

VISIT MISSISSIPPI GULF COAST BOARD  
APRIL 27, 2018  
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Friday, April 27, 2018 at 3:00 p.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

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

Commissioners Absent: Carla Todd, John Carter, Mary Spain

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

Others Present: Je’Nell Blum, Legal Counsel; VMGC Advisory Members Gloria Frey, Mississippi Coast Coliseum and Convention Center and Natalie Guess, Hancock County; Myrna Green, Hancock County Tourism Development Bureau; Susan Perkins, Mississippi Restaurant Association; Craig Sweeney, Mississippi Gulf Coast Marathon; Bobby Carter, Billfish Classic; Mary Perez, Sun Herald; Keith Wilson, Biloxi-D’Iberville Press

President Holmes called the meeting to Order.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2018.

2. Commissioner Moon made the motion to accept the minutes from the March 29, 2018 Visit Mississippi Gulf Coast Board Meeting with the following change to #23- Reminder: April Meeting being held Friday, April 27, 2018. Seconded by Commissioner Marsh, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2018.

3. President’s Report:

- Recognized and welcomed all Advisory Members and Guests
- President Holmes (Financial), Janice Jefferson (Sales) and Karen Conner (Marketing) presented the Key Performance Indicators for March 2018 (attached).

4. Milton Segarra presented his CEO Report (attached).
5. Commissioner Hansen made the motion to approve the Resonance Consultancy, Inc. Agreement as presented. Seconded by Commissioner Moon, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2018.

6. Commissioner Marsh made the motion to approve The Kliman Group, Inc. Agreement as presented. Seconded by Commissioner Pappas, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2018.

7. Commissioner Chenoweth made the motion to approve the Nielson Services Agreement as presented. Seconded by Commissioner Wagner, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2018.

8. Commissioner Fritz made the motion to approve the Emma Renewal Agreement with the following changes:
  - On the Professional Services Agreement, Section 1.5, “non-exclusive” should be deleted. In the alternative, Customer must give express written approval before the developments created solely for Customer are shared with others. In Section 1.6, Customer should retain ownership to the work product/intellectual property, rather than Emma.
  - On the Subscription Agreement, at the beginning of Section 10.5 (Disclaimer), the first sentence should read “Except as expressly set forth in this Section 10.
  - Section 1.7 of the Professional Services Agreement, the EMMA service is provided “as is,” and we expressly disclaim all other warranties....”
  - Subscription Agreement, at the beginning of Section 12.2 (Claims Against Emma), “To the extend allowed under Mississippi law...” needs to be added before the first sentence.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2018.

9. Commissioner Hansen made the motion to approve the five Community Bank Agreements with the date corrected to 4-27-18. Seconded by Commissioner Moon, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2018.

10. Public:

- Craig Sweeney, Mississippi Gulf Coast Marathon
  - Recapped numbers and gave update on 2018 event
- Myrna Green, Hancock County Tourism Development Bureau
  - Hancock County Update
  - Announced Mississippi West Coast is going away (announcement attached)
- Bobby Carter, Mississippi Gulf Coast Billfish Classic
  - Mississippi Gulf Coast Billfish Classic Update

11. Commissioner Hansen made the motion to approve the Financial Statements as of March 31, 2018.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2018.

12. Commissioner Wagner made the motion to ratify the expenses paid by check/ACH in the amount of \$378,442.66. Seconded by Commissioner Webb, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2018.

13. Commissioner Moon made the motion to ratify the expenses paid by credit card in the amount of \$65,268.76. Seconded by Commissioner Wagner, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2018.

14. Commissioner Fritz gave an update on the Advertising Agency Selection Committee Meeting and explained what the next step is in the selection process.

15. Commissioner Fritz made the motion to enter into Closed Session to discuss the need to enter into Executive Session. Seconded by Commissioner Wagner, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2018.

16. Commissioner Fritz made the motion to enter into Executive Session to discuss personnel matters. Seconded by Commissioner Hansen, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2018.

17. Commissioner Chenoweth made the motion to reconvene from Executive Session. Seconded by Commissioner Marsh, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2018.

18. Commissioner Fritz made the motion to authorize the CEO to make changes to the organization chart under Sales adding new position Director of Sales- Leisure and redefining some of the responsibilities in the existing Sales Department. Seconded by Commissioner Pappas, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2018.

19. Reminder

- Visit Mississippi Gulf Coast Monthly Board Meeting- May  
Thursday, May 31, 2018 3:00pm – 4:30pm VMGC Board Room

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2018.



# Visit Mississippi Gulf Coast

## KEY PERFORMANCE INDICATORS

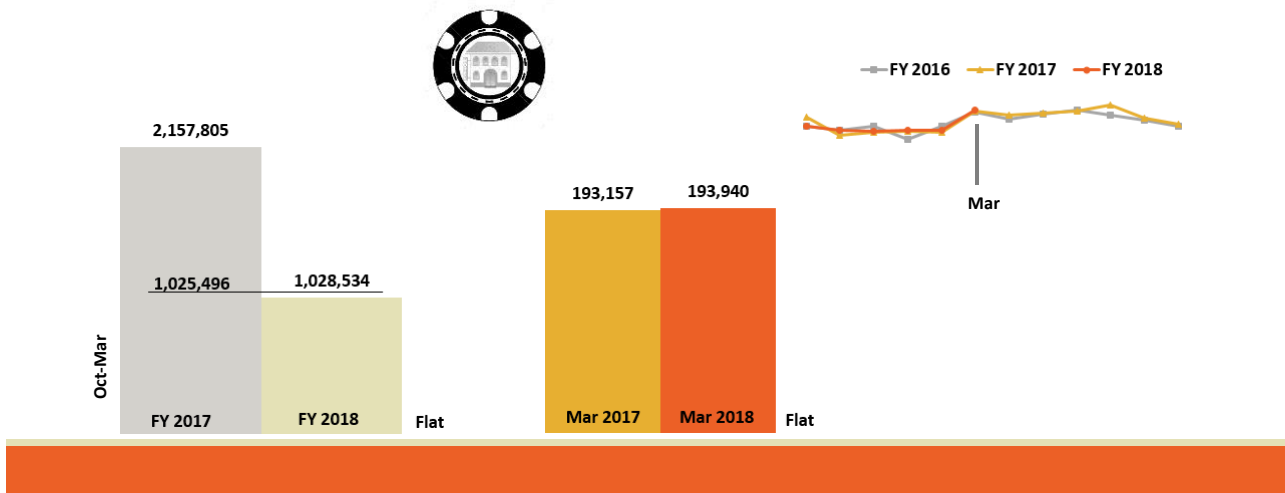
MARCH 2018



# Casino Rooms Sold



MS Gaming Commission

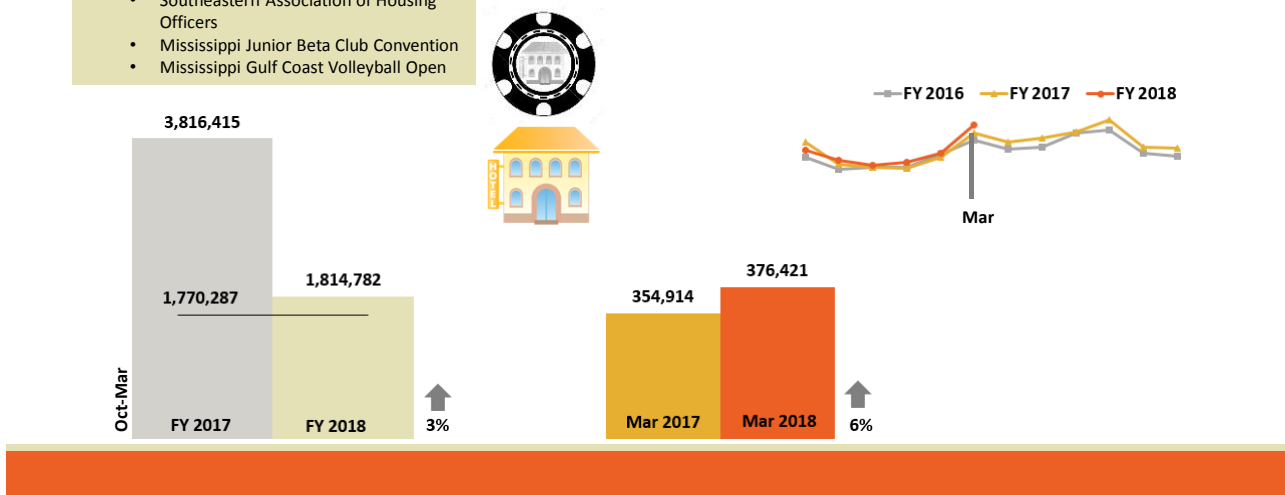


# All Rooms Sold



STR & MSGC

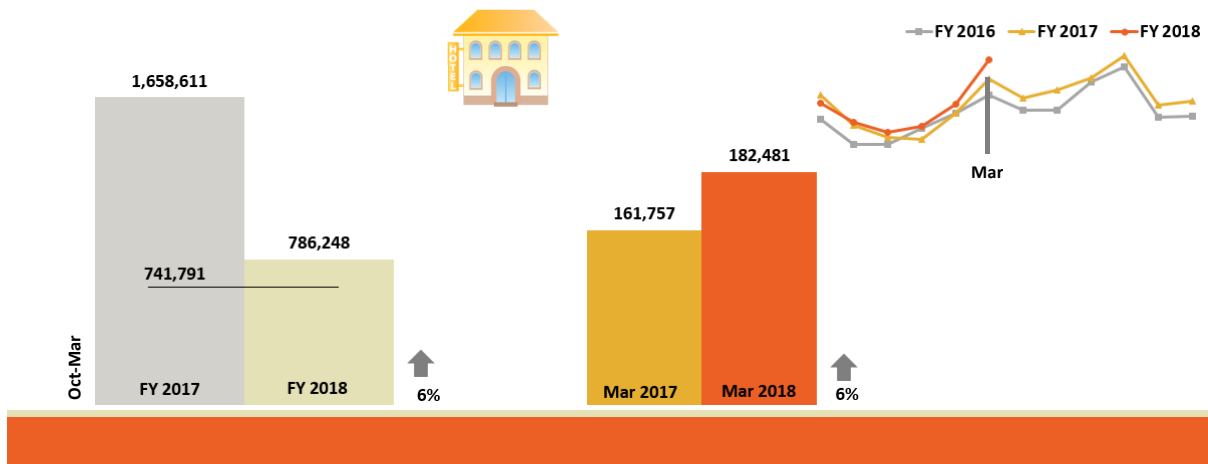
- Significant March 2018 events:
- Rapiscan Resort Classic
  - Travel South Showcase
  - Southeastern Association of Housing Officers
  - Mississippi Junior Beta Club Convention
  - Mississippi Gulf Coast Volleyball Open



# Non-Casino Rooms Sold



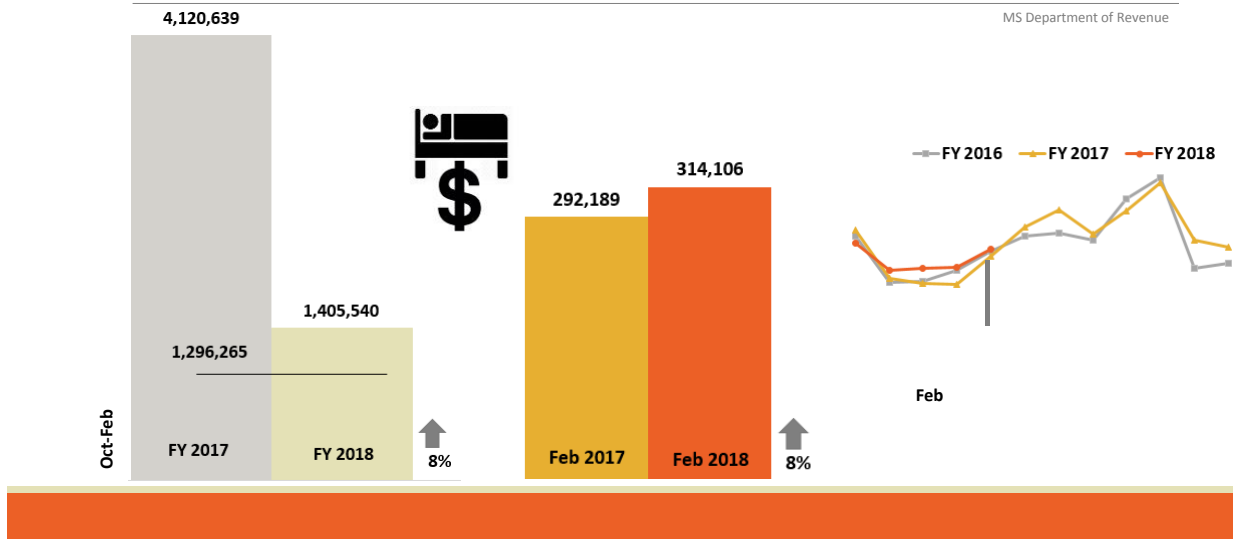
STR



# Occupancy Tax Receipts



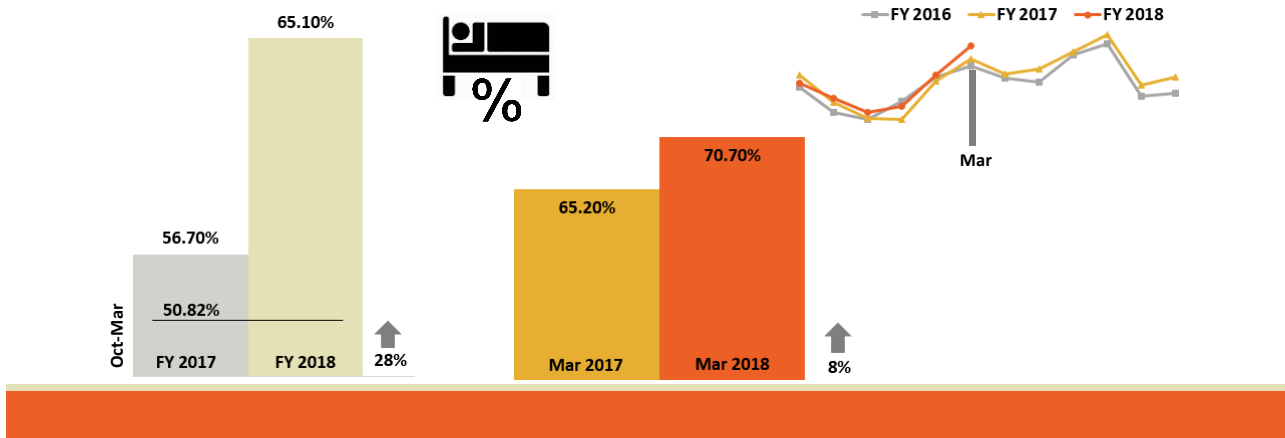
MS Department of Revenue



# Non-Casino Occupancy



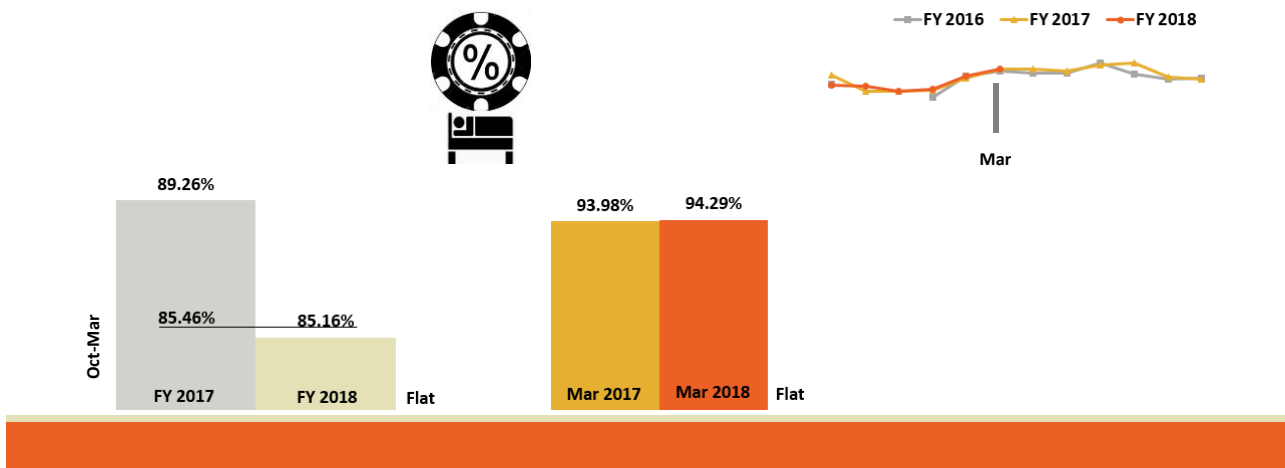
STR



# Casino Occupancy



MS Gaming Commission

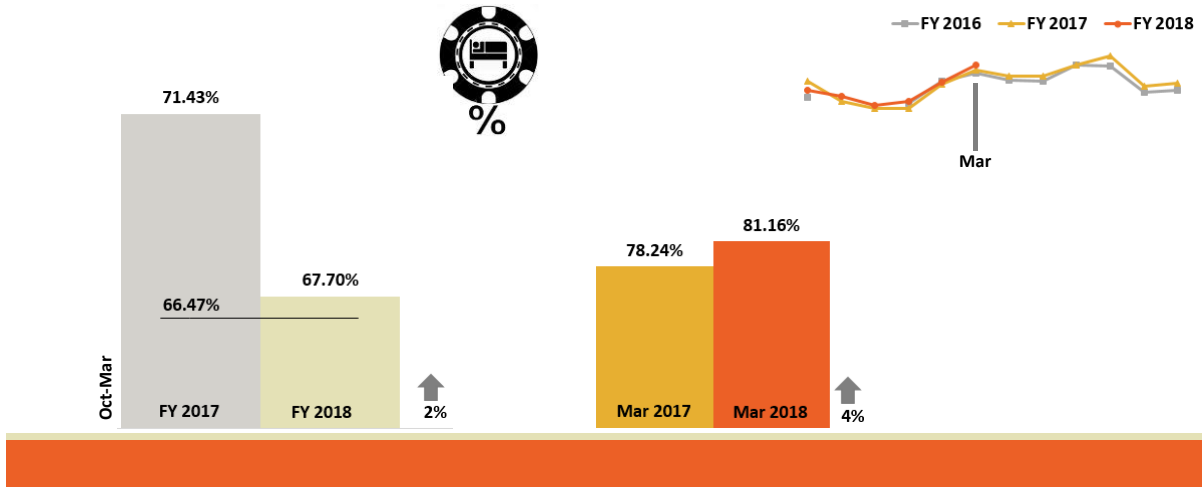




# All Occupancy



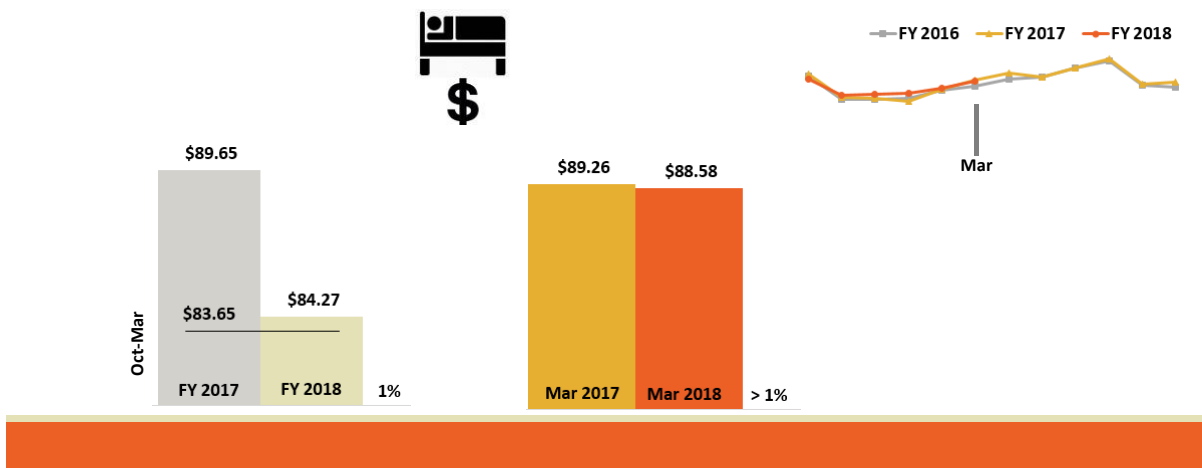
STR & MSGC



# Non-Casino ADR



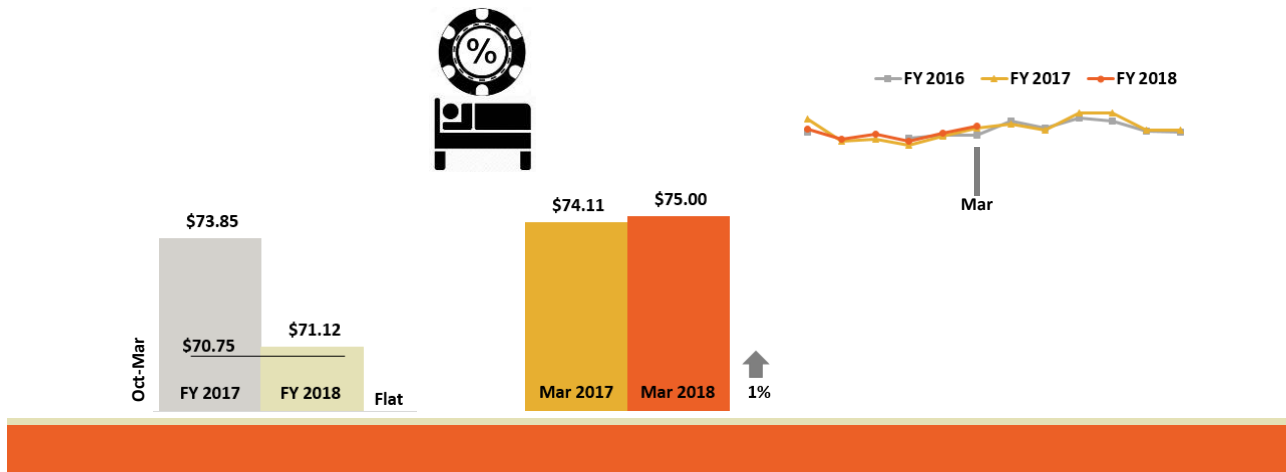
STR



# Casino ADR



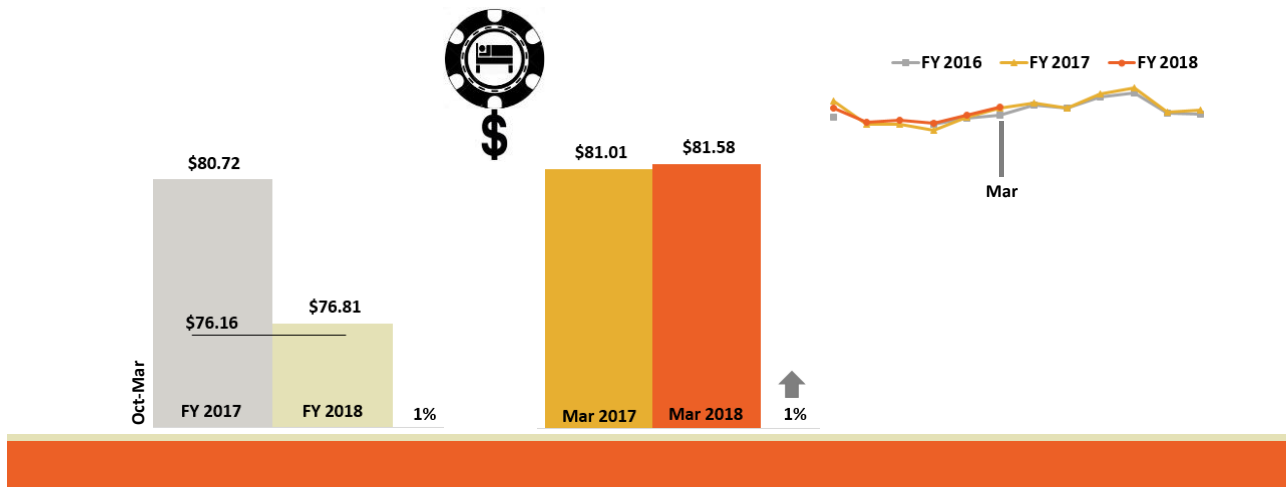
MS Gaming Commission



# All ADR



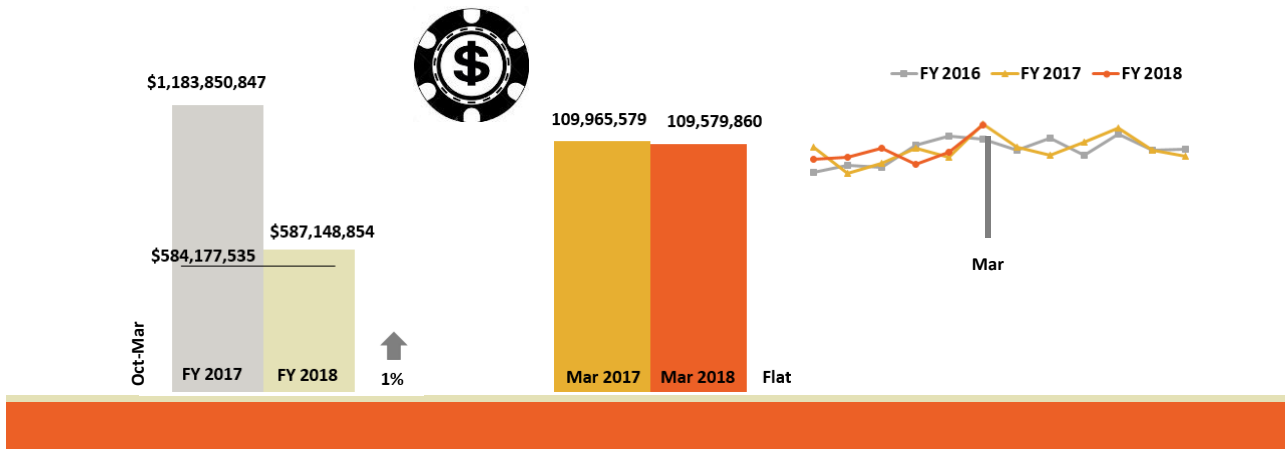
STR & MSGC



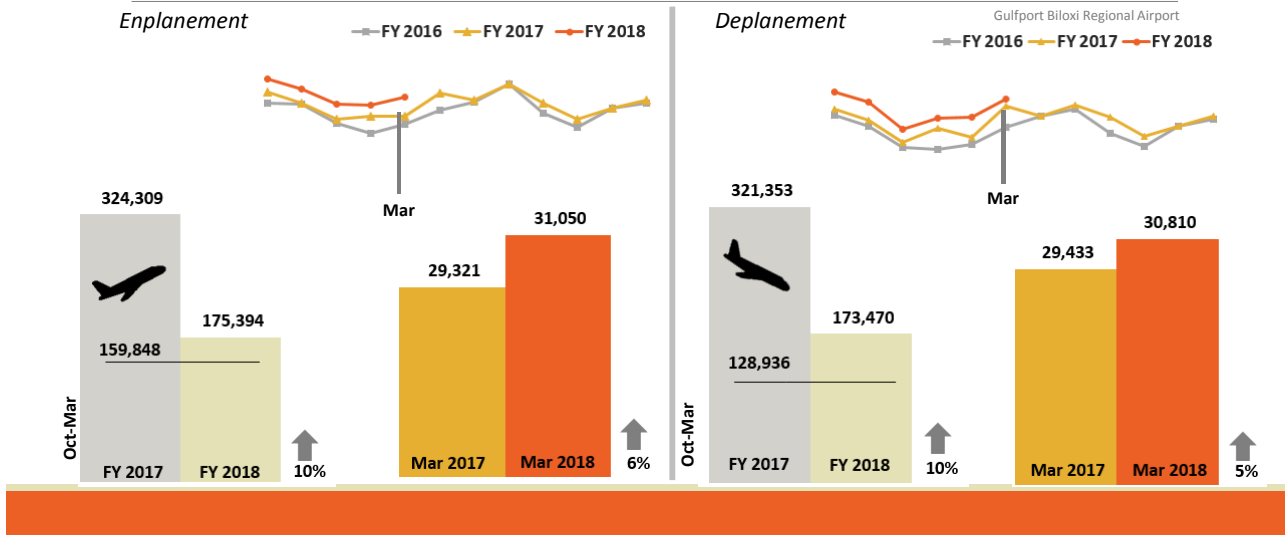
# Gaming Revenue



MS Gaming Commission



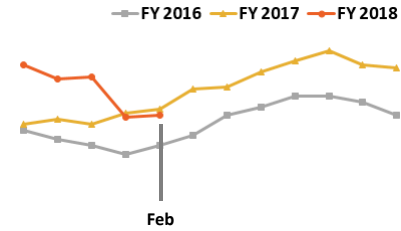
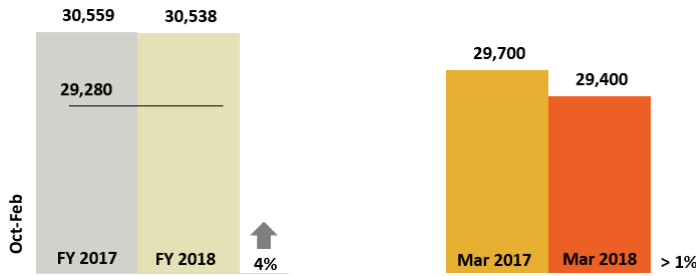
# Airport



# Leisure & Hospitality Jobs



MS Department of Employment Security



# Definite Bookings



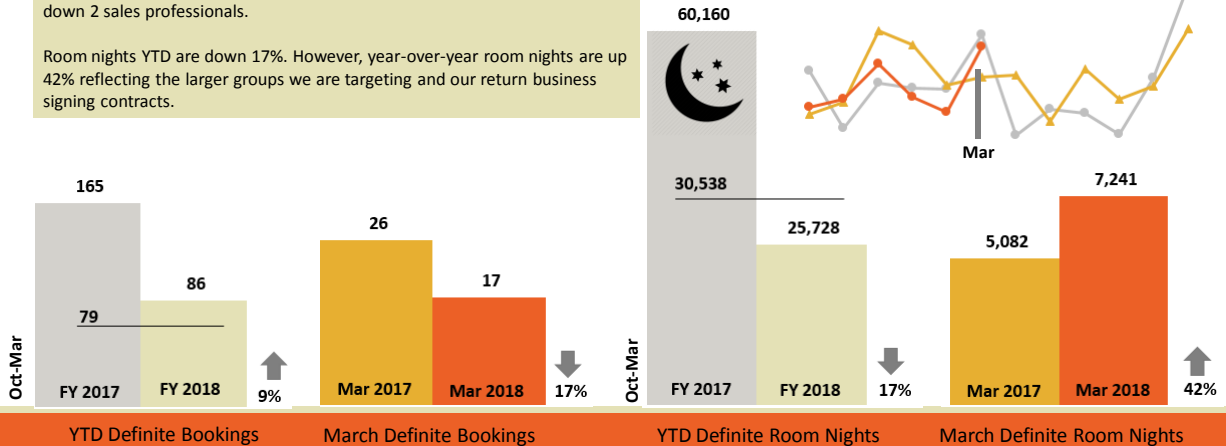
## Bookings

Number of bookings are down for the month of March 2018 in part to being down 2 sales professionals.

Room nights YTD are down 17%. However, year-over-year room nights are up 42% reflecting the larger groups we are targeting and our return business signing contracts.

## Room Nights

Visit Mississippi Gulf Coast

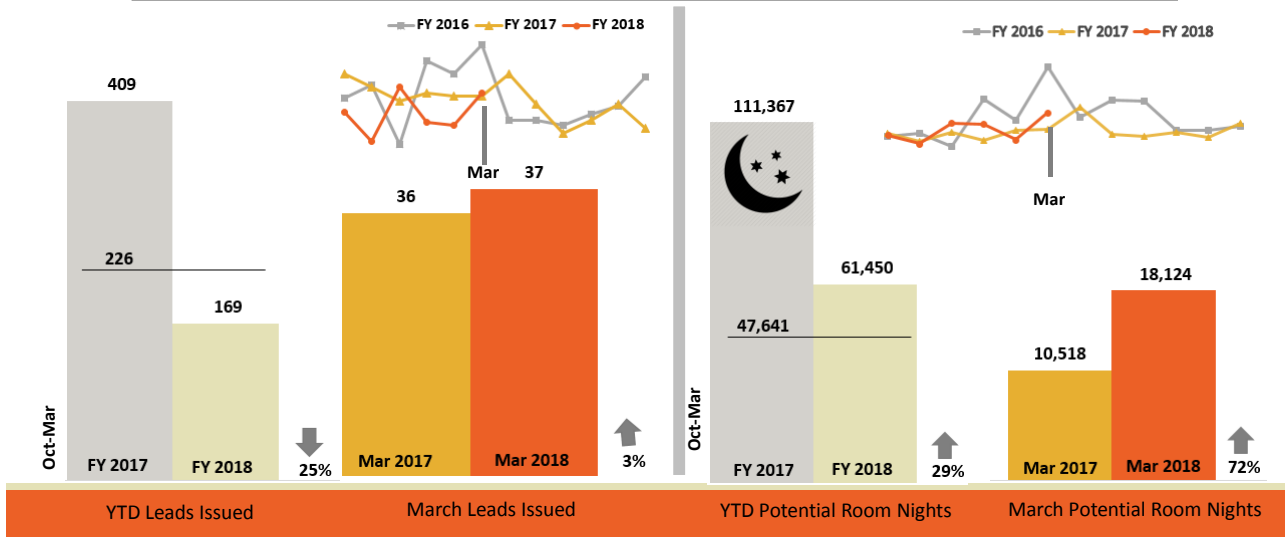


# Leads Issued & Potential Room Nights



Visit Mississippi Gulf Coast

- Even though potential leads are down year to date room nights are up reflecting the larger groups staff is targeting.
- 2017 leads included assists that are no longer being counted.

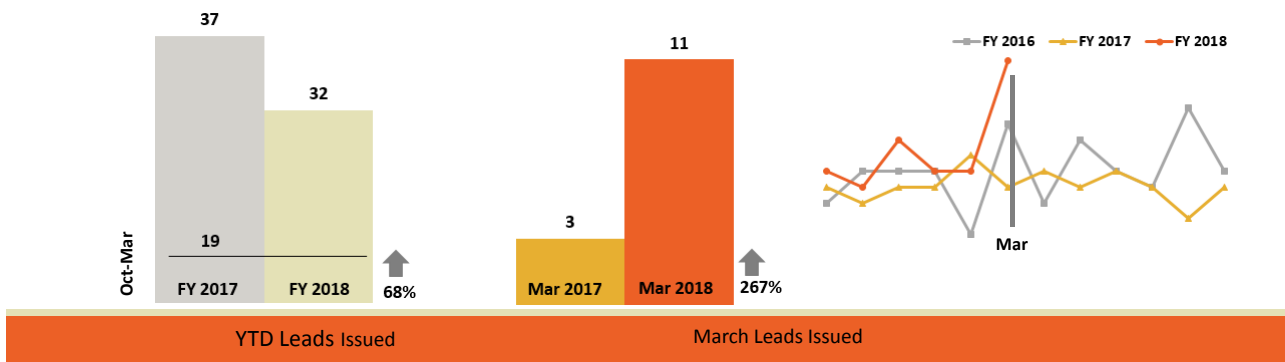


# Convention Center Leads



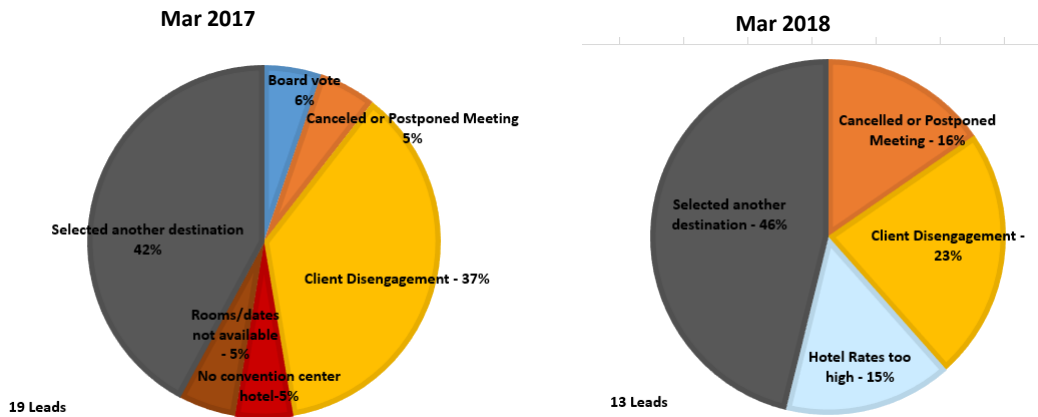
Visit Mississippi Gulf Coast

- National Accounts – targeting efforts
- Multi-year deals
- Special quarterly promo





# Lost Business



# Pace Report

Snapshot of our historical average, Pace target for definite room nights as well as what is in our pipeline. We are on target for pace.



# Pace Report - Pipeline

Our pipeline continues to be strong potentially outpacing previous years bookings.



Visit Mississippi Gulf Coast

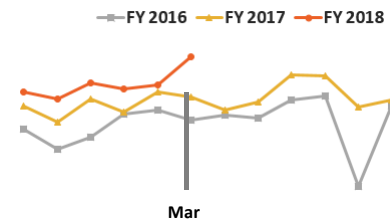
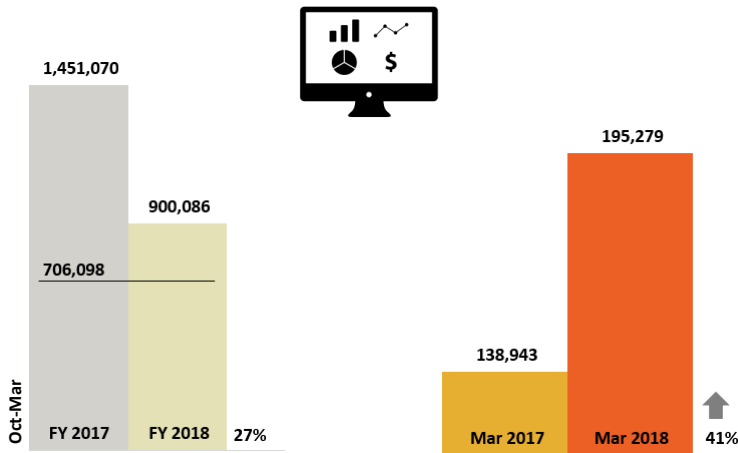


# Google Analytics — Users (formerly Unique Visits)



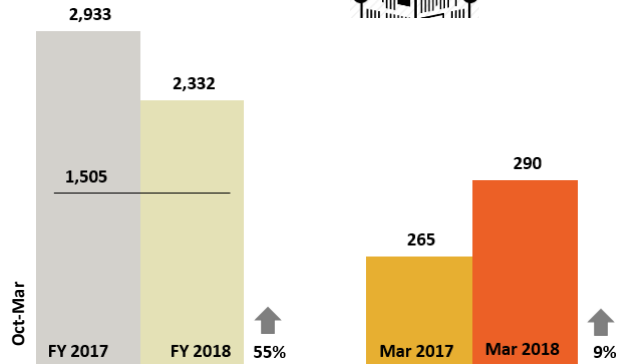
Google Analytics

Traffic increase is contributed to several large events taking place in March/early April

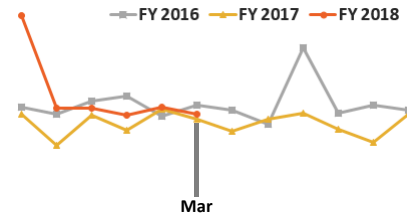


In an ever changing effort to report accurate unique visitors Google Analytics has changed their algorithm resulting in a difference in Unique Users (now Users) from last year.

# Number of Articles

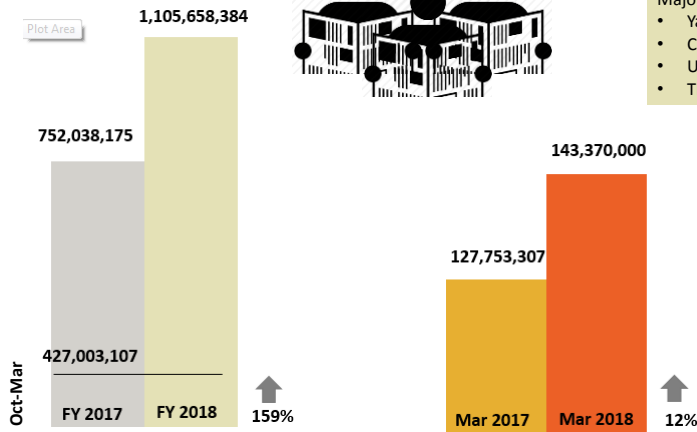


Content Drivers:  
 Spring Break  
 NASA+Stennis - Space Travel  
 Headliner Entertainment  
 Rapiscan Systems Classic



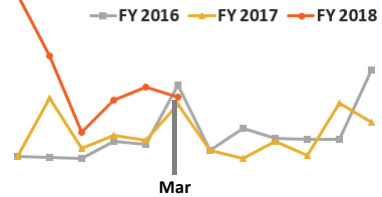
\*October increase due to Hurricane Nate Coverage

# Impressions



Major Outlet Drivers:

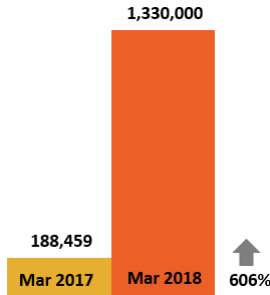
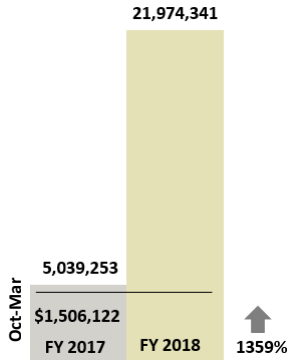
- Yahoo! (NASA)– 17M reach
- Chron (Coast Development –new Waveland lighthouse)– 17M reach
- US News (Development-passenger trains)– 13M reach
- Thrillist (2 articles-Attractions/Nightlife & Nightlife)– 12M reach



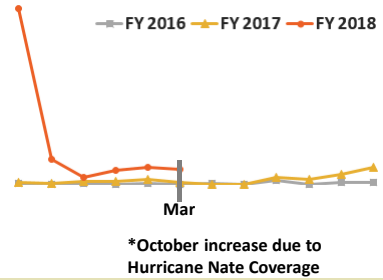
\*October increase due to Hurricane Nate Coverage



# Media Value



Meltwater  
Due to the inconsistencies of the media monitoring service, in Jan. 2017 our reporting changed to include only traditional advertising value equivalencies (or AVEs). Traditional coverage included TV, print, and radio. Digital was only reported through impressions. In Nov. 2017 we changed to a new provider (Meltwater), giving us accurate numbers within the digital platform, therefore 2018 figures can't be compared with previous year, as we are using a completely different reporting metric.



## Southern Living

### 15 Incredible Solo Vacations to Take in the South



The best solo vacation ideas for every kind of traveler.

#### Ocean Springs, Mississippi

In laid-back Ocean Springs, your toughest task will be deciding between a paddle board yoga class with PaddlesUp or a swamp tour with the Eco-Tours of South Mississippi in nearby Gautier (do both). Also worth a slot on your unchaperoned call is a cooking class at The Mary C. O'Keefe Cultural Center. Dock yourself at the Inn at Ocean Springs which puts restaurants, galleries, and shopping a stone's throw away. On a budget? Check out the Convention & Visitors Bureau handy guide of Free Things to Do on the Gulf Coast.



## UNDERRATED BACHELOR PARTY CITIES YOU CAN ACTUALLY AFFORD TO PARTY IN



#### Biloxi/Ocean Springs, Mississippi

The temptation here would be to get gleefully stuck in Biloxi, what with its mega-casinos and \$29-a-night rooms at spots like the [IP](#) and [Beau Rivage](#). And yes, Vegas-on-the-Gulf boasts a bevy of luxurious resorts, where you can play poker, drink for free, and gorge on buffets for almost nothing. Oh, and one of the [prettiest minor league ballparks in America](#) at MGM Park. But when it comes time to eat, drink, and recreate with things other than poker chips, head across the Biloxi Bay Bridge to Ocean Springs.

## VMGC ASSISTED MEDIA COVERAGE

5/29/2018

VISIT MISSISSIPPI GULF COAST

1



## The Best St. Patrick's Day Celebration in Each State



### MISSISSIPPI

City: Biloxi

The emphasis is on Gulf Coast rather than Irish cuisine at Biloxi's annual Grillin' on the Green on March 17, where guests enjoy delicious spoils of the big barbecue competition like ribs, brisket, and grilled oysters for \$5 a plate. There will also be live entertainment and arts & crafts vendors operating right on the city's scenic waterfront.



## Explore the Coast

Off the Beaten Path

### Disembark in Bay St. Louis

The Spanish Mission architecture of the 1929 Bay St. Louis Train Depot is the only one of its kind built by the Louisville and Nashville Railroad Company. Visitors may recognize the building from the film "This Property is

### Christ in the Oak

St. Rose de Lima Catholic Church, the first black community Catholic Church in Mississippi, owns a long and diverse history serving German, African and Native American patrons, as well as fascinating architecture and

### Rocking in Gulfport

In 1965, furniture maker Roy Dedeaux decided to build an oversized rocking chair — we're talking something

### The Little Room of Walter Anderson

Paul Bunyan w... Walter Inglis Anderson had family responsibilities at his Mississippi Gulf Coast home, but the eccentric artist preferred boating out to Horn Island where he drew inspiration from the natural barrier island off the coast of Ocean Springs. Back on the mainland and missing his island, Anderson painted a room in his house to resemble his favorite escape, and no one was allowed inside. After his death in 1965, Anderson's wife entered the room and found the spectacular mural.

The "Little Room" along with its mural was taken from Anderson's cottage in 1961 and moved to the Walter

# VMGC ASSISTED MEDIA COVERAGE

5/29/2018

VISIT MISSISSIPPI GULF COAST

1

THRILLIST

FOOD & DRINK

## THE BEST SMALL-TOWN BAR IN EVERY STATE

### MISSISSIPPI

Government Street Grocery [Address and Info](#)

Ocean Springs

Population: 17,652

To truly understand why the Gulf Coast of Mississippi is so different from the rest of the state, go spend a night at Government Street Grocery in downtown Ocean Springs. Though the neighborhood is fantastic for bar-crawling, post up here and listen to local bands while sipping on craft beers and it feels more like Austin than the Deep South. The spacious outdoor patio fills up with the creative types who populate the area, where an art historian/bass player will educate you on state politics while you scarf down Grocery Fries covered in cheese, chili, and sour cream. The breeze from the water nearby keeps everyone cool, even on crowded summer nights, making a night at this little bar one of the most surprisingly great times you'll have in Mississippi. -- MM



## The 10 Best Destinations For A Road Trip: Expert Round-up

### #2 A Drive Down The Mississippi Gulf Coast



The Mississippi Gulf Coast has so much to offer both visitors and locals alike. The region's temperate climate, along with its astounding natural beauty, makes for the perfect year-round destination. There is an incredible amount to do, see and experience across the Mississippi Gulf Coast: from outdoor activities, such as kayaking, boating, fishing and hiking, to a wide variety of festivals, attractions and museums. When it comes to food, this is the place to be! From quaint coastal seafood spots to fine dining, we've got it all. In short, the Mississippi Gulf Coast checks all the boxes: great food, great weather, great prices, great people, and a great way of life!

# VMGC ASSISTED MEDIA COVERAGE

5/29/2018

VISIT MISSISSIPPI GULF COAST

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# NASHVILLE LIFESTYLES

**Surf's Up**  
 Have you ever dreamed of surfing in Nashville? It's time to try it. The city's new location to a beach is just a short drive from the city. From beachfront to beachfront, you'll find a variety of scenic, open-air spots along the Gulf. There are also plenty of shops, restaurants, and bars to enjoy. The family, the adventures, and the beautiful views.

## For the Adventurer / Ocean Springs, Mississippi



The Mississippi Gulf Coast has long been a favorite destination for folks looking to sink their toes in to its white sands. More than 1,600 miles in all, this state's waterfront includes a 62-mile stretch of coastal towns. The quaint, walkable town of Ocean Springs can be found along this stretch—it boasts more than 100 restaurants, a slew of art galleries and shops, and plenty of outdoor adventure spots.

patch and stately live oaks. Inside, guests find luxurious bedding, organic amenities set beside the spacious walk-in showers, reclaimed wood flooring, and soft, native hues.  
 Speaking of natives: Walter Anderson was a 20th century American master painter who depicted the plants, animals, and people of the Gulf Coast. Stroll by the Walter Anderson Museum

Drink Love Catering can set up everything for the perfect picnic. Located next door to The Root, they're a go-to for a frolic on that comfy porch.  
 To jumpstart the day, start at The Greenhouse on Porter with pour-over coffees and homemade biscuit sandwiches made two ways: sweet and savory. Head to The Shed Barbeque and Blues Joint for a succulent array of smoked

With all that extra fuel, explore the Sound's waterways. Charter a boat at Ocean Springs Harbor's resident Strictly Fishin' Charters, where you can fish inshore or along the barrier islands and get a little sightseeing, while you're at it. It's all about core strength at Paddles Up, where stand-up paddle boards (SUP) and kayaks are a specialty—they offer multi-level classes, too. You can even paddle around

# QUEENS Chronicle

## On the Road Again: Baton Rouge, La. and Biloxi, Miss.

Biloxi, Miss.

Seventy-five miles due east of New Orleans just off I-10 is the beautiful Mississippi Gulf Coast city of Biloxi (pronounced buh-luck-see) which is known to many as the setting for the play and movie about Neil Simon's Army basic training, "Biloxi Blues," and for having been the longtime home of arguably America's best-known root beer, Barq's.

While Biloxi is far from the sleepy town it was in the 1940s when Simon's play was set, it possesses an unhurried charm. A drive along Beach Boulevard (US 90) from Biloxi to Gulfport feels like one on South Florida's A1A probably did before Miami Beach and Fort Lauderdale became a playground for every real estate developer under the sun.

Before tourists started coming to Biloxi, it was a major fishing and shrimping hub, and it still is. If you want to unleash your inner Forrest Gump, there are shrimp trawler operators that will let you spend the day with them in the Gulf of Mexico.

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5/29/2018

VISIT MISSISSIPPI GULF COAST

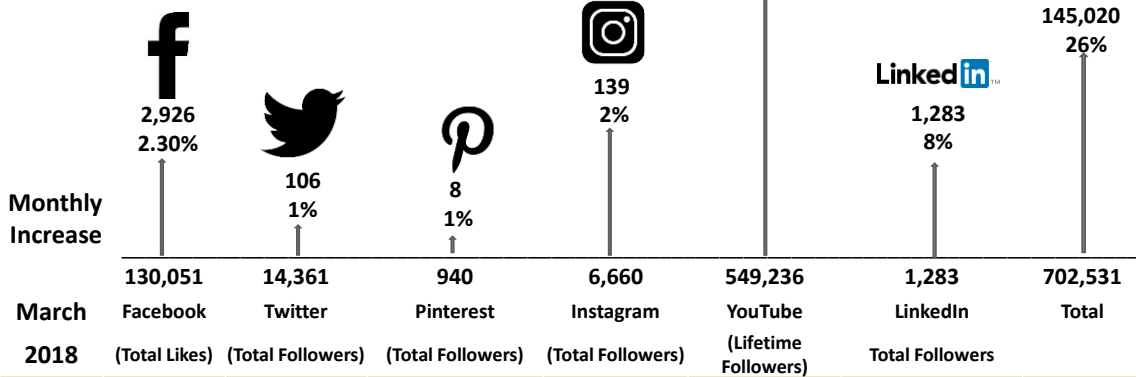
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# Social Media Metrics




Posts that garnered the most engagement on Facebook featured photos of waterways and beaches.

Running video ads through Google / YouTube



**Visit Mississippi Gulf Coast**  
Published by Wiley Anderson (7) · March 13 at 7:35pm · 🌐

Deciding where to take visitors when they come in town can sometimes be stressful. Luckily Only In Your State has you covered for Mississippi, and they even featured a couple spots right here on the Coast! #MSCoastLife



**10 Tasty Restaurants In Mississippi Out Of Towners Will Simply Love**  
Your guests may not want to leave after dining at these eateries!  
ONLYINYOURSTATE.COM

Get More Likes, Comments and Shares  
When you boost this post, you'll show it to more people.

120,285 people reached 📊 [Boost Post](#)

Toshelia Wren, Sheryl Chromizer and 1.9K others · 44 Comments · 382 Shares

Like Comment Share

**Performance for Your Post**

**120,285** People Reached

**2,939** Reactions, Comments & Shares 📊

2,232 Like	1,925 On Post	307 On Shares
57 Love	48 On Post	9 On Shares
2 Haha	1 On Post	1 On Shares
14 Wow	11 On Post	3 On Shares
1 Angry	0 On Post	1 On Shares
283 Comments	92 On Post	201 On Shares
382 Shares	382 On Post	0 On Shares


**8,382** Post Clicks

7 Photo Views	7,093 Link Clicks	1,282 Other Clicks 📊
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**NEGATIVE FEEDBACK**

27 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



**Visit MS Gulf Coast** @VisitMSCoast  
Attention all @HailStateBB fans and college @ fans in general! Come watch the Bulldogs take on Southeastern Louisiana tonight at @MGMPark, home of the @BiloxiShuckerst  
<http://bit.ly/2GrZG8a> #MSCoastLife @WLOX pc.twitter.com/gtmeeSTVC

**Reach a bigger audience**  
Get more engagements by promoting this Tweet

[Get started](#)

**Impressions** 12,267

**Total engagements** 350

Media engagements 243  
Likes 32  
Detail expands 27  
Link clicks 26  
Profile clicks 15  
Retweets 6  
Hashtag clicks 1

## SOCIAL MEDIA

5/29/2018

VISIT MISSISSIPPI GULF COAST

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# Visit Mississippi Gulf Coast Board of Commissioners Meeting



## CEO REPORT April 2018

Milton Segarra, CDME  
4/27/18

### CITY & COUNTY

- Supervisor Rockco, Supervisor Martin & State Auditors
- Gulf Coast Mayors' Meeting
- Harrison County Supervisors- Special Presentation of MS Coast Coliseum & Convention Center Hotel
- Harrison County Board of Supervisors- Presentation of MS Coast Coliseum & Convention Center Hotel Contract
- Hancock County Tourism Development Bureau Meeting

### MEDIA

- WLOX Interview
- Travel Bloggers
- Sun Herald Interview- Sports Groups Economic Impact on the Coast

### COMMUNITY

- Hancock County Chamber of Commerce

### INDUSTRY / BUSINESS DEVELOPMENT

- Destinations International CEO Summit
- Director of Sales Quarterly Meeting
- MS Hotel & Lodging Association
- American South Travel, China- Mr. Michael Cheng
- Hospitality Sales & Marketing Association
- British Airways Holidays
- Mississippi Power & Chevron: Environmental Stewardship & Outreach Event

## CEO MEETINGS UPDATE



# “6” Big Themes Dominating the Global Scenario and Economy

Source: Daniel Franklin, Executive Editor of *The Economist*



## Theme #1- Shift In Demography

- Global Population by 2050/2060      9 Billion People
- Total Global Population in 1800s      1 Billion People
- Actual Global Population      7 Billion People  
*(from 6 billion to 7 billion people took only 12 years)*
- Expected Growth      Africa

Source: Daniel Franklin, Executive Editor of *The Economist*



## Theme #2- Global Economy

### World's GDP Shifting to China/Asia

YEAR	USA	CHINA/ASIA
1800	Less than 5%	62%
1950	28%	18%
2000	22%	34%
2025	16%	46%

In the USA, travel industry represents 2.7 % of nation's GDP. Our industry is responsible for a \$84 billion surplus on our trade balance, plus 1 in every 10 jobs and 1 in every 5 new jobs.

Source: Daniel Franklin, Executive Editor of *The Economist*



## Theme #3- Geopolitics

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VS



Source: Daniel Franklin, Executive Editor of *The Economist*



## Theme #4- National Politics

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### The New Political Divide

- ✓ LGBT
- ✓ Womenomics
- ✓ Race and Ethnicity

But at the end, the amazing power of travel  
transcend politics.

Source: Daniel Franklin, Executive Editor of *The Economist*

## Theme #5- Sustainability



# The Survival of the Cleanest

Source: Daniel Franklin, Executive Editor of *The Economist*

## Theme #6- Technology



### “Speeding up more than ever seen before”

- ✓ Massive investment in biotechnology
- ✓ STEM\*- Today there is complete and accurate equations adequate to provide the foundations of nuclear physics, material science, chemistry and all possible forms of engineering.

Source: Daniel Franklin, Executive Editor of *The Economist*

(\*STEM: Science, Technology, Engineering, Mathematics)





1. What does this mean for us?
2. What is going to be the DMO/CVB of the future?



## The Emerging Value of CVBs

### Traditional



- Marketing
- Web/Electronic Promo
- Process
- Sourcing

### Innovative



- Weaponization of Travel
- Safety and Security
- Community Knowledge Connector
- Metrics on the Value of the Meeting

Source: DESTINATIONS INTERNATIONAL





## CVB Value Drivers

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- Destination Influencer
- Community Connector
- Economic Impact
- Client Vision Advocate

Source: DESTINATIONS INTERNATIONAL



# Thank you!

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**Visit Mississippi Gulf Coast**  
**Milton Segarra, CDME- Chief Executive Officer**

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To further implement support for the regional tourism effort, Hancock Tourism is taking the following action:

Submit a written proposal and plan of work to President Holmes and CEO Segarra detailing these and other cooperative measures:

Create a new brand & logo that will blend with the regional brand and not create separation

Create a new mission statement that further projects our part in the regional effort

Revamp marketing campaigns to support the new brand and mission statement

Work in cooperation with VMGC staff to better coordinate promotional programs