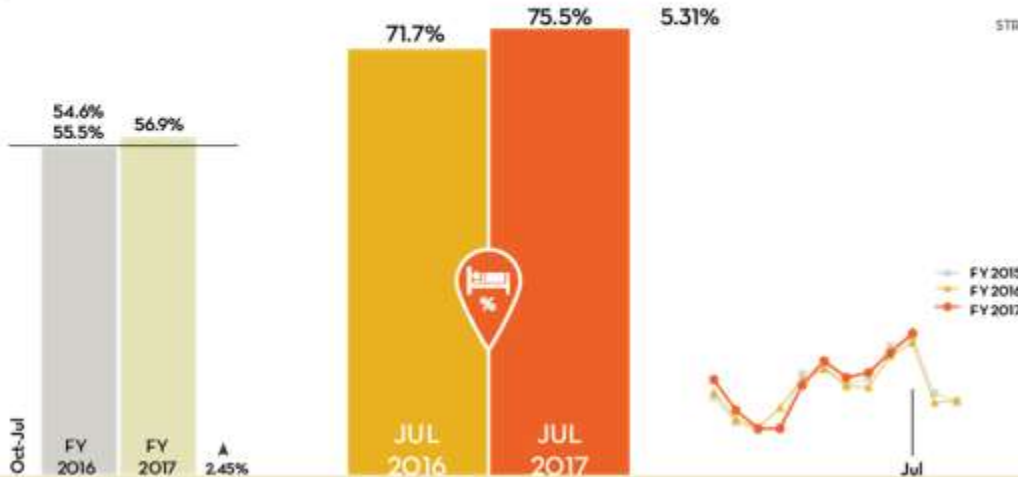
MS Department of Revenue



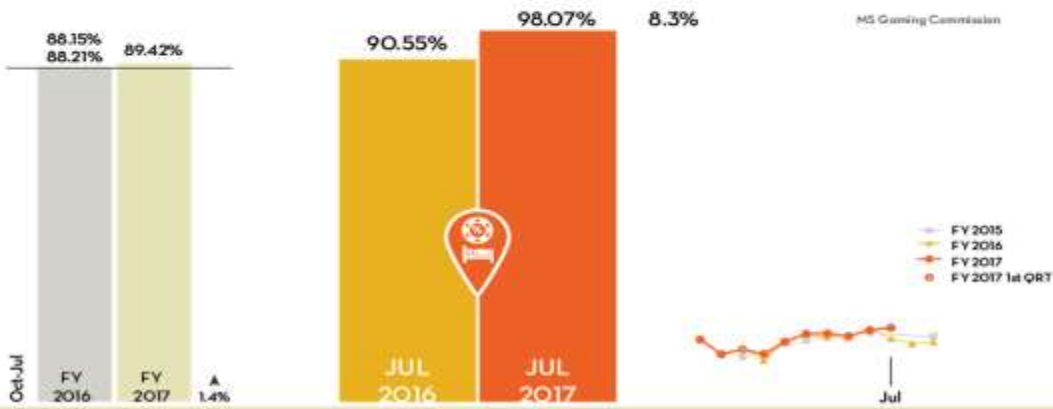
Non-Casino Occupancy



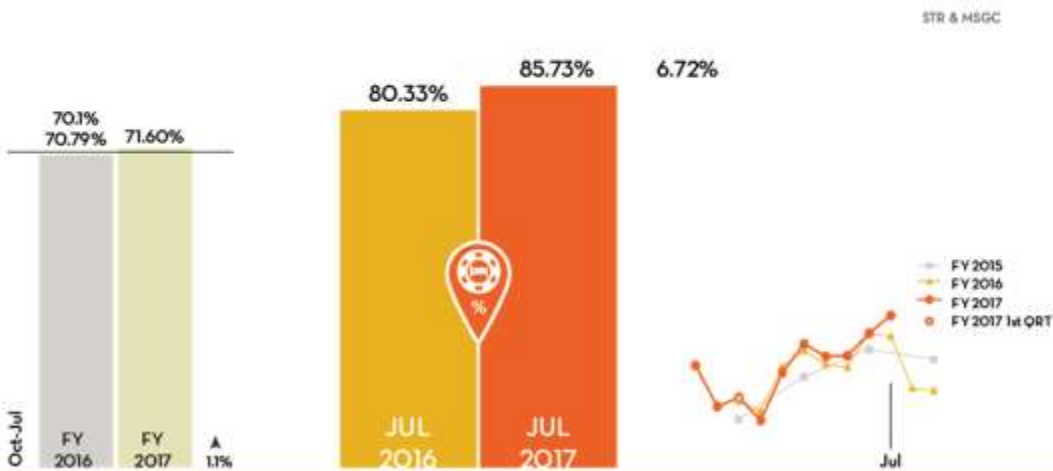
STR



Casino Occupancy



All Occupancy



Non-Casino ADR



STR



Casino ADR



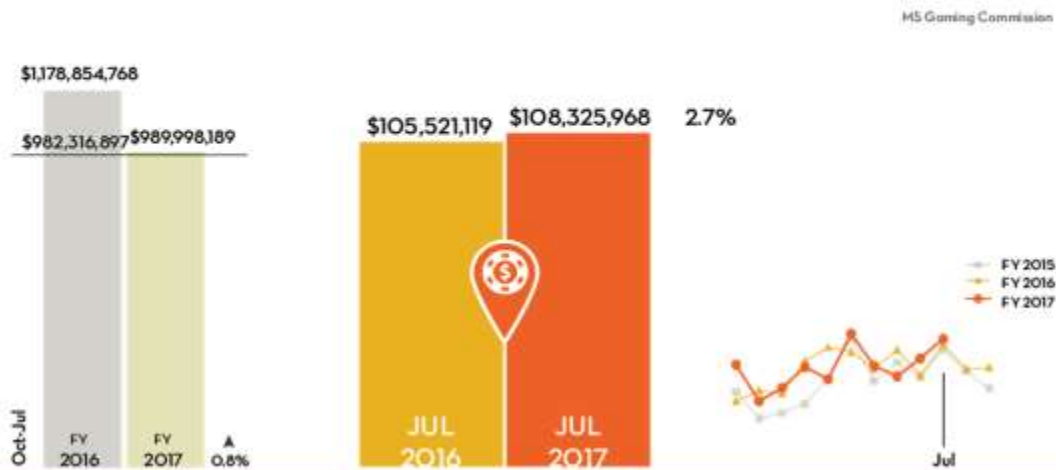
MS Gaming Commission



All ADR



Gaming Revenue



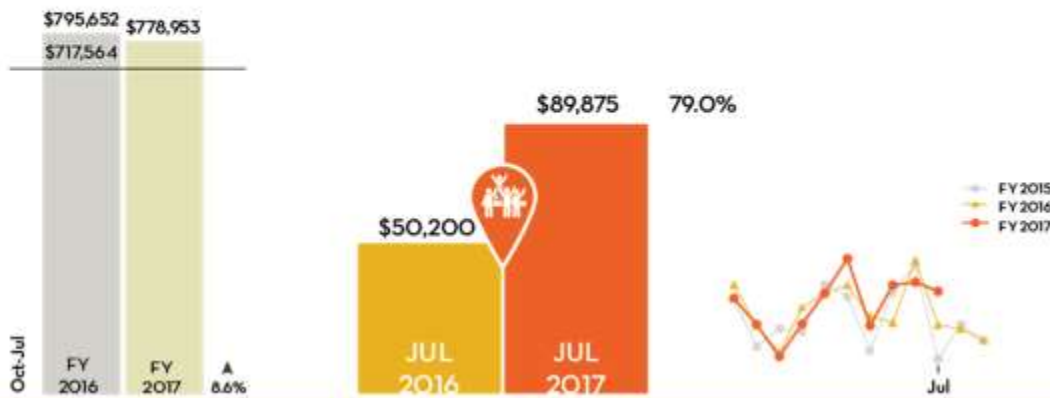
Airport



Convention Center Revenue



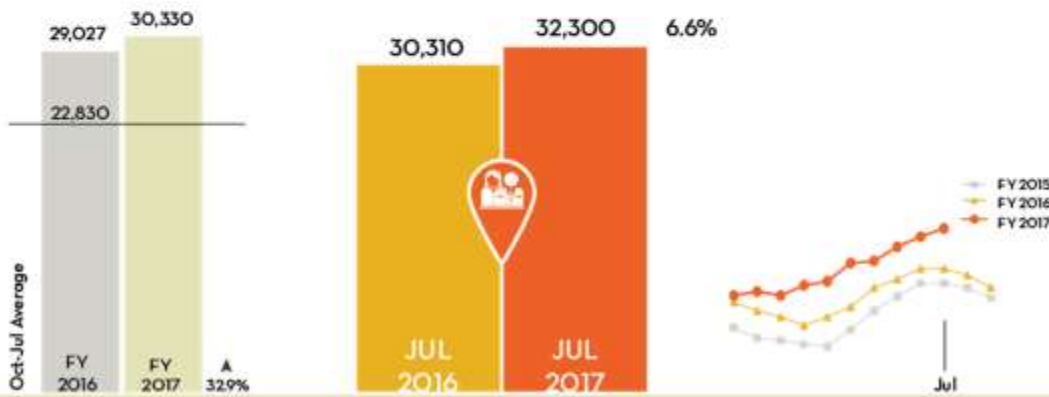
MS Coast Coliseum and Convention Center



Leisure & Hospitality Jobs



MS Dept of Employment Security

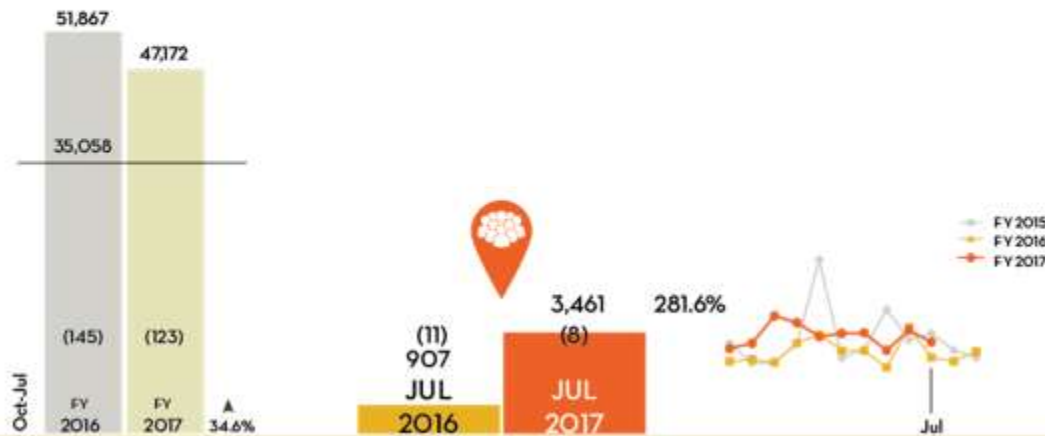


Definite Bookings



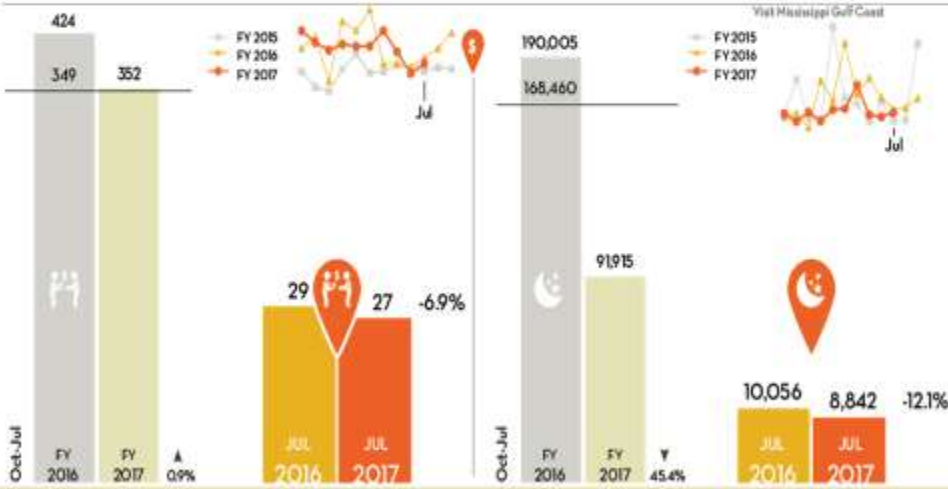
Visit Mississippi Gulf Coast

Room Nights/(Groups)

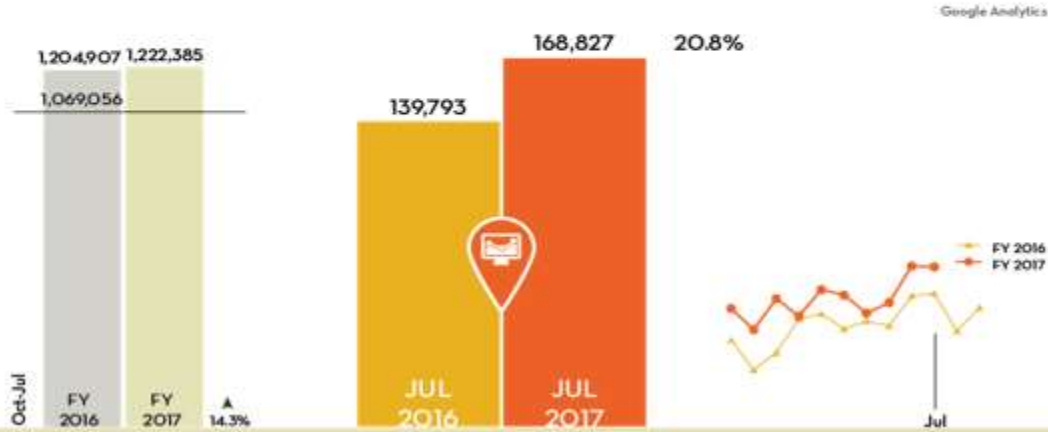




Leads Issued & Potential Room Nights



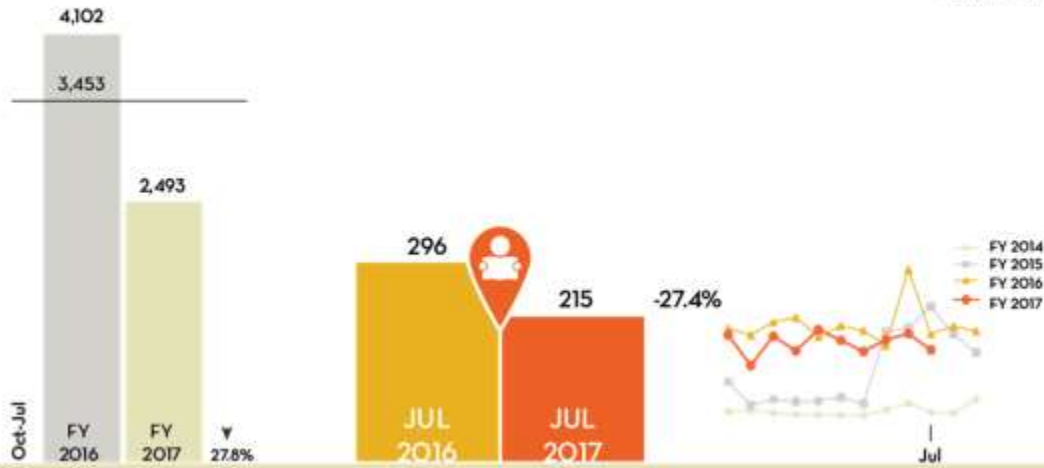
Google Analytics - Unique Visits



Number of Articles



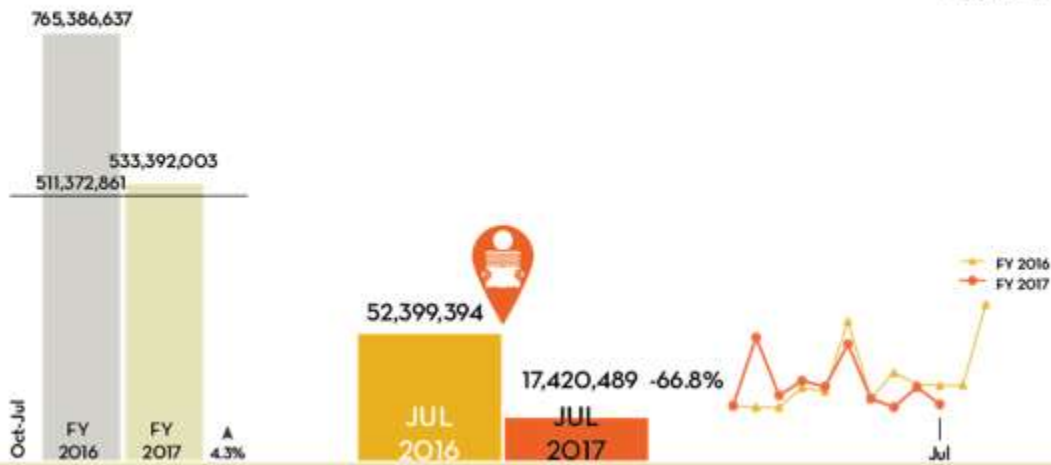
Critical Mention



Impressions



Critical Mention



Media Value



Critical Mention



Southern Living

The Great American Barbecue Bucket List



Fifty spots worth road-tripping for.

Parr O'Connell Blumberg

Mississippi: The Shed BBQ

The endearingly kitschy establishment has won many awards for its bayou-side barbecue. And if this picture doesn't make you want to head to The Shed in Ocean Springs immediately, well, consider the Shed Sample Platter: It comes loaded with baby back ribs, spare ribs, pork, brisket, chicken, sausage, and three sides. Plus, there's live blues on the weekends. theshebbq.com

TRAVEL+ LEISURE

The Best Fourth of July Fireworks in Every U.S. State



24 of 30 counties of Mississippi Gulf Coast

Mississippi

The biggest fireworks display in Mississippi takes place in Biloxi. It starts at 8 p.m., and the fireworks are shot from Deer Island and explode over the Mississippi Sound. [More info.](#)

MEDIA COVERAGE



MISSISSIPPI GULF COAST

Spend an affordable, family weekend along the quiet, cozy, and charming Mississippi Coast.

Why go?

The unenvied "Third Coast" (that is the Gulf Coast) continues to make its lively resurgence following the unfortunate devastation of Hurricane Katrina, and Mississippi's coastline is no exception. My family and I frequently find ourselves on the Mississippi coast, whether it's a quick trip from New Orleans or a stopover while traveling to Florida. And with three rambunctious boys, our family vacations are centered around outdoor activities that let them burn off all that pent-up energy after traveling. So the opportunity to discover a unique, less-traveled location along the Mississippi Coast was enticing, and its affordability was an added bonus. Outdoor barbecue? A pristine barrier island? A kids' discovery center? You had us at barbecue.

KidTripster Tip: Mississippi heat boils over in mid-summer, so plan to visit in the late spring or early summer for the best outdoor experience.

OCEAN SPRINGS

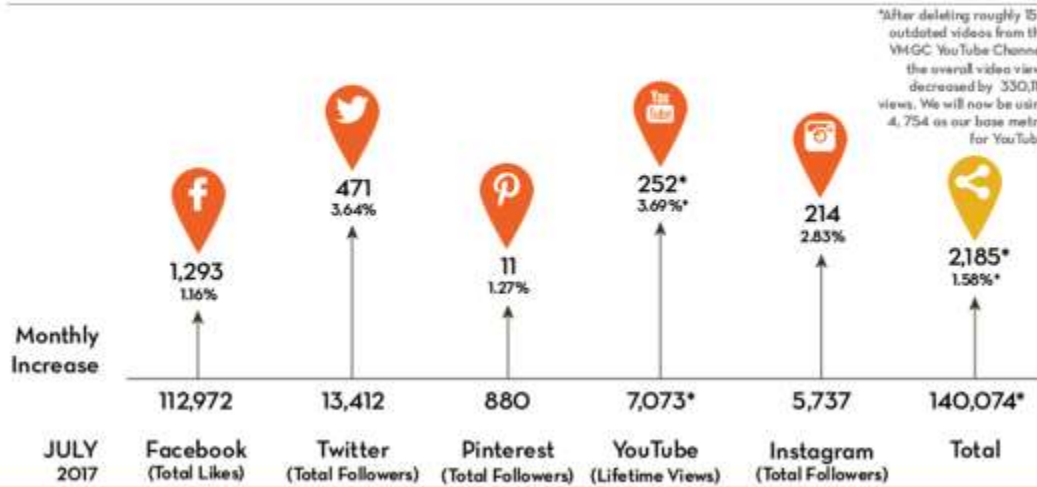
Beauty and the beach

Story and photos by Bryce Aghajani



MEDIA COVERAGE

Social Media Metrics



Visit Mississippi Gulf Coast
 Facebook post with 38,203 likes and 2,074 comments. The post features a photo of a coastal road and the text: "The coastal drive through Biloxi is a beautiful contrast to other parts of Mississippi's...".

Like	Love	Wow	Care	Haha	Sorry
1,802	1,477	188	102	4	1

1,655 Post Views

8 Shares
1,026 Likes
628 Other Interactions

Instagram
 Post featuring a scenic view of the Mississippi Gulf Coast with 28,674 impressions and 297 total engagements.

Reach a bigger audience
 Get new engagement by promoting this post.

Impressions	Total Engagements
28,674	297

- Likes: 88
- Media engagements: 77
- Direct messages: 12
- Reposts: 38
- Low views: 22
- Profile visits: 19
- Hashtag views: 10
- Replies: 9

SOCIAL MEDIA

MY GULF COAST APP METRICS

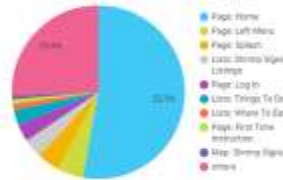


JULY

Total Users	2,037
New users	563
Sessions	12,131
Sessions per user	10.54
Avg. session duration	00:01:31
New iOS users	309 (54.8%)
New Android users	255 (45.2%)

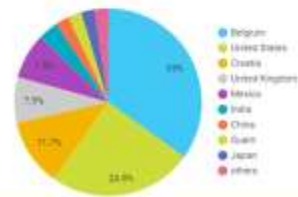
Most Popular Screens

Total Screens by Screen Name



Geographic Usage

Sessions by Country



Visit Mississippi Gulf Coast

FY18 Budget

Submitted to Board for Approval 2017.08.31

REVENUE

Occupancy Tax Revenue	4,211,500
Grant Proceeds	9,224
Miscellaneous Revenue	50,060
Interest Earned	300
TOTAL REVENUE	<u>4,271,084</u>

EXPENSE

SALARIES/PAYROLL EXPENSE	1,208,601
MARKETING--ADVERTISING--SALES EXPE	2,868,213
CONTRACT SERVICES EXPENSE	94,900
OPERATING EXPENSE	90,870
CAPITAL EXPENSE	8,500
TOTAL EXPENSE	<u>4,271,084</u>
NET REVENUE	<u>0</u>