

**HARRISON COUNTY TOURISM COMMISSION  
OFFICIAL MINUTES  
OCTOBER 18, 2011**

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

Commissioners Present: Rip Daniels, president; Drew Allen, vice president; Danny Hansen, secretary; Jon Lucas, treasurer; John Carter; Jamie Creel; Kenneth Montana; Wilma Rizzardi; Bill Holmes, ex-officio

Commissioners absent: Beverly Martin

HCTC Staff Members Present: Beth Carriere, executive director; Traci Dauro, executive assistant; Janice Jones, marketing department; Sharon McDonald, director, finance

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Ted Riemann, Meredith Chase, Diane Carpenter and Andy Hurt, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Marty Sutherland & Dustin Gontarski, Compass Marketing; Bridgette Varone, MS Hospitality & Rest Assn; Wayne Tisdale, Stewart Sneed Hewes; Vincent Creel, city of Biloxi; Brandi Moore, Biloxi Shrimp Trip; Cathy Amos Ross & Allison Buchanan, the Focus Group; Mary C. Spain, Beau Rivage; Myrna Green, Hancock County "West Coast" Tourism Board

Commissioner Daniels called the meeting to order.

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

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Creel    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Absent & Excused |
| Commissioner Montana  | Voted ----- | Yes              |
| 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 October 18, 2011.

President Daniels welcomed our newest Commissioner, Jamie Creel appointed by the Harrison County Board of Supervisors.

Presentations

Cristyne Nicholas & Emily Banks, Nicholas & Lence Communications LLC appeared before the Commission to give an overview of their company. Nicholas & Lence provides creative, strategic communications solutions for clients seeking to grow their businesses; established and increase brand awareness, and redirect misperceptions. Their team is comprised of leaders in the travel and tourism industry as well as in media and government relations. Their direct experience in handling communications for cities and communities recovering from crises enables them to anticipate needs and develop pro-active agendas with solutions that overcome challenges and successfully attain goals.

President Daniels recommended that the Advertising Committee meet to discuss the proposal submitted by Nicholas & Lence Communications, and report back with a recommendation.

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

Wayne Tisdale, Stewart Sneed Hewes appeared before the Commission to discuss Business Interruption Insurance Policy. President Daniels recommending setting up an Executive Committee to discuss the insurance policy.

Public

Linda Hornsby, MS Hotel & Lodging Assn, reported on the October occupancy for the first two weeks in October, specifically during Cruisin the Coast.

Bridgette Varone, MS Hospitality & Rest Assn. presented a framed picture from Chefs of the Coast, and thanked the Commission again for sponsoring the event.

Minutes

Commissioner Allen made a motion to accept the minutes from the August 16, 2011 meeting as presented. Seconded by Commissioner Hansen, the president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Creel    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Absent & Excused |
| Commissioner Montana  | Voted ----- | Yes              |
| 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 October 18, 2011.

Commissioner Allen made a motion to accept the minutes from the August 29, 2011 meeting as presented. Seconded by Commissioner Hansen, the president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Creel    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Absent & Excused |
| Commissioner Montana  | Voted ----- | Yes              |
| 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 October 18, 2011.

Commissioner Allen made a motion to accept the minutes from the September 13, 2011 meeting as presented. Seconded by Commissioner Hansen, the president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Creel    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Absent & Excused |
| Commissioner Montana  | Voted ----- | Yes              |
| 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 October 18, 2011.

Old Business

Mrs. Carriere reported on the submission of the DMO – BP Grant application which includes letters of participation from Hancock and Jackson counties. Mrs. Carriere will be submitting the grant applications next week.

Commissioner Hansen made the motion to approve the request to attend for the Ft. Lauderdale Boat Show being held October 27 – 28, 2011, in conjunction with State Division of Tourism Welcome Reception for Commissioner Kenneth Montana at an estimated cost including co-op sponsorship \$3,500. State co-op \$2,000 and travel \$1,500. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Creel    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Absent & Excused |
| Commissioner Montana  | Voted ----- | Yes              |
| 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 October 18, 2011.

New Business - None

Legal Counsel Report

Mr. Keating reported on the following items:

- Discussions with Nicholas & Lence Communications, LLC. On proposal
- Simpleview contract – Banner ads
- Cable One proposed internet agreement
- Circular Resolution discussed with Mrs. Carriere and Traci

HCTC Committee Reports

Commissioner Carter reported on the Sponsorship Committee held October 12<sup>th</sup> with the following recommendations:

The following items were discussed at the September 13, 2011 meeting and recommended to be considered as follows:

Commissioner Rizzardi made the motion to approve the request for sponsorship from the Professional Cowboy 2011 Final Rodeo being held January 19 – 22, 2012 at the MS Coast Coliseum for a Bronze level sponsorship 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 ----- | Yes              |
| Commissioner Creel    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Absent & Excused |
| Commissioner Montana  | Voted ----- | Yes              |
| 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 October 18, 2011.

Commissioner Montana made the motion to approve the request for sponsorship from the Mississippi NAACP 2011 State Convention- 66<sup>th</sup> Annual being held November 17-19<sup>th</sup>, 2011 at the Courtyard by Marriott Gulfport, for shuttle transportation costs to and from IP Casino and Church events, in the amount of \$2,500 for transportation expenses. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Creel    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Absent & Excused |
| Commissioner Montana  | Voted ----- | Yes              |
| 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 October 18, 2011.

Commissioner Allen made the motion to approve the request to sponsor from the Inktoberfest Tattoo Convention 2<sup>nd</sup> Annual being held October 14 – 16, 2011 at the MS Coast Coliseum for a Level 3 sponsorship in the amount of \$4,000. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Creel    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Absent & Excused |
| Commissioner Montana  | Voted ----- | Yes              |
| 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 October 18, 2011.

Commissioner Hansen made the motion to approve the request to sponsor from the Cruisin' the Coast 2011 being held October 2 – 9, 2011. Coast wide sponsorship in the amount of \$10,000 as discuss at the September 13<sup>th</sup> Commission meeting and referred back to the Sponsorship Committee for recommendation. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Creel    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Absent & Excused |
| Commissioner Montana  | Voted ----- | Yes              |
| 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 October 18, 2011.

The following items were denied due to lack of room nights generated:

- MS Assn of Coaches – Bernard Blackwell All-Star Football – December 17, 2011 – Biloxi High School Football Stadium – Rooms blocked
- Long Beach Concert Choir Assn – Christmas on the Avenue Long Beach – December 10, 2011 – Rooms blocked 0
- Gulf Coast Substance Abuse Task Force – Jingle Bell 5k Run – December 13, 2011 – Rooms blocked 80

Commissioner Daniels reported on the Advertising Committee held October 17<sup>th</sup> with the following recommendations:

Commissioner Carter made the motion to approve sending out a Request for Proposals for the 2011/2012 Fun Times Guide which will include banner advertising sales and rack brochures. Seconded by Commissioner Allen, the president called the question, with the following results:

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

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Creel    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Absent & Excused |
| Commissioner Montana  | Voted ----- | Yes              |
| 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 October 18, 2011.

Commissioner Allen made the motion to approve the renewal for Rack Brochure distribution with Certified Folder Display Service, Inc. and authorize the executive director to execute same. Seconded by Commissioner Hansen, the president called the question, with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Creel    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Absent & Excused |
| Commissioner Montana  | Voted ----- | Yes              |
| 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 October 18, 2011.

Commissioner Allen made the motion to approve the working 2011/2012 fiscal year advertising schedule from the Big 3, as listed below:

- Consumer Advertising Budget (print & online) \$438,280.44
- Trade Advertising Budget (print, group travel co-op, directories & online) up to \$249,895.40
- Sports Marketing Budget – no action taken
- Broadcast Advertising Budget - \$710,000.00
- Production Budget - \$60,000.00
- Collateral Budget - \$15,000.00
- Agency Expenses - up to \$70,000.00
- Promotions Budget - \$233,850.90

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

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Creel    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Absent & Excused |
| Commissioner Montana  | Voted ----- | Yes              |
| 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 October 18, 2011.

Treasurer's Report

Commissioner Lucas reported the October 18, 2011 disbursements as follows: check disbursements for 10/18/11--\$355,454.04; total travel advance/reimbursements for September 2011 -- \$3,325.16; grand total disbursements--\$358,779.20. Commissioner Lucas moved these disbursements be approved. Seconded by Commissioner Allen, the president called the question, with the following results:

|                     |             |     |
|---------------------|-------------|-----|
| Commissioner Allen  | Voted ----- | Yes |
| Commissioner Carter | Voted ----- | Yes |
| Commissioner Creel  | Voted ----- | Yes |
| Commissioner Hansen | Voted ----- | Yes |

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Absent & Excused |
| Commissioner Montana  | Voted ----- | Yes              |
| 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 October 18, 2011.

Commissioner Lucas presented the August 31, 2011, financial statements, reporting total assets of \$2,477,332.66; total liabilities \$100,620.98; total fund balance \$2,374,711.68; total liabilities & fund balance \$2,477,332.66; current revenue \$314,456.34; current expenditures \$185,966.90; for a net income of \$128,489.44. Commissioner Lucas moved these financial statements be approved. Seconded by Commissioner Allen, the president called the question with the following results:

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Creel    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Absent & Excused |
| Commissioner Montana  | Voted ----- | Yes              |
| 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 October 18, 2011.

For your information, Culumber, Fletcher, Harvey & Associates have started the audit process.

Room sales tax revenue of room sales tax collections for September 16, 2011 – actual 5% collection was \$720,725.00 with HCBOS's 2.75% share being \$388,777.43 and HCTC's 2.25% share being \$331,947.57 for a 3.81% change in total collection, and total income of 5.83% year to year changes

Room sales tax revenue of room sales tax collections for October 15, 2011 – actual 5% collection was \$507,589.18 with HCBOS's 2.75% share being \$284,473.06 and HCTC's 2.25% share being \$223,116.12 for a -7.20% change in total collection, and total loss of -7.20% year to year changes

HCTC Staff Reports

Beth Carriere, executive director

Executive Director report

- Wednesday, September 14: Speak & Host HC "Council of Governments"- Pass Christian-Blue Rose
- Thursday, September 15: Speaker – Harrison County Retiree Partnership-HCDC  
Meeting with, Tom Becker, Charter Boat Assn-HCTC  
Meeting with Scott Radcliff-Sports Commission-HCTC  
Meeting with Jackson County officials, Grant Partnering-Hard Rock
- Friday, September 16: Presentation to Hancock County Tourism Development Bureau – Board
- Monday, September 19: Governor's Conference on Tourism Planning Meeting-HCTC  
Speak – Welcome *Mississippi Public Managers Association* – IP Casino
- Tuesday, September 20: HSMAI – Monthly meeting – Holiday Inn Hwy 49-Gpt.
- Wednesday, September 21: Executive Directors Meeting – Hilton-Airport  
Meeting with Mississippi's West Coast-HCTDB- Bay St. Louis  
Speak -*Mississippi Hotel/Lodging Association* monthly meeting-MCCCC
- Thursday, September 22: Meeting with Kevin Drum & Mike Bailey, Golf Association-HCTC  
Lunch meeting – President Rip Daniels-1/2 SHELL - Biloxi
- Friday, September 23: Worked on Grants-HCTC
- Saturday, September 24: *Chefs of the Coast* – Sponsor Reception- BR
- Sunday, September 25: Governor's Conference / Tourism – Hosted Opening night reception-BR
- Monday, September 26: Welcome -*Governor's Conference on Tourism*-BR  
ABC "Chew" TV Show taping – Back Bay Restaurant
- Tuesday, September 27: *Governor's Conference on Tourism* – Sessions & Awards Luncheon-BR
- Wednesday, September 28: Meeting – Tiffany Burtnette- Convention South Publication-HCTC

Thursday, September 29: WLOX- *Celebrating the City of Gulfport* – Fireball Run promotion-WLOX  
Worked on Grants -HCTC  
Meeting with Laura Hasty – Big 3 Account Representative

Friday, September 30: Marketing Department Meeting- HCTC  
WLOX – “*News This Week*” taping – Fireball Run & Cruisin’ the Coast

Saturday, October 1: *Fireball Run “Finish Line”* arrivals – Gulfport  
*Fireball Run* Awards reception – Island View Casino

Monday, October 3: *Cruisin’ the Coast* – Sponsor Reception & Parade – Long Beach

Tuesday, October 4: *Cruisin’ the Coast* – Burn-Out Event – Bay St. Louis

Wednesday, October 5: Worked on Grants -HCTC  
Presentation – Airport Authority Board meeting- Airport

Thursday, October 6: Radio Interview – MPR - *Cruisin’ the Coast*  
Meeting– Supervisor Marlin Ladner & Commissioner Hansen-Gulfport  
Meeting- Kodiak & Grand Crowne – re-Airport Info desk-HCTC  
Meeting-Advertising Proposed 2011/12 Schedule with Big 3-HCTC  
*Cruisin’ the Coast* 1<sup>st</sup> Cruisin’ day

Friday, October 7: Worked in Bay St. Louis *Cruisin’ the Coast* site all day

Saturday, October 8: *Cruisin’ sites*, & dropped by *Groove the Gulf @ Island View*

Monday, October 10: Presentation/update- Harrison County Supervisors meeting – Biloxi  
Sun Herald interview- BOS-Biloxi  
WLOX interview-BOS-Biloxi  
Worked on Grants-HCTC  
Hosted reception for: LSAE & MSAE @ *the new Biloxi Visitors Center*

Tuesday, October 11: Meeting- *Golf Digest* with regional rep & Big 3 @ ½ Shell - Biloxi  
Worked on Grants-HCTC

Wednesday, October 12: 44<sup>th</sup> Hancock Bank Economic Symposium – MCCCC  
Meeting-Sponsorship Committee -HCTC  
Meeting-Port of Gulfport officials & Crystal Johnson  
2015 National Ports Convention-Lookout-Gulfport

Thursday, October 13: Blue Print Mississippi – MEC -Meeting/Event – Beau Rivage

Friday, October 14: Work on Grants-HCTC

Monday, October 17: Executive Directors meeting – Airport Hilton - Gulfport  
Advertising Committee meeting – 2011/12 Advertising Proposal

Tuesday, October 18: Speak -Biloxi Rotary– Mary Mahoney’s – Cindy/Windy Swetman  
HCTC – October Board Meeting

#### HIGHLIGHTS/ON GOING

Business Interruption Insurance Quote: Wayne Tisdale, SSH

Annual Audits

2011-12 Advertising Proposals for Working Schedule

Grant Apps and Back up documentation- Submitting before October 28<sup>th</sup>.

Hancock County- Relations

Letter of Support and Participation with/for Grants Received!

Touching base with Supervisors

Staff is promoting properties and activities regularly

Attending events and meetings

Jackson County-Relations

Letter of Support and Participation with/for Grants Received from

*Margaret Miller* – Ocean Springs Chamber,

*Carla Todd* – Jackson County Chamber,

Both are the Jackson County Reps. on the DMO Board.

Harrison County-Relations

BOS – Meetings each month – getting good responses

Individual “Get to Know” meetings going very well (more to be scheduled)

Press Releases from HCTC are going out weekly! *It's ALL Good!*

*South Mississippi Living Magazine*

Beth chosen one of Top Ten Women in Business- October issue

Sales department report

**SALES LEADS:**

September 2011: 11 leads representing 2,365 attendees and 4,914 room nights

**SEPTEMBER DEFINITE BUSINESS: 4 leads representing 855 attendees and 1,145 room nights**

|  | Meeting Date | Attendees | Total Blocked Rooms | Headquarter Hotel                        |
|--|--------------|-----------|---------------------|--|
| Council of State Community Development Agencies (COSFDA) |              |           |                     |  |
| 2012 COSFDA Annual Training Conference                   | 9/16/2012    | 125       | 300                 | Courtyard Marriott – Gulfport Beachfront |
| Mississippi School Nutrition Association                 |              |           |                     |  |
| 2013 MSNA Annual Conference                              | 10/30/2013   | 500       | 800                 | MS Coast Convention Center / Beau Rivage |
| 46 <sup>th</sup> Construction Battalion Association      |              |           |                     |  |
| 2012 Annual Reunion                                      | 4/19/2012    | 30        | 45                  | Courtyard Marriott – Gulfport Beachfront |
| Mississippi Department of Employment Security            |              |           |                     |  |
| Mississippi Workforce Labor Market Summit                | 9/30/2011    | 200       | 0                   | Biloxi Civic Center                      |

**SEPTEMBER LOST BUSINESS: 2 leads representing 450 attendees and 782 room nights**

|   | Meeting Date | Attendees | Total Blocked Rooms | Lost Reason  |
|---|--------------|-----------|---------------------|--|
| Southern Weed Science Society                   |              |           |                     |  |
| Annual Meeting                                  | 1/26/2014    | 350       | 660                 | Selected the Wynfrey Hotel in Birmingham, AL – thinks is more centrally located to the membership and easier air access. |
| Destinations and Details                        |              |           |                     |  |
| Firestone Metal Products National Sales Meeting | 1/22/2012    | 100       | 122                 | The client is looking at Orlando, FL.  |

**Convention Services:**

| Group Name   | Dates:                         | Location:                          | Registration | Goodies:                                  | Total Spent: | Room Nights Picked Up: |
|--|--------------------------------|------------------------------------|--------------|---|--------------|------------------------|
| Biloxi Coin Show                                   | September 9 – 11, 2011         | Quality Inn                        | 1            | Name badges, pens, notepads, FTG          | \$183.00     | 0                      |
| North American Transportation Services Association | September 11 – 15, 2011        | Beau Rivage                        | 0            | Pens, notepads, FTG                       | \$31.00      | 118                    |
| Krewe of Bilge                                     | September 16 – 18, 2011        | Quality Inn                        | 0            | Bags, pens, notepads, FTG                 | \$48.00      | 0                      |
| 511 <sup>th</sup> AC&W Reunion                     | September 15 – 24, 2011        | Isle Casino                        | 1            | Name badges, pens, notepads, FTG          | \$156.00     | 235                    |
| MS Society of Certified Public Managers            | September 19 – 22, 2011        | IP Casino                          | 0            | Pens, notepads, badge holders, FTG        | \$72.00      | 180                    |
| Oklahoma State University                          | September 21 – 25, 2011        | IP Casino                          | 0            | Bags, pens, notepads, FTG                 | \$48.00      | 187                    |
| Governor’s Conference on Tourism                   | September 25 – 27, 2011        | Beau Rivage                        | 4            | FTG                                       | \$504.00     | 310                    |
| MS Department of Employment Security               | September 30, 2011             | Biloxi Civic Center                | 0            | Bags, pens, notepads, FTG                 | \$48.00      | 0                      |
| MS Division of United Daughters of the Confederacy | September 30 – October 2, 2011 | Courtyard Marriot – Gpt Beachfront | 0            | Name badges, holders, pens, notepads, FTG | \$111.00     | 52                     |
| Showstoppers                                       | September 30 – October 2, 2011 | Treasure Bay                       | 0            | FTG                                       | \$0.00       |                        |

Total

**\$1,201.00**

**1082 +**

**Shows:**

- Governor's Conference on Tourism -September 25 – 27, 2011 - Beau Rivage Resort & Casino CVB hosted opening reception on Sunday, September 25, 2011

**Site Tours:**

- Gold Wing Road Riders – MS District Rally – Bobby and Lori Bryant - September 2, 2011
- International Association of Golf Tour Operators – Peter Walton - September 8 – 9, 2011

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

September 2011: 1 lead representing 17 passengers and 36 room nights

**September Definite: 1 definite representing 56 passengers and 78 room nights**

|                              | Tour Date                | PAX | Room Nights | Property booked                                 |
|------------------------------|--------------------------|-----|-------------|---|
| Rosanna Cureton              |                          |     |             |   |
| New Year's Eve and Bowl Game | 12/30/2011<br>- 1/2/2012 | 56  | 78          | Courtyard Marriott – Biloxi North / D'Iberville |

**September Assists: 6 assists representing 304 passengers and 402 room nights**

|                                     | Tour Date         | PAX | Room Nights | Assisted with...           |
|-------------------------------------|-------------------|-----|-------------|----------------------------|
| Benedict's Bus Service              |                   |     |             |                            |
| New Orleans – Jewels of the South   | 3/22 -<br>23/2012 | 54  | 27          | Tour options               |
| Royal Travelers                     |                   |     |             |                            |
| Seniors – Brooklyn, NY              | 10/8-<br>10/2012  | 50  | 75          | Tour options for the area. |
| Senior Adventures                   |                   |     |             |                            |
| Biloxi and New Orleans              | 11/22-<br>25/2011 | 50  | 75          | Tour options for the area. |
| Biloxi and New Orleans @ Christmas  | 12/23-<br>26/2011 | 50  | 75          | Tour options for the area. |
| Biloxi and New Orleans @ Mardi Gras | 2/14-<br>17/2012  | 50  | 75          | Tour options for the area. |
| Biloxi and New Orleans              | 03/12-<br>15/2012 | 50  | 75          | Tour options for the area. |

**September Lost Business: 2 lost business representing 465 passengers and 468 room nights**

|   | Tour Date      | PAX | Room Nights | Reason Lost  |
|---|----------------|-----|-------------|--|
| PICO National Network                   |                |     |             |  |
| PICO National Network                   | 11/14-16/2011  | 300 | 300         | Group is considering Pensacola and Metairie. No given reason |
| Restorative Experiences – Travel Agency |                |     |             |  |
| Gaming Weekend                          | 9/30-10/2/2011 | 165 | 168         | Never put the tour together.                                 |

**Staff Activities:**

September 1, 2011: Sales Staff Budget Meeting  
 September 7, 2011: Meeting with Dunaway Signs – Fireball Run  
 September 8, 2011: Fireball Run Meeting – City of Gulfport  
 September 12, 2011: Fireball Run Conference Call  
 September 14, 2011: Biloxi Civic Center Site Tour  
 September 20, 2011: HSMAI Gulf South Chapter Meeting  
 September 22, 2011: Fireball Run photo shoot of car and team for media  
 September 25, 2011: State Tourism Department – Golf  
 September 25, 2011: Great American Race – multiple locations along the Coast  
 September 29, 2011: Fireball Run Meeting

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

- Converted Google articles into PDF's for Taryn to send to commissioners, featured marketing partners, and staff
- Department monthly report
- Responded to tourism stats requests

- Submitted Simpleview correspondence – Replace old logo with new on web site, logo not appearing on Media/PR leads, e-mail link on contact us names not evident, Consumer Newsletter not following posted dates, meeting facilities not displaying properly,
  - Worked with Simpleview on Meta tags and SEO issues with Kristina, Destination Travel Marketing for web site advertising with Eric,
  - **Articles identified – Mobile Press Register, Houston Chronicle, Fox 8 Live, 11WTOK.com, WXVT 15, WLOX, Sun Herald,**
  - Updated Homepage, individual web pages and URL's as needed
  - Consumer Newsletter compiled and sent to database
  - Imported leads from USA 800 into CRM
  - Created Fireball Run web banner and program ads Requested Fireball Run logo in high resolution for Traci. Updated Fireball Run Page with Live feed link.
  - Updated press release end dates so releases show on active releases for 2 years only, then move to archived releases
  - Set interview for Rhonda Miller and Beth regarding Labor Day weekend and summer overview.
  - Assisted Ocean Club with contact information for World Choice Travel to be part of our online booking engine. Updated World Choice Travel Contacts
  - Updated tripinfo.com information
  - Worked on the Governor's Conference on Tourism opening reception slide show and closing luncheon slide show.
  - Amazing Race and Opening Reception for Governor's Conference on Tourism
  - Opened YouSendIt account and loaded pictures from the Governor's Conference on Tourism and Amazing Race and send to all registered attendees.
  - Posted press releases to web site as written by Taryn
- Taryn Sammons, Manager, Social Media/Media Relations**
- **Photos posted to Facebook during September Photo contest: 27**
  - **Status updates/conversations on Twitter: 20**
  - **Publications/writers communicated with:** Bert Moore, *The Associated Press*; Colleen Jenkins, Reuters America Service; Lynn Lofton; Jessie Fetterling, *Smart Meetings Magazine*; Deborah Neese, TN Motor Coach Association; Ray Martino, *Cruisin' Style Magazine*; Angela Ash, *Special Occasions Magazine*; Russ Jones, AM Family Radio (requested info on economy); Kristen McIntosh, *Sports Events Magazine*; Don Redman, *AAA Southern Traveler*; Don Culpepper, WLOX News; Marlene Goldman, *Meetings Focus*; Tim Herrick, *Facilities Online*
  - **CleanPix image requests:** Laura Doll, Huber Décor (images for O'Charley's in Gulfport); Faith Van Lunen, *The Washington Post*; Daniel Perrone, Media Ventures Inc.; Christine Rodenbaugh, *Angler Magazine*; Megan Doonan (images for Applebee's points of interest mural); Jim Hecker, Art Directions Studio; Janea McDonalds, University of Southern Mississippi
  - **Blog posts:** "Enjoy the Great Outdoors on the MS Gulf Coast"
  - **YouTube videos uploaded:** Half Shell Biloxi Ribbon Cutting;
  - **Requests from wegoplaces.com: 3**
  - **Giveaways on Facebook: 20**
  - **Site tours:** Angela Ash (September 30 & October 1)
  - Posted daily status to Twitter and Facebook. Reviewed Google Alerts. Sent recent articles to staff & commissioners.
  - Linked articles to CRM and emailed to marketing partners mentioned.
  - Reviewed Facebook Insights & Google Alerts.
  - Sent Fireball Run press release announcing local team to local media and to David Hickman with Fireball Run. Sent request to D'Iberville High School cheerleaders, asking for their presence at the finish line. Send email & press release to Biloxi Bay Chamber and Gulf Coast Chamber, asking for it to be forwarded to contacts. Helped Janice create welcome program ad Emailed Susan media contacts and high resolution image of our logo.

- Reviewed statistics on our entries on wegoplaces.com. Forwarded all inquiries received to Peyton for fulfillment.
- Email correspondences with Jonathon Smith with Dollarhide Productions. Provided him with contact information for MS West Coast and for BSL Little Theatre & 100 Men Hall for additional footage needed for MDA's Economic Impact video.
- Ran search & emailed Traci VIP list from Marketing Partners.
- DMAI Sales & Marketing Committee's Social Media Committee web meeting.
- Added CleanPix images to our assets. Published press brief on CleanPix.com for Fireball Run Press Release and for the Governor's Conference on Tourism Press Release.
- Wrote article for TN Motor Coach Association's November spotlight.
- Received lead from Mary Stratton Smith about Thomas Spanhel, German travel writer. Added contact info to CRM and sent hotel lead. Secured hotel at Four Points by Sheraton.
- Emailed marketing partners listed on Holger Jacobs's itinerary confirming dates/times for site tours. Made reservations for Annette & Mr. Jacobs at Mary Mahoney's. Emailed Mr. Jacobs and Mary Stratton Smith the completed copy of the itinerary.
- Phone call from Scott Ratcliff, Sports Commission, requesting FY 2010 visitor numbers.
- Received email from Angela Ash with *Special Occasions Magazine* requesting complimentary lodging on September 30 & October 1. Created and emailed lead through CRM. Email information to Angela from Lisa with IP Casino regarding complimentary room nights.
- Emailed Doug from *Southern Gaming* a copy of our logo as well as information on the Facebook give away we did for the Casino Cook-off.
- Talked to Linda and Crystal about using hash tags to reach meeting planners and following conventions on the coast.
- Wrote press release for MLT University, highlighting Margaretville Casino ground breaking, Infinity, the opening of the Biloxi Visitors Center, and Gulf seafood. Sent to Annette for approval. Forwarded to Allison with MLT University to be included in the electronic media kit.
- Email correspondences with Connie Tran, meeting planner for a nurse's convention. Emailed her information on local restaurants.
- Drafted and sent Media Alert for Governor's Conference on Tourism. Wrote press release and emailed to local & regional media on 09/23. Attended Governor's Conference.
- Drafted and sent two press releases about MTA Awards. Posted to pressuite.com.

#### **Jaffe Perniciaro, Tourist Information Specialist**

- Added 13 new coupons to website - renewed 48 that were expiring end of month. Added 3 event coupons, 19 coupons did not renew. 2 coupons did not renew (out of business), 1 coupon did not renew due to moving locations. 1 coupon did not renew due to seasonal.
- Continued with updating and adding descriptions to listings & entertainment on website by contacting each listing and verifying information.
- Added the following NEW Businesses, Restaurants, Events, Attractions, Activities & Meeting Facilities:
  - Bay St. Louis Community Hall, Erin Carty Caricatures, Purple Pelican Night Club, Bay Breeze Bike & Kayak Rentals, Paradise Deli & Grill, Coach Mike's, Off Da Grill Southern & Caribbean Café, Arts on the Avenue, The Pink Rooster, Treasures of the Bay, Identity Vintage, Fret's Live Music & Eatery, Jack's by the Tracks, Biloxi Civic Center, Great Escape Vacation Rental, Mocha Blues, Diamondhead Country Club Meeting Facility, Magnolia Hall @ Florence Gardens, Nativity Sacred Heart Meeting Center, Carroll House B&B, 200 North Beach Restaurant & Bar, Southern Chamber Orchestra Concert, Hard Rock, IP, Beau Entertainment, Treasures of the Bay Monthly event, WAMA Birthday event, Cole Brothers Circus, CCA Sunset on the Bay, Oktoberfest @ Watson's, Llapetooza, Cocktail & Classic, Black Friday Weekend Event, The Best of the Best Steel Guitar Performances, Pass Christian Downtown Alive, Blues @ the Square, Annual Historic Preservation Gala, Inaugural Southtoberfest, Inaugural Spankin' the Specks Fishing Tournament, Biloxi Visitor Center

Meeting Facility, Showdown @ Sunset 2-MMA Cage fighting, Inaugural Hopefest Beach Bash, Hollywood Casino Meeting facility, Salute Meeting facility, Kinda Kenny-Kenny Rogers Tribute, America's Got Murder Dinner Theatre, Autumn on the Bayou, Inaugural Mary C Luau, DarWell's Catering, Symphony Dinner & Concert

- Answered numerous tourism inquiries by telephone & email
- Updated all off-site venues, additional meeting facilities & entertainers sections of website

**Linda Robinson, Administrative Research Assistant**

- Gathered, copied and filed publications and news articles on events for Southeast Tourism Society
- Fulfilled requests for Fun Time Guides and attraction information
- Checked magazines and publications for write-ups and ads: Connect Sept/Oct 2011 ad; Bus Tour Magazine Captain' Crawl ad
- Assisted as Tourism Receptionist
- Updated website listings and pages
- Exported data from event survey into survey monkey: Smokin the Sound, Scrapin the Coast
- Prepared correspondence to organizations who received sponsorship
- Created O Magazine advertising conversion study
- Assisted with calendar of events mail out
- Copied Big Three invoices and tear sheets
- Assisted with proofing October Newsletter
- Edited and updated media contact information in CRM

**Meetings Attended**

- September 1 – Meeting with Beth regarding consumer surveys  
CRM consumer advanced webinar  
Conversion Study meeting
- September 8 – CleanPix demonstration  
Simpleview Meta tags conference call
- September 12 – PRAM luncheon and seminar
- September 13 – HCTC Commission Meeting  
Long Beach Chamber Taste of Long Beach
- September 15 – Amazing Race meeting
- September 23 – Vocus demonstration
- September 25 – Amazing Race and Governor's Conference on Tourism opening reception
- September 26 – Governor's Conference on Tourism
- September 27 – Governor's Conference on Tourism & MTA Awards Luncheon
- September 28 – SEO call with Simpleview
- September 30 – Marketing Meeting with Executive Director

| STATE/COUNTR<br>Y | Oct | Nov | Dec   | Jan | Feb | Mar | Ap  | May | Jun | Jly | Aug | Sept | TOTA<br>L |
|-------------------|-----|-----|-------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----------|
| Alabama           | 172 | 227 | 3,851 | 35  | 77  | 137 | 462 | 626 | 283 | 319 | 161 | 225  | 6,575     |
| Alaska            | 1   | 1   | 0     | 0   | 6   | 2   | 8   | 1   | 5   | 3   | 6   | 2    | 35        |
| Arizona           | 14  | 26  | 16    | 6   | 30  | 38  | 74  | 91  | 91  | 57  | 30  | 26   | 499       |
| Arkansas          | 39  | 36  | 21    | 38  | 70  | 128 | 126 | 398 | 218 | 153 | 93  | 161  | 1,481     |
| California        | 93  | 62  | 31    | 13  | 40  | 108 | 220 | 205 | 307 | 176 | 122 | 111  | 1,488     |
| Colorado          | 18  | 24  | 17    | 10  | 58  | 34  | 72  | 66  | 57  | 45  | 31  | 37   | 469       |
| Connecticut       | 22  | 13  | 12    | 5   | 8   | 29  | 73  | 49  | 56  | 33  | 22  | 45   | 367       |
| Delaware          | 8   | 5   | 3     | 1   | 4   | 12  | 21  | 14  | 14  | 11  | 6   | 12   | 111       |
| Florida           | 143 | 119 | 63    | 57  | 89  | 174 | 515 | 413 | 460 | 427 | 220 | 278  | 2,958     |
| Georgia           | 279 | 393 | 6,061 | 56  | 72  | 113 | 271 | 926 | 270 | 278 | 136 | 136  | 8,991     |
| Hawaii            | 3   | 4   | 3     | 0   | 0   | 1   | 7   | 6   | 11  | 8   | 3   | 4    | 50        |
| Idaho             | 11  | 6   | 1     | 3   | 23  | 2   | 10  | 12  | 18  | 6   | 9   | 4    | 105       |
| Illinois          | 139 | 109 | 93    | 62  | 171 | 316 | 607 | 379 | 305 | 375 | 274 | 266  | 3,096     |
| Indiana           | 121 | 59  | 114   | 46  | 84  | 177 | 420 | 161 | 215 | 205 | 133 | 192  | 1,927     |
| Iowa              | 25  | 31  | 24    | 26  | 49  | 77  | 104 | 61  | 60  | 65  | 58  | 54   | 634       |
| Kansas            | 26  | 37  | 22    | 18  | 83  | 47  | 71  | 62  | 100 | 84  | 40  | 76   | 666       |
| Kentucky          | 184 | 209 | 30    | 18  | 45  | 120 | 215 | 481 | 162 | 145 | 68  | 146  | 1,823     |
| Louisiana         | 73  | 51  | 2,437 | 54  | 97  | 196 | 423 | 608 | 457 | 372 | 169 | 314  | 5,251     |

|                     |              |              |               |              |              |              |              |               |              |              |              |              |               |
|---------------------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|---------------|
| Maine               | 8            | 7            | 2             | 1            | 3            | 11           | 20           | 11            | 10           | 7            | 9            | 8            | 97            |
| Maryland            | 27           | 18           | 9             | 11           | 10           | 32           | 99           | 64            | 77           | 70           | 33           | 48           | 498           |
| Massachusetts       | 29           | 22           | 10            | 2            | 17           | 34           | 83           | 59            | 54           | 33           | 35           | 32           | 410           |
| Michigan            | 98           | 51           | 70            | 33           | 86           | 238          | 310          | 134           | 177          | 178          | 161          | 141          | 1,677         |
| Minnesota           | 38           | 26           | 33            | 28           | 50           | 124          | 133          | 80            | 84           | 68           | 57           | 62           | 783           |
| Mississippi         | 147          | 159          | 3,000         | 97           | 125          | 190          | 292          | 535           | 376          | 301          | 165          | 169          | 5,556         |
| Missouri            | 59           | 95           | 71            | 81           | 147          | 194          | 371          | 260           | 246          | 268          | 173          | 501          | 2,466         |
| Montana             | 5            | 1            | 1             | 0            | 5            | 4            | 6            | 10            | 10           | 6            | 6            | 4            | 58            |
| Nebraska            | 13           | 22           | 6             | 3            | 63           | 25           | 34           | 38            | 47           | 24           | 20           | 14           | 309           |
| Nevada              | 18           | 5            | 2             | 2            | 11           | 22           | 22           | 19            | 34           | 21           | 14           | 5            | 175           |
| New Hampshire       | 7            | 1            | 0             | 2            | 3            | 13           | 20           | 10            | 9            | 11           | 8            | 10           | 94            |
| New Jersey          | 56           | 30           | 22            | 7            | 23           | 65           | 274          | 120           | 99           | 83           | 67           | 59           | 905           |
| New Mexico          | 6            | 8            | 6             | 3            | 24           | 12           | 41           | 27            | 34           | 16           | 11           | 12           | 200           |
| New York            | 105          | 60           | 44            | 25           | 46           | 117          | 279          | 209           | 235          | 156          | 141          | 139          | 1,556         |
| North Carolina      | 293          | 415          | 22            | 19           | 32           | 71           | 245          | 548           | 173          | 155          | 92           | 91           | 2,156         |
| North Dakota        | 0            | 7            | 2             | 0            | 5            | 3            | 4            | 5             | 8            | 4            | 6            | 1            | 45            |
| Ohio                | 148          | 107          | 195           | 39           | 109          | 273          | 926          | 992           | 398          | 382          | 195          | 211          | 3,975         |
| Oklahoma            | 25           | 31           | 15            | 21           | 82           | 38           | 136          | 347           | 109          | 100          | 50           | 56           | 1,010         |
| Oregon              | 27           | 15           | 7             | 3            | 41           | 13           | 35           | 36            | 51           | 24           | 15           | 23           | 290           |
| Pennsylvania        | 99           | 61           | 37            | 11           | 40           | 85           | 351          | 211           | 227          | 168          | 103          | 100          | 1,493         |
| Rhode Island        | 5            | 6            | 1             | 0            | 2            | 12           | 9            | 11            | 12           | 10           | 7            | 8            | 83            |
| South Carolina      | 105          | 177          | 13            | 12           | 18           | 35           | 90           | 267           | 80           | 70           | 49           | 52           | 968           |
| South Dakota        | 5            | 2            | 1             | 2            | 4            | 9            | 5            | 9             | 12           | 10           | 6            | 4            | 69            |
| Tennessee           | 297          | 278          | 5,312         | 49           | 95           | 189          | 316          | 752           | 318          | 261          | 164          | 184          | 8,215         |
| Texas               | 175          | 132          | 91            | 76           | 183          | 495          | 865          | 1,716         | 722          | 539          | 412          | 685          | 6,091         |
| Utah                | 4            | 6            | 3             | 1            | 4            | 11           | 20           | 19            | 23           | 10           | 9            | 15           | 125           |
| Vermont             | 4            | 1            | 0             | 2            | 6            | 2            | 9            | 3             | 7            | 4            | 5            | 5            | 48            |
| Virginia            | 166          | 262          | 8             | 17           | 26           | 55           | 120          | 372           | 159          | 80           | 51           | 66           | 1,382         |
| Washington          | 0            | 0            | 0             | 0            | 0            | 0            |              |               | 0            | 0            | 0            | 0            | 0             |
| Washington DC       | 3            | 1            | 1             | 2            | 1            | 4            | 5            | 4             | 4            | 7            | 2            | 3            | 37            |
| West Virginia       | 64           | 31           | 10            | 10           | 17           | 54           | 121          | 114           | 166          | 71           | 47           | 41           | 746           |
| Wisconsin           | 60           | 50           | 46            | 43           | 94           | 166          | 304          | 107           | 101          | 129          | 155          | 122          | 1,377         |
| Wyoming             | 4            | 2            | 1             | 3            | 4            | 1            | 4            | 1             | 7            | 3            | 7            | 3            | 40            |
| <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>11,649</b> | <b>7,158</b> | <b>6,031</b> | <b>3,856</b> | <b>4,963</b> | <b>79,460</b> |

**COUNTRIES**

|                        |           |           |           |           |           |           |           |            |            |           |           |           |            |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|-----------|-----------|-----------|------------|
| Canada                 | 20        | 35        | 27        | 19        | 11        | 91        | 85        | 110        | 202        | 94        | 83        | 22        | 799        |
| Newfoundland           |           |           |           |           |           |           |           |            |            |           |           | 1         | 1          |
| Puerto Rico            | 1         |           |           |           |           |           | 1         |            | 4          |           |           | 2         | 8          |
| 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>110</b> | <b>206</b> | <b>94</b> | <b>83</b> | <b>25</b> | <b>809</b> |

**Total  
inquiries  
YTD**

**Monthly US  
Total  
Monthly  
International  
Total  
Total  
September  
Inquiries**

|              |
|--------------|
| <b>4,963</b> |
| <b>25</b>    |
| <b>4,988</b> |

**STATE/COUNTRY**

|             |     |
|-------------|-----|
| Texas       | 685 |
| Missouri    | 501 |
| Louisiana   | 314 |
| Florida     | 278 |
| Illinois    | 266 |
| Alabama     | 225 |
| Ohio        | 211 |
| Indiana     | 192 |
| Tennessee   | 184 |
| Mississippi | 169 |

**Fiscal Year-to-Date**

|             |       |
|-------------|-------|
| Georgia     | 8,991 |
| Tennessee   | 8,215 |
| Alabama     | 5,675 |
| Texas       | 6,091 |
| Mississippi | 5,556 |
| Louisiana   | 5,251 |
| Ohio        | 3,975 |
| Illinois    | 3,096 |
| Florida     | 2,958 |
| Missouri    | 2,466 |

| Ad Source                       | Oct          | Nov          | Dec           | Jan          | Feb          | Mar          | Apr          | May           | Jun          | Jul          | Aug          | Sept         | Totals        |
|---------------------------------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|---------------|
| AAA Southern Traveler           | 3            | 1            | 4             | 8            | 13           | 14           | 12           | 4             | 12           | 7            | 11           | 5            | 94            |
| America's Best Vacations        | 1,185        | 1,860        | 20,451        | -            | 1            | 3            | 2            | 4,002         | 99           | 1            | 3            | 1            | 27,608        |
| ANOTHER WEB SITE                | -            | 33           | 29            | 94           | 104          | 110          | 89           | 77            | 120          | 103          | 60           | 41           | 860           |
| Arthur Frommer Budget Travel    | 354          | 53           | 10            | 2            | 3            | -            | 5            | 1             | 3            | 3            |              |              | 434           |
| BANNER ADVERTISEMENT            | 2            | 1            | 2             | 1            | 4            | 5            | 1            | 5             | 3            | 3            | 3            | 1            | 31            |
| Better Homes & Gardens          | 1            | 2            | 2             | 4            | 1            | 8            | 777          | 761           | 878          | 326          | 144          | 4            | 2,908         |
| City/Regional Magazine Insert   | 1            | 2            | 3             | 1            | 1            | 1            | 2            |               | 1            | 2            |              | 2            | 16            |
| Don't Know/Refused              | 28           | 21           | 11            | 16           | 4            | 22           | 46           | 25            | 19           | 17           | 18           | 12           | 239           |
| Explore the Southeast Spring    |              |              |               |              |              | 2            | 3,642        | 1             | 3            | 1            |              | 1            | 3,650         |
| Fall Travel Planner             |              |              | 1             | 1            | -            | -            |              | 2             | 3            | 2            | 2            | 309          | 320           |
| Family Circle                   | 145          | 125          | -             | 4            | 643          | 452          | 808          | 616           | 116          | 14           | 595          | 308          | 3,826         |
| FRIEND OR FAMILY MEMBER         | 23           | 25           | 20            | 61           | 58           | 66           | 51           | 53            | 83           | 69           | 41           | 38           | 588           |
| Go Magazine (Air Tran Magazine) |              |              |               |              |              |              | 1            | 1             | -            |              | 1            |              | 3             |
| Golf Digest                     |              |              |               |              | 2            | 2            | 2            |               | -            |              | 2            | 7            | 15            |
| Midwest Traveler                |              |              |               |              |              |              |              |               |              |              |              | 673          | 673           |
| Mississippi Tour Guide          | 24           | 23           | 22            | 50           | 37           | 50           | 43           | 32            | 51           | 31           | 31           | 13           | 407           |
| OPRAH Magazine                  | 1,327        | 1,047        | 968           | 7            | 722          |              | 2,575        | 1,376         | 3,118        | 1,520        | 1,710        | 2,209        | 16,579        |
| Radio                           | 3            | 5            | 3             | 3            | 4            | 2,778        | 1            | 3             | 4            |              |              | 2            | 2,806         |
| Saltwater Sportsman             |              |              |               |              | 1            | 1            |              | 1             | 1            | 2            | 2            |              | 8             |
| SEARCH ENGINE                   | 140          | 112          | 123           | 298          | 272          | 286          | 238          | 254           | 344          | 276          | 186          | 138          | 2,667         |
| Southern Breeze                 | -            | 1            | -             | 2            | 1            | 3            | 1            | 1             | -            | 1            |              |              | 10            |
| Southern Living                 | 48           | 47           | 23            | 36           | 49           | 36           | 486          | 713           | 585          | 791          | 635          | 678          | 4,127         |
| Spring Travel Planner 2009      | -            | 1            | -             | 2            | -            | 6            | 1            | 1,787         | 37           | 23           |              |              | 1,857         |
| Spring Travel Planner 2011      |              |              |               |              |              |              | 91           |               | -            |              | 13           | 1            | 105           |
| State Referrals                 | -            | 1            | 2             | 3            | 5            | 5            | 4            | 5             | 4            | 7            | 1            | 2            | 39            |
| STS Spring Insert               |              |              |               |              |              |              |              | 1,551         | 1,063        | 1,330        | 183          |              | 4,127         |
| Television or Radio Ad          | 6            | 18           | 24            | 37           | 37           | 55           | 23           | 27            | 63           | 36           | 11           | 19           | 356           |
| Travel 50 & Beyond              | 1            | -            | -             | 1            | 2            | 5            | 4            | 4             | 177          | 1,076        | 76           | 304          | 1,650         |
| TravelMeredith.com              | 4            | 2            | 2             | 2            | 1            | 3            | 8            | 4             | 3            | 3            | 5            | 5            | 42            |
| Unknown/Newspaper/Magazine      | 69           | 79           | 66            | 143          | 183          | 208          | 181          | 193           | 243          | 208          | 136          | 78           | 1,787         |
| Web                             | 148          | 101          | 117           | 319          | 314          | 323          | 299          | 299           | 360          | 307          | 220          | 156          | 2,963         |
| <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>11,798</b> | <b>7,393</b> | <b>6,159</b> | <b>4,089</b> | <b>5,007</b> | <b>80,795</b> |

**TOP 10 AD SOURCES**

**Fiscal Year-To-Date**

|                  |      |
|------------------|------|
| OPRAH Magazine   | 2209 |
| Southern Living  | 678  |
| Midwest Traveler | 673  |

|                          |        |
|--------------------------|--------|
| America's Best Vacations | 27,608 |
| OPRAH Magazine           | 16,579 |
| Southern Living          | 4,127  |

|                            |     |
|----------------------------|-----|
| Fall Travel Planner        | 309 |
| Family Circle              | 308 |
| Travel 50 & Beyond         | 304 |
| Web                        | 156 |
| SEARCH ENGINE              | 138 |
| Unknown/Newspaper/Magazine | 78  |
| ANOTHER WEB SITE           | 41  |

|                                   |       |
|-----------------------------------|-------|
| STS Spring Insert                 | 4,127 |
| Family Circle                     | 3,826 |
| Explore the Southeast             | 3,650 |
| Web (forms completed on our site) | 2,963 |
| Better Homes & Gardens            | 2,908 |
| Radio                             | 2,806 |
| Search Engine                     | 2,667 |

**Visitors Overview**

September 1, 2011 – September 30, 2011

**57,086 people visited this site**

- 72,558 [Visits](#)
- 57,086 [Absolute Unique Visitors](#)
- 300,784 [Pageviews](#)
- 4.15 [Average Pageviews](#)
- 00:03:59 [Time on Site](#)
- 44.04% [Bounce Rate](#)
- 67.75% [New Visits](#)

**Mobile visits – September 2011 vs. September 2010**

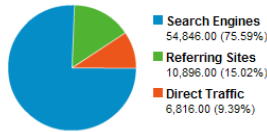
2011 Visits = 9,793 **(262.97% increase)**  
 2010 Visits = 2,698

**New VS. Returning**

| Visitor Type      | Visits | % visits |
|-------------------|--------|----------|
| New Visitor       | 49,220 | 67.84%   |
| Returning Visitor | 23,338 | 32.16%   |

**All traffic sources sent a total of 72,558 visits**

- 9.39%** Direct Traffic
- 15.02%** Referring Sites
- 75.59%** Search Engines

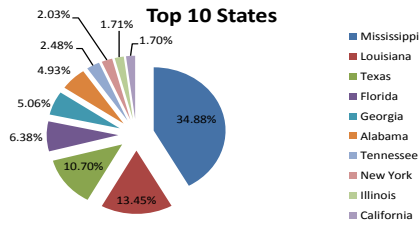


**Top 10 Search Engines**

| Visits<br><b>54,846</b><br>% of Site Total: 75.59% |                               | Pages/Visit<br><b>3.96</b><br>Site Avg: 4.15 (-4.46%) | Avg. Time on Site<br><b>00:03:43</b><br>Site Avg: 00:03:59 (-7.05%) |          |
|--|-------------------------------|---|---|----------|
|  | Visits                        | Pages/Visit   | Avg. Time on Site   |          |
| 1.   | <a href="#">google</a>        | 42,230  | 3.68  | 00:03:20 |
| 2.   | <a href="#">yahoo</a>         | 5,093   | 4.94  | 00:04:41 |
| 3.   | <a href="#">bing</a>          | 4,633   | 4.83  | 00:05:26 |
| 4.   | <a href="#">aol</a>           | 1,160   | 4.85  | 00:04:34 |
| 5.   | <a href="#">search</a>        | 1,159   | 5.24  | 00:05:02 |
| 6.   | <a href="#">ask</a>           | 555   | 4.78  | 00:04:08 |
| 7.   | <a href="#">images.google</a> | 7   | 2.14  | 00:00:50 |
| 8.   | <a href="#">msn</a>           | 5   | 2.80  | 00:01:56 |
| 9.   | <a href="#">yandex</a>        | 2   | 1.00  | 00:00:00 |
| 10.  | <a href="#">lycos</a>         | 1   | 3.00  | 00:01:17 |

**Referring Sites**

| Visits<br><b>10,896</b><br>% of Site Total: 15.02% |  | Pages/Visit<br><b>5.34</b><br>Site Avg: 4.15 (28.84%) | Avg. Time on Site<br><b>00:05:31</b><br>Site Avg: 00:03:59 (38.31%) |          |
|--|--|---|---|----------|
|  | Visits                                 | Pages/Visit   | Avg. Time on Site   |          |
| 1.   | <a href="#">biloxi.ms.us</a>           | 4,294   | 7.34  | 00:07:35 |
| 2.   | <a href="#">172.16.254.254</a>         | 627   | 1.70  | 00:01:43 |
| 3.   | <a href="#">mississippi.gov</a>        | 620   | 3.81  | 00:03:57 |
| 4.   | <a href="#">google.com</a>             | 508   | 3.75  | 00:04:38 |
| 5.   | <a href="#">facebook.com</a>           | 415   | 1.99  | 00:01:20 |
| 6.   | <a href="#">mscoastcoliseum.com</a>    | 273   | 4.58  | 00:04:15 |
| 7.   | <a href="#">search.mywebsearch.com</a> | 273   | 4.74  | 00:05:13 |
| 8.   | <a href="#">keesler.af.mil</a>         | 270   | 3.50  | 00:02:42 |
| 9.   | <a href="#">visitmscoast.org</a>       | 257   | 7.02  | 00:07:27 |
| 10.  | <a href="#">biloxi.org</a>             | 124   | 8.66  | 00:10:57 |



| Visits<br><b>71,040</b><br>% of Site Total: 97.91% |        | Pages/Visit<br><b>4.16</b><br>Site Avg: 4.15 (0.43%) | Avg. Time on Site<br><b>00:04:01</b><br>Site Avg: 00:03:59 (0.58%) | % New Visits<br><b>67.46%</b> Site Avg:<br>67.75% (-0.43%) | Bounce Rate<br><b>43.77%</b><br>Site Avg: 44.04%<br>(-0.61%) |
|--|--------|--|--|--|--|
|  | Visits | Pages/Visit  | Avg. Time on Site  | % New Visits   | Bounce Rate  |
| 1. <a href="#">Mississippi</a>                     | 24,779 | 3.57   | 00:03:30   | 57.61%   | 48.72%   |
| 2. <a href="#">Louisiana</a>                       | 9,554  | 4.90   | 00:04:41   | 68.29%   | 37.04%   |
| 3. <a href="#">Texas</a>                           | 7,598  | 3.90   | 00:03:53   | 69.97%   | 46.22%   |
| 4. <a href="#">Florida</a>                         | 4,535  | 4.21   | 00:03:45   | 76.30%   | 41.26%   |
| 5. <a href="#">Georgia</a>                         | 3,598  | 4.11   | 00:04:07   | 74.01%   | 44.08%   |
| 6. <a href="#">Alabama</a>                         | 3,503  | 4.47   | 00:04:09   | 75.22%   | 41.22%   |
| 7. <a href="#">Tennessee</a>                       | 1,761  | 5.60   | 00:05:26   | 73.54%   | 31.86%   |
| 8. <a href="#">New York</a>                        | 1,440  | 3.98   | 00:03:53   | 76.94%   | 48.12%   |
| 9. <a href="#">Illinois</a>                        | 1,215  | 5.26   | 00:05:02   | 74.81%   | 33.58%   |
| 10. <a href="#">California</a>                     | 1,210  | 3.21   | 00:02:44   | 83.88%   | 57.52%   |

**Ranking Highlights:**

| Keyword                                | Google | Bing | Yahoo |
|--|--------|------|-------|
| Biloxi                                 | 3      | 11   | 10    |
| Gulfport                               | 2      | 11   | 12    |
| Gulfport activities                    | 1      | 25   | 25    |
| Gulfport airport                       | 3      | 3    | 3     |
| Gulfport attractions                   | 1      | 3    | 3     |
| Gulfport casinos                       | 1      | 1    | 1     |
| Gulfport convention center             | 1      | 1    | 1     |
| Gulfport event calendar                | 1      | 3    | 2     |
| Gulfport resorts                       | 8      | 28   | 27    |
| Gulfport tourism                       | 1      | 1    | 1     |
| Gulfport vacation                      | 2      | 19   | 19    |
| Mississippi Gulf Coast                 | 1      | 1    | 1     |
| Mississippi Gulf Coast beaches         | 1      | 1    | 1     |
| Mississippi Gulf Coast casinos         | 1      | 1    | 1     |
| Mississippi Gulf Coast entertainment   | 1      | 1    | 1     |
| Mississippi Gulf Coast event calendar  | 1      | 1    | 1     |
| Mississippi Gulf Coast fishing         | 1      | 1    | 1     |
| Mississippi Gulf Coast hotels          | 1      | 1    | 1     |
| Mississippi Gulf Coast map             | 2      | 6    | 6     |
| Mississippi Gulf Coast meeting RFP     | 1      | 1    | 1     |
| Mississippi Gulf Coast packages        | 1      | 1    | 1     |
| Mississippi Gulf Coast restaurants     | 1      | 1    | 1     |
| Mississippi Gulf Coast vacation        | 1      | 1    | 1     |
| things to do in Mississippi Gulf Coast | 1      | 2    | 2     |

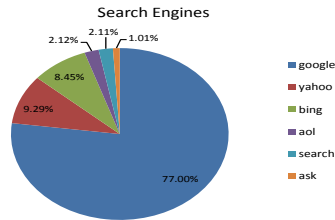
| Legend          |
|-----------------|
| 1st Page Result |
| 2nd Page Result |
| 3rd Page Result |
| After 3rd Page  |

**Organic Traffic:**

| Organic Traffic | % of Total Site Traffic |        |
|-----------------|-------------------------|--------|
| Visits          | 54,846                  | 75.59% |

| Organic Engagement compared to Site Engagement |         |        |
|--|---------|--------|
| Pageviews Per Visit                            | 3.96    | -4.46% |
| Avg. Time on Site                              | 0:03:43 | -7.05% |
| New Visits                                     | 66.24%  | -2.23% |
| Bounce Rate                                    | 44.75%  | 1.61%  |

| Search Engine | Visits | Percent |
|---------------|--------|---------|
| google        | 42,230 | 77.00%  |
| yahoo         | 5,093  | 9.29%   |
| bing          | 4,633  | 8.45%   |
| aol           | 1,160  | 2.12%   |
| search        | 1,159  | 2.11%   |
| ask           | 555    | 1.01%   |



| Exact Keyword                | Visits | Percent |
|------------------------------|--------|---------|
| mississippi gulf coast       | 1,184  | 2.16%   |
| biloxi seafood festival 2011 | 867    | 1.58%   |
| cruisin the coast 2011       | 836    | 1.52%   |
| gulfport.ms                  | 625    | 1.14%   |
| biloxi.ms                    | 616    | 1.12%   |
| gulf coast                   | 525    | 0.96%   |
| gulfport mississippi         | 386    | 0.70%   |
| cruising the coast 2011      | 369    | 0.67%   |
| chefs of the coast 2011      | 349    | 0.64%   |
| mississippi beaches          | 332    | 0.61%   |

Bill Holmes reported on the following items:

- Cruisin the Coast very successful, over 20,000 paid thru gate
- Dolly show went well; WWE Live TV coming in
- Several hotel meeting; Tourism rebate has to go before the legislators; purchased two more homes on Oakwood.

Executive Session – None

Reminders:

1. HCTC meeting – Tuesday, November 15<sup>th</sup> @ 1:30pm

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

|                       |             |                  |
|-----------------------|-------------|------------------|
| Commissioner Allen    | Voted ----- | Yes              |
| Commissioner Carter   | Voted ----- | Yes              |
| Commissioner Creel    | Voted ----- | Yes              |
| Commissioner Hansen   | Voted ----- | Yes              |
| Commissioner Lucas    | Voted ----- | Yes              |
| Commissioner Martin   | Voted ----- | Absent & Excused |
| Commissioner Montana  | Voted ----- | Yes              |
| 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 October 18, 2011.