

**HARRISON COUNTY TOURISM COMMISSION  
OFFICIAL MINUTES  
FEBRUARY 15, 2011**

The Harrison County Tourism Commission met Tuesday, February 15, 2011 at 1:30 p.m., at its office located at 2350 Beach Blvd, Suite A, Biloxi, MS 39531.

Commissioners Present: Rip Daniels, vice president; Drew Allen, treasurer; Beverly Martin, secretary; John Carter; Judge Danny Guice; Danny Hansen; Jon Lucas; Wilma Rizzardi; Bill Holmes, ex-officio

Commissioners absent: Kenneth Montana, president

HCTC Staff Members Present: Richard Forester, executive director; Traci Dauro, executive assistant; Janice Jones, and Taryn Sammons, marketing department

Others Present: Hugh Keating, legal counsel; Reed Guice, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Marty Sutherland, Compass Marketing; Bridgette Varone, MS Hospitality & Rest Assn; Narissa Behrens, Hilton Garden Inn; Mary Spain, Beau Rivage; Brice Miller, Eley Guild Hardy; Mark Schloegel; GERALYN Lee, Commercial Printing

Commissioner Daniels called the meeting to order.

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

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Public

Linda Hornsby, MS Hotel & Lodging Assn, reported on the “Wish you were Here” visa gift card campaign from the State Tourism office, they have had 2,313 reservations so far and extending the deadline through April. Also received the December 2010 monthly and year – end hotel occupancy report.

Bridgett Varone, MS Hospitality & Rest. Assn, reported on this year’s Chefs of the Coast. It will be a 3 day event, with more of a culinary event with competitions, classes, etc. It will be held September 23, 24, 25, 2011.

Mr. Forester congratulated Commissioner Jon Lucas on being awarded the 23<sup>rd</sup> Annual Pat Santucci Spirit of the Gulf Coast Award for outstanding business and community contributions to south Mississippi.

Minutes

Commissioner Hansen made a motion to accept the minutes from the December 8, 2010 meeting as presented. Seconded by Commissioner Guice, the vice president called the question, with the following results:

|  |   |  |   |  |  |
|--|---|--|---|--|--|
| <i>Kenneth Montana</i><br><i>President</i> | <i>Rip Daniels</i><br><i>Vice President</i> | <i>Drew Allen</i><br><i>Treasurer</i>      | <i>Beverly Martin</i><br><i>Secretary</i> | <i>Hugh Keating</i><br><i>Legal Counsel</i>  | <i>Richard Forester</i><br><i>Executive Director</i> |
| <i>John Carter</i><br><i>Commissioner</i>  | <i>Danny Guice</i><br><i>Commissioner</i>   | <i>Danny Hansen</i><br><i>Commissioner</i> | <i>Jon Lucas</i><br><i>Commissioner</i>   | <i>Wilma Rizzardi</i><br><i>Commissioner</i> | <i>Bill Holmes</i><br><i>Ex-Officio</i>              |

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Hansen made a motion to accept the minutes from the January 18, 2011 meeting as presented. Seconded by Commissioner Guice, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Treasurer's Report

Commissioner Allen reported the February 15, 2011, disbursements as follows: check disbursements for 02/15/11--\$201,528.53; total travel advance/reimbursements for January 2011 -- \$4,841.97; grand total disbursements--\$206,370.50. Commissioner Allen moved these disbursements be approved. Seconded by Commissioner Hansen, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Old Business

Commissioner Allen made the motion to approve the request to attend for the Southeast Tourism Society Spring Meeting 2011 being held at SanDestin, FL, March 27 – 30, 2011 at an estimated cost of \$2,500 for Commissioner Martin and Richard Forester. Seconded by Commissioner Rizzardi, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Martin made the motion to approve the additional expenses in the amount of up to \$5,000 for the Mardi Gras fam, being approved by the executive director and paid out of convention and marketing funds with disbursements as necessary. Seconded by Commissioner Guice, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Martin made the motion to approve the request to attend the Simpleview CVB Summit 2011 being held in Tucson, AZ from May 1<sup>st</sup> – 4<sup>th</sup> at an estimated cost of \$3, 8100 for Janice Jones and Taryn Sammons (within budgeted funds). Seconded by Commissioner Hansen, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

New Business - None

Legal Counsel Report

Mr. Keating reported on conversations with CR Marketing concerning the Southern Slam, setting up an Executive Committee to discuss issues.

HCTC Reports

Commissioner Guice and Eley Guild Hardy Architects to discuss options for new Tourism entrance at the convention center. Mr. Miller presented the Commission with a mock up of the proposed new entrance on the far west side of the Convention Center.

Commissioner Guice made the motion authorizing Eley Guide Hardy Architects to finalize plans and specifications for the entrance to be presented at the March 15, 2011 meeting for final approval. Seconded by Commissioner Allen, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Carter reported on the Sponsorship Committee meeting held February 3<sup>rd</sup> with the following recommendations:

- A. Carnival Association of Long Beach – Half Marathon – January 30, 2011 – Requesting \$5,000. Due to the lateness of the submission from the Carnival Association, the request was denied. The Carnival Association can re-submit an application next year.

Commissioner Allen made the motion to approve the request to sponsors the Thunder over the Bay – Blue Angles Air Show 2011 being held at Keesler Air Force Base on March 19 & 20, 2011 in the amount of \$3,000, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Guice, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

- B. Keesler AFB Services – Murder Mystery Dinner Theater – March 25<sup>th</sup> – Requesting \$600 – Request denied

- C. Keesler AFB Services – Child Pride Day – April 9<sup>th</sup> – Requesting \$800 – Request denied

Commissioner Allen made the motion to approve the request from Infinity @ NASA Stennis Space Center to purchase a granite paver in the amount of \$15,000 (\$5,000 per year), paid over a 3 year period with the next two years encumbered out of sponsorship funds for a 2'x2' paver with HCTC logo and name on it, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Rizzardi, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Lucas made the motion to open the floor for discussion of the MS Gulf Resort Classic's sponsorship request in the amount of \$75,000. Seconded by Commissioner Guice, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

This request came from the Sponsorship Committee without a recommendation. The Sponsorship Committee was waiting on materials to be furnished by Resort Classic board. The Commission discussed the purpose of the request. Several members wanted statistics from last year's event, such as economic study, hotel rooms booked, etc. The Commission also wanted to know what area of television placement would be used, and the benefits.

Commissioner Lucas made the motion to approve up to \$75,000 for the MS Gulf Resort Classic to be used for advertising purposes, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Hansen, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | No               |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | No               |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Allen made the motion to amend line item #5800 - Sponsorship and increase the current year budget by \$75,000. Seconded by Commissioner Guice, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Martin made the motion to approve the sponsorship request from Smokin' the Sound being held May 12 – 15<sup>th</sup> / Smokin' the Lake being held May 20 – 22<sup>nd</sup>, approval in the amount of \$7,500 for Smokin' the Sound and Smokin' the Lake only, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Rizzardi, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

- D. MS Gulf Coast Council of Garden Clubs, Inc. – 2011 Spring Pilgrimage – March 26 – April 3<sup>rd</sup> - Requesting \$33,000 - Since they are also applying for Marketing Assistance, sponsorship funds were not considered.

Commissioner Martin made the motion to approve the sponsorship request from the Orange Grove Girls Softball League, Inc, 2011 Babe Ruth Girls Southwest Regional Tournament being held July 19 – 25<sup>th</sup> in the amount of \$3,500, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Guice, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Guice made the motion to approve the sponsorship request from the Scrapin' the Coast being held June 24 – 26<sup>th</sup> at the MS Coast Coliseum in the amount of \$7,500, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Martin, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Martin made the motion to approve the sponsorship request from the Pass Christian Historical Society 33<sup>rd</sup> Annual Tour of Homes being held May 1, 2011 in the amount of \$2,500, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Rizzardi, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Allen made the motion to approve the sponsorship request for the Southern Gaming Summit in the amount of \$20,000. The total requested amount was \$40,000, Mr. Forester will seek co-op sponsorships from the Airport Authority, Coast Transit Authority; HC Development Commission; Coliseum Commission; Port Authority, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Guice, the vice president called the question, with the following results:

|                     |             |     |
|---------------------|-------------|-----|
| Commissioner Allen  | Voted ----- | Yes |
| Commissioner Carter | Voted ----- | Yes |
| Commissioner Guice  | Voted ----- | Yes |

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Allen made the motion to approve the marketing request from the MS Gulf Coast Council of Garden Clubs, 2011 Spring Pilgrimage being held March 26 – April 3<sup>rd</sup> in the amount of \$8,300, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Guice, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Rizzardi made the motion to approve the marketing assistance request from the Pass Christian Historical Society, 33<sup>rd</sup> Annual Tour of Homes being held May 1<sup>st</sup> in the amount of \$1,000, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Guice, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Carter reported on the Sponsorship Committee meeting held February 3<sup>rd</sup>, with the following recommendations:

Commissioner Rizzardi made the motion to approve the sponsorship request from the MS Gulf Coast Council of Garden Clubs, Inc., 2011 Spring Pilgrimage being held March 26 – April 3<sup>rd</sup> in the amount of \$5,000, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Guice, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

- A. Southern Kingfish Association – KingMaster 100 – May 26-28, 2011 – Requesting \$15,000 - Additional budget information is needed, will reconsider at the next meeting.

Commissioner Martin made the motion to approve the sponsorship request from the Public Relations Association of Mississippi, 2011 PRAM Conference being held March 17-18, 2011 at the Beau Rivage in the amount of \$500, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Guice, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Rizzardi made the motion to approve the sponsorship request from the Ohr- O'Keefe Museum of Art- New Campus Brick Membership in the amount of \$1,000 for a brick membership with "Harrison County Tourism Commission" inscription, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Guice, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Martin made the motion to approve the sponsorship request from the Krewe of Gemini, Mardi Gras Parade being held March 6, 2011 in the amount of \$5,000, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Rizzardi, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | No               |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Abstain          |
| Commissioner Hansen   | Voted ----- | No               |
| Commissioner Lucas    | Voted ----- | No               |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Martin made the motion to approve the sponsorship request from the Gulfport St. Patrick's Day Parade for a Grand Marshal sponsorship in the amount of \$5,000, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Allen, the vice president called the question, with the following results:

|                     |             |     |
|---------------------|-------------|-----|
| Commissioner Allen  | Voted ----- | Yes |
| Commissioner Carter | Voted ----- | Yes |

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Bill Holmes reported on the Celtic Women's concert, Beer Fest, Surge Hockey, and Music Fest.

Richard Forester  
Executive, sales, and marketing report

**Premiere Destination Initiative:** Mr. Montana met with John Hairston and is planning a work session between the steering committee of the PDI and the Tourism Commission for the near future. Mr. Lucas, Mr. Holmes and I continue our work with the various committees. I have attached the latest written reports that I have prepared for my own Value Propositions committee and Mr. Lucas' 501c6 committee to this report, along with some pertinent information on what is happening with some of our competitors and a very good column and list of 11 Trends for 2011 from Bill Geist.

**Marketing Partners Meeting:** We had standing room only for the meeting held on February 2<sup>nd</sup>. We presented the new strategic plan for the Fun Times Guide and the Big 3 made a full presentation of the 2011 marketing and advertising plan including the co-op opportunities. Big 3 and I have had additional meetings with the I P and the Beau to gauge their interest in the co-op plan. We also updated them on new social media initiatives that have been quite successful, as you heard from Taryn in the marketing report.

**New York Trip/Picnic in the Park:** Larry Barnett of the Harrison County Economic Development Agency and I have had several discussions about this trip, which was first suggested by Ms. Martin and Mr. Daniels. We presented the idea to the executive directors of the airport, Port of Gulfport, Coast Coliseum, and Gulf Coast Business Council on Wednesday, February 9<sup>th</sup> and they were unanimous in their support of a large cooperative effort the week of June 7<sup>th</sup> through the 11<sup>th</sup>. We also plan to invite the Coast Transit Authority to become involved. We expect to require a budget of up to \$4,000 from each agency to produce a collateral piece and set specific appointments over a two day period. That budget does not include travel costs. We will coordinate appointments, media interviews and cooperation with MDA for participation in the Picnic and any other events the state is planning that week. Staff is providing media, association executives, meeting planner and receptive operator lists for the appointments. We expect several teams to have appointments on at least two full days while in New York. We also will have a booth at the picnic.

**Airport Board:** I presented to the Airport Board on Friday February 4<sup>th</sup> and requested that they join with the Tourism Commission in sponsoring the Gaming Summit in May. They agreed to a \$5,000.00 sponsorship. Similar requests have been made to the Port of Gulfport, the HCDC, MS. Coast Coliseum, and CTA. I believe the Coliseum has agreed to a \$2500.00 sponsorship.

**Board of Supervisors:** I have attended two meetings including one on Monday February 14<sup>th</sup> along with Mr. Lucas where the Gulf Coast Resort Classic Golf Tournament made a request for sponsorship.

**Mardi Gras Fam:** As you have heard previously in today's meeting, it is an overwhelming success and has created some problems which staff is dealing with. These are good problems and I commend Crystal, Janice and Traci for handling a very detailed and prodigious situation with creativity and aplomb.

**Casino Chefs Competition:** I met with Doug Dreisbach, publisher of Gaming South Magazine in regards to his efforts to work with the Restaurant and Hospitality Assn. here on the coast to include a casino chef's competition event as part of Chef' of the Coast this year. The event would be held on Saturday night and Casinos from all over the country would have a chance for their chef to compete based on votes from casino customers. This would add some additional flair to the event and help to make it one that will attract visitors and have them stay a longer period of time on the coast.

#### Other Activities/Meetings

Tourism Commission Executive Committee  
Gulf Coast Spring Break Planning group  
CTA Convention District Future Needs Study  
MTA Legislative Conference Call with Mrs. Peranich

2 meetings of the Sponsorship Committee  
PDI 501cg Committee  
PDI Convention Center Hotel Committee  
PDI Value Propositions Committee  
PDI Steering Committee and Big Group  
Coliseum Commission, 2 meetings  
MHLA

Report to the 501c6 Committee of the Premier Destination Initiative  
January 24<sup>th</sup>, 2011 - Prepared by Richard Forester

The following is a list of CVB's in our competitive set and their board organizations and funding sources.

**New Orleans:** New Orleans CVB is a private not for profit entity. They operate on proceeds from the hotel/motel tax and memberships. They do not have a contract with the city and operate independently. They have a 24 member board representing all business sectors from within the membership. A nominating committee request and reviews candidates and recommends a slate of directors to the membership at the annual membership meeting. All slots are open, however, the nominating committee is charged with achieving appropriate representation from all business sectors, gender and race. Board members serve 3 year terms and are designated in 3 classes so that only 1/3<sup>rd</sup> of the board members are replaced in a given year.

**Tampa Bay:** Tampa Bay & Company:

**The regular directors shall be (1) the Mayor of the City of Tampa, or designee, (2) the Chair of the Hillsborough County Board of County Commissioners, or designee, (3) the Mayor of Plant City, Florida, or designee, and (4) no more than 37 elected directors, who shall be divided into five areas, a minimum of three for each of the five areas (lodging, restaurants, attractions, business, travel), and 22 at-large, to serve in the first instance for terms of one, two and three years, respectively, and until their successors are elected and qualified, and thereafter the directors in each area shall be elected to serve for terms of three years. In the event of death, resignation, retirement, removal or disqualification of an elected director during his or her term of office, a successor shall be elected by the Board of Directors to serve until the expiration of the term of the predecessor. Any director elected to represent one of the five areas designated above who changes his or her occupation from one of such designated areas for a continuous period of 60 days shall be replaced by a director nominated by the executive board and approved by the Board of Directors who is qualified by his or her occupation to represent such area. The ex-officio directors shall be those persons who hold the following offices: (1) President, Greater Tampa Chamber of Commerce, Inc.; (2) President, Hillsborough County Hotel/Motel Association, Inc.; (3) County Administrator, County of Hillsborough; (4) Director, Tampa Convention Center; (5) Chair, Arts Council of Hillsborough County; (6) Director, Hillsborough County Aviation Authority; (7) Director, Tampa Sports Authority; (8) Port Director, Tampa Port Authority; (9) President and CEO, The Tampa Bay Partnership; and (10) President/CEO of The Tampa Downtown Partnership;**

and three additional persons appointed by the Chair to serve one year terms. Each ex-officio director may designate a representative to serve from time to time in his or her stead.

**.3 Election of Directors.** The regular directors shall be elected by a majority vote of the members of the Corporation present and voting at the annual meeting of members. No regular director shall be elected to serve more than two consecutive terms of three years; provided, however, that upon a finding by the Board of Directors that such would be of significant importance to the Corporation, the term of a director who already has served two consecutive terms may be extended for an additional one year term. The outgoing Chair of the Corporation and any director elected to a position as an officer of the Corporation shall have his or her term extended for one year, in the case of the outgoing Chair, and each year that a director is elected as an officer; provided, however, in no event shall any director's term be extended for more than four consecutive years. Former directors may be re-elected to the Board of Directors after a one year absence.

**Galveston Island:** Galveston CVB, part of the city of Galveston, supervised by the Parks Board. The Park Board of Trustees is made up of 9 Galveston Residents who are appointed by the Galveston City Council to serve a 2-year term. The Galveston City Charter limits appointment to City Boards and Commissions to 4 years. Therefore, that is the maximum number of years someone can serve on the Park Board of Trustees. The Park Board of Trustees is a governmental entity that was created by the Texas Legislature and subsequently voted on by the electrets in Galveston in 1963. The CVB is one department of the Park Board of Trustees; the CVB is part of the overall Park Board of Trustees budget. They follow all policies and procedures as other Park Board Staff. Through an Interlocal Agreement with the City of Galveston, and by State Law, 3% of the local hotel and motel occupancy tax is used by the CVB to advertise and promote Galveston to tourists as a destination. They are appointed by the Galveston City Council the Parks Board has a Tourism Advisory Council but all decisions are made by the Parks Board. The Board was created by an act of the Texas legislature and consists of nine members with four appointed on alternate years of a two year term and a member of the city council appointed annually. The budget of the CVB is funded entirely by proceeds from the hotel/motel tax.

**Atlantic City:** Much upheaval in this destination in the past year. It has been taken over by the state and presently is structured as a New Jersey State Authority. There are 7 board members including the state treasurer and six other people appointed by the Governor. Two of the six are casino representatives.

**Reno/Sparks:** Reno Sparks Convention and Visitors Assn. Our Board is governed by the Nevada Revised Statutes (NRS). The Statute pertaining to the Board composition and terms for the RSCVA is as follows:

**NRS 244A.601** County fair and recreation board in county whose population is 100,000 or more but less than 400,000: Number, appointment and terms of members; vacancies.

In any county whose population is 100,000 or more, and less than 400,000, the county fair and recreation board consists of 13 members who are appointed as follows:

- (a) Two members by the board of county commissioners.
- (b) Two members by the governing body of the largest incorporated city in the county.
- (c) One member by the governing body of the next largest incorporated city in the county.
- (d) Except as otherwise provided in subsection 2, eight members by the members appointed pursuant to paragraphs (a), (b) and (c). The members entitled to vote shall select:

(1) One member who is a representative of air service interests from a list of nominees submitted by the airport authority of the county. The nominees must not be elected officers.

(2) One member who is a representative of motel operators from a list of nominees submitted by one or more associations that represent the motel industry.

(3) One member who is a representative of banking or other financial interests from a list of nominees submitted by the chamber of commerce of the largest incorporated city in the county.

(4) One member who is a representative of other business or commercial interests from a list of nominees submitted by the chamber of commerce of the largest incorporated city in the county.

(5) One member who is a representative of other business or commercial interests, including gaming establishments, from a list of nominees submitted by a visitor's bureau, other than a county fair and recreation board or a bureau created by such a board, that is authorized by law to receive a portion of the tax on transient lodging, if any. If no such bureau exists in the county, the nominations must be made by the chamber of commerce of the third largest township in the county.

(6) Three members who are representatives of the association of gaming establishments whose membership collectively paid the most gross revenue fees to the State pursuant to [NRS 463.370](#) in the county in the preceding year, from a list of nominees submitted by the association. If there is no such association, the three appointed members must be representative of gaming.

È If the members entitled to vote find the nominees on a list of nominees submitted pursuant to this paragraph unacceptable, they shall request a new list of nominees.

2. The terms of members appointed pursuant to paragraphs (a), (b) and (c) of subsection 1 are coterminous with their terms of office. The members appointed pursuant to paragraph (d) of subsection 1 must be appointed for 2-year terms. Any vacancy occurring on the board must be filled by the authority entitled to appoint the member whose position is vacant. Each member appointed pursuant to paragraph (d) of subsection 1 may succeed himself or herself only once.

3. If a member ceases to be engaged in the business or occupation which he or she was appointed to represent, he or she ceases to be a member, and another person engaged in that business or occupation must be appointed for the unexpired term.

4. Any member appointed by the board of county commissioners or a governing body of a city must be a member of the appointing board or body.

(Added to NRS by 1977, 817; A 1979, 516; 1983, 1663; 1989, 1903; 1991, 819, 1977; 1995, 2804; [1999, 2016](#); [2001, 561](#))

To clarify the terms, the elected official's term on the Board are coterminous with their term in office. The remaining members serve a two year term and are eligible to be re-appointed to a second two-year term. Any changes to the Board make-up and/or terms must go through the Nevada State Legislature.

**Corpus Christi:** Corpus Christi CVB, a private not for profit 501c6 organization with a contract with the city of Corpus Christi to provide CVB services. Funded by proceeds of the hotel/motel tax and other private bureau generated funds and in kind services.

Board is made up of 11 regular members and 4 ex-officio members. They have designated slots for 2 hoteliers, 2 restaurateurs, 2 attractions people, 5 at large. The ex-officio are the City Manager, the head of the Port Authority, the Director of the Regional Airport and the Director of the Regional Transportation System. The board has a nominating committee which submits a list of candidates to the city council for approval. Terms are for 2 years and are limited to a total of 3 consecutive terms. They are also staggered with one third of the board being replaced every two years.

**Savannah:** Visit Savannah is a private 501c6 and part of the Savannah Chamber of Commerce.

Our board is made up of 6 hoteliers, 6 from the tourism community and 6 from local business. We also have representatives from City of Savannah, Chatham County and the GM of our convention center. How they are selected>>> We have a nominating process each September to identify 6 new candidates to replace the 6 that roll off each year. Each new member is nominated for a 3-year term. So, every year we have 6 that roll off, 6 with 2 years left and 6 with 1 year left. Size of board or commission 30

**Myrtle Beach:** Myrtle Beach Chamber/CVB; Private nfp, with membership.

Board structure as follows: makeup 12 tourism, 12 non-tourism . The half that are tourism have to be in specific categories that are typically included in tourism advertising (e.g. hotels, restaurants, etc.). They serve staggered 3-year terms.

How they are selected prospective board members are nominated, either by themselves, current board members, or other business people. Anyone can nominate anyone else, so long as they are affiliated with a member in good standing. A nominating committee meets, reviews the current board makeup, and makes a recommendation on the suggested board members. We usually get 50-75 nominees for 8 slots. The current board approves the slate, with any changes they want to make. That slate is put forth to the full

membership. The membership can nominate additional candidates, and if they do an election is held. That's pretty rare. Usually, the membership does not make any at-large nominations and the recommended slate is approved.

We represent an area that is 60 miles by 40 miles. We simply specify (in bylaws) that the board membership must reflect the general makeup of the membership, both in geographic orientation and industry affiliation. Because we cover such a large area and have nearly 3,000 members, that's a broad requirement. Terms for board members 3 years, limited to one term and then must be off board for no less than one year. Size of board or commission. 24 directors.

**Ft. Lauderdale/Broward County CVB:** Department of county government. Fully funded by the TDT. TDT is a tax on room rates only. It is paid by any guest who stays in hotels, motels, apartments or condos for six months or less.

Our Tourist Development Council is a state created council which is appointed by the Board of County Commissioners. The TDC is an 11 member board which includes the Mayor of Broward County (who serves as Chair), term of 1 year, which is the Mayor's term; there are two other positions for elected officials, one from the city that generates the largest amount of Tourist Development Tax, and one other elected city official. There is one member who represents minority businesses and one who represents the geographic area that includes at least one regional county facility. There are three hotel owners/operators, and three representatives of tourist related businesses.

**Virginia Beach CVB;** CVB is a department of the city, so we have no operational board as such. We do have an Advertising Advisory Committee constructed "by office" by City Council.

Basic format of our advisory committee is attached. Reps 3 through 6 are appointed by the City Manager. Term is service is annual with no term limits.

I have still not received any information as yet on San Antonio.

Value Propositions Sub Committee  
Report to the Premier Destination Initiative Steering Committee  
February 8, 2011

The committee has met twice and in preliminary discussions developed the following major categories of potential markets for the new DMO.

**Leisure Travelers:** Adults and Families

Conventions/Meetings/Trade Shows: to include Corporate meetings/events

Outdoor/Sports Events/Competitions/Festivals

Motorcoach or Group Travel

There has been considerable discussion regarding whether or not to break down the major categories into numerous subcategories and whether or not to develop individual value proposition statements for each subcategory. The consensus of the committee at present is to develop flexible, adaptable value propositions for each of the major categories and then allow staff to use those to develop other propositions as needed for whatever subcategory presents itself.

In an effort to move the process along, I asked CVB staff to develop sample value proposition statements for the committee's use. I will distribute these samples via e-mail for discussion at the next committee meeting. Those samples are attached to this report.

## **Value Propositions**

### **Leisure Travel**

The MS Gulf coast is a centrally located, mild weathered destination for the leisure traveler. Our small town southern charm paired with the big city glitz and glamour make for an exciting destination to impress even the pickiest of tastes. Known for "the world's largest man made beach," diverse cultural, and historical attractions, our destination is perfect for a romantic get-away, a weekend with friends, or fun for the whole family. Not only are we an exciting and fun destination, but we're priced right so visitors feel they've gotten a good value.

### **Conventions/Meetings**

Home to a newly renovated convention center that sits directly across from the beach and just minutes away from 24 hour entertainment, the MS Gulf Coast is the perfect place for meetings. We offer a

friendly and knowledgeable staff to help with the details, a variety of cuisines, affordable accommodations, and a multitude of attractions. Golfing and fishing are possible year round in our mild climate and shopping in one of our unique boutiques is a must. We're a very safe and clean destination that can accommodate most any budget.

### **Sports/Events/Outdoors**

The MS Gulf Coast is littered with sporting attractions. From state of the art sports complexes to nationally renowned golf courses we have it all. Our hotels, family attractions, and local eateries are all within close proximity to our sports complexes. We are home to a diverse natural habitat for fishing, eco tours, and adventures. We also have an equestrian complex, arena directly on the beach, and other venues for most any sporting event all at affordable rates.

### **Group Travel/Motorcoach**

The MS Gulf Coast is rich in cultural and historical attractions. Our affordable amenities, diverse cuisines, and adult and family entertainment are sure to please this market. We're centrally located making this an easy accessible destination. Guests can relax on our beaches, explore our towns in a safe clean atmosphere, and relax without breaking the bank.

**Leisure** – Our area is a safe, affordable destination with exciting and varied attractions and culinary experiences. The warm climate and friendly people make the MS Gulf Coast a perfect vacation spot for both domestic and international adult and family leisure traveler. We offer fishing, ecotourism, unique festivals and golf, as well as, museums of celebrated artists and culture and history. The lavish casino resorts along our beautiful beachfront offer exciting gaming and world renowned entertainment.

**Events/Sports** – Our various sports venues with ample parking and proximity to affordable hotels and attractions make us the perfect destination for sports groups and tournaments. We can host many types of sporting events; equestrian, softball, baseball, golf, fishing and racing, just to name a few. This along with our attractions and restaurants allow those attending with the benefit of staying with us before or after the event for extra days.

**Convention/Meetings/Corporate** – Our newly expanded, state of the art Convention Center is the ideal location for conventions and meetings for larger groups. There are many casino resorts and hotel properties within close proximity offer gorgeous rooms at competitive rates and several have meeting space within their hotels for smaller meetings and banquets. We have several trusted local transportation and event /catering companies that we can recommend and various unique off-site venues for parties and dinners, as well. This along with the delicious cuisine and exciting nightlife, are helping us attain our goal of being a premiere destination.

**Groups** – Our affordable rates, warm climate, many unique attractions and festivals and delectable cuisine make us the perfect destination for domestic and international groups to visit. The MS Gulf Coast offers fishing, ecotourism and golf, as well as, museums of celebrated artists and culture and history. Many groups travel thorough the state or within the region and will stay with us for several nights and/or use us for hub and spoke. The casino resorts offer gaming and world renowned entertainment that many of the groups love!

#### **Conventions/Meetings:**

The Mississippi Gulf Coast, known for its great "southern hospitality", is the perfect "affordable" destination for conventions and meetings because it offers a state-of-the-art convention center with a significant inventory of first-class hotel facilities to accommodate a variety of groups. We are easily accessible from a variety of destinations through direct air service at the Gulfport-Biloxi International Airport. The CVB offers one-stop shopping convenience for meeting planner to assist them in finding a hotel/convention center facility for their convention/meeting and additional complimentary services while meeting on the MS Gulf Coast to include everything from lead generation to computer generated name badges, on-site registration.

The Mississippi Gulf Coast is rich in history and culture and can provide convention/meeting groups with the opportunity to experience our history and culture first-hand through numerous venues. We also offer a plethora of water-based attractions and kid-friendly attractions to make planning for spouse tours a breeze.

### **Leisure Travel**

The MS Gulf Coast, known for its wonderful "southern hospitality", is a year-around playground for the entire family. Located on the Gulf of Mexico, enjoy golfing at any of our 20 courses, deep sea fishing, casinos, headline entertainment, food, festivals, events, art, culture and history. Oh, did we mention the 26 miles of man-made beaches, awesome sunsets, great weather, and a perfect affordable destination.

So come see for yourself and RELAX, IT'S THE MISSISSIPPI GULF COAST!

### **Conventions/Meetings**

The MS Gulf Coast has ABILITY!

Accessibility via land, sea and air.

Availability with over 12,500 first class hotel rooms and over 500,000 square feet of meeting space offering a state of the art convention center.

Affordability as we are considered a great value by many of our regional and national meeting planners. Located on the Gulf of Mexico, we offer many other things to do for all the attendees and their spouses from golfing, deep sea fishing, casinos, headline entertainment, food, festivals, events, art, culture and history. Our Convention and Visitors Bureau is here to help you every step of the way to ensure a successful meeting. It's all right here on the MS Gulf Coast.

### **Sports Travel/Events**

The MS Gulf Coast has the facilities to support a wide variety of sites and amenities for your sporting event. From ball parks and tennis courts to championship golf courses, equestrian center, Olympic size pools and so much more.

Located on the Gulf of Mexico our destination is a natural for fishermen, boaters and other water sports and our 26 miles of man-made beach provides fun for the entire family. Hotels, restaurants and shopping are close to all of our facilities. Our area is safe, clean and friendly, all at a great value.

Pro or amateur, come and experience what we are all about, only here on the MS Gulf Coast!

### **Group Travel/Motorcoach**

The MS Gulf Coast loves buses! Our casinos, hotels and attractions offer packages to groups who are visiting for the day or staying overnight. Come and experience "southern hospitality" at its finest, taste great southern cooking, smell the salt air, hear the waves as they roll onto our 26 miles of man-made beach, feel the sun and see what we are so proud of here on the MS Gulf Coast.

Located on the Gulf of Mexico, our destination is safe, clean and friendly, all at a great price. Contact our Convention and Visitors Bureau at 888-467-4853 to get you on the road for your next trip.

### **Conventions/Meetings**

The Mississippi Gulf Coast, known for its great "southern hospitality", is the perfect "affordable" destination for conventions and meetings because it offers a state-of-the-art convention center with a significant inventory of first-class hotel facilities to accommodate a variety of groups. We are easily accessible from a variety of destinations through direct air service at the Gulfport-Biloxi International Airport. The CVB offers one-stop shopping convenience for meeting planner to assist them in finding a hotel/convention center facility for their convention/meeting and additional complimentary services while meeting on the MS Gulf Coast to include everything from lead generation to computer generated name badges, on-site registration.

The Mississippi Gulf Coast is rich in history and culture and can provide convention/meeting groups with the opportunity to experience our history and culture first-hand through numerous venues. We also offer a plethora of water-based attractions and kid-friendly attractions to make planning for spouse tours a breeze. Entertainment on the Mississippi Gulf Coast abounds with multiple venues available for headliner entertainment and shows. Planning a golf tournament for your convention/meeting, the Mississippi Gulf Coast offers 20 top-notch golf courses with a variety of levels of play. If a charter fishing tournament is what you like, our gulf waters are the perfect location to catch over 200 species of fish and provide a day of fun for your attendees.

**Sports Travel / Events** The Mississippi Gulf Coast, known for its great "southern hospitality", is the perfect "affordable" destination for sport travel and events because we offer facilities to support a wide variety of sports, all of the amenities to make your event or tournament the best. We are centrally located on the Gulf of Mexico, between New Orleans and Mobile. We have a variety of sleeping accommodations to fulfill any need from full service casino resorts to limited service properties to spacious condominiums and RV parks. Hotels, restaurants, shopping and attractions are in close proximity to all of our fantastic sporting facilities. Dedicated CVB staff is ready to assist you in bringing your sporting event to the Mississippi Gulf Coast.

### **Leisure Travel**

#### **Adult**

The Mississippi Gulf Coast, known for its great "southern hospitality", is the perfect "affordable" destination for the adult leisure traveler because it offers a plethora of attractions and activities to entertain. Try your luck at one (or all) of our 10 casinos offering round-the-clock excitement at a variety of venues. With everything from slot machines to table games to dining and entertainment, Mississippi Gulf Coast casinos are the number one reason for the adult traveler to visit.

The Mississippi Gulf Coast is rich in history and culture and can provide the adult traveler with the opportunity to experience our history and culture first-hand through numerous venues. With 26 miles of white sand beach along the Gulf of Mexico, the Mississippi Gulf Coast offers a plethora of water-based attractions for fun and excitement. Entertainment on the Mississippi Gulf Coast abounds with multiple venues available for headliner entertainment and shows. Tee off at one of our 20 golf courses. Our gulf waters are the perfect location to catch over 200 species of fish.

#### *Family*

The Mississippi Gulf Coast, known for its great “southern hospitality”, is the perfect “affordable” destination for the family traveler because we have 26 miles of white sand beach along the Gulf of Mexico and is the perfect setting for a family friendly vacation. There’s so much to see and do along the Mississippi Gulf Coast for the family traveler from water-based activities to kid-friendly attractions. Numerous venues offer family friendly entertainment to enjoy year-round.

**Group Travel / Motorcoach**The Mississippi Gulf Coast, known for its great “southern hospitality”, is the perfect “affordable” destination for the group travel and motorcoach market because of the multitude of group friendly options that the Mississippi Gulf Coast offers. The group/motorcoach can experience everything from casinos to the history and culture of the Gulf Coast. Group friendly restaurants and attractions abound on the Mississippi Gulf Coast. From a fine dining experience to a more casual setting, restaurants are one of the highlights while on the Mississippi Gulf Coast. Mississippi Gulf Coast Convention & Visitors Bureau staff is ready and willing to help coordinate your tour group’s visit to the Mississippi Gulf Coast helping to educate you on what is available for your groups. There are knowledgeable step-on guides waiting to assist any group with their tour needs.

#### Golf Value Proposition(draft)

- Quality of Golf
  1. Courses by Nicklaus, Palmer, Fazio, Love, McCumber, Pate and many more
  2. Many 4 star rated or more by Golf Digest
  3. Top Casino courses in the world(Bridges, Fallen Oak, Grand Bear, Preserve, Windance)
- Gulf of Mexico Location
  1. Year Round Golf Weather
  2. “Warm Gulf Breezes” in the winter and “Cool Gulf Breezes” in the Summer
  3. Location delivers unique set of amenities as “ONLY golf destination in the US with “Golf, 60 miles of Coast, Weather, Casinos & Entertainment”  
(example: Las Vegas doesn’t have coast, Myrtle Beach doesn’t have gaming, ect)
- Value for the Money
  1. Rated “Top 10 in Value” by Golf Digest adds value compared to competitive set
  2. Amenities wrapped around golf compared to competitive set add value(Local Seafood, Casinos, Entertainment)
  3. Customer Service Level compared to competitive set adds to value (Endless Supply of Southern Hospitality)

**Hot buttons** – southern hospitality, good value, moderate year-round weather, unique attributes, varied choices of cuisine and activities, easy to get around – trolley, easy to navigate; arts, culture, history, outdoor and water activities, 24 hr gaming, spas, entertainment, ecotourism, beach and islands, regional airport, close proximity to other destination cities.

**Leisure/Adult:** The Mississippi Gulf Coast, your next beach vacation destination where you can enjoy 24 hour gaming and headline entertainment as well as a wide variety of attractions, outdoor activities, and year-round festivals as well as fantastic fishing, great golf, spas, an abundance of dining offering fresh seafood and other favorite coastal cuisine, Old Town strolling and shopping galore. Our tradition of southern hospitality continues with all the spirit visitors have come to expect. Choose your accommodations, from beachfront condominiums to full-service casino resorts; you can find a room to fit your budget and lifestyle. Flying into the Mississippi Gulf Coast is easy. The Gulfport-Biloxi International Airport is just minutes away from Beach Blvd. Driving to the Mississippi Gulf Coast couldn’t be simpler. Interstate 10 makes for easy access to the beachfront.

- **Leisure/Family:** The Mississippi Gulf Coast, your next beach vacation destination where you can enjoy a wide variety of attractions, outdoor activities, an abundance of dining offering fresh seafood and other favorite coastal cuisine, year-round festivals as well as boating, nature and island exploration, great golf, Old Town strolling and shopping galore. Our tradition of southern hospitality

continues with all the spirit visitors have come to expect. Our new museums will excite your imagination. You can explore and touch our Southern history, arts and culture, explore space, the earth and nature.

Choose your accommodations, from beachfront condominiums to full-service hotels; you can find a room to fit your family's budget and lifestyle. Flying into the Mississippi Gulf Coast is easy. The Gulfport-Biloxi International Airport is just minutes away from Beach Blvd. Driving to the Mississippi Gulf Coast couldn't be simpler. Interstate 10, makes for easy access to the beachfront.

**Sports/Events:** The Mississippi Gulf Coast, the next destination to bring your sports/competition/event. Choose your event venue, from city facilities or the Gulfport Sportsplex playing fields, beach, Gulf of Mexico or inland waterways. During your leisure time, enjoy a wide variety of attractions, outdoor activities, an abundance of dining offering fresh seafood and other favorite coastal cuisine, year-round festivals as well as boating, nature and island exploration, great golf, Old Town strolling and shopping galore.

Choose your accommodations, from beachfront condominiums to full-service hotels; you can find rooms to fit your group's budget. Flying into the Mississippi Gulf Coast is easy. The Gulfport-Biloxi International Airport is just minutes away from Beach Blvd. Driving to the Mississippi Gulf Coast couldn't be simpler. Interstate 10, makes for easy access to the beachfront.

**Conventions/Meetings:** The Mississippi Gulf Coast welcomes you to the newly expanded, state of the art Gulf Coast Convention Center. With over 13,000 rooms available coast wide, accommodations are close by. From beachfront condominiums to full-service casino resorts; the CVB can help find a room block to fit your budget. During your leisure time, enjoy a wide variety of attractions, outdoor activities, an abundance of dining offering fresh seafood and other favorite coastal cuisine, year-round festivals as well as boating, nature and island exploration, great golf, Old Town strolling and shopping galore. It's easy to get around town. Hop on the trolley for a lift to local casinos and shopping.

**Group Travel/Motorcoach:** The Mississippi Gulf Coast, your next beach destination where groups can enjoy 24 hour gaming and headline entertainment as well as a wide variety of attractions, outdoor activities, and year-round festivals as well as fantastic fishing, great golf, pampering spas, an abundance of dining offering fresh seafood and other favorite coastal cuisine, Old Town strolling and shopping galore. Our tradition of southern hospitality continues with all the spirit visitors have come to expect. New museums will excite the imagination. Groups can explore and touch our Southern history, arts and culture, explore space, the earth and nature. Our tradition of southern hospitality continues with all the spirit visitors have come to expect.

Choose your accommodations, from beachfront condominiums to full-service casino resorts; the CVB can help find a room block to fit your budget. Driving to the Mississippi Gulf Coast couldn't be simpler. Interstate 10 makes for easy access to the beachfront. Hub and spoke to the neighboring cities of New Orleans, Mobile and northern Mississippi so your clients will only need to unpack once.

**SALES LEADS:**

January 2011: 7 leads representing 700 attendees and 1,360 room nights

**JANUARY DEFINITE BUSINESS: 6 leads representing 1,770 attendees and 1,029 room nights**

|  | Meeting Date | Room Attendees | Total Blocked Rooms | Headquarter Hotel          |
|--|--------------|----------------|---------------------|----------------------------|
| Bed & Breakfast Association of Mississippi               |              |                |                     |                            |
| 2011 LA/MS/AL B&B Association – Annual Conference        | 7/17/2011    | 70             | 90                  | Courtyard Marriott – Gpt   |
| Biloxi Ocean Springs Association of Realtors             |              |                |                     |                            |
| 2011 BOSAR Annual Awards Banquet                         | 2/10/2011    | 0              | 10                  | IP Casino Resort           |
| Mississippi Development Authority                        |              |                |                     |                            |
| Procurement Opportunities Conference and Trade Fair 2011 | 5/16/2011    | 350            | 352                 | IP Casino Resort           |
| Gulf Coast Bridge Association                            |              |                |                     |                            |
| Bridge Association's Regional Tournament                 | 1/31/2011    | 1,000          | 2                   | Quality Inn – Biloxi       |
| Mississippi Rural Water Association                      |              |                |                     |                            |
| 2011 Summer Training                                     | 6/5/2011     | 150            | 100                 | South Beach Hotel & Suites |
| National Dental Association                              |              |                |                     |                            |

|                    |           |     |     |                             |
|--------------------|-----------|-----|-----|-----------------------------|
| Transition Meeting | 12/1/2011 | 200 | 475 | Beau Rivage Resort & Casino |
|--------------------|-----------|-----|-----|-----------------------------|

**Convention Services:**

| Group Name                 | Dates:                | Location:             | Registration | Goodies:                            | Total Spent: | Room Nights Picked Up: |
|----------------------------|-----------------------|-----------------------|--------------|-------------------------------------|--------------|------------------------|
| VFW Convention             | January 21 – 23, 2011 | Ramada Inn – Gulfport | 0            | Name badges, holders, notepads, FTG | \$83.00      | 254                    |
| Gulf Coast Coaching Clinic | January 25 – 27, 2011 | Beau Rivage           | 4            | Name badges, holders, FTG           | \$675.00     | 290                    |
| Biloxi Wholesale Gift Show | January 29 – 31, 2011 | Isle, MCCCC           | 2            | Name badge holders, FTG             | \$23.00      | 96                     |

Total **\$781.00**      **640**

**Tradeshows / Travel:**

Helms Briscoe Partner Fair - January 5 – 7, 2011 - Washington, DC  
 Jackson Sales Calls - January 26 – 27, 2011 - Jackson, MS

**Sports Marketing:**

**Client Meetings:**

January 5, 2011: Meeting with Woody Bailey (Fireball Run)  
 January 11, 2011: Meeting with Woody Bailey, John Carter & Wade West (Fireball Run)  
 January 21, 2011: Lunch meeting with Johnny Mims, Howard McNeil, Don Moore, Jason Cooksey and Jeneane Smith \*(Bernard Blackwell Football Game)  
 January 27, 2011: Meeting with Woody Bailey (Fireball Run)

**Site Visits:**

January 12 – 14, 2011: Jay Sanchez & Sam Baca (Fireball Run)

**JANUARY LOST BUSINESS: 3 leads representing 440 attendees and 735 room nights**

|  | Meeting Date | Room Attendees | Total Blocked Rooms | Lost Reason  |
|--|--------------|----------------|---------------------|--|
| Mississippi Water Resources Association              |              |                |                     |  |
| 2011 Annual Conference                               | 11/2/2011    | 300            | 175                 | Meeting has been put on hold.  |
| MEDCOM Provost Marshal Office                        |              |                |                     |  |
| MEDCOM Conference                                    | 5/7/2011     | 80             | 455                 | No bids were submitted   |
| North American Mature Publishers Association (NAMPA) |              |                |                     |  |
| 2011 Annual Convention                               | 11/5/2011    | 60             | 105                 | No one submitted bids – complimentary concessions are too high and sponsorships are too great. Also changed dates to Cruisin' the Coast weekend. |

**LEISURE TRAVEL:**

**Sales Leads:**

January 2011: 1 leads representing 50 passengers and 75 room nights

**January Definite: 6 definite pieces of business totaling 609 passengers and 1,783 room nights**

|  | Tour Date               | PAX | Room Nights | Assisted with...   |
|--|-------------------------|-----|-------------|--|
| Mark Travel Corporation (FIT ACTUALS) – <b>USTOA CONTACT</b> |                         |     |             |  |
| FIT Contracts  | 01/01/2010 – 01/18/2011 | 300 | 1,338       | Beau Rivage, Comfort Suites, Best Western Seaway Inn, Hard Rock Hotel & Casino |
| Badger Tour and Travel                                       |                         |     |             |  |
| Super Saver Tour   | 3/1 - 5/2010            | 100 | 200         | Beau Rivage Resort & Casino  |
| Super Saver Tour   | 3/8 - 12/2010           | 50  | 100         | Beau Rivage Resort & Casino  |
| Croswell VIP Motorcoach Services                             |                         |     |             |  |
| Croswell VIP Motorcoach – One Night Feb                      | 2/12/2011               | 100 | 50          | IP Casino Resort Spa   |

| Discovery Coach Lines / Discovery Tours |                 |    |    |                             |
|---|-----------------|----|----|-----------------------------|
| MS Gulf Coast Gaming Trip               | 1/30 – 2/3/2011 | 9  | 20 | IP Casino Resort Spa        |
| Sunrise Tours                           |                 |    |    |                             |
| Sunrise Tour                            | 3/29 – 4/1/2011 | 50 | 75 | Beau Rivage Resort & Casino |

**January Assists: 2 assists representing 150 passengers and 300 room nights**

|                                      | Tour Date    | PAX | Room Nights | Assisted with...  |
|--------------------------------------|--------------|-----|-------------|---|
| Badger Tour and Travel               |              |     |             |   |
| Super Saver                          | 2/21-23/2011 | 100 | 200         | Worked with tour operator to secure tour guide (Sandpiper Tours) for local tours. |
| Travel Lovers – Virginia – Lynchburg |              |     |             |   |
| Travel Lovers                        | 5/1 - 5/2011 | 50  | 100         | Other sightseeing opportunities   |

**Tradeshows / Travel:**

American Bus Association - Philadelphia, PA - January 8 – 12, 2011

Reception Services Association of America (RSAA) - January 26 – 28, 2011 - New York, NY

**MARKETING DEPARTMENT ACTIVITY FOR JANUARY 2011**

**Janice Jones, Manager, Internet/E-Marketing Manager**

- Reviewed Google alerts for articles and sent staff assisted articles/staff quoted/commission quoted articles to staff and commissioners – began training Taryn to do this and shifting this to her
- Fielded numerous advertising opportunities and forwarded to ad agency for point of view with copies to Richard
- Forwarded reader's response leads to USA 800 for fulfillment
- Continued to submit CRM tickets for correction/updates to Simpleview
- Updated America's Best Vacations, Better Homes & Gardens and Golf Digest landing pages to reflect April 2011.
- Media site visit with Gerald Levitch Jan 19-21 – Taryn's first site tour as media relations manager
- Worked on BP grant final follow up
- Finalized the Mardi Gras invite list for mail out – printed mailing lists, worked with marketing department to mail. Sent "e-vite" with link to RSVP
- Finalized consumer list for conversion study and exported from CRM for Linda Robinson to begin importing to Survey Monkey
- Holly Zinner, Ohr Museum, requested copies of articles specifically related to the Ohr opening
- Added toll free number to auto signatures from CRM communications for all employees – added trace priority codes as needed.

**Taryn Sammons, Manager, Social Media/Media Relations**

- Daily posts to Facebook and Twitter
- Phone conference with Jennifer Haupt, *Woman's Day Magazine*
- Provided Peter Koch with GO Magazine information on Biloxi's Mardi Gras
- Approved Clean Pix image request for Craig Rogers with *Gulfscapes Magazine* for a Mardi Gras picture
- Gave CleanPix Access to Victoria Rogers with *Gulfscapes Magazine* for dining pictures. Emailed her additional food pictures and captions.
- Approved Clean Pix image request for Audrey Bandy with the Alabama Technology Network for historical photos
- Sent article ideas to Gary Trask for *Creative Living Magazine*
- Approved Clean Pix image request for Kelly Neal with Capital Resources.
- Wrote article for TN Motorcoach Spotlight
- Approved Clean Pix request for Jamie Poindexter with the Poindexter Descendants Association.
- Approved Clean Pix request for Brandie Kavanaugh with G&P Marketing.

**Jaffe Perniciaro, Manager, Tourist Information**

- Added 2 new coupons to website, renewed 30 that were expiring end of month, 6 coupons did not renew, 1 did not renew due to fire, 4 did not renew due to major bowling tournament until June, 1 did not renew – out of business,
- Continued with updating and adding descriptions to listings on website by contacting each listing and verifying information.
- Added the following NEW Businesses, Restaurants, Events, Attractions, Activities & Meeting Facilities:  
Inaugural Mary C Teen Mardi Gras Masquerade Ball, Hula’s Bar & Grill, Latitude 30 Restaurant & Bar, Bacchus Food & Drink, Bull’s Restaurant, Annual Krewe of Caduceus Mardi Gras Ball, Adventures Charters & Dive, Inaugural Edgewater Motorcycle Show, Inaugural South MS S. Jude Bass Classic, Moss Point’s Excelebration, Many Places Gift Gallery, Redding Home (new meeting facility), Carol’s Woolmarket Cottage, Chinese New Year @ Gallery 220,
- Answered numerous tourism inquiries by telephone & email
- Delivered approximately 90 cases Fun Time Guides & 1 case calendars & 1 case map pads
- Worked on Southeast Tourism Society Top 20 Events – Submitted Deep Sea Fishing Rodeo & Biloxi Seafood Festival

**Linda Robinson, Administrative Research Assistant**

- Prepared minutes for the Advertising Committee meetings
- Gathered, copied and filed publications and news articles on events for Southeast Tourism Society.
- Continued to edit and test 2009 and 2010 survey.
- Helped prepare and mail out Mardi Gras FAM invites.
- Fulfilled request for Fun Time Guides and attraction information
- Collaborated with James Crowell to research and gather information for the MS Civil Right Heritage Trail.
- Checked magazines and publications for write-ups and ads.
- Assisted as Tourism Receptionist
- Prepared and mailed final report reminder letters to organizations that have received sponsorship and MAP: Long Beach Substance Abuse Task Force-Jingle Bell Run; Pass Christian Chamber of Commerce-Christmas in the Pass; Pass Christian Oyster Festival
- Submit Big 3 jobs and ads for approval: Compass Travel Planner , Explore Southeast, Southern Living, MSAE, April Golf Digest ad, Co-op Letter for Marketing Partners, Yellow Page Ad, April O Magazine ad, MLK Sponsorship ad

**Meetings Attended**

- Jan 5 – Legislative reception - Jackson
- Jan 6 – Mardi Gras planning meeting
- Jan 7 – Full staff  
Attractions Association board meeting
- Jan 10 – Advertising Committee
- Jan 10 – PRAM meeting
- Jan 11 – Long Beach Chamber Meeting
- Jan 14 – Advertising Committee
- Jan 18 – Commission meeting
- Jan 24 –MDA Advertising and Public Relations Caucus in Jackson
- Jan 31 – Kite Fest Meeting

**USA**

| STATE/COUNTRY | October | November | December | January | TOTAL |
|---------------|---------|----------|----------|---------|-------|
| Alabama       | 172     | 227      | 3,851    | 35      | 4,285 |
| Alaska        | 1       | 1        | 0        | 0       | 2     |
| Arizona       | 14      | 26       | 16       | 6       | 62    |
| Arkansas      | 39      | 36       | 21       | 38      | 134   |
| California    | 93      | 62       | 31       | 13      | 199   |
| Colorado      | 18      | 24       | 17       | 10      | 69    |

|                      |     |     |       |    |       |
|----------------------|-----|-----|-------|----|-------|
| Connecticut          | 22  | 13  | 12    | 5  | 52    |
| Delaware             | 8   | 5   | 3     | 1  | 17    |
| District of Columbia | 3   | 1   | 1     | 2  | 7     |
| Florida              | 143 | 119 | 63    | 57 | 382   |
| Georgia              | 279 | 393 | 6,061 | 56 | 6,789 |
| Hawaii               | 3   | 4   | 3     | 0  | 10    |
| Idaho                | 11  | 6   | 1     | 3  | 21    |
| Illinois             | 139 | 109 | 93    | 62 | 403   |
| Indiana              | 121 | 59  | 114   | 46 | 340   |
| Iowa                 | 25  | 31  | 24    | 26 | 106   |
| Kansas               | 26  | 37  | 22    | 18 | 103   |
| Kentucky             | 184 | 209 | 30    | 18 | 441   |
| Louisiana            | 73  | 51  | 2,437 | 54 | 2,615 |
| Maine                | 8   | 7   | 2     | 1  | 18    |
| Maryland             | 27  | 18  | 9     | 11 | 65    |
| Massachusetts        | 29  | 22  | 10    | 2  | 63    |
| Michigan             | 98  | 51  | 70    | 33 | 252   |
| Minnesota            | 38  | 26  | 33    | 28 | 125   |
| Mississippi          | 147 | 159 | 3,000 | 97 | 3,403 |
| Missouri             | 59  | 95  | 71    | 81 | 306   |
| Montana              | 5   | 1   | 1     | 0  | 7     |
| Nebraska             | 13  | 22  | 6     | 3  | 44    |
| Nevada               | 18  | 5   | 2     | 2  | 27    |
| New Hampshire        | 7   | 1   | 0     | 2  | 10    |
| New Jersey           | 56  | 30  | 22    | 7  | 115   |
| New Mexico           | 6   | 8   | 6     | 3  | 23    |
| New York             | 105 | 60  | 44    | 25 | 234   |
| North Carolina       | 293 | 415 | 22    | 19 | 749   |
| North Dakota         | 0   | 7   | 2     | 0  | 9     |
| Ohio                 | 148 | 107 | 195   | 39 | 489   |
| Oklahoma             | 25  | 31  | 15    | 21 | 92    |
| Oregon               | 27  | 15  | 7     | 3  | 52    |
| Pennsylvania         | 99  | 61  | 37    | 11 | 208   |
| Rhode Island         | 5   | 6   | 1     | 0  | 12    |
| South Carolina       | 105 | 177 | 13    | 12 | 307   |
| South Dakota         | 5   | 2   | 1     | 2  | 10    |
| Tennessee            | 297 | 278 | 5,312 | 49 | 5,936 |
| Texas                | 175 | 132 | 91    | 76 | 474   |
| Utah                 | 4   | 6   | 3     | 1  | 14    |
| Vermont              | 4   | 1   | 0     | 2  | 7     |
| Virginia             | 166 | 262 | 8     | 17 | 453   |
| Washington           | 0   | 0   | 0     | 0  | 0     |
| West Virginia        | 64  | 31  | 10    | 10 | 115   |
| Wisconsin            | 60  | 50  | 46    | 43 | 199   |

|                  |       |       |        |       |            |
|------------------|-------|-------|--------|-------|------------|
| Wyoming          | 4     | 2     | 1      | 3     | 10         |
| Total States     | 3,471 | 3,501 | 21,840 | 1,053 | 29,865     |
| <b>COUNTRIES</b> |       |       |        |       |            |
| Brazil           |       |       |        |       | 0          |
| Canada           | 20    | 35    | 27     | 19    | 101        |
| England          |       |       |        |       | 0          |
| India            |       |       |        |       | 0          |
| IRN              |       |       |        |       | 0          |
| Ireland          |       |       |        |       | 0          |
| Mexico           |       |       |        |       | 0          |
| Pakistan         |       |       |        |       | 0          |
| Puerto Rico      | 1     |       |        |       | 1          |
| Virgin Islands   |       | 1     |        |       | 1          |
| United Kingdom   |       |       |        |       | 0          |
| Total Countries  | 21    | 36    | 27     | 19    | <b>103</b> |

**STATE/COUNTRY**

|             |    |
|-------------|----|
| Mississippi | 97 |
| Missouri    | 81 |
| Texas       | 76 |
| Illinois    | 62 |
| Florida     | 57 |
| Georgia     | 56 |
| Louisiana   | 54 |
| Tennessee   | 49 |
| Indiana     | 46 |
| Wisconsin   | 43 |
| Canada      | 19 |

| Ad Source                               | October | November | December | January | Totals |
|---|---------|----------|----------|---------|--------|
| AAA Southern Traveler                   | 3       | 1        | 4        | 8       | 16     |
| America's Best Vacations                | 1,185   | 1,860    | 20,451   | -       | 23,496 |
| <b>ANOTHER WEB SITE</b>                 | -       | 33       | 29       | 94      | 156    |
| Arthur Frommer Budget Travel            | 353     | 52       | 10       | 2       | 417    |
| <b>BANNER ADVERTISEMENT</b>             | 2       | 1        | 2        | 1       | 6      |
| Better Homes & Gardens                  | 1       | 2        | 2        | 4       | 9      |
| Budget Travel                           | 1       | 1        | -        | -       | 2      |
| City/Regional Magazine Insert           | 1       | 2        | 3        | 1       | 7      |
| <b>Don't Know/Refused</b>               | 28      | 21       | 11       | 16      | 76     |
| Fall Travel Planner                     |         |          | 1        | 1       | -      |
| Family Circle                           | 145     | 125      | -        | 4       | 274    |
| <b>FRIEND OR FAMILY MEMBER</b>          | 23      | 25       | 20       | 61      | 129    |
| <b>MAGAZINE/NEWSPAPER ADVERTISEMENT</b> | 11      | 12       | 12       | 16      | 51     |

|                            |              |              |               |              |               |
|----------------------------|--------------|--------------|---------------|--------------|---------------|
| Mississippi Tour Guide     | 24           | 23           | 22            | 50           | 119           |
| OPRAH Magazine             | 1,327        | 1,047        | 968           | 7            | 3,349         |
| Radio                      | 3            | 5            | 3             | 3            | 14            |
| SEARCH ENGINE              | 140          | 112          | 123           | 298          | 673           |
| Southern Breeze            | -            | 1            | -             | 2            | 3             |
| Southern Living            | 48           | 47           | 23            | 36           | 154           |
| Spring Travel Planner 2009 | -            | 1            | -             | 2            | 3             |
| State Referrals            | -            | 1            | 2             | 3            | 6             |
| Television or Radio Ad     | 6            | 18           | 24            | 37           | 85            |
| Travel 50 & Beyond         | 1            | -            | -             | 1            | 2             |
| TravelMeredith.com         | 4            | 2            | 2             | 2            | 10            |
| Unknown/Newspaper/Magazine | 58           | 67           | 54            | 127          | 306           |
| Web                        | 148          | 101          | 117           | 319          | 685           |
| <b>TOTALS</b>              | <b>3,512</b> | <b>3,560</b> | <b>21,883</b> | <b>1,095</b> | <b>30,048</b> |

|                                  |     |
|----------------------------------|-----|
| TOP 10 AD SOURCES -January 2011  |     |
| Web                              | 319 |
| SEARCH ENGINE                    | 298 |
| Unknown/Newspaper/Magazine       | 127 |
| ANOTHER WEB SITE                 | 94  |
| FRIEND OR FAMILY MEMBER          | 61  |
| Mississippi Tour Guide           | 50  |
| Television or Radio Ad           | 37  |
| Southern Living                  | 36  |
| Don't Know/Refused               | 16  |
| MAGAZINE/NEWSPAPER ADVERTISEMENT | 16  |

**Visitors Overview**

January 1, 2011 – January 31, 2011




**55,423 people visited this site**

66,632 [Visits](#)  
 55,423 [Absolute Unique Visitors](#)  
 327,425 [Pageviews](#)  
 4.91 [Average Pageviews](#)  
 00:04:52 [Time on Site](#)  
 35.61% [Bounce Rate](#)  
 74.26% [New Visits](#)

**New VS. Returning**

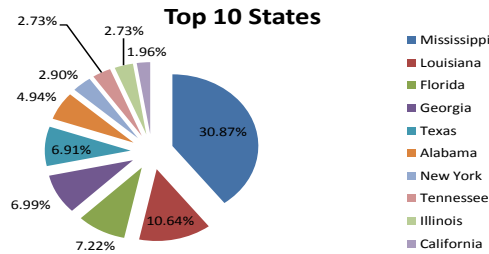
| Visitor Type      | Visits | % visits |
|-------------------|--------|----------|
| New Visitor       | 49,542 | 74.35%   |
| Returning Visitor | 17,090 | 25.65%   |

**All traffic sources sent a total of 66,632 visits**

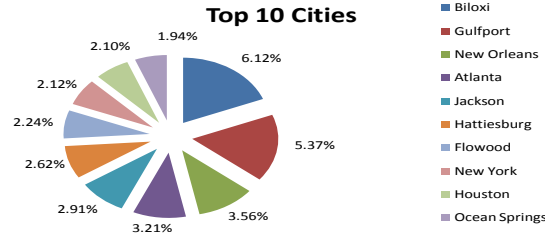
-  **9.41% Direct Traffic**
-  **20.02% Referring Sites**
-  **70.55% Search Engines**



- **Search Engines**  
47,009.00 (70.55%)
- **Referring Sites**  
13,343.00 (20.02%)
- **Direct Traffic**  
6,271.00 (9.41%)
- **Other**  
9 (0.01%)



| Visits<br><b>64,705</b><br>% of Site Total: 97.11% |        | Pages/Visit<br><b>4.95</b><br>Site Avg: 4.91 (0.75%) | Avg. Time on Site<br><b>00:04:55</b><br>Site Avg: 00:04:52 (0.80%) | % New Visits<br><b>74.00%</b><br>Site Avg: 74.26% (-0.36%) |             | Bounce Rate<br>i.e. visits in which the person left your site from the entrance page<br><b>35.12%</b><br>Site Avg: 35.61% (-1.37%) |
|--|--------|--|--|--|-------------|--|
| State  | Visits | Pages/Visit  | Avg. Time on Site  | % New Visits   | Bounce Rate |  |
| 1. Mississippi                                     | 19,972 | 4.24   | 00:04:18   | 64.53%   | 39.85%      |  |
| 2. Louisiana                                       | 6,887  | 5.60   | 00:05:26   | 76.14%   | 30.74%      |  |
| 3. Florida   | 4,674  | 4.75   | 00:04:30   | 79.95%   | 36.24%      |  |
| 4. Georgia   | 4,522  | 4.79   | 00:05:04   | 76.12%   | 37.28%      |  |
| 5. Texas   | 4,468  | 5.01   | 00:04:52   | 79.34%   | 34.69%      |  |
| 6. Alabama   | 3,199  | 4.80   | 00:04:40   | 78.93%   | 33.92%      |  |
| 7. New York  | 1,874  | 4.73   | 00:05:06   | 74.44%   | 33.03%      |  |
| 8. Tennessee                                       | 1,766  | 5.83   | 00:06:15   | 79.33%   | 31.77%      |  |
| 9. Illinois  | 1,764  | 6.54   | 00:06:19   | 78.80%   | 25.40%      |  |
| 10. California                                     | 1,270  | 3.97   | 00:03:58   | 81.10%   | 42.20%      |  |



| Visits<br><b>64,705</b><br>% of Site Total: 97.11% |        | Pages/Visit<br><b>4.95</b><br>Site Avg: 4.91 (0.75%) | Avg. Time on Site<br><b>00:04:55</b><br>Site Avg: 00:04:52 (0.80%) | % New Visits<br><b>74.00%</b><br>Site Avg: 74.26% (-0.36%) |             | Bounce Rate<br><b>(35.12%)</b><br>Site Avg: 35.61% (-1.37%) |
|--|--------|--|--|--|-------------|---|
| City   | Visits | Pages/Visit  | Avg. Time on Site  | % New Visits   | Bounce Rate |   |
| 1. Biloxi  | 4,081  | 3.85   | 00:04:23   | 53.44%   | 42.37%      |   |
| 2. Gulfport  | 3,575  | 3.62   | 00:03:26   | 57.96%   | 43.83%      |   |
| 3. New Orleans                                     | 2,371  | 5.14   | 00:05:17   | 74.65%   | 32.18%      |   |
| 4. Atlanta   | 2,141  | 3.65   | 00:04:05   | 75.11%   | 47.17%      |   |
| 5. Jackson   | 1,940  | 4.69   | 00:04:48   | 70.10%   | 36.03%      |   |
| 6. Hattiesburg                                     | 1,747  | 4.41   | 00:04:21   | 72.30%   | 34.86%      |   |
| 7. Flowood   | 1,493  | 4.28   | 00:04:36   | 71.94%   | 41.33%      |   |
| 8. New York  | 1,415  | 4.68   | 00:05:22   | 71.94%   | 33.50%      |   |
| 9. Houston   | 1,399  | 4.16   | 00:04:14   | 76.05%   | 39.31%      |   |
| 10. Ocean Springs                                  | 1,294  | 3.75   | 00:03:10   | 64.91%   | 46.52%      |   |

### Top 10 Countries

| Visits<br><b>66,632</b><br>% of Site Total: 100.00% |        | Pages/Visit<br><b>4.91</b><br>Site Avg: 4.91 (0.00%) | Avg. Time on Site<br><b>00:04:52</b><br>Site Avg: 00:04:52 (0.00%) | % New Visits<br><b>74.35%</b><br>Site Avg: 74.26% (0.12%) |             | Bounce Rate<br><b>35.61%</b><br>Site Avg: 35.61% (0.00%) |
|---|--------|--|--|---|-------------|--|
|   | Visits | Pages/Visit  | Avg. Time on Site  | % New Visits  | Bounce Rate |  |
| 1. United States                                    | 64,705 | 4.95   | 00:04:55   | 74.00%  | 35.12%      |  |
| 2. Canada   | 798    | 3.99   | 00:03:45   | 80.95%  | 46.87%      |  |
| 3. Germany  | 188    | 6.03   | 00:07:20   | 79.26%  | 53.72%      |  |
| 4. United Kingdom                                   | 163    | 3.70   | 00:03:05   | 88.34%  | 42.94%      |  |
| 5. Netherlands                                      | 53     | 2.83   | 00:01:40   | 92.45%  | 58.49%      |  |
| 6. Philippines                                      | 43     | 1.98   | 00:01:45   | 93.02%  | 60.47%      |  |
| 7. India  | 39     | 1.36   | 00:00:26   | 92.31%  | 79.49%      |  |
| 8. Australia  | 36     | 3.25   | 00:03:22   | 91.67%  | 36.11%      |  |
| 9. Russia   | 36     | 1.11   | 00:00:13   | 100.00%   | 91.67%      |  |
| 10. France  | 35     | 2.74   | 00:00:54   | 97.14%  | 60.00%      |  |

**Top 10 Landing Pages**  
**66,632 visits entered the site through 2,388 pages**

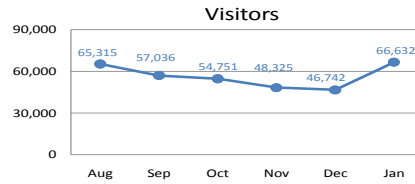
| Entrances<br><b>66,632</b><br>% of Site Total: 100.00% |  | Bounces<br>The number of single-page visits resulting from this set of pages or page.<br><b>23,726</b><br>% of Site Total: 100.00% | Bounce Rate<br>The percentage of single page visits resulting from this set of pages or page.<br><b>35.61%</b><br>Site Avg: 35.61% (0.00%) |             |
|--|--|--|--|-------------|
|  |  | Entrances  | Bounces  | Bounce Rate |
| 1.   | /  | 21,431   | 5,592  | 26.09%      |
| 2.   | /events/   | 8,156  | 3,229  | 39.59%      |
| 3.   | /casinos/  | 2,811  | 599  | 21.31%      |
| 4.   | /visitors/events/mardigras/                          | 2,352  | 1,455  | 61.86%      |
| 5.   | /attractions/  | 2,187  | 400  | 18.29%      |
| 6.   | /coupons/  | 1,887  | 402  | 21.30%      |
| 7.   | /visitors/transportation/airports/                   | 1,774  | 773  | 43.57%      |
| 8.   | /visitors/attractions/family-activities/             | 1,642  | 161  | 9.81%       |
| 9.   | /visitors/attractions/beaches-and-harbor-activities/ | 914  | 324  | 35.45%      |
| 10.  | /hotels/   | 796  | 142  | 17.84%      |

**Top content**  
**7,269 pages were viewed a total of 327,425 times**

| Pageviews<br><b>327,425</b><br>% of Site Total: 100.00% |  | Unique Pageviews<br><b>245,060</b><br>% of Site Total: 100.00% | Avg. Time on Page<br><b>00:01:15</b><br>Site Avg: 00:01:15 (0.00%) | Bounce Rate<br><b>35.61%</b><br>Site Avg: 35.61% (0.00%) | % Exit<br><b>20.35%</b><br>Site Avg: 20.35% (0.00%) |        |
|---|--|--|--|--|---|--------|
|   | Page   | Pageviews  | Unique Pageviews   | Avg. Time on Page  | Bounce Rate   | % Exit |
| 1.  | /  | 28,766   | 23,174   | 00:01:10   | 26.09%  | 29.45% |
| 2.  | /events/   | 22,953   | 14,923   | 00:01:57   | 39.59%  | 31.96% |
| 3.  | /casinos/  | 15,767   | 7,823  | 00:00:52   | 21.31%  | 14.92% |
| 4.  | /hotels/   | 13,077   | 8,203  | 00:00:47   | 17.84%  | 9.72%  |
| 5.  | /attractions/  | 11,873   | 8,571  | 00:00:41   | 18.29%  | 12.96% |
| 6.  | /coupons/  | 10,369   | 7,018  | 00:01:08   | 21.30%  | 12.53% |
| 7.  | /includes/itinerary/                                 | 7,235  | 5,979  | 00:00:24   | 41.18%  | 10.42% |
| 8.  | /visitors/events/mardigras/                          | 6,434  | 5,076  | 00:03:22   | 61.86%  | 53.71% |
| 9.  | /visitors/hotels/hotel-motel/                        | 5,564  | 2,906  | 00:01:02   | 15.54%  | 11.57% |
| 10.   | /visitors/attractions/beaches-and-harbor-activities/ | 4,547  | 3,592  | 00:01:16   | 35.45%  | 21.93% |

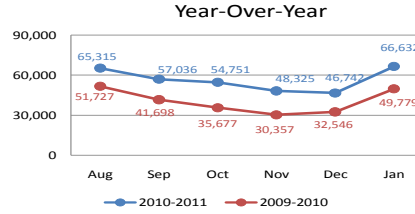
**TrafficOverview:**

|                                  | Aug     | Sep     | Oct     | Nov     | Dec     | Jan     |
|----------------------------------|---------|---------|---------|---------|---------|---------|
| Visits                           | 65,315  | 57,036  | 54,751  | 48,325  | 46,742  | 66,632  |
| Unique Visitors                  | 53,395  | 46,796  | 44,873  | 40,520  | 38,815  | 55,423  |
| Bounce Rate                      | 34%     | 36%     | 41%     | 38%     | 40%     | 36%     |
| Pageviews                        | 353,227 | 288,036 | 264,241 | 227,391 | 202,069 | 327,425 |
| Avg Pageview per Visit           | 5.41    | 5.05    | 4.50    | 4.71    | 4.32    | 4.91    |
| Avg Time on Site                 | 0:05:22 | 0:04:59 | 0:04:19 | 0:04:30 | 0:04:15 | 0:04:52 |
| Total Organic Search Traffic     | 41,785  | 38,980  | 39,207  | 29,988  | 32,856  | 47,009  |
| % of Traffic From Organic Search | 64%     | 68%     | 72%     | 62%     | 70%     | 71%     |
| Entry Pages From Search          | 1,475   | 1,480   | 1,578   | 1,489   | 1,614   | 2,034   |
| Total Organic Keywords           | 17,823  | 18,087  | 19,820  | 15,393  | 17,628  | 22,390  |



**SEO Overview:**

- Visitation has increased by 34% year over year.
- Engagement Statistics increased year over year:
  - Absolute unique visitors have increased by 35%
  - Pageviews have increased by 10%
- Organic search engine traffic has increased by 52% year over year.
- Traffic to the Mardi Gras page has increased by 17% in comparison to last year

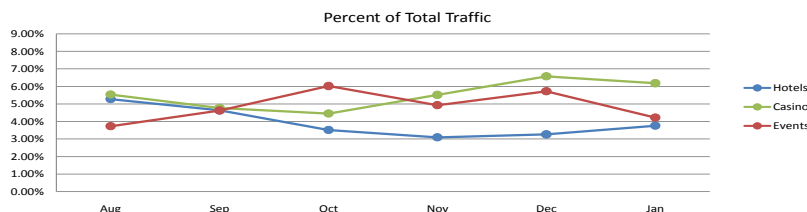
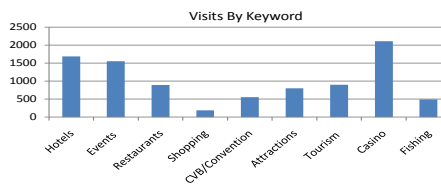


**RankingHighlights:**

| Keyword                                | Ranking |        |      | Legend          |
|--|---------|--------|------|-----------------|
|  | Google  | Yahoo! | Bing |                 |
| Biloxi                                 | 5       | 16     | 16   | 1st Page Result |
| Gulfport                               | 4       | 10     | 10   | 1st Page Result |
| Gulfport activities                    | 7       | 29     | 29   | 2nd Page Result |
| Gulfport airport                       | 4       | 3      | 3    | 1st Page Result |
| Gulfport attractions                   | 3       | 2      | 2    | 1st Page Result |
| Gulfport casinos                       | 1       | 1      | 1    | 1st Page Result |
| Gulfport convention center             | 1       | 1      | 1    | 1st Page Result |
| Gulfport event calendar                | 1       | 2      | 2    | 1st Page Result |
| Gulfport resorts                       | 9       | 33     | 33   | 3rd Page Result |
| Gulfport tourism                       | 1       | 1      | 1    | 1st Page Result |
| Gulfport vacation                      | 3       | 58     | 58   | After 3rd Page  |
| Mississippi Gulf Coast                 | 1       | 1      | 1    | 1st Page Result |
| Mississippi Gulf Coast beaches         | 2       | 1      | 1    | 1st Page Result |
| Mississippi Gulf Coast casinos         | 1       | 2      | 2    | 1st Page Result |
| Mississippi Gulf Coast entertainment   | 1       | 1      | 1    | 1st Page Result |
| Mississippi Gulf Coast event calendar  | 1       | 1      | 1    | 1st Page Result |
| Mississippi Gulf Coast fishing         | 2       | 2      | 2    | 1st Page Result |
| Mississippi Gulf Coast hotels          | 1       | 1      | 1    | 1st Page Result |
| Mississippi Gulf Coast map             | 2       | 3      | 3    | 1st Page Result |
| Mississippi Gulf Coast meeting RFP     | 1       | 1      | 1    | 1st Page Result |
| Mississippi Gulf Coast packages        | 1       | 1      | 1    | 1st Page Result |
| Mississippi Gulf Coast restaurants     | 1       | 2      | 2    | 1st Page Result |
| Mississippi Gulf Coast vacation        | 1       | 1      | 1    | 1st Page Result |
| Mississippi Gulf Coast weddings        | 1       | 1      | 1    | 1st Page Result |
| things to do in Mississippi Gulf Coast | 1       | 2      | 2    | 1st Page Result |

**KeywordTraffic:**

| Keyword Cluster | Visits | Percent Of Traffic | Pages Per Visit | Time On Site |
|-----------------|--------|--------------------|-----------------|--------------|
| Mississippi     | 4,458  | 6.69%              | 7.01            | 0:06:57      |
| Hotels          | 2,505  | 3.76%              | 6.92            | 0:07:09      |
| Events          | 2,810  | 4.22%              | 3.53            | 0:03:52      |
| Restaurants     | 1,190  | 1.79%              | 6.64            | 0:06:28      |
| Shopping        | 367    | 0.55%              | 4.29            | 0:03:16      |
| CVB/Convention  | 576    | 0.86%              | 6.43            | 0:06:08      |
| Attractions     | 2,069  | 3.11%              | 4.94            | 0:04:59      |
| Tourism         | 1,759  | 2.64%              | 6.45            | 0:05:56      |
| Casino          | 4,113  | 6.17%              | 5.41            | 0:05:28      |
| Fishing         | 614    | 0.92%              | 3.23            | 0:02:58      |



Executive Session

Commissioner Allen made the motion to ENTER Closed Session to discuss the need for an Executive Session to discuss anticipation of litigation. Seconded by Commissioner Martin, the vice president called the question with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Allen made the motion to ENTER into Executive Session, to discuss anticipation of litigation. Seconded by Commissioner Martin, the vice president called the question with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Commissioner Allen made the motion to RECONVENE from Executive Session. Seconded by Commissioner Martin, the vice president called the question with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

Legal Counsel reported No Action was taken, reports only.

Reminders:

1. Gulf Coast Business Council, Premiere Destination meeting – Friday, February 18<sup>th</sup> @ 1:30pm
2. Nomination Committee meeting –
3. Executive Committee meeting – Monday, February 21<sup>st</sup> @ 2:00 pm, Mr. Keating's office
4. Gulf Coast Carnival Assn – Coronation Ball – Monday, March 7<sup>th</sup> @ 8:00pm – MS Coast Coliseum
5. Mardi Gras – Gulf Coast Carnival Parade – Tuesday, March 8<sup>th</sup>
6. HCTC meeting – Tuesday, March 15<sup>th</sup> – 1:30 pm

Commissioner Guice moved that the meeting be adjourned. Seconded by Commissioner Allen, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 15, 2011.

**HARRISON COUNTY TOURISM COMMISSION  
OFFICIAL MINUTES – WORKSESSION  
FEBRUARY 18, 2011**

The Harrison County Tourism Commission met Friday, February 18, 2011 at 1:30 p.m., at its office located at 2350 Beach Blvd, Suite A, Biloxi, MS 39531.

Commissioners Present: Rip Daniels, vice president; Beverly Martin, secretary; John Carter; Judge Danny Guice; Danny Hansen; Jon Lucas; Wilma Rizzardi; Bill Holmes, ex-officio

Commissioners absent: Kenneth Montana, president; Drew Allen, treasurer

HCTC Staff Members Present: Linda Robinson, marketing department

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Ted Riemann, the Big Three; Mark Schular; Scott Ratcliff, MS Sports Commission; John McFarland and John Harison, Gulf Coast Business Counsel

Commissioner Daniels called the meeting to order.

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

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Absent & Excused |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 18, 2011.

Old Business

Commissioner Martin made the motion to approve the disbursement of sponsorship funds for the 26<sup>th</sup> Annual Shenanigan's Parade. Seconded by Commissioner Hansen, the vice president called the question, with the following results:

|                    |             |                  |
|--------------------|-------------|------------------|
| Commissioner Allen | Voted ----- | Absent & Excused |
|--------------------|-------------|------------------|

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 18, 2011.

John Hairston, and John McFarland, Gulf Coast Business Council updated the Commission on the Premiere Destination report:

- Phase I – What do we currently Report
  - All standard CVB industry metrics are generally available
  - CVB & Coliseum have a good relationship of exchanging information
  - Opportunity exists for more data sharing between CVB & tourism partners
- Phase II – What should we be reporting
  - While we currently are able to generate most industry-standard reporting, opportunities exist for more “standardized” reporting that would be available to the general public and to the existing Tourism Commission.
  - We need to evaluate how metrics such as visitors profiles and “average room nights per visit” are tracked.
- Phase III – Who and how will we report recommended performance measures
  - USM is currently working on a proposal
  - While it would help to have a truly independent source provide reporting, it should be noted that data that is already available to the public can be reported by any entity, as it is already credible.
- Phase IV – What performance measure goals will we set for the new DMO
  - We will need a third party to confirm what our “existing” performance is before setting goals for the new DMO
  - Many of the new goals may be contingent upon factors such as how the new DMO will be organized (will it be held responsible for Jackson or Hancock Counties) and whether or not a hotel is built near the Coliseum

They discussed the Coast Coliseum Convention Center Hotel: Development/Transaction Concepts provided by Hospitality Real Estate Counselors:

- Hotel Programming/Hard and Soft Costs
- Hotel Operations Pro Forma Overview
- GO Zone Bonds: Characteristics of a Marketable Issuance
  - Marketability of GO Zone bonds varied greatly depending on the underlying credit
  - Credit quality for a developer
  - Necessary investment grade rating
  - Creating “marketable” debt service coverage ratio will require a series of both site-specific and government support/enhancement
  - Distributable income goes to Development team to support its return on investment
    - ◆ Measures necessary likely include:
      - ◆ Retain site-specific General Retail Sales Tax contribution (7%) in capital structure
      - ◆ Retain site-specific Harrison County Tourism Commission Tax (3%) in capital structure
      - ◆ Create a \$27 million “bond contribution” for a yet-to-be determined issuer
      - ◆ Additional “gap funding” of \$7.5 million at closing for yet-to-be determined entity other than development team
      - ◆ Provide an additional \$5 million annual “back stop” from investment grade source to act as debt service guarantee.
- Preliminary GO Zone Bond Structure
- Tax Exempt Project Revenue: Characteristics of a Marketable Issuance

- Marketability of tax-exempt bonds is driven by the quality of the underlying credit but more so by the quality of the credit of the issuing entity
- Lower cost of capital requires less contributions by entities other than the development team
- Investment grade could be an “A” rated source
- Lower debt service coverage ratios required as a result of rating
- Creating “marketable” debt service coverage ratios will require a series of both site-specific and government support/enhancements
- Distributable income goes to issuing entity for any legal purpose.
  - ◆ Measures necessary likely include:
    - ◆ Retain site-specific General Retail Sales Tax contribution (7%) in capital structure
    - ◆ Retain site-specific Harrison County Tourism Commission Tax (3%) in capital structure
    - ◆ Create a \$27 million “bond contribution” from a yet-to-be determined issuer
    - ◆ Provide a governmental; guarantee of annual debt service
- Preliminary Tax Exempt Project Revenue Zone Bond Structure
- Comparative Review of Proposed Capital Structures
- Coast Coliseum Convention Center Hotel – Suggested next step
  - Determine site selection/land acquisition opportunities
  - Corroborate Preliminary Capital Structure
  - Formalize GCBC/CCCC “transaction team” to coordinate all transaction and development related activities
  - Determine viability of probable credit support/enhancement requirements
  - If transaction support deemed viable:
    - ◆ Develop RFP’s based on credit support opportunities
    - ◆ Issue development RFP with 90 day submittal time requirement
    - ◆ Issue Hotel Manager RFP with 60 day submittal time requirement

The Commission asked questions about different areas of the proposal. No action was taken.

Commissioner Guice moved that the meeting be adjourned. Seconded by Commissioner Martin, the vice president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Absent & Excused |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Guice    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Yes              |
| Commissioner Montana  | Voted ----- | Absent & Excused |
| Commissioner Rizzardi | Voted ----- | Yes              |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted February 18, 2011.