

**HARRISON COUNTY TOURISM COMMISSION  
OFFICIAL MINUTES  
MAY 17, 2011**

The Harrison County Tourism Commission met Tuesday, May 17, 2011 at 1:30 p.m., at its office located at 2350 Beach Blvd, Suite A, Biloxi, MS 39531.

Commissioners Present: Kenneth Montana, president; Rip Daniels, vice president; Drew Allen, treasurer; Judge Danny Guice; Danny Hansen; Jon Lucas; Wilma Rizzardi; Bill Holmes, ex-officio

Commissioners absent: Beverly Martin, secretary; John Carter

HCTC Staff Members Present: Crystal Johnson, director, sales; Traci Dauro, executive assistant; Janice Jones, Taryn Sammons, marketing department; Sharon McDonald, director of finance; Peyton Readman, receptionist; Gary Benson, national & sports, sales department

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Ted Riemann, Andy Hurt, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Bob Bennett, Edgewater Inn; Marty Sutherland, Compass Marketing; Bridgette Varone, MS Hospitality & Rest Assn; Kit Musgrove, Hampton Inn Gulfport; Danny Ehrat, Shular properties; Narissa Behrens, Residence Inn Gulfport; Clay Wagner, Hancock Bank

Commissioner Montana called the meeting to order.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted May 17, 2011.

Public

Linda Hornsby, MS Hotel & Lodging Assn, reported on Smokin' the Sound, Music Fest, and Southern Gaming Summit.

Daniel Hamburg, Eley Guild Hardy discussed quotes for the addition to the west side of the convention center, Tourism entrance.

Commissioner Guice made the motion to accept the lowest and best quote for the new exterior doors from Commercial Door & Hardware Plus, Inc. in the amount of \$6,375. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Absent & Excused
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes

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

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted May 17, 2011.

Commissioner Guice made the motion to accept the lowest and best quote for the west outside wall painting from Melvin Pierce Painting in the amount of \$2,790. Seconded by Commissioner Hansen, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted May 17, 2011.

Staff

Peyton Readman, Receptionist, briefed the Commission on her job responsibilities.

Taryn Sammons, Social Media Specialist/Media Relations, briefed the Commission on her job responsibilities

Gary Benson, National Sales & Sports Marketing Manager, briefed the Commission on his job responsibilities

Minutes

Commissioner Hansen made a motion to accept the minutes from the April 19, 2011 meeting as presented. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted May 17, 2011.

Treasurer's Report

Commissioner Allen reported the May 17, 2011, disbursements as follows: check disbursements for 05/17/11--\$242,546.37; total travel advance/reimbursements for April 2011 -- \$1,816.73; grand total disbursements--\$244,363.10. Commissioner Allen moved these disbursements be approved. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Absent & Excused
Commissioner Daniels	Voted -----	Yes

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted May 17, 2011.

Commissioner Allen presented the March 31, 2011, financial statements, reporting total assets of \$2,735,381.89; total liabilities \$101,900.98; total fund balance \$2,633,480.91; total liabilities & fund balance \$2,735,381.89; current revenue \$156,133.99; current expenditures \$290,338.32; for a net loss of (\$134,204.33). Commissioner Allen moved these financial statements be approved. Seconded by Commissioner Hansen, the president called the question with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted May 17, 2011.

Commissioner Allen reported on the World Choice Travel revenue for April 2011 in the amount of \$348.26 for a year to date total of \$1,603.98.

Commissioner Allen reported on the room tax receipts. Fiscal year comparison of hotel sales tax collections for May 17, 2011 – actual 3% collection was \$344,769.75 with HCTC's 2.25% share being \$258,577.31 for a 13.02% change in total collection, and total income of 10.45% year to year changes, reflecting just this month's collections.

Old Business

Gary Benson, National Sales Manager, discussed the 2011 Fireball Run, American Heroes Challenge being held Sept 22<sup>nd</sup> – Oct 1<sup>st</sup>, starting at the Florida's Space Coast to the MS Gulf Coast. Mr. Benson thought that it would be a good marketing idea to enter a vehicle in the race, since several participants from other coastal cities will have a vehicle. President Montana sent this item to the Advertising Committee for a recommendation.

President Montana discussed the use of personal cell phones by staff and thought maybe the finance committee could come up with a way to reimburse staff for use. The Finance Committee will discuss procedure.

Commissioner Lucas made the motion to approve the Resolution of Endorsement for entry into an advertising contract with Big Three Advertising Agency. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Absent & Excused
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted May 17, 2011.

New Business - None

Legal Counsel Report

Mr. Keating reported on the following items:

- Redrafted contract extension for the executive director
- Personnel Issues

Commissioner Allen made the motion to approve the contract extension for the executive director until the end of May, as recommended by Legal Counsel. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted May 17, 2011.

HCTC Reports

Commissioner Rizzardi reported on the Sponsorship, Grants & Marketing Assistance meeting held May 2<sup>nd</sup>, with the following recommendations:

Commissioner Rizzardi made the motion to approve the sponsorship of the United States Hunter Jumper Association being held December 2011, in New Orleans, LA, in the amount of \$8,000, payable in August 2011. Seconded by Commissioner Daniels, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted May 17, 2011.

Commission Rizzardi made the motion to approve the sponsorship of the MS Soccer Association being held May 27 – 30, 2011 at the MS Gulf Coast soccer fields in the amount of \$5,000. Seconded by Commissioner Allen, the president called the question with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted May 17, 2011.

Commissioner Allen made the motion to approve the sponsorship of the Feld Entertainment, All American Ringling Brothers Circus being held June 30 – July 4, 2011 at the MS Coast Coliseum in the amount of \$7,500. Seconded by Commissioner Lucas, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted May 17, 2011.

- a. Youth Basketball of America – YBOA Gulf Coast Super Regional Championship – May 13 – 15, 2011 – Requesting \$2,500. Due to the lateness of the application, it was denied. Event takes place before next Commission meeting. Paperwork submitted April 21, 2011 and event is scheduled for May 13 – 15, 2011.

Commissioner Guice made the motion to approve the sponsorship of the MS Gulf Coast Sports Commission, MS Adult Tennis Championship being held June 2011 in the amount of \$7,500. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted May 17, 2011.

- b. The Oaks Golf Club, NGA Hooters Tour – Professional Golf Tournament – August 15 – 21, 2011 – Requesting \$29,930. NGA Hooters needs to re-submit the application for Sponsorship, not the golf course holding the tournament.

Commissioner Lucas made the motion to table the following items until a Finance Committee can be held:

- NGA Hooters has re-submitted the application and Commissioner Carter is recommending a Pro-Am sponsorship in the amount of \$4,000
- MS Hospitality & Rest Assn. - 29<sup>th</sup> Annual Chefs of the Coast – September 23 – 25, 2011 – Requesting \$ 30,000. Recommending \$5,000
- Southern Gaming Magazine – in-conjunction with the MS Hospitality & Rest Assn – Casino Cook-off – Requesting \$15,000 – recommending \$2,500 in Sponsorship

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

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted May 17, 2011.

- c. MS/LA Chapter of the Leukemia & Lymphoma Society – Leukemia Cup Regatta at the Pass Christian Yacht Club – July 16 – 17, 2011 – Requesting \$5,000. Applicant should try for funding through the Gulf Coast Community Foundation.
- d. Shular Hospitality Golf Classic – Grand Bear – May 10<sup>th</sup> – Requesting \$1,000. Event happening before Commission meeting to approve, May 10, 2011.
- e. The Pass Festival Foundation – Coast Fest – October 21 – 23, 2011 – This application has been withdrawn, event will possibly re-submit for event next year.

The Commission discussed the how much money was left in the Sponsorship line item, and decided to have a Finance Committee meeting to make adjustments if needed to this line item.

Commissioner Daniels reported on the Advertising Committee meeting held May 9<sup>th</sup> with the following recommendations:

- a. Advertising contract renewal with Big 3
  - Budgeted line items: #5150 Media Commissions - over spent by \$103,320.76
  - #5155 Agency Retainer over spent by \$21,548.30
  - Commissioner Martin will get with the Big 3 on these two line items. In the current contract outline for commissions need to be more specific and what items are included and not included.
  - Big 3 need to produce and maintain a detailed inventory of all intangible property and material to client on a quarterly basis as per the current contract.
  - As per current contact page 13 item #9 the committee is recommending the renewal as stated below:

Commissioner Daniels made the motion to approve the EXPIRATION AND RENEWAL OF AGREEMENT clause with the Big Three as stated: This AGREEMENT shall remain in effect for a period of (3) years and shall automatically terminate on October 14, 2011 (the Primary Term”); provided, however,

the CLIENT may, in its sole discretion, renew and extend this AGREEMENT for an additional period of one (1) year following expiration of the Primary Term hereof upon finding by the CLIENT of complete and satisfactory performance by the AGENCY, in all respects, of the covenants, terms and conditions hereof and upon ninety (90) days written notice to AGENCY of its intent to renew and extend this AGREEMENT. Seconded by Commissioner Hansen, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted May 17, 2011.

Bill Holmes, executive director, MCCCC, reported on the following items:

- Crawfish Festival had over 49,000 thru the gates for a two week period
- Southern Gaming went very well, a lot of upcoming graduations
- Coming events: Keith Urban, Northlake Kennel Dog Show, Classic Arms Gun & Knife show; Summer Fair; Reba; Scrapin' the Coast; Motley Crue & Poison

Crystal Johnson, director, sales

Sales report

**SALES LEADS:**

*April 2011:* 11 leads representing 2,580 attendees and 3,018 room nights

**APRIL DEFINITE BUSINESS: 6 leads representing 615 attendees and 924 room nights**

	Meeting Date	Room Attendees	Total Blocked Rooms	Headquarter Hotel
Poindexter Family Descendant				
2011 Reunion	6/22/2011	100	100	Quality Inn – Biloxi
National Association for the Advancement of Colored People				
2011 Annual MS State Convention	11/9/2011	100	137	Courtyard Marriott – Gulfport
511 <sup>th</sup> Aircraft Control and Warning Group Reunion Association				
Group Reunion	9/21/2011	125	300	Isle Casino Hotel Biloxi
Mississippi Gulf Coast Corvette Club				
16 <sup>th</sup> Annual “Vettes by the Shore”	11/4/2011	30	30	South Beach Hotel & Suites
USAF Radar Sites Veterans				
Air Force Radar Sites Veterans 2011 Reunion	3/20/2011	80	177	Quality Inn – Biloxi
West Coast Dance Explosion				
West Coast Dance Exposition	11/11/2011	180	180	Quality Inn - Biloxi

**Convention Services:**

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
Mississippi Mortgage Bankers	April 5 – 8, 2011	IP	0	Name badges, bags, pens, notepads	\$150.00	148
Mississippi PTA	April 7 – 9, 2011	Courtyard Marriott	1	Name badges, bags, pens, notepads	\$230.00	54

Southern Financial Exchange	April 12 – 14, 2011	Beau Rivage	1	Name badges, holders, Pens, notepads, bags, FTG	\$370.00	301
Mississippi Senior Games	April 13 – 16, 2011	Donal Snyder Comm Ctr	3		\$370.00	
Mississippi ACTE	April 14 – 16, 2011	Beau Rivage	1	Name badges, bags, pens, notepads, FTG	\$465.00	323
National Council of Negro Women	April 15 – 17, 2011	Courtyard Marriott	0	Name badges, bags, pens, notepads, FTG	\$150.00	43
871 <sup>st</sup> AC&W Squadron	April 17 – 20, 2011	Isle	0	Name badges, bags, pens, notepads, FTG	\$50.00	107
Mississippi Association of Planning & Development Districts	April 26 – 29, 2011	Beau	0	FTG, pens, notepads, bags	\$200.00	547
Sylvester Taylor Reunion	April 29 – 30, 2011	Four Points	0	Bags, pens, notepads, FTG	\$50.00	31

Total

\$2035.00

1051

**APRIL LOST BUSINESS: 3 leads representing 2,420 attendees and 5,411 room nights**

	Meeting Date	Room Attendees	Total Blocked Rooms	Lost Reason
Coastal Waters, Spirit of the South, Pine Belt Gulf Coast Pageant				
Preliminary Miss Mississippi Pageant	2/5/2011	125	0	Group held the pageant @ St. Martin High School in Jackson County.
Ladies Auxiliary VFW				
Mid-Year Conference	2/20/2013	150	462	Group chose Florida for the 2013 Conference.
Retired Eastern Pilots Association				
Annual Convention	10/28/2012	200	390	The Drawdy's loved Biloxi but the convention chair really wants Hilton Head. They didn't think the one hotel they liked would be able to accommodate thier banquet with adequate space. They'll be meeting in Hilton Head.
Army National Guard TROS				
2011 Symposium	8/7/2011	700	2,631	The meeting has been cancelled
Printing Industries of America				
2011 Fall Management Conference	11/9/2011	65	130	Narrowed down to Tampa, FL; New Orleans, LA; or San Diego, CA
U.S. Travel Association				
2012 Educational Seminar for Tourism Organizations	8/23/2012	355	1,270	Dates not available.
National Academy of Elder Law Attorneys				
2012 NAELA Advanced Fall Institute	11/5/2012	300	610	Holding the meeting in Washington, DC. No particular reason given.

**Client Meetings:**

- U.S.S. Saufley Reunion – John & Connie Park – meeting @ Isle Casino Resort
- USAF Radar Sites Reunion – Lowell Woodworth – signed contract with Isle Casino Resort for October 2011

**LEISURE TRAVEL:****Sales Leads:**

*April 2011: 10 leads representing 568 passengers and 546 room nights*

***April Assists: 2 assists representing 100 passengers and 125 room nights***

	Tour Date	PAX	Room Nights	Assisted with...
Holiday Tours, Inc.				
Beau Rivage	8/22-8/24/2011	50	50	Sightseeing opportunities
Mid-American Coaches & Tours				
Biloxi Bay & Beau Rivage	6/9-6/10/2011	50	75	Sightseeing opportunities

***April Definites: 2 definites leads representing 150 passengers and 206 room nights***

	Tour Date	PAX	Room Nights	Reason Cancelled
Golf Wizard – Myrtle Beach				
Mississippi Blues and Golf Trip	5/01-5/07/2011	100	156	IP Casino Resort Spa
Country Tours – IL				
Mississippi Gulf Coast	11/7-11/9/2011	50	50	IP Casino Resort Spa

***April Lost: 2 lost leads representing 350 passengers and 210 room nights***

	Tour Date	PAX	Room Nights	Reason Cancelled
Dynamic Occasions, LLC				
Pre-cruise Excursion #1 for 2010	10/14-10/15/2010	50	30	Tour didn't materialize
Pre-cruise Excursion #2 for 2010	11/11-11/12/2010	50	30	Tour didn't materialize
Pre-cruise Excursion #3 for 2011	2/3-2/4/2011	50	30	Tour didn't materialize
Pre-cruise Excursion #4 for 2011	3/3-3/4/2011	50	30	Tour didn't materialize
Pre-cruise Excursion #5 for 2011	3/31-4/1/2011	50	30	Tour didn't materialize
Pre-cruise Excursion #6 for 2011	4/14-4/15/2011	50	30	Tour didn't materialize
Pre-cruise Excursion #7 for 2010	10/23-10/24/2011	100	60	Tour didn't materialize

***April Cancellations: 3 cancellations representing 148 passengers and 166 room nights***

	Tour Date	PAX	Room Nights	Reason Cancelled
Corporate Charters				
MS Gulf Coast Gaming Trip	12/13-12/15/2011	58	76	Tried to sell with another agency and couldn't get enough interest.
Crystal Robinson				
Gaming Trip 2011	9/6-9/10/2011	35	75	Group size decreased from 30 to 16 and couldn't afford to keep tour going.
Meridian Coach & Travel				
Educational Trip	5/16-5/17/2011	55	15	Only 8 students signed up for the trip.

**Department-wide Activities:**

- April 1, 2011: Champions Resort Classic
- April 2, 2011: Champions Resort Classic
- April 3, 2011: Champions Resort Classic
- April 4 – 5, 2011: German Writer Dinner (AR)
- April 6 – 7, 2011: MPI Gulf States Chapter – Professional Development Day
- April 7, 2011: Meeting with Paula April and Stacy Spradlin RE: Convention Center
- April 12, 2011: Convention & Travel Committee
- April 13, 2011: YouTube Video with Mayor of Pass Christian

- April 19 – 20, 2011: MS Main Street Conference – Bay St. Louis, MS
- April 26, 2011: New York Sales Mission Meeting

Janice Jones

Marketing report

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

- Reviewed Google alerts for articles and sent staff assisted articles/staff quoted/commissioner quoted articles to staff and commissioners
- Fielded numerous advertising opportunities and forwarded to ad agency for point of view with copies to Richard
- Submit CRM tickets for correction/updates to Simpleview
- Ben Ashby – **Modi manage**, discussed existing mobile web site and the possibility of switching to Madden Media. Ben sent a new price structure which I forwarded
- Sent Jill Insko, **Gulf Coast Winter Classic**, our logo and web address for their web site
- Fact checked an article for **Women's Day Magazine** over the phone with Maddie
- Roy with Journal of **South Mississippi Business** requested information for a sidebar. We talked about major events that take place throughout the year and major attractions
- Posted updated stats on Gulf Coast Tourism expenditures, visitation for 2005-1010 to the Media, Research section of web site. Stats provided by MDA
- Gary Kramer, **Quimby's Cruising Guide**, requested information on golf courses with a clear view of a major body of water, specifically the Mississippi Sound. I gave him some golf course information and Kevin Drum's number.
- Took Sports Commission information down from the web site and alerted Scott Radcliff that their web site was down.
- Worked on web audit with staff, agency, and consumers through the consumer newsletter.
- Consumer newsletter (E-News) posted and sent to consumers using Exact Target.
- Instructed Compass Marketing to send 75,000 of the new Fun Times Guides to USA 800 and the remaining inventory to come here. This should help care of the increase in inquiries we expect with the new ad campaign.
- Received room requests from Terri Lynn Smith (**Terri Lynn Show**) and Angela Ash (**Special Occasions Magazine**). Both will come a little later in the year
- Received an e-mail request for clarification from Elaine Stevens at the IP regarding a "Play Your Way Through Mississippi" room promotion. Believe it was the state's Toyota campaign and gave Elaine the contact information.
- Tonda Yandell requested an update to the Mississippi Deep Sea Fishing Rodeo location, Long Beach this year. Forwarded to Linda Robinson to update web site calendar
- Worked on the New York media list
- Received the first round proof of the Fun Times Guide and asked Linda Robinson and Peyton Readman to help by looking up each listing on our web site and in CRM.

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

- Daily posts to Facebook and Twitter
- Gulf Coast Resort Classic Media Room at Fallen Oak Golf Club. Emailed blitz to marketing partners about our summer plan for YouTube videos. Posted April Photo Contest on Facebook.
- Made eight appointments for YouTube videos – Kangarooz, City of Pass Christian, Beach Bums, Shular Properties, Dusti Bonge Art Foundation, Biloxi Lighthouse, Lazy Magnolia Brewery, & Ship Island Excursions. Send lead to hotels for accommodations for **Bernd Wagner, German travel writer** who will be on the Gulf Coast April 14 & April 18. Emailed Bridgette Verone asking if she can send YouTube request to her members.
- Approved CleanPix image requests for Justin O'Keefe with Retire Tax Free, LLC for brochure on retirement on the Mississippi Gulf Coast. Secured article through Janelle for **Destination Weddings** publication.

- Approved CleanPix image requests for Laura McGill with **Gadsden Style** for an assignment on the MS Gulf Coast in a “favorite beaches” article.
- Completed and emailed article to Joseph Doane with **Bus Tours Magazine** for upcoming issue with our editorial on Gulf of Mexico travel destinations.
- Approved CleanPix image requests for Blake Guthrie with the **Atlanta Journal-Constitution**.
- Phone conference with Mary Straton Smith about upcoming media trips with travel writers from Europe. Follow-up with Victoria Rogers with **Gulfscapes Magazine** about press trip in March and approved CleanPix image request for Victoria. Made Youtube video appointments for Eco-Tours of South Mississippi and South Coast Paddling. Talked to Anthony Chiaravalle with the **New York Daily News** about advertising and forwarded the information to Meredith Chase.
- Approved CleanPix image request for Talisha Square with **The Advocate**. Sent additional pictures via email to *The Advocate*. Filmed and posted YouTube video of Kangarooz. Phone call with Ed with **Hattiesburg American** about tourism after the oil spill. Phone call and email conversation with Sarika with **Peter Greenberg/CBS News** for one year anniversary show in regards to oil spill. Finalized itineraries for SATW 2012 and sent them to Crystal for the proposal.
- Finalized itinerary for **Bernd Wagner**. Approved CleanPix image request for Robbie Wilbur with the MS Dept of Environmental Quality. Assisted Doug Rentz with **NTA Courier Magazine** with finding photos for editorial.
- Approved CleanPix image request for Rebecca McCormick for her article about Easter weekend vacationing. Coordinated with The Big 3 to provide Dina Blau with **CBS**, video footage for one year anniversary oil news.
- Finalized itinerary for Rudi & Rita Schneider. Talked with Mary Straton Smith about transportation arrangements.
- Approved CleanPix image requests for Debra Dixon Doss with the **Southeastern Association of School Business**
- Approved CleanPix image requests for Alice Perry with the **MS Department of Environmental Quality**. Posted YouTube video of Best Western Seaway Inn.

#### **Jaffe Perniciaro, Manager, Tourist Information**

- Added 11 new coupons to website, renewed 25 that were expiring end of month, 1 did not renew, 3 didn't 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:  
Biloxi Tour Company, LLC, Horn Island Charters, Inaugural Gulf Coast Motor Sport Park Kart Competition (Fairgrounds), 1 Chaisin Tail Charters, LLC, Southern Accents Gifts, Leukemia Cup Sailing Regatta, Cypress Café,
- Worked on new Fun Times Guide
- Answered numerous tourism inquiries by telephone & email
- Delivered approximately 60 cases Fun Time Guides & 3 cases map pads & 2 cases of Spring Calendars throughout the month

#### **Linda Robinson, Administrative Research Assistant**

- Gathered, copied and filed publications and news articles on events for Southeast Tourism Society. Events submitted: 26<sup>th</sup> Annual Christmas In The Pass and Scottish Games
- Input data into 2009 conversion study and edit 2010 conversion study
- Fulfilled requests for Fun Time Guides and attraction information
- Checked magazines and publications for write-ups and ads
- Assisted as Tourism Receptionist
- Submit Big 3 jobs for approval and review ads: Revised May Meeting South Ad; Chaptered DVD Open Job Forms; Convention Planit Open Job Forms; Southern Gaming ad; Eblast for Convention

Planit; Smokin' The Sound ad; July Southern Living ad; Lighthouse Graphics; Revised Tour Of Homes Ad; Fireball Run Press Conference HD Footage

- Verify website for tool tips
- Assisted with the update of Lodge listings on website
- Prepared and mailed sponsorship and marketing assistance agreements to the following organizations: Mississippi Dental Association; Smokin the Sound; Pass Christian Historic Society.
- Updated consumer data in CRM
- Prepared mail-outs of the 2011 Mardi Gras FAM souvenir booklet.
- Spoke with marketing partners about updating website information: Mr, Starlin of South Mississippi Charter; Jon Floden of Koi Society Pond Tour
- Delivered spring events calendars to: Keesler; Edgewater Mall
- Prepared updates to Powerpoint presentation 2009 conversion study
- Created Website Audit survey to post with the e-newsletter and on facebook
- Updated listings on the website: Ocean Spring Museum of History; Deep Sea Fishing Rodeo
- Delivered map pads to: Quality Inn, Biloxi
- Sent email to 147 marketing partners about MDA Tourism Rebate Program tip guidelines and application
- Proof read the Fun Times Guide

**Meetings Attended**

- April 4 – Social Media meeting
- April 5 – Site tour with Axel Pinck, German travel writer  
Dinner with Axel Pinck @ Mary Mahoney’s– German Writer
- April 6 – Site tour with Axel Pinck, German travel writer.  
Dinner with Axel Pinck @ Latitude 30° – German Writer
- April 7 – Courier Magazine phone interview with Janet Harrington  
Attractions Association board meeting  
Phone conference with Ellen Greenleaf with offshoresuperseries.com in regards to Smokin the Sound media room
- April 11 – PRAM luncheon
- April 12 – Phone conference with Madden Media, Big 3, and Richard Forester regarding new mobile web site
- April 14 – Phone conference with Madden Media following up on Simpleview’s cost plan for new mobile web site and Madden’s access to data.
- April 17 – Bernd Wagner, German travel writer, for lunch at The Shed
- April 18 – New York meeting  
Fireball Run meeting – Crystal, Taryn, Gary, Janice
- April 19 – Commission Meeting  
HSMAl luncheon  
Site map meeting with Big 3 – mobile web site with Madden
- April 21 – Fireball Run Meeting – Gary, Taryn, Janice
- April 27 – Luncheon with Barbara, Inside Northside Magazine

USA State

STATE/COUNTRY	Oct	Nov	Dec	Jan	Feb	Mar	Apr	TOTAL
Alabama	172	227	3,851	35	77	137	462	4,961
Alaska	1	1	-	-	6	2	8	18
Arizona	14	26	16	6	30	38	74	204
Arkansas	39	36	21	38	70	128	126	458
California	93	62	31	13	40	108	220	567
Colorado							72	

	18	24	17	10	58	34		233
Connecticut	22	13	12	5	8	29	73	162
Delaware	8	5	3	1	4	12	21	54
Florida	143	119	63	57	89	174	515	1,160
Georgia	279	393	6,061	56	72	113	271	7,245
Hawaii	3	4	3	-	-	1	7	18
Idaho	11	6	1	3	23	2	10	56
Illinois	139	109	93	62	171	316	607	1,497
Indiana	121	59	114	46	84	177	420	1,021
Iowa	25	31	24	26	49	77	104	336
Kansas	26	37	22	18	83	47	71	304
Kentucky	184	209	30	18	45	120	215	821
Louisiana	73	51	2,437	54	97	196	423	3,331
Maine	8	7	2	1	3	11	20	52
Maryland	27	18	9	11	10	32	99	206
Massachusetts	29	22	10	2	17	34	83	197
Michigan	98	51	70	33	86	238	310	886
Minnesota	38	26	33	28	50	124	133	432
Mississippi	147	159	3,000	97	125	190	292	4,010
Missouri	59	95	71	81	147	194	371	1,018
Montana	5	1	1	-	5	4	6	22
Nebraska	13	22	6	3	63	25	34	166
Nevada	18	5	2	2	11	22	22	82
New Hampshire	7	1	-	2	3	13	20	46
New Jersey	56	30	22	7	23	65	274	477
New Mexico	6	8	6	3	24	12	41	100
New York	105	60	44	25	46	117	279	676
North Carolina	293	415	22	19	32	71	245	1,097
North Dakota	-	7	2	-	5	3	4	21
Ohio	148	107	195	39	109	273	926	1,797
Oklahoma							136	

	25	31	15	21	82	38		348
Oregon	27	15	7	3	41	13	35	141
Pennsylvania	99	61	37	11	40	85	351	684
Rhode Island	5	6	1	-	2	12	9	35
South Carolina	105	177	13	12	18	35	90	450
South Dakota	5	2	1	2	4	9	5	28
Tennessee	297	278	5,312	49	95	189	316	6,536
Texas	175	132	91	76	183	495	865	2,017
Utah	4	6	3	1	4	11	20	49
Vermont	4	1	-	2	6	2	9	24
Virginia	166	262	8	17	26	55	120	654
Washington	-	-	-	-	-	-	-	-
Washington DC	3	1	1	2	1	4	5	17
West Virginia	64	31	10	10	17	54	121	307
Wisconsin	60	50	46	43	94	166	304	763
Wyoming	4	2	1	3	4	1	4	19
<b>Total States</b>	<b>3,471</b>	<b>3,501</b>	<b>21,840</b>	<b>1,053</b>	<b>2,382</b>	<b>4,308</b>	<b>9,248</b>	<b>45,803</b>

#### COUNTRIES

Canada	20	35	27	19	11	91	85	288
Puerto Rico	1						1	2
Virgin Islands		1						1
<b>Total Countries</b>	<b>21</b>	<b>36</b>	<b>27</b>	<b>19</b>	<b>11</b>	<b>91</b>	<b>86</b>	<b>291</b>

**Total inquiries YTD**

**Monthly US Total  
Monthly  
International Total**

**9,248**

**86**

**9,334**

#### April 2011

Ohio	926
Texas	865
Illinois	607
Florida	515
Alabama	462
Louisiana	423
Indiana	420
Missouri	371

#### YTD 2010-2011

Georgia	7,245
Tennessee	6,536
Alabama	4,961
Mississippi	4,010
Louisiana	3,331
Texas	2,017
Ohio	1,797
Illinois	1,497

Pennsylvania	351
Tennessee	316

Florida	1,160
North Carolina	1,097

#### USA 800 Ad Source

Ad Source	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Totals
AAA Southern Traveler	3	1	4	8	13	14	12		55
America's Best Vacations	1,185	1,860	20,451	-	1	3	2		23,502
ANOTHER WEB SITE	-	33	29	94	104	110	89		459
Arthur Frommer Budget Travel	354	53	10	2	3	-	5		427
BANNER ADVERTISEMENT	2	1	2	1	4	5	1		16
Better Homes & Gardens	1	2	2	4	1	8	777		795
City/Regional Magazine Insert	1	2	3	1	1	1	2		11
Don't Know/Refused	28	21	11	16	4	22	46		148
Explore the Southeast Spring (STS)						2	3642		3,644
Fall Travel Planner			1	1	-	-			2
Family Circle	145	125	-	4	643	452	808		2,177
FRIEND OR FAMILY MEMBER	23	25	20	61	58	66	51		304
Go Magazine (Air Tran magazine)							1		1
Golf Digest					2	2	2		6
Magazine/Newspaper	69	79	66	143	183	208	17		765
Mississippi Tour Guide	24	23	22	50	37	50	43		249
OPRAH Magazine	1,327	1,047	968	7	722		2575		6,646
Radio	3	5	3	3	4	2,778	1		2,797
Saltwater Sportsman					1	1			2
SEARCH ENGINE	140	112	123	298	272	286	238		1,469
Southern Breeze	-	1	-	2	1	3	1		8
Southern Living	48	47	23	36	49	36	486		725
Spring Travel Planner 2009	-	1	-	2	-	6	1		10
Spring Travel Planner 2011							91		91
State Referrals	-	1	2	3	5	5	4		20
Television or Radio Ad	6	18	24	37	37	55	23		200
Travel 50 & Beyond	1	-	-	1	2	5	4		13

TravelMeredith.com	4	2	2	2	1	3	8		22
Unknown							164		164
Web	148	101	117	319	314	323	299		1,621
<b>TOTALS</b>	<b>3,512</b>	<b>3,560</b>	<b>21,883</b>	<b>1,095</b>	<b>2,462</b>	<b>4,444</b>	<b>9,393</b>	<b>0</b>	<b>46,349</b>

### TOP 10 AD SOURCES - April 2011

Explore the Southeast Spring (STS)	3,642
OPRAH MAGAZINE	2,575
FAMILY CIRCLE	808
BETTER HOMES & GARDENS	777
SOUTHERN LIVING	486
Web	299
Search Engine	238
Unknown	164
SPRING TRAVEL PLANNER (2011)	91
Another Website	89

### Visitors Overview

April 1, 2011 – April 30, 2011

65,551 people visited this site

81,150 [Visits](#)  
 65,551 [Absolute Unique Visitors](#)  
 401,347 [Pageviews](#)  
 4.95 [Average Pageviews](#)  
 00:04:53 [Time on Site](#)  
 37.60% [Bounce Rate](#)  
 70.33% [New Visits](#)




### Mobile visits – April 2011 vs. April 2010

2011 Visits = 9,322  
 2010 Visits = 2,415 **(286.00%)**

### New VS. Returning

Visitor Type	Visits	% visits
New Visitor	57,144	70.42%
Returning Visitor	24,006	29.58%

All traffic sources sent a total of 81,150 visits

-  8.54% Direct Traffic
-  21.31% Referring Sites
-  70.16% Search Engines



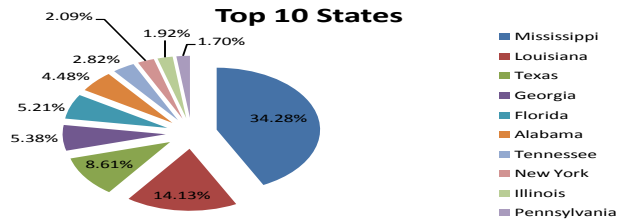
■ Search Engines  
56,932.00 (70.16%)  
 ■ Referring Sites  
17,291.00 (21.31%)  
 ■ Direct Traffic  
6,927.00 (8.54%)

## Top 10 Search Engines

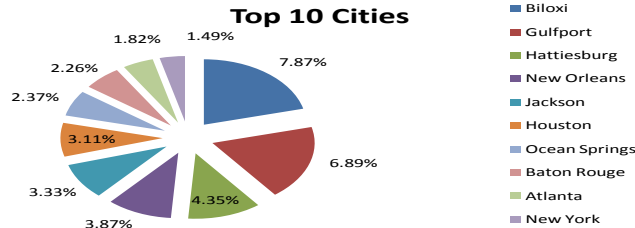
Visits <b>56,932</b> % of Site Total: 70.16%		Pages/Visit <b>4.72</b> Site Avg: 4.95 (-4.58%)	Avg. Time on Site <b>00:04:34</b> Site Avg: 00:04:53 (-6.29%)
Source	Visits	Pages/Visit	
1. <a href="#">google</a>	44,346	4.39	
2. <a href="#">yahoo</a>	5,473	5.98	
3. <a href="#">bing</a>	4,674	5.87	
4. <a href="#">aol</a>	1,074	5.16	
5. <a href="#">search</a>	742	6.52	
6. <a href="#">ask</a>	609	5.73	
7. <a href="#">msn</a>	8	6.88	
8. <a href="#">baidu</a>	1	8.00	
9. <a href="#">images.google</a>	1	5.00	
10. <a href="#">mamma</a>	1	3.00	

## Referring Sites

Visits <b>17,291</b> % of Site Total: 21.31%		Pages/Visit <b>5.95</b> Site Avg: 4.95 (20.31%)	Avg. Time on Site <b>00:06:01</b> Site Avg: 00:04:53 (23.50%)
Source	Visits	Pages/Visit	
1. <a href="#">biloxi.ms.us</a>	8,548	7.75	
2. <a href="#">172.16.254.254</a>	1,049	1.19	
3. <a href="#">google.com</a>	892	2.73	
4. <a href="#">mississippi.gov</a>	646	4.03	
5. <a href="#">mscoastcoliseum.com</a>	378	5.29	
6. <a href="#">keesler.af.mil</a>	370	4.92	
7. <a href="#">facebook.com</a>	338	3.38	
8. <a href="#">search.mywebsearch.com</a>	300	4.86	
9. <a href="#">visitmscoast.org</a>	228	6.65	
10. <a href="#">answers.yahoo.com</a>	191	10.46	



Visits <b>79,533</b> % of Site Total: <b>98.01%</b>		Pages/Visit <b>4.97</b> Site Avg: <b>4.95</b> (0.53%)	Avg. Time on Site <b>00:04:55</b> Site Avg: <b>00:04:53</b> (0.74%)	% New Visits <b>70.20%</b> Site Avg: <b>70.33%</b> (-0.19%)		Bounce Rate (i.e. visits in which the person left your site from the entrance page). <b>37.40%</b> Site Avg: <b>37.60%</b> (-0.51%)
		Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	<a href="#">Mississippi</a>	27,264	4.12	00:04:07	59.88%	44.51%
2.	<a href="#">Louisiana</a>	11,235	5.92	00:05:34	75.01%	29.06%
3.	<a href="#">Texas</a>	6,851	5.23	00:05:15	75.71%	34.91%
4.	<a href="#">Georgia</a>	4,279	4.78	00:04:54	75.27%	38.33%
5.	<a href="#">Florida</a>	4,143	5.25	00:05:12	76.27%	34.61%
6.	<a href="#">Alabama</a>	3,566	4.86	00:04:34	75.63%	35.33%
7.	<a href="#">Tennessee</a>	2,240	6.34	00:06:27	76.12%	26.56%
8.	<a href="#">New York</a>	1,662	4.29	00:04:29	77.86%	41.82%
9.	<a href="#">Illinois</a>	1,524	6.24	00:06:29	77.03%	26.84%
10.	<a href="#">Pennsylvania</a>	1,356	3.63	00:03:44	74.12%	48.01%



Visits <b>79,533</b> % of Site Total: <b>98.01%</b>		Pages/Visit <b>4.97</b> Site Avg: <b>4.95</b> (0.53%)	Avg. Time on Site <b>00:04:55</b> Site Avg: <b>00:04:53</b> (0.74%)	% New Visits <b>70.20%</b> Site Avg: <b>70.33%</b> (-0.19%)		Bounce Rate (i.e. visits in which the person left your site from the entrance page). <b>37.40%</b> Site Avg: <b>37.60%</b> (-0.51%)
		Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	<a href="#">Biloxi</a>	6,389	3.39	00:03:22	45.84%	54.33%
2.	<a href="#">Gulfport</a>	5,588	3.62	00:03:23	56.55%	45.44%
3.	<a href="#">Hattiesburg</a>	3,529	3.65	00:03:49	69.74%	45.31%
4.	<a href="#">New Orleans</a>	3,139	5.39	00:05:11	76.71%	32.62%
5.	<a href="#">Jackson</a>	2,702	6.06	00:06:27	67.02%	31.90%
6.	<a href="#">Houston</a>	2,523	4.43	00:04:19	74.16%	39.95%
7.	<a href="#">Ocean Springs</a>	1,927	3.16	00:02:40	56.93%	49.77%
8.	<a href="#">Baton Rouge</a>	1,824	6.50	00:06:07	72.59%	26.26%
9.	<a href="#">Atlanta</a>	1,478	3.43	00:03:52	72.46%	51.76%
10.	<a href="#">New York</a>	1,207	3.96	00:04:25	77.05%	43.74%

### Top 10 Countries

Visits <b>81,150</b> % of Site Total: <b>100.00%</b>		Pages/Visit <b>4.95</b> Site Avg: <b>4.95</b> (0.00%)	Avg. Time on Site <b>00:04:53</b> Site Avg: <b>00:04:53</b> (0.00%)	% New Visits <b>70.42%</b> Site Avg: <b>70.33%</b> (0.12%)		Bounce Rate (i.e. visits in which the person left your site from the entrance page). <b>37.60%</b> Site Avg: <b>37.60%</b> (0.00%)
		Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	<a href="#">United States</a>	79,533	4.97	00:04:55	70.20%	37.40%
2.	<a href="#">Canada</a>	419	5.08	00:04:24	72.55%	32.70%
3.	<a href="#">United Kingdom</a>	188	3.48	00:02:44	79.79%	53.72%
4.	<a href="#">Germany</a>	118	4.06	00:03:50	84.75%	34.75%
5.	(not set)	76	2.45	00:01:59	67.11%	52.63%
6.	<a href="#">Australia</a>	52	4.25	00:03:03	46.15%	57.69%
7.	<a href="#">India</a>	52	2.83	00:03:01	84.62%	57.69%
8.	<a href="#">Brazil</a>	36	2.42	00:02:03	97.22%	61.11%
9.	<a href="#">Mexico</a>	34	2.09	00:02:14	88.24%	58.82%
10.	<a href="#">Italy</a>	33	3.64	00:02:56	87.88%	30.30%

**Top 10 Landing Pages**  
81,150 visits entered the site through 2,409 pages

<b>81,150</b> % of Site Total: 100.00%		Bounces The number of single-page visits resulting from this set of pages or page. <b>30,510</b> % of Site Total: 100.00%		Bounce Rate <b>37.60%</b> Site Avg: 37.60% (0.00%)	
Page		Entrances	Bounces	Bounce Rate	
1.	/	24,264	6,736	27.76%	
2.	/events/	9,788	4,377	44.72%	
3.	/attractions/	3,643	664	18.23%	
4.	/visitors/events/index.cfm?EventID=2733	3,079	2,194	71.26%	
5.	/coupons/	2,754	623	22.62%	
6.	/visitors/attractions/family-activities/	2,746	321	11.69%	
7.	/casinos/	2,612	601	23.01%	
8.	/visitors/attractions/beaches-and-harbor-activities/	2,230	804	36.05%	
9.	/visitors/events/index.cfm?EventID=90	1,905	1,350	70.87%	
10.	/visitors/transportation/airports/	1,470	602	40.95%	

**Top content**  
7,566 pages were viewed a total of 401,347 times

Pageviews <b>401,347</b> % of Site Total: 100.00%		Unique Pageviews <b>302,795</b> % of Site Total: 100.00%		Avg. Time on Page <b>00:01:14</b> Site Avg: 00:01:14 (0.00%)		Bounce Rate The percentage of single page visits resulting from this set of pages or page. <b>Bounce Rate 37.60%</b> Site Avg: 37.60% (0.00%)	
Page		Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate		
1.	/	32,237	26,237	00:01:08	27.76%		
2.	/events/	26,036	16,940	00:02:12	44.72%		
3.	/hotels/	16,866	10,118	00:00:49	19.21%		
4.	/attractions/	16,564	11,952	00:00:41	18.23%		
5.	/casinos/	13,790	7,213	00:00:58	23.01%		
6.	/coupons/	13,481	8,903	00:01:08	22.62%		
7.	/visitors/attractions/beaches-and-harbor-activities/	8,961	7,008	00:01:33	36.05%		
8.	/includes/itinerary/	8,516	7,167	00:00:23	29.32%		
9.	/visitors/hotels/hotel-motel/	7,940	3,949	00:01:04	12.84%		
10.	/visitors/attractions/family-activities/	7,676	5,953	00:00:43	11.69%		



Mississippi Gulf Coast  
 Search Engine Optimization Campaign Update  
 May 10, 2011

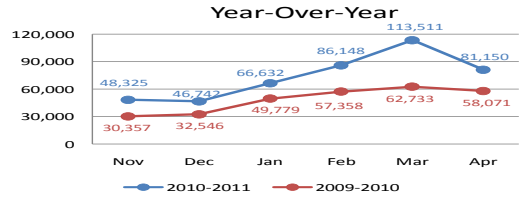
**Traffic Overview:**

	Nov	Dec	Jan	Feb	Mar	Apr
Visits:	48,325	46,742	66,632	86,148	113,511	81,150
Unique Visitors:	40,520	38,815	55,423	69,577	89,524	65,551
Bounce Rate:	38%	40%	36%	39%	40%	38%
Pageviews:	227,391	202,069	327,425	386,439	522,821	401,347
Avg Pageview per Visit:	4.71	4.32	4.91	4.49	4.61	4.95
Avg Time on Site:	0:04:30	0:04:15	0:04:52	0:04:28	0:04:36	0:04:53
Total Organic Search Traffic:	29,988	32,856	47,009	62,814	82,911	56,932
% of Traffic From Organic Search:	62%	70%	71%	73%	73%	70%
Entry Pages From Search:	1,489	1,614	2,034	2,053	2,293	n/a
Total Organic Keywords:	15,393	17,628	22,390	27,174	34,331	23,384



**SEO Overview:**

- \* Visitation has increased by 40% year over year.
- \* Absolute unique visitors have increased by 37% over last year.
- \* Pageviews have increased by 18% compared to last April.
- \* Organic search engine traffic has increased by 53% year over year.
- \* Organic search traffic for the keyword "mississippi gulf coast" has increased by 38% over last year, driving 1,705 visits in April 2011.



**Ranking Highlights:**

Keyword	Google	Bing
Biloxi	5	6
Gulfport	4	6
Gulfport activities	3	17
Gulfport airport	6	3
Gulfport attractions	2	2
Gulfport casinos	1	1
Gulfport convention center	1	1
Gulfport event calendar	1	3
Gulfport resorts	9	33
Gulfport tourism	1	1
Gulfport vacation	6	16
Mississippi Gulf Coast	1	1
Mississippi Gulf Coast beaches	1	1
Mississippi Gulf Coast casinos	1	1
Mississippi Gulf Coast entertainment	1	1
Mississippi Gulf Coast event calendar	1	1
Mississippi Gulf Coast fishing	1	1
Mississippi Gulf Coast hotels	2	1
Mississippi Gulf Coast map	3	5
Mississippi Gulf Coast meeting RFP	1	1
Mississippi Gulf Coast packages	2	1
Mississippi Gulf Coast restaurants	1	1
Mississippi Gulf Coast vacation	1	1
Mississippi Gulf Coast weddings	1	1
things to do in Mississippi Gulf Coast	1	3

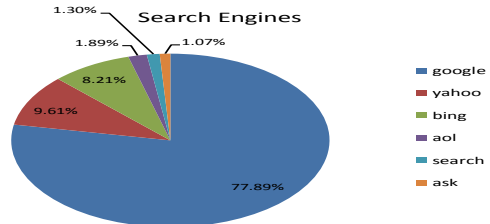
Legend
1st Page Result
2nd Page Result
3rd Page Result
After 3rd Page

**Organic Traffic:**

Organic Traffic	% of Total Site Traffic
Visits	56,932 70.16%

Organic Engagement compared to Site Engagement		
Pageviews Per Visit	4.72	-4.58%
Avg. Time on Site	0:04:34	-6.29%
New Visits	70.50%	0.24%
Bounce Rate	38.98%	3.67%

Search Engine	Visits	Percent
google	44,346	77.89%
yahoo	5,473	9.61%
bing	4,674	8.21%
aol	1,074	1.89%
search	742	1.30%
ask	609	1.07%



Exact Keyword	Visits	Percent
mississippi gulf coast	1,705	2.99%
gulfport ms	1,394	2.45%
gulfport music festival	1,343	2.36%
gulfport music festival 2011	864	1.52%
biloxi ms	817	1.44%
mississippi beaches	812	1.43%
gulf coast	560	0.98%
gulfport mississippi	498	0.87%
ms gulf coast	444	0.78%
biloxi mississippi	440	0.77%

Landing Page	Visits	Percent
/	15,974	28.06%
/events/	7,876	13.83%
/visitors/events/index.cfm?EventID=2733	2,905	5.10%
/casinos/	2,283	4.01%
/coupons/	2,016	3.54%
/visitors/attractions/beaches-and-harbor-activities/	2,000	3.51%
/visitors/events/index.cfm?EventID=90	1,695	2.98%
/visitors/transportation/airports/	1,260	2.21%
/hotels/	937	1.65%
/attractions/	725	1.27%

Executive Session – None

Reminders:

1. Office closed – Monday, May 30<sup>th</sup> – Memorial Day
2. New York Mission Trip – June 7<sup>th</sup> – 10<sup>th</sup>
3. Billy Creel Luncheon – Tuesday, June 14<sup>th</sup> – Beau Rivage – 11:30am
4. HCTC meeting – Tuesday, June 21<sup>st</sup> – 1:30pm

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

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted May 17, 2011.