

# **Hillsborough County Tourist Development Council**

**Quarterly Meeting**

**May 11, 2023**

**10:30 a.m.**

**Hybrid Meeting**



**Hillsborough  
County Florida**



**Hillsborough  
County Florida**

**ASSISTANT COUNTY ADMINISTRATOR**

**Ron Barton**

PO Box 1110, Tampa, FL 33601-1110

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**BOARD OF COUNTY  
COMMISSIONERS**

Donna Cameron Cepeda

Harry Cohen

Ken Hagan

Pat Kemp

Gwendolyn "Gwen" Myers

Michael Owen

Joshua Wostal

**COUNTY ADMINISTRATOR**

Bonnie M. Wise

**COUNTY ATTORNEY**

Christine M. Beck

**COUNTY INTERNAL AUDITOR**

Peggy Caskey

**HILLSBOROUGH COUNTY TOURIST  
DEVELOPMENT COUNCIL  
Quarterly Meeting  
County Center, 601 E. Kennedy Blvd.  
Thursday, May 11, 2023, 10:30 AM**

**AGENDA**

**I. CALL TO ORDER**

Chair Ken Hagan

**II. ROLL CALL**

**III. REVIEW OF MEETING MINUTES AND APPROVAL OF PAST MINUTES**

- March 30, 2023

**IV. PUBLIC COMMENT**

**V. ADMINISTRATIVE REPORT**

Ronald D. Barton, Assistant County Administrator for Economic Prosperity

- Quarterly Financial Report
- Recommended TDT Budget for FY24 and FY25
  - Outline of Corporate Transient/Group Marketing Program
  - 1-3 Cent Budget
  - 6<sup>th</sup> Cent Budget

**VI. TAMPA BAY CONVENTION AND VISITORS' BUREAU (TAMPA BAY CVB)**

Santiago Corrada, President/CEO, Tampa Bay CVB

- Quarterly Activity Report

**VII. GENERAL DISCUSSION**

**VIII. ADJOURNMENT**

# Meeting Minutes

**MEETING MINUTES**  
**HILLSBOROUGH COUNTY TOURIST**  
**DEVELOPMENT COUNCIL March 30, 2023**

The Hillsborough County Tourist Development Council (TDC) met for its quarterly meeting on Thursday March 30, 2023. Commissioner Ken Hagan was unable to attend; therefore, the meeting was chaired by Mayor Jane Castor. Mayor Castor opened the meeting at 10:30am. Meeting was a hybrid with both in-person and virtual attendance.

Mayor Castor requested Mr. Barton take roll call. A quorum was present.

**The following council members participated in person:**

Mayor Jane Castor	City of Tampa
Jeffrey Antonaccio	Hotel/Motel Representative Aimbridge Hospitality
Joe Collier	Tourist Industry Representative Mainsail Lodging & Development
Andrea Gonzmart-Williams	Tourist Industry Representative Columbia Restaurant
Bob Morrison	Hotel/Motel Association
Mayor Andrew Ross	City of Temple Terrace
Lou Plasencia	Tourist Industry Representative the Plasencia Group
Troy Manthey	Tourist Industry Representative the Yacht StarShip

**The following council members participated virtually:**

Commissioner Nate Kilton	City of Plant City
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**The following council members were absent:**

Commissioner Ken Hagan	Board of County Commissioner, Chair
Ronald McAnough	Hotel/Motel Industry Representative

**The following staff members participated in person:**

Ronald Barton	Assistant County Administrator for Economic Prosperity
Jane Fagan	Senior Assistant County Attorney
June Metcalf	Senior Coordinator Tourism Industry Analysis
Claudette Lam	Senior Administrative Assistant
Matthew Stewart	Senior Coordinator Industry Analysis

December 8, 2022, meeting minutes were presented for approval. Mayor Ross motioned to approve the minutes and Mr. Collier seconded the motion. There was no comments, the motion carried unanimously.

Mayor Castor asked if there were any public comments; there were none.

Mr. Barton presented the first quarter administrative report for FY2023. Expenditures are contract/performance based and typically paid quarterly. Revenues are starting to exceed the projected budget. Compared collections of January 2023 to January 2022 showed an increase of 15%. February saw an increase of almost 27% over February of the previous year. Year-to-date increase is almost 27%. Mr. Barton commented that we are off to a stellar start, exceeding last year's collections.

There were no questions and Mr. Barton transitioned to some additional business matters. We typically get forecast input from our industry representatives for FY2024 and FY2025 budgets. Our fiscal year is from October 1 through September 30. Included in this agenda is a copy of *Tourism Economics* report dated January of this year. It provides an outlook for travel and tourism in the United States. Mr. Barton offered it as a backdrop for the conversation about the growth rate to the budget. The report indicates that we are headed, if not in, a recessionary period, but the report suggests that the Hospitality Industry is well positioned for lesser economic impacts during such a recession.

For consideration, Mr. Barton offered a 3% growth rate for FY2024 and a 6% growth rate for FY2025. Mr. Barton requested a discussion and input from the board and industry leaders.

Mr. Plasencia shared that what they are experiencing in other markets at his hotels is depressing. The Tampa market is very strong compared with markets such as Chicago and Boston; but how long will this continue? He agrees with the 3% for year one but believes 6% for year two is a little aggressive. Mr. Plasencia feels we should go with a 3% and 5% increase.

Mr. Collier's opinion is to not go over 3% and 4% percentage.

Ms. Gonzmart-Williams believes we should go more conservative with 3% and between 4 or 5%.

Mr. Manthey feels our growth will continue. He would like to see 6% for both years. However, he would go along with 3% and 6%.

Mr. Morrison commented, we have been fortunate not to add more inventory. With the economic outlook we are facing we would be undercut if we had more rooms to fill. Our current inventory gives us a chance to sustain or grow. In an abundance of caution, 3% and 6% or 3% and 5% is where we need to be.

Mr. Ross would like to defer to his colleagues whether percentage should be 3% and 6% or 3% and 5%. He feels we are in a very good position and would like to see it continue.

Mr. Barton asked for the board's guidance with a motion.

Mayor Castor asked for a motion. Mr. Morrison motioned to recommend the budget be set at 3% for FY 2024 and 6% for FY2025. Mayor Ross second the motion. Ms. Gonzmart-Williams, Joe Collier and Jeff Antonaccio opposed.

Mr. Collier stated that he would prefer to go 3% and 4% or 3% and 5% believing we will feel the effects of the recession.

Mr. Morrison amended his motion to 3% and 4%, saying that Mr. Collier's point is well taken. It was second by Jeff Antonaccio. The vote was unanimous.

Next, Mr. Barton discussed the proposed New Tourism Partners Programs offering suggestions prior to bringing the final budget to the May meeting. All of our standard partners are built into the model. Our approach with Visit Tampa Bay and Tampa Bay Sports Commission, our marketing initiatives including co-operative marketing with our partners, all of these items will be reflected in the budget. Being in such a good place right now we feel it is time to transition some tourism-based programs out of the general fund of Hillsborough County to the Tourist Development Tax (TDT). This would include moving Film Commission

funding of \$450,000 and film incentives for Tampa Bay Film Commission to TDT. Mr. Barton is asking to move \$300,000 of film incentives to TDT as a room-night generator. The balance that is not a room-night generator will stay with the general fund. Currently, high-impact events for Tampa Bay Sports Commission have a budget of about \$250,000 in the general fund which would be moved into TDT funding. Mr. Barton's recommendation is to carry a more robust amount of \$750,000 to \$1,000,000. He is requesting input from the board.

Mr. Barton continued, with the success of the County Sports Complex comes additional needs. Lighting, generators, and parking are issues. \$500,000 annually was proposed. It is a good investment for tourist tax dollars. If there is a TDT investment the County should match it. The County Administrator Bonnie Wise agrees, and we will bring you more information if this ends up being in the budget. As a reminder, when not used, the funds would return to reserves.

The last item for discussion is corporate transient demand marketing proposed at \$1.5 million to \$1.775 million over the next two years. Corporate transient demand is business travel. This is a line item that would go to Visit Tampa Bay; but we would give them guidance that this is a very specific market we want to target.

Mr. Barton concluded that every one of these is a diverse segmentation of applying some of our dollars. None of these are big items, but they are place holders for how we do diverse marketing and build diverse market segments.

After much discussion, Mayor Castor asked if the decision for corporate transient demand marketing could be delayed until they have a marketing plan.

Per Mr. Barton, Mr. Corrada would be given guidance from the County and the Council. We will work with Mr. Corrada's team to put some basic structure together. It will not be a marketing plan, but it will be an outline of some strategies.

Mr. Plasencia asks that some portion of these funds be allocated to the small-group based meetings market. Groups of 25 to 30 rooms which would respond to non-downtown market. Mr. Manthey added that he would like to see the number at 50 rooms or less.

Mr. Morrison made a motion that the proposed new tourism plan programs and recommendations be moved forward and be placed into a budget for the Board's consideration, with the marketing plan for corporate transient marketing framework to follow. It was second by Mr. Collier. The vote was unanimous.

Mr. Corrada was asked to give his report from the Tampa Bay Convention and Visitors' Bureau (aka VTB – Visit Tampa Bay).

- \* Occupancy for quarter 1 was at 74.3%.
- \* Average daily rate is \$153.62.
- \* Revenue \$271,956,473.

Mr. Corrada shared a video "the beauty of a world that lies in the diversity of its people".

A new campaign "Relaxing Boldly" targeted markets in New York, Chicago, Boston, Philadelphia, Dallas and Washington D.C. As international travel comes back, VTB expanded representation to Mexico, Switzerland, Eastern Europe, and Brazil.

Mr. Corrada gave some background on a bill that dropped on Friday. It passed its first committee. Main points of the bill would make it mandatory to take the tourism tax out to voters every six years. The first vote would be in 2028. Voters may not understand that they do not pay this tax, so that is problematic in itself. Next, the bill takes the 40% minimum that needs to be spent on marketing and opens it up for many uses. The bill would also have mandatory support for Visit Florida. Rural counties would contribute 2% of their tourism tax collection, bigger counties would contribute 5% of their collection for three years. After that it becomes voluntary. With that budget, Visit Florida would then spend 75% marketing rural counties and state parks and only 25% on the other counties. It's problematic because the larger counties would be paying the bulk of Visit Florida's budget and getting very little in return on investment. The question is how would it impact our tax dollars for years into the future when it comes to citizens voting for a tax that is bonded? We are watching it very closely. Mr. Corrada's presentation concluded.

There being no further discussion, Mayor Castor adjourned the meeting at 12:09 p.m.

The next Quarterly Meeting is scheduled for Thursday May 11, 2023, at 10:30 a.m.

# Quarterly Financial Report



**Hillsborough County, Florida  
Tourist Development - 3 Percent Portion  
Operating Statement, 2nd Quarter FY 2023**

<b>GL Account Description</b>	<b>Annual Budget Amount</b>	<b>Quarter Transaction Jan- Mar</b>	<b>Year-to-Date Transaction Amounts</b>
<b>Revenues</b>			
Local Option Tourist Development Tax	26,164,029	9,176,244	16,382,333
Interest Earnings	66,200	143,828	183,166
Interfund Transfer	0	0	0
Less 5% Required By Law	(1,312,586)	(458,812)	(819,117)
<b>Total Revenues</b>	<b>\$ 24,917,643</b>	<b>\$ 8,861,260</b>	<b>\$ 15,746,382</b>
<b>Expenditures</b>			
Commissions on Tax Collections	206,730	68,822	122,867
Tourist Development Administration	890,209	53,966	354,542
<b>Subtotal (Expenditures)</b>	<b>\$ 1,096,939</b>	<b>\$ 122,788</b>	<b>\$ 477,409</b>
<b>Approved Award Expenses</b>			
Tampa Bay Sports Commission	1,354,000	338,500	677,000
Tampa Bay CVB - Tourism Funding	21,016,000	6,626,498	10,495,496
Tampa Bay CVB - Out of Area Marketing	1,945,000	486,249	972,498
Tampa Bay CVB- Visitor Experience	145,000	36,249	72,498
Tampa Bay Sports Authority Soccer Complex	350,000	0	350,000
Plant City Sports Complex - Ellis-Methvin	500,000	0	0
<b>Subtotal (Approved Awards)</b>	<b>\$ 25,310,000</b>	<b>\$ 7,487,496</b>	<b>\$ 12,567,492</b>
<b>Total Expenditures</b>	<b>\$ 26,406,939</b>	<b>\$ 7,610,284</b>	<b>\$ 13,044,901</b>

**On January 19, 2023, the BOCC approved an additional \$5,515,000 to be added to VTB base tourism contract. This additional funding brings the budget to \$21,016,000**

Note: Local Option Tourist Development Tax revenues, as reported by Tax Collector, FY 23

**Hillsborough County, Florida  
Tourist Development - 6 Percent Portion  
Operating Statement, 2nd Quarter FY 2023**

<b>GL Account Description</b>	<b>Annual Budget Amount</b>	<b>Quarter Transaction Jan-Mar</b>	<b>Year-to-Date Transaction Amounts</b>
<b>Revenues</b>			
Local Option Tourist Development Tax	8,721,343	3,058,748	5,460,778
Interest Earnings	29,400	58,879	77,273
Interfund Transfer	0	0	0
Less 5% Required By Law	<u>(437,537)</u>	<u>0</u>	<u>0</u>
<b>TOTAL REVENUES</b>	<b>8,313,206</b>	<b>3,117,627</b>	<b>5,538,051</b>
<b>Expenditures</b>			
Commissions on Tax Collections	<u>68,910</u>	<u>22,941</u>	<u>40,956</u>
<b>Subtotal (Expenditures)</b>	<b>68,910</b>	<b>22,941</b>	<b>40,956</b>
<b>Approved Award Expenses</b>			
Distrib for Tpa Conv Ctr Capital	2,000,000	0	2,000,000
Tampa Bay CVB - Tourism Funding	1,998,080	499,518	999,036
Cultural and Attraction Based Capital & Infastructure**	<u>2,662,186</u>	<u>0</u>	<u>1,765,216</u>
<b>Subtotal (Approved Awards)</b>	<b>\$ 6,660,266</b>	<b>\$ 499,518</b>	<b>\$ 4,764,252</b>
<b>TOTAL EXPENDITURES</b>	<b>\$ 6,729,176</b>	<b>\$ 522,459</b>	<b>\$ 4,805,208</b>

**\*\* Cultural and Attraction Based Capital & Infastructure FY23 agreements and encumbered funds in the total amount of \$1,765,216**

Note: Local Option Tourist Development Tax revenues, as reported by Tax Collector, FY 23

**Hillsborough County, Florida**  
**Tourist Development Tax Collected (Total 1-6 %)**  
**Fiscal Year 2014 to Fiscal Year 2023**

Month Collected <sup>①</sup>	Annual % Change	CONTRACT PERIOD 2023 and 2022		CONTRACT PERIOD 2021 and 2020		CONTRACT PERIOD 2019 and 2018		CONTRACT PERIOD 2017 and 2016		CONTRACT PERIOD 2015 and 2014	
		FY23	FY22	FY21	FY20	FY19	FY18	FY17	FY16	FY15	FY14
October	15.18%	\$3,734,069	\$3,241,979	\$1,717,083	\$2,760,533	\$2,206,667	\$2,367,578	\$1,821,163	\$1,816,235	\$1,604,506	\$1,491,117
November	46.18%	\$5,760,290	\$3,940,581	\$1,730,792	\$3,171,475	\$2,662,269	\$2,732,901	\$2,499,600	\$2,311,198	\$1,931,359	\$1,516,088
December	30.00%	\$4,917,819	\$3,782,953	\$1,844,216	\$3,018,113	\$2,373,932	\$2,363,329	\$2,085,510	\$1,970,940	\$1,698,082	\$1,561,745
January	15.17%	\$5,177,236	\$4,495,484	\$1,802,470	\$3,384,809	\$2,649,425	\$2,695,165	\$1,985,254	\$2,020,600	\$1,893,719	\$1,600,327
February	26.84%	\$6,378,083	\$5,028,574	\$2,770,452	\$4,370,203	\$3,241,441	\$3,145,553	\$3,147,045	\$2,718,139	\$2,486,504	\$2,138,031
March	12.85%	\$6,797,170	\$6,023,211	\$3,942,835	\$4,905,712	\$3,814,751	\$3,430,269	\$3,399,062	\$3,335,126	\$2,814,410	\$2,528,631
April	11.24%	\$7,791,631	\$7,004,093	\$3,875,757	\$2,473,063	\$4,312,429	\$4,082,452	\$3,592,105	\$3,576,430	\$3,431,845	\$3,075,115
May		\$0	\$6,071,277	\$4,001,405	\$746,457	\$3,278,557	\$3,097,486	\$2,806,841	\$2,919,885	\$2,746,382	\$2,383,707
June		\$0	\$5,381,108	\$3,836,767	\$884,948	\$2,886,586	\$2,810,556	\$2,415,234	\$2,350,392	\$2,391,363	\$1,829,054
July		\$0	\$4,602,595	\$3,992,108	\$1,566,148	\$2,497,444	\$2,419,136	\$2,244,640	\$2,305,521	\$2,065,960	\$1,432,881
August		\$0	\$4,144,722	\$4,141,591	\$1,559,839	\$2,610,391	\$2,353,892	\$2,408,477	\$2,242,931	\$1,978,195	\$2,337,446
September		\$0	\$4,127,117	\$3,317,919	\$1,579,257	\$2,877,802	\$2,292,027	\$2,136,868	\$2,038,854	\$1,781,319	\$1,853,710
<b>TOTAL / YTD</b>	<b>21.00%</b>	<b>\$40,556,297</b>	<b>\$57,843,695</b>	<b>\$36,973,396</b>	<b>\$30,420,558</b>	<b>\$35,411,694</b>	<b>\$33,790,344</b>	<b>\$30,541,799</b>	<b>\$29,606,251</b>	<b>\$26,823,644</b>	<b>\$23,747,852</b>

①Month collected by Tax Collector is for previous month industry activity.

Note: Local Option Tourist Development Tax revenues, as reported by Tax Collector.

September 2019 represents first month of TDT assessment of 6%, all other previous collections represent 5%

**Hillsborough County, Florida**  
**Tourist Development Tax - Total 1-3 %**  
**Fiscal Year 2014 to Fiscal Year 2023**

Month Collected <sup>①</sup>	Annual % Change	CONTRACT PERIOD 2023 and 2022		CONTRACT PERIOD 2021 and 2020		CONTRACT PERIOD 2019 and 2018		CONTRACT PERIOD 2017 and 2016		CONTRACT PERIOD 2015 and 2014	
		FY23	FY22	FY21	FY20	FY19	FY18	FY17	FY16	FY15	FY14
October	15.18%	\$1,867,035	\$1,620,990	\$858,542	\$1,380,267	\$1,324,000	\$1,420,547	\$1,092,698	\$1,089,741	\$962,704	\$894,670
November	46.18%	\$2,880,145	\$1,970,291	\$865,396	\$1,585,738	\$1,597,361	\$1,639,741	\$1,499,760	\$1,386,719	\$1,158,815	\$909,653
December	30.00%	\$2,458,909	\$1,891,477	\$922,108	\$1,509,057	\$1,424,359	\$1,417,997	\$1,251,306	\$1,182,564	\$1,018,849	\$937,047
January	15.17%	\$2,588,618	\$2,247,742	\$901,235	\$1,692,404	\$1,589,655	\$1,617,099	\$1,191,152	\$1,212,360	\$1,136,231	\$960,196
February	26.84%	\$3,189,041	\$2,514,287	\$1,385,226	\$2,185,101	\$1,944,865	\$1,887,332	\$1,888,227	\$1,630,883	\$1,491,902	\$1,282,819
March	12.85%	\$3,398,585	\$3,011,605	\$1,971,417	\$2,452,856	\$2,288,851	\$2,058,161	\$2,039,437	\$2,001,076	\$1,688,646	\$1,517,179
April	11.24%	\$3,895,816	\$3,502,046	\$1,937,878	\$1,236,532	\$2,587,457	\$2,449,471	\$2,155,263	\$2,145,858	\$2,059,107	\$1,845,069
May			\$3,035,639	\$2,000,702	\$373,228	\$1,967,134	\$1,858,492	\$1,684,105	\$1,751,931	\$1,647,829	\$1,430,224
June			\$2,690,554	\$1,918,384	\$442,474	\$1,731,952	\$1,686,334	\$1,449,140	\$1,410,235	\$1,434,818	\$1,097,432
July			\$2,301,298	\$1,996,054	\$783,074	\$1,498,466	\$1,451,482	\$1,346,784	\$1,383,313	\$1,239,576	\$859,729
August			\$2,072,361	\$2,070,796	\$779,920	\$1,566,234	\$1,412,335	\$1,445,086	\$1,345,759	\$1,186,917	\$1,402,468
September			\$2,063,559	\$1,658,960	\$789,629	\$1,438,901	\$1,375,216	\$1,282,121	\$1,223,312	\$1,068,791	\$1,112,226
<b>TOTAL / YTD</b>	<b>21.00%</b>	<b>\$20,278,148</b>	<b>\$28,921,847</b>	<b>\$18,486,698</b>	<b>\$15,210,279</b>	<b>\$20,959,236</b>	<b>\$20,274,206</b>	<b>\$18,325,079</b>	<b>\$17,763,751</b>	<b>\$16,094,186</b>	<b>\$14,248,711</b>

① Month collected by Tax Collector is for previous month industry activity.

Note: Local Option Tourist Development Tax revenues, as reported by Tax Collector.

September 2019 represents first month of TDT assessment of 6%, all other previous collections represent 5%

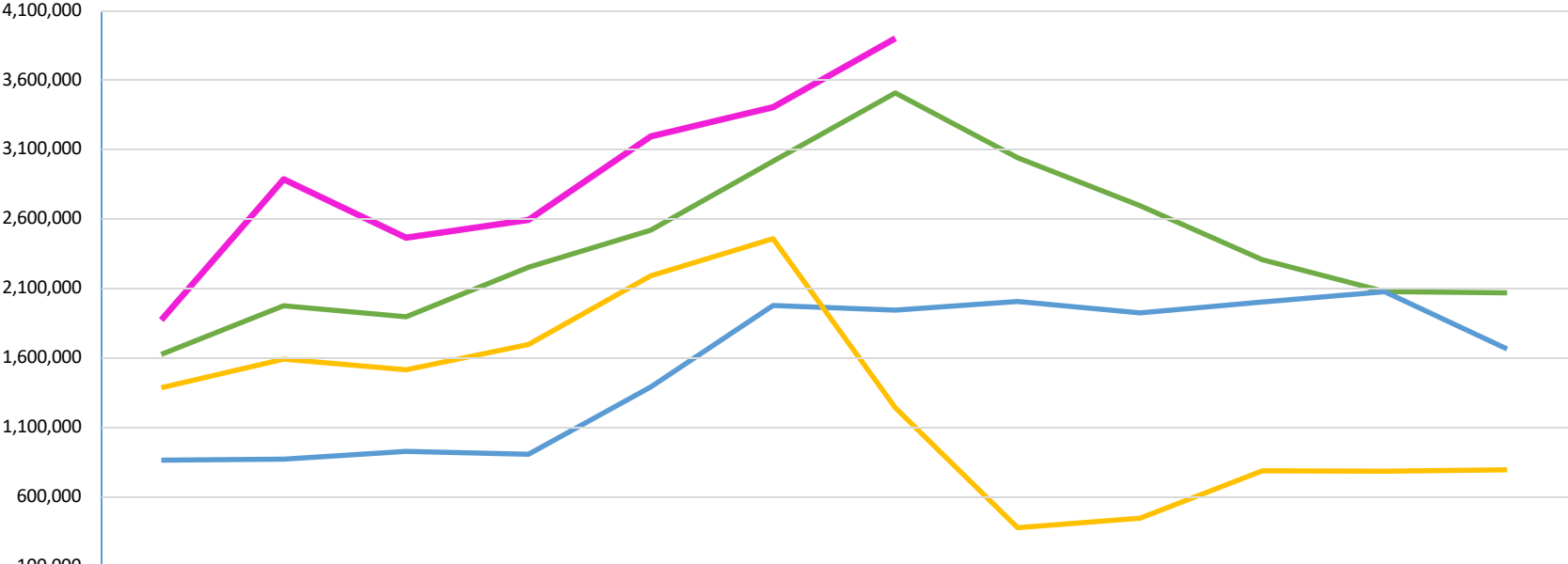
**Hillsborough County, Florida**  
**Tourist Development Tax - 6th Cent**  
**Fiscal Year 2020 to Fiscal Year 2023**

Month Collected <sup>①</sup>	Annual	% Change	CONTRACT PERIOD 2023 and 2022		CONTRACT PERIOD 2021 and 2020	
			FY23	FY22	FY21	FY20
October		15.18%	\$622,345	\$540,330	\$286,181	\$460,089
November		46.18%	\$960,048	\$656,764	\$288,465	\$528,579
December		30.00%	\$819,636	\$630,492	\$307,369	\$503,019
January		15.17%	\$862,873	\$749,247	\$300,412	\$564,135
February		26.84%	\$1,063,014	\$838,096	\$461,742	\$728,367
March		12.85%	\$1,132,862	\$1,003,868	\$657,139	\$817,619
April		11.24%	\$1,298,605	\$1,167,349	\$645,959	\$412,177
May				\$1,011,880	\$666,901	\$124,409
June				\$896,851	\$639,461	\$147,491
July				\$767,099	\$665,351	\$261,025
August				\$690,787	\$690,265	\$259,973
September				\$687,853	\$552,987	\$263,210
<b>TOTAL / YTD</b>		<b>21.00%</b>	<b>\$6,759,383</b>	<b>\$9,640,616</b>	<b>\$6,162,233</b>	<b>\$5,070,093</b>

① Month collected by Tax Collector is for previous month industry activity.

Note: Local Option Tourist Development Tax revenues, as reported by Tax Collector.

Monthly 3 Cent TDT Collections, FY 2020-2023



	October	November	December	January	February	March	April	May	June	July	August	September
2023	\$1,867,035	\$2,880,145	\$2,458,909	\$2,588,618	\$3,189,041	\$3,398,585	\$3,895,816					
2022	\$1,620,990	\$1,970,291	\$1,891,477	\$2,247,742	\$2,514,287	\$3,011,605	\$3,502,046	\$3,035,639	\$2,690,554	\$2,301,298	\$2,072,361	\$2,063,559
2021	\$858,542	\$865,396	\$922,108	\$901,235	\$1,385,226	\$1,971,417	\$1,937,878	\$2,000,702	\$1,918,384	\$1,996,054	\$2,070,796	\$1,658,960
2020	\$1,380,267	\$1,585,738	\$1,509,057	\$1,692,404	\$2,185,101	\$2,452,856	\$1,236,532	\$373,228	\$442,474	\$783,074	\$779,920	\$789,629

# TDT Budget for FY24 and FY25

Visit Tampa Bay met with key stakeholders to gather insights and create the marketing program listed below.

**Project:**

Develop dedicated corporate transient/group meeting (50 rooms or less) marketing strategies.

<p>1) Assignment/Project Overview</p>	<p>Corporate transient travel and group meetings are both very important components of hotel demand in Hillsborough County. Corporate transient travel accounts for nearly 500 million business trips each year in the USA alone. In 2024, business travel spend will reach \$1.6 trillion.</p> <p>With business travel growing by the day, Visit Tampa Bay has been tasked with placing a marketing priority on highlighting Hillsborough County hotels, showing we are available and attractive to both corporate travel bookings and group (specifically small group meetings – 50 rooms or less).</p> <p>Corporate transient business is beneficial to our destination because this type of traveler requires less investment, and generally occupies rooms midweek. Small group meetings require a room block of fewer than 50 rooms.</p> <p>Both these target audiences play an important role as they engage in commerce contributing to the economic prosperity of our community.</p>
<p>2) What are the objectives, the purpose of the materials and deliverables?</p>	<p><b>Corporate Transient:</b> With major companies expanding their operations to the Tampa Bay area, this campaign has the potential to increase transient business impact to our beautiful destination. Separate from the Make It Tampa Bay campaign, this campaign builds on the current business traveler of these companies.</p> <p>Educate: Tampa Bay has a unique and robust mix of companies – potential to expand customer base and improve location relations.</p> <p>Relocation: Take advantage of the fact that most people relocate somewhere they have visited before.</p> <p>Give them a reason to stay: Hillsborough County has so much to offer making it easier to coax the business travelers to take a few days to enjoy the area.</p> <p>Big Picture: Position this campaign in front of potential hotel bookers ultimately increasing transient business travel and meetings from these companies: room nights and drive incremental revenue for Tampa Bay.</p> <p><b>Small Groups/Meetings:</b> The small group meetings provide an important source of revenue to Hillsborough County and Visit Tampa Bay plays a significant role in booking those small groups.</p>



	<p>Personalization to small meeting planners: Deliver heightened, more meaningful and highly personalized sales and marketing connections and communications to small meeting planners.</p> <p>Big Picture: Continue to drive interest in Tampa Bay for small meeting business and grow our engagement with small meeting planners across the US.</p>
<p>3) Target audience: who are we talking to?</p>	<p><b>Corporate Transient:</b>  This type of traveler often travels to establish new business opportunities, attend a conference, or meet business partners.  Age:  <ul style="list-style-type: none"> <li>• 35 – 64 years old</li> <li>• Average Age: 46</li> </ul> Geography:  Utilize industry travel data sources and partner with Hillsborough County economic development entities to validate target markets.  <ul style="list-style-type: none"> <li>• Atlanta, GA</li> <li>• New York, NY</li> <li>• Chicago, IL</li> <li>• Philadelphia, PA</li> <li>• Boston, MA</li> <li>• Washington, D.C.</li> </ul>   <b>Small Meeting Groups:</b>  Meeting, convention and event planners who book for the following segments:  <ul style="list-style-type: none"> <li>• Corporate</li> <li>• Associations</li> <li>• SMERF (Social, Military, Educators, Religious, Fraternal)</li> <li>• Multicultural</li> </ul> Geography:  <ul style="list-style-type: none"> <li>• Domestic, National</li> <li>• Southeast/Regional (drive markets)</li> </ul> </p>
<p>4) Audience Insights</p>	<p>Profiles provide information on travelers who visit Florida for business purposes, transient business (consulting/client services, inspection/audit, etc.) and business group meetings (convention, seminar/training, etc.), including visitor insights, trip insights, and competitor insights.</p> <p>Key insights from VISIT FLORIDA research:  Transient Business Profile:  <ul style="list-style-type: none"> <li>• Visitors' Occupations: <ul style="list-style-type: none"> <li>○ Management, Business, Financial</li> <li>○ Professional (Lawyer, Doctor, etc.)</li> <li>○ Sales (Retail, Field, etc.)</li> <li>○ Operator, Laborer, Driver, Fabricator</li> </ul> </li> <li>• Length of Stay: <ul style="list-style-type: none"> <li>○ Average – 3.1 Nights</li> </ul> </li> <li>• Party Size <ul style="list-style-type: none"> <li>○ One Adult (81%), One Man and One Woman (10%)</li> </ul> </li> </ul> </p>

	<ul style="list-style-type: none"> <li>• Hotel Level <ul style="list-style-type: none"> <li>○ Luxury (4%), Upscale (32%), Upper Moderate (21%), Moderate (27%) Economy (16%)</li> </ul> </li> <li>• Key drivers: <ul style="list-style-type: none"> <li>○ Waterfront</li> <li>○ Culinary/Dining Experiences</li> <li>○ Shopping</li> <li>○ Nightlife</li> </ul> </li> </ul> <p>See full report <a href="#">here</a>.</p>
<p>5) Media Strategy* and Analytics</p>	<p>Each customized campaign is designed against specific KPIs. Channels like digital advertising allow for real-time optimizations and direct data attribution; meanwhile, awareness channels, like out-of-home, are proven through post-campaign surveys and visitation growth. The integrated media strategy builds synergy across channels to ultimately deliver increased revenue and strong economic impact for the county and all its partners.</p> <p>The proven integrated media approach is analyzed at each key journey stage:</p> <ul style="list-style-type: none"> <li>• <b>Awareness:</b> Impressions</li> <li>• <b>Consideration/Intent:</b> Clicks, post-exposure site visitation (third-party verification through partner such as ArtsAI, TVSquared, etc.), Google Analytics (web analytics: site traffic, page views, time on site, user flow, etc.)</li> <li>• <b>Conversion:</b> Direct attribution: Adara Impact, on trackable media (Expedia, Journea, Affinity: credit card / visitor spending)</li> <li>• <b>Sales and Promotions:</b> New initiatives focused on tradeshow that draw the audiences we seek (GBTA, Small &amp; Boutique Meetings)</li> <li>• <b>Holistic:</b> Hillsborough County overnight stay/occupancy/revenue/ADR (STR)</li> </ul> <p>For stronger data analysis and application of insights, Visit Tampa Bay uses a third-party data dashboard company Zartico. Visit Tampa Bay owns our data, utilizing one ad server to track digital across all media partners. This practice allows for seamless data integration into Zartico for richer data insights and doing so allows for cohort analysis and the ability to correlate the impact of all media channels against visitation trends in real-time.</p> <p><i>*Draft: Once approved a complete campaign will be developed to include:</i></p> <ul style="list-style-type: none"> <li>• <i>Key Travel Trends and Research</i></li> <li>• <i>Planning Parameters</i></li> <li>• <i>Media Strategy</i></li> <li>• <i>Media Plan</i></li> <li>• <i>Conversion</i></li> <li>• <i>Detail Performance by Market/Tactic (at conclusion of campaign)</i></li> </ul>
<p>6) Budget</p>	<p>Two-Year Campaign</p> <ul style="list-style-type: none"> <li>• Year One - \$1.5M</li> <li>• Year Two - \$1.7M</li> </ul>

EXHIBIT 1  
HILLSBOROUGH COUNTY TOURIST DEVELOPMENT COUNCIL  
TOURIST DEVELOPMENT TAXBUDGET RECOMMENDATIONS  
FOR FY 2024 AND FY 2025  
(3 Cent TOT Portion)

	FY 2024	FY 2025
3CENT NET TOT ALLOCATION	\$ <u>30,249,000</u>	<u>\$ 31,484,000</u>
RECEIPIENTS OF TOT FUNDING		
ramps Bay CYB Base Contract	\$22,687,000	\$23,613,000
Tampa Bay Sports Commission Base Contract	1,512,000	1,574,000
Tampa Bay Film Commission Base Contract	454,000	472,000
High Impact Events-TBSCNTB/Other Upon Merit	750,000	750,000
Film Incentives -TBFC	300,000	300,000
County Sports Complex -TSA Operations	350,000	350,000
County Sports Complex -Facility Enhancements	500,000	500,000

**EXHIBIT 2**  
**TDC Visitor-Based Program and Marketing Co-Op Budgets with Recommended Allocations**  
**FY 2024 and FY 2025**

	FY 2024	FY 2025
<b>Visitor Experience Program</b>	<b>\$ 200,000</b>	<b>\$ 200,000</b>
Plant City Visitor Center	30,000	30,000
Plant City Railroad Museum/Visitor Center	30,000	30,000
Ybor City Visitor Center	100,000	100,000
Physical Improvements	40,000	40,000
	<u>\$ 200,000</u>	<u>\$ 200,000</u>
 <b>Out-of-Area Marketing Co-Op</b>	 <b>\$ 946,000</b>	 <b>\$ 1,010,000</b>
Straz Center for the Performing Arts	370,000	370,000
Straz Center for the Performing Arts-Show Incentives	150,000	150,000
Tampa Trio-Aquarium/MOSI/ZOO	276,000	340,000
Museum Co-Op	150,000	150,000
	<u>\$ 946,000</u>	<u>\$ 1,010,000</u>
	<u><b>\$ 1,146,000</b></u>	<u><b>\$ 1,210,000</b></u>

**Note: The recommended allocations are an integral part of the TDC FY 24 and FY 25 Plan. All awards to applicants are subject to change based on final budget adopted by BOCC, actual collections, program guidelines and/or adherence to program requirements.**

**EXHIBIT3**  
**HILLSBOROUGH COUNTY TOURIST DEVELOPMENT COUNCIL**  
**TOURIST DEVELOPMENT TAX BUDGET RECOMMENDATIONS**  
**FOR FY 2024 AND FY 2025**  
**(6th Cent TDT Portion)**

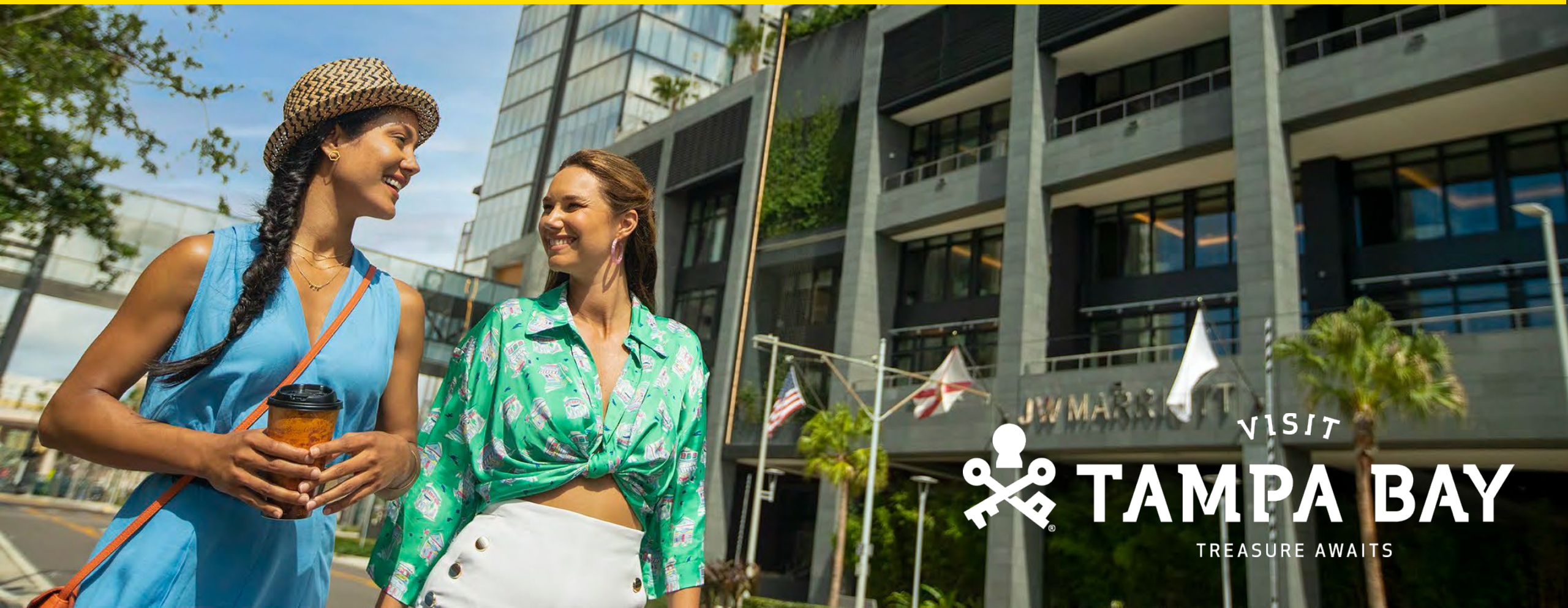
	FY 2024	FY 2025
6th CENT TOT ALLOCATION	<u>\$10,294,756</u>	<u>\$10,706,546</u>
RECEIPIENTS OF TDT FUNDING		
Visit Tampa Bay Marketing (30%)	\$3,088,427	\$3,211,964
Tampa Convention Center Capital Project	\$2,000,000	\$2,000,000
Cultural and Attraction Based Capital Projects*	\$5,206,329	\$5,494,582

# **VTB Quarterly Report**



# QUARTERLY PRESENTATION

## FY23 Q2 REVIEW



VISIT

TAMPA BAY

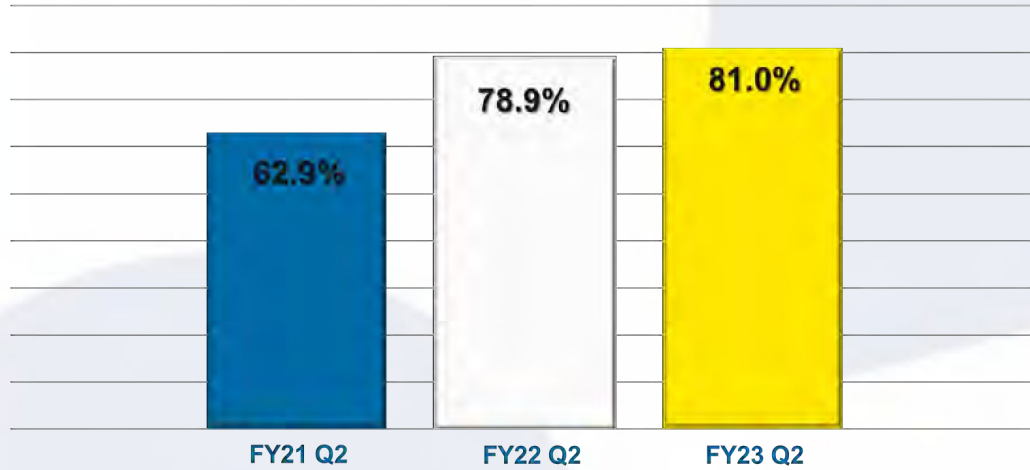
TREASURE AWAITS

# Hillsborough / Florida / U.S. Hotel Performance Q2

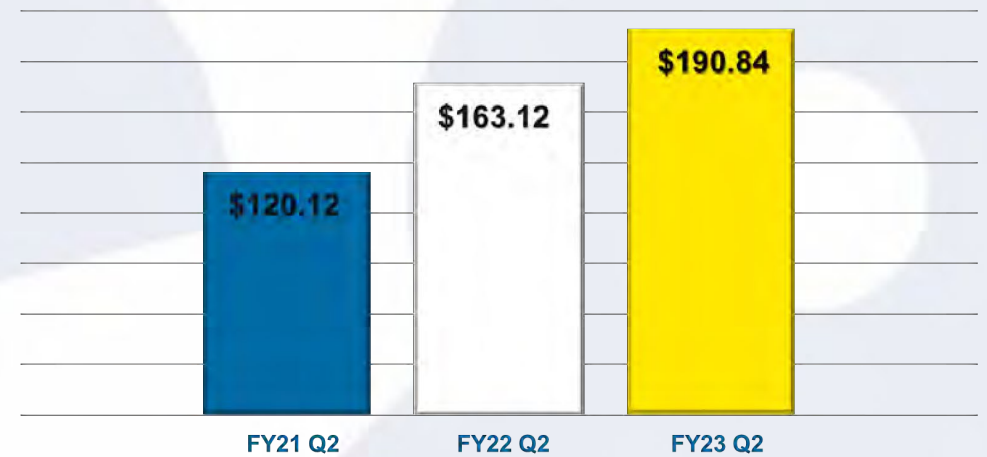
	Hillsborough FY23 Q2	Hillsborough % Change Q2 23 vs. 22	Florida FY23 Q2	Florida % Change Q2 23 vs. 22	U.S. FY23 Q2	U.S. % Change Q2 23 vs. 22
<b>Occupancy</b>	81.0%	↑2.6%	76.7%	↑4.2%	59.4%	↑5.6%
<b>ADR</b>	\$190.84	↑17.0%	\$221.19	↑7.4%	\$150.77	↑11.0%
<b>RevPAR</b>	\$154.58	↑20.1%	\$170.50	↑11.2%	\$89.86	↑16.7%
<b>Revenue</b>	\$354,119,579	↑17.9%	N/A	N/A	N/A	N/A



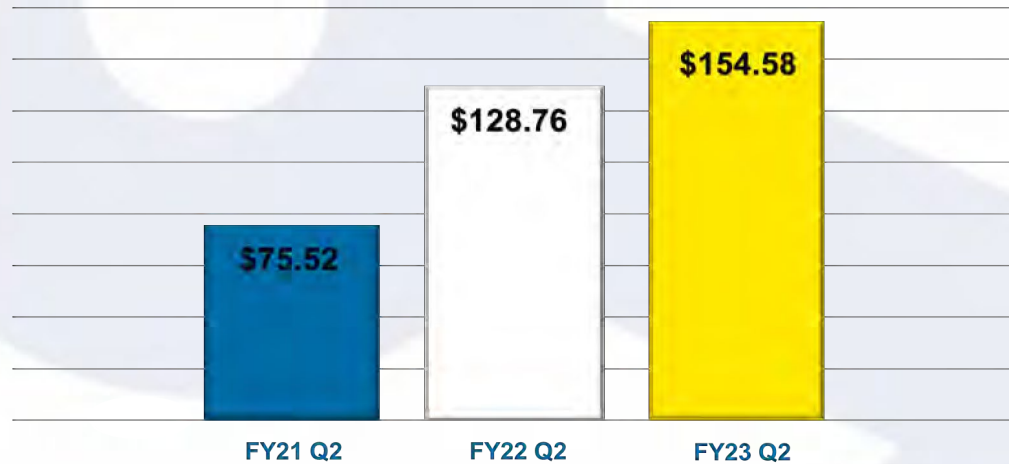
### Hillsborough County Occupancy % Year-Over-Year Q2



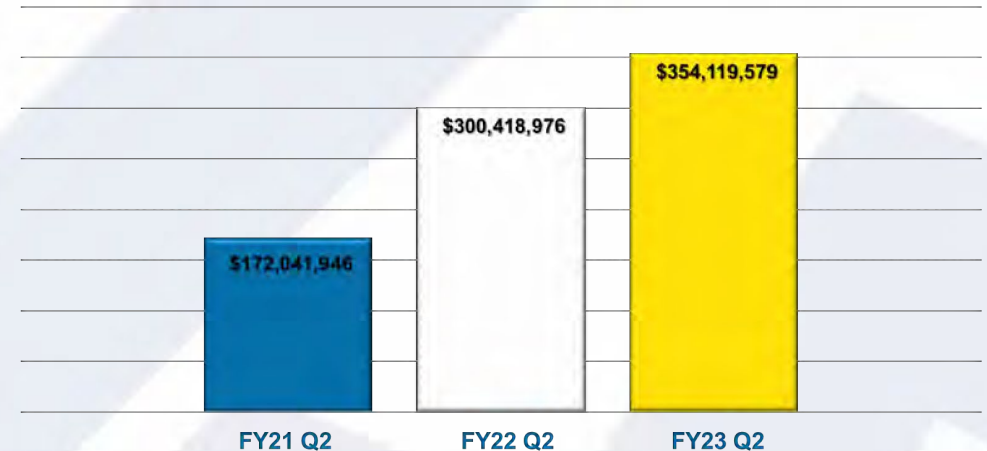
### Hillsborough County Average Daily Rate Year-Over-Year Q2



### Hillsborough County RevPAR Year-Over-Year Q2



### Hillsborough County Revenue Year-Over-Year Q2

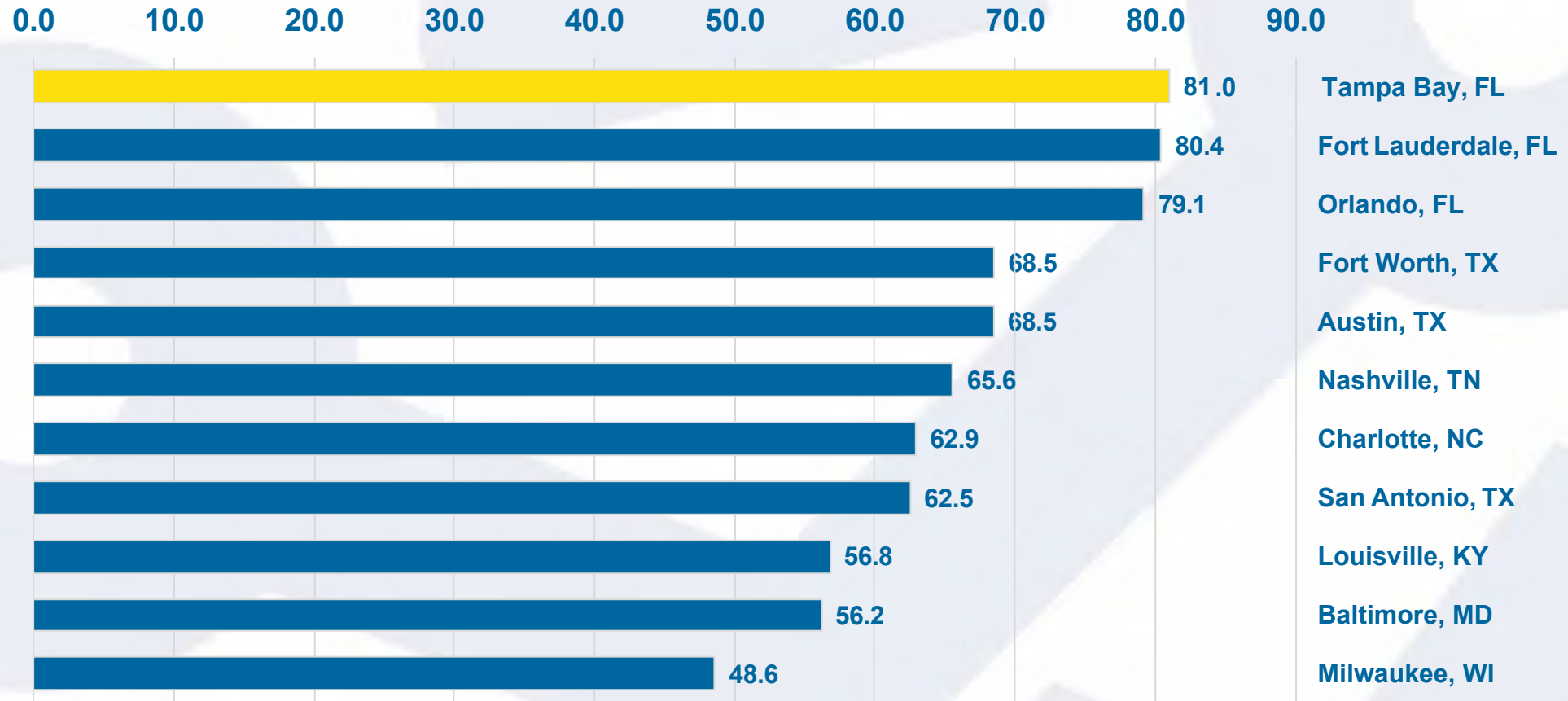


# Hotel Performance

	Downtown		East Tampa		North Tampa		Westshore	
	FY23 Q2	% Change Q2 23 vs. 22	FY23 Q2	% Change Q2 23 vs. 22	FY23 Q2	% Change Q2 23 vs. 22	FY23 Q2	% Change Q2 23 vs. 22
<b>Occupancy</b>	80.3%	↑0.7%	82.1%	↓1.1%	78.6%	↑4.9%	81.5%	↑5.6%
<b>ADR</b>	\$279.31	↑19.6%	\$163.33	↑15.8%	\$135.53	↑12.9%	\$191.02	↑15.7%
<b>RevPAR</b>	\$224.26	↑20.5%	\$134.12	↑14.5%	\$106.55	↑18.4%	\$155.74	↑22.2%
<b>Revenue</b>	\$103,944,808	↑27.1%	\$77,107,077	↑12.6%	\$39,365,592	↑13.7%	\$127,574,183	↑16.3%

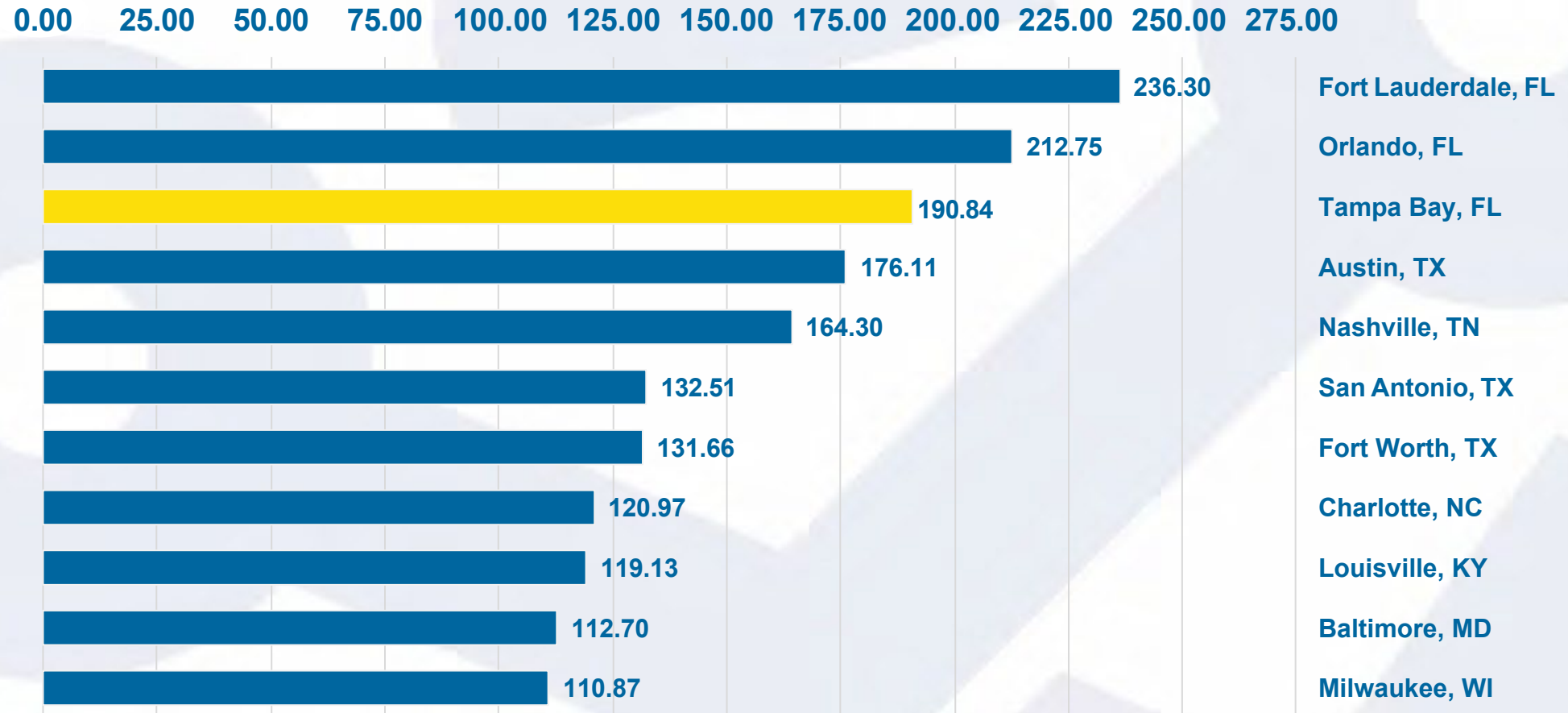
# Convention Competitive Set

## Q2 Hotel Occupancy



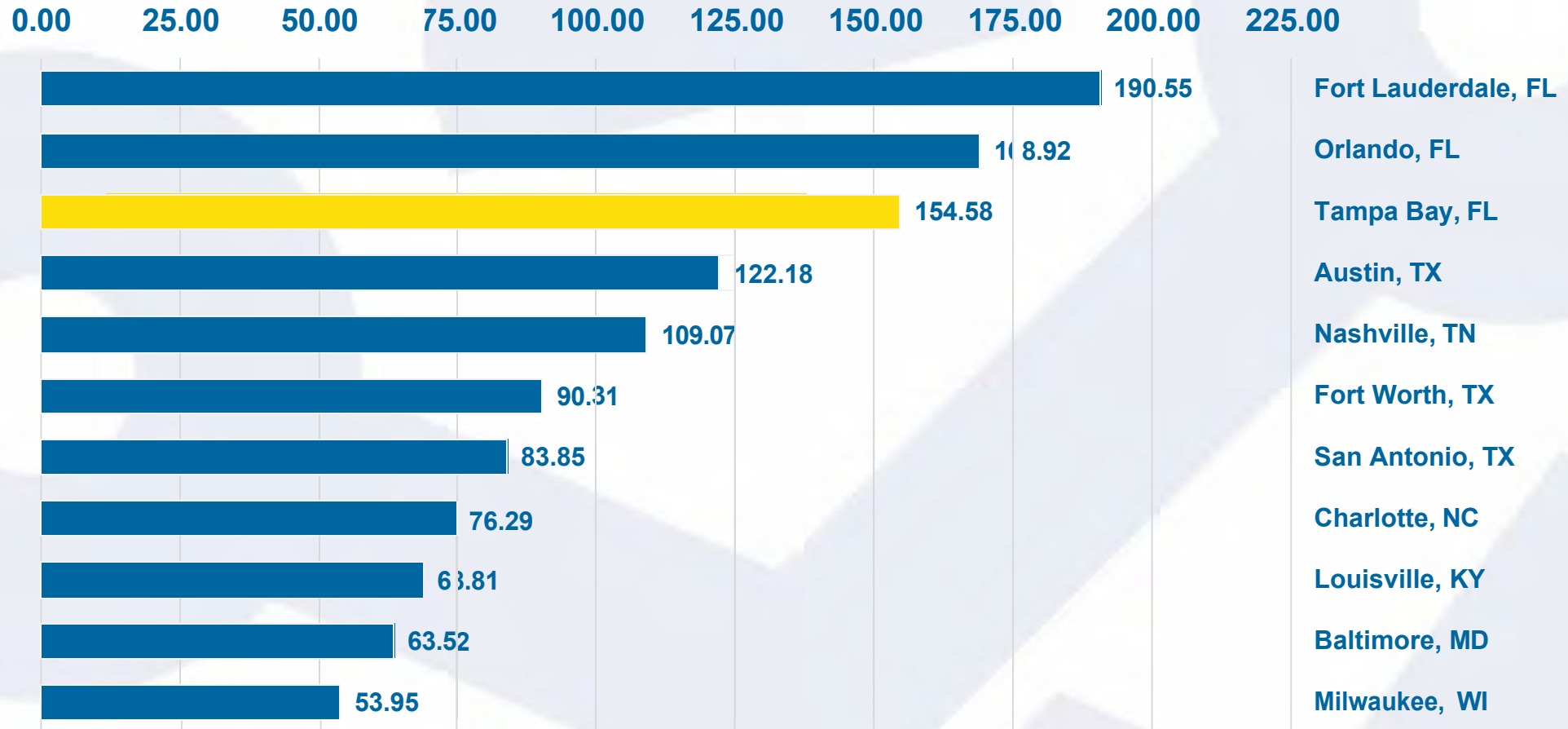
# Convention Competitive Set

## Q2 Average Daily Rate



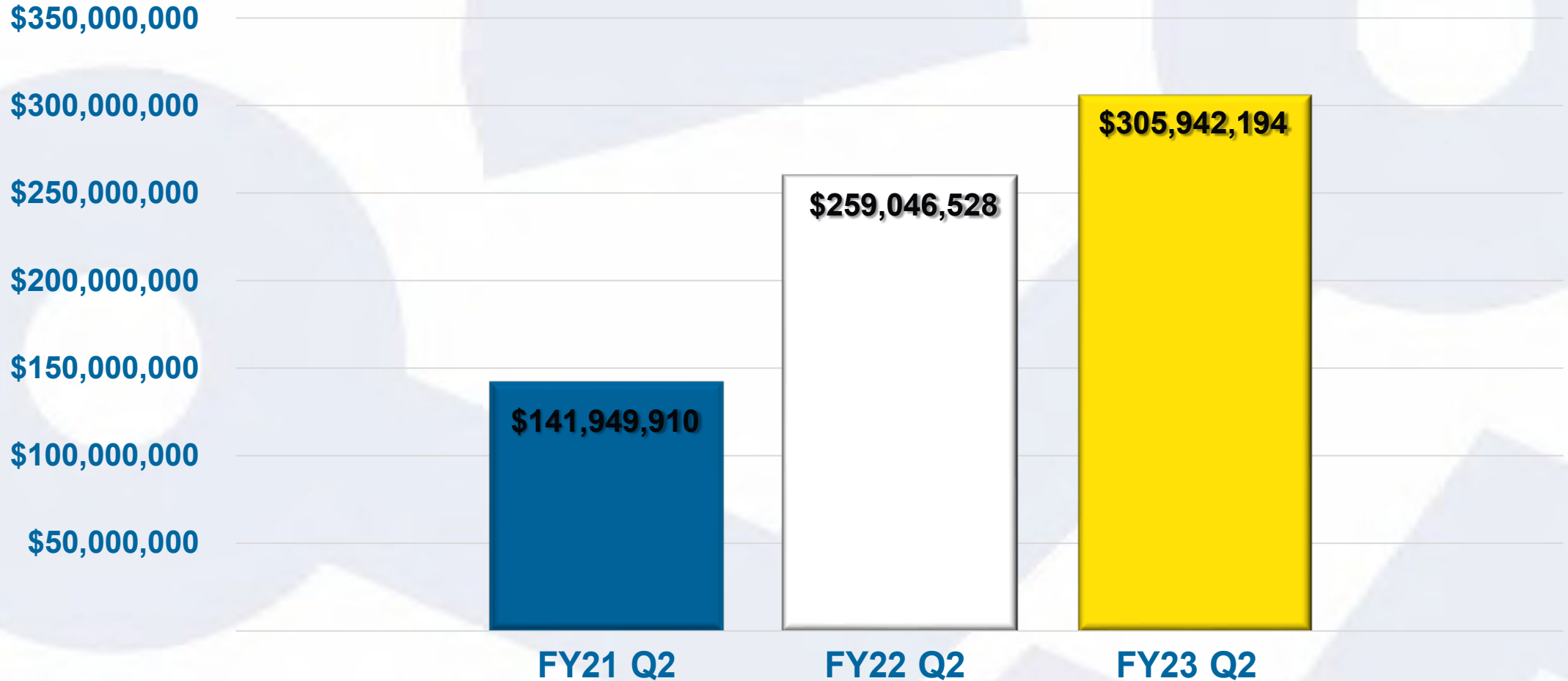
# Convention Competitive Set

## Q2 Hotel RevPAR



# Hotel Taxable Revenue

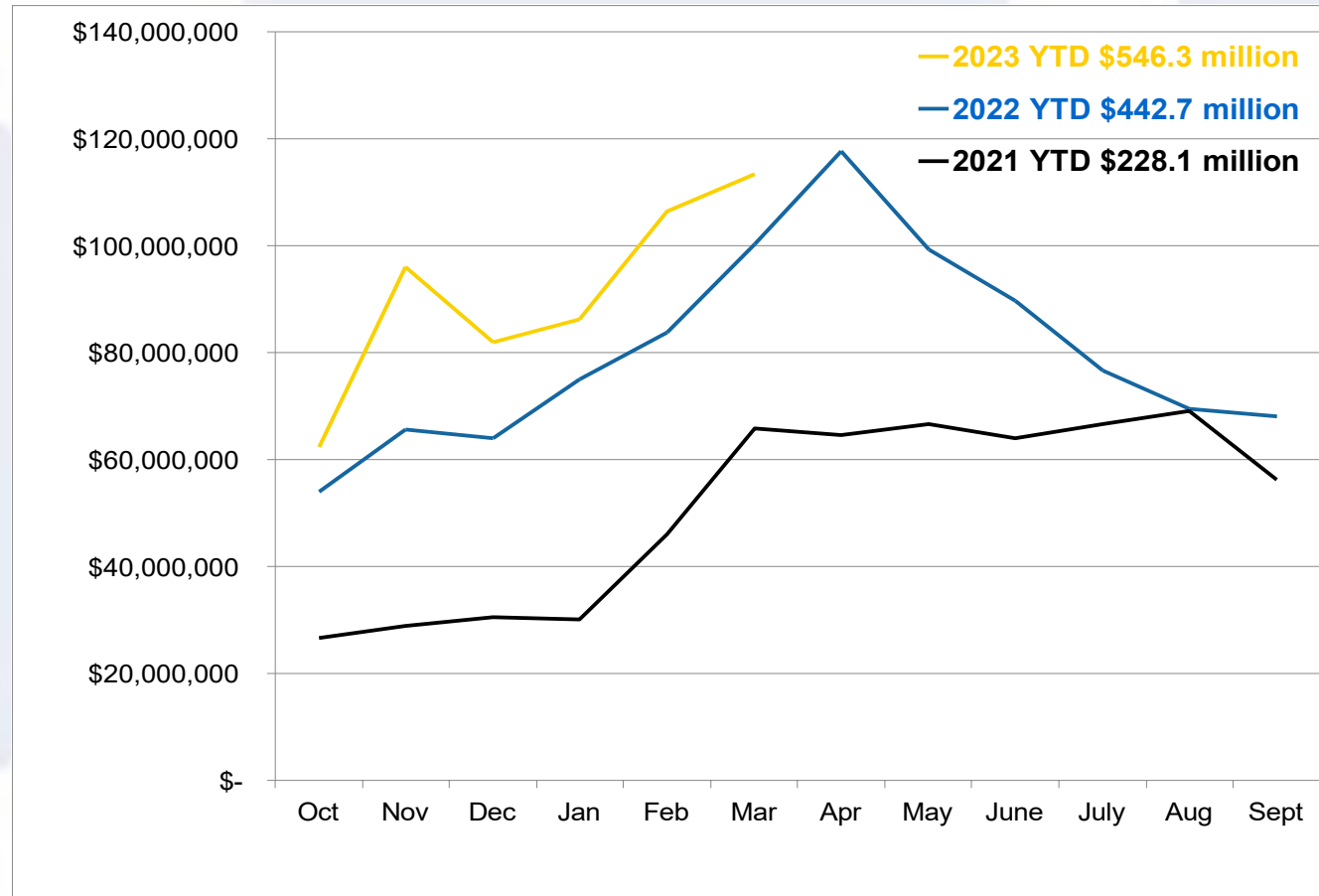
Q2 Report January Through March  
For Hotel Collections December Through February



# Hotel Taxable Revenue

## YTD Report October Through March

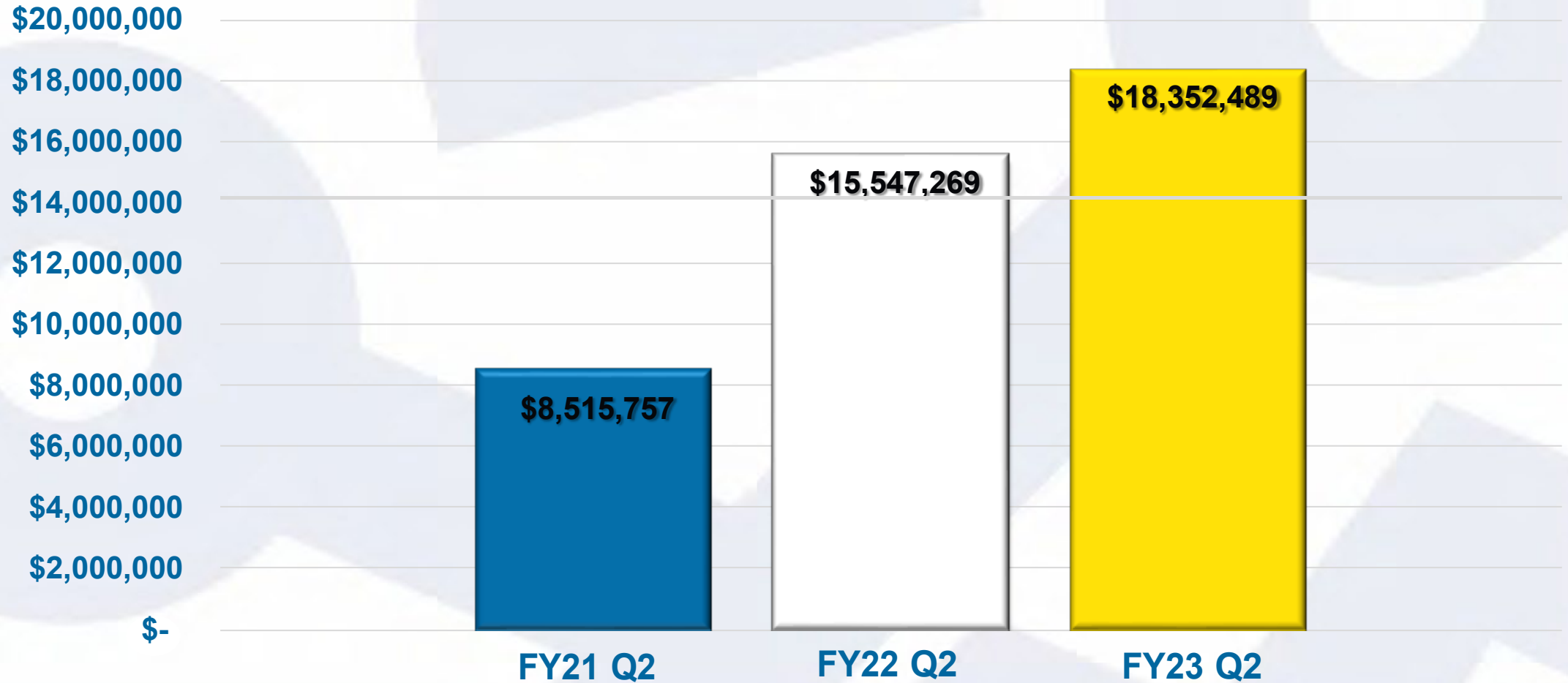
### For Hotel Collections September Through February





# Bed Tax Collections

## Q2 Report January Through March For Hotel Collections December Through February



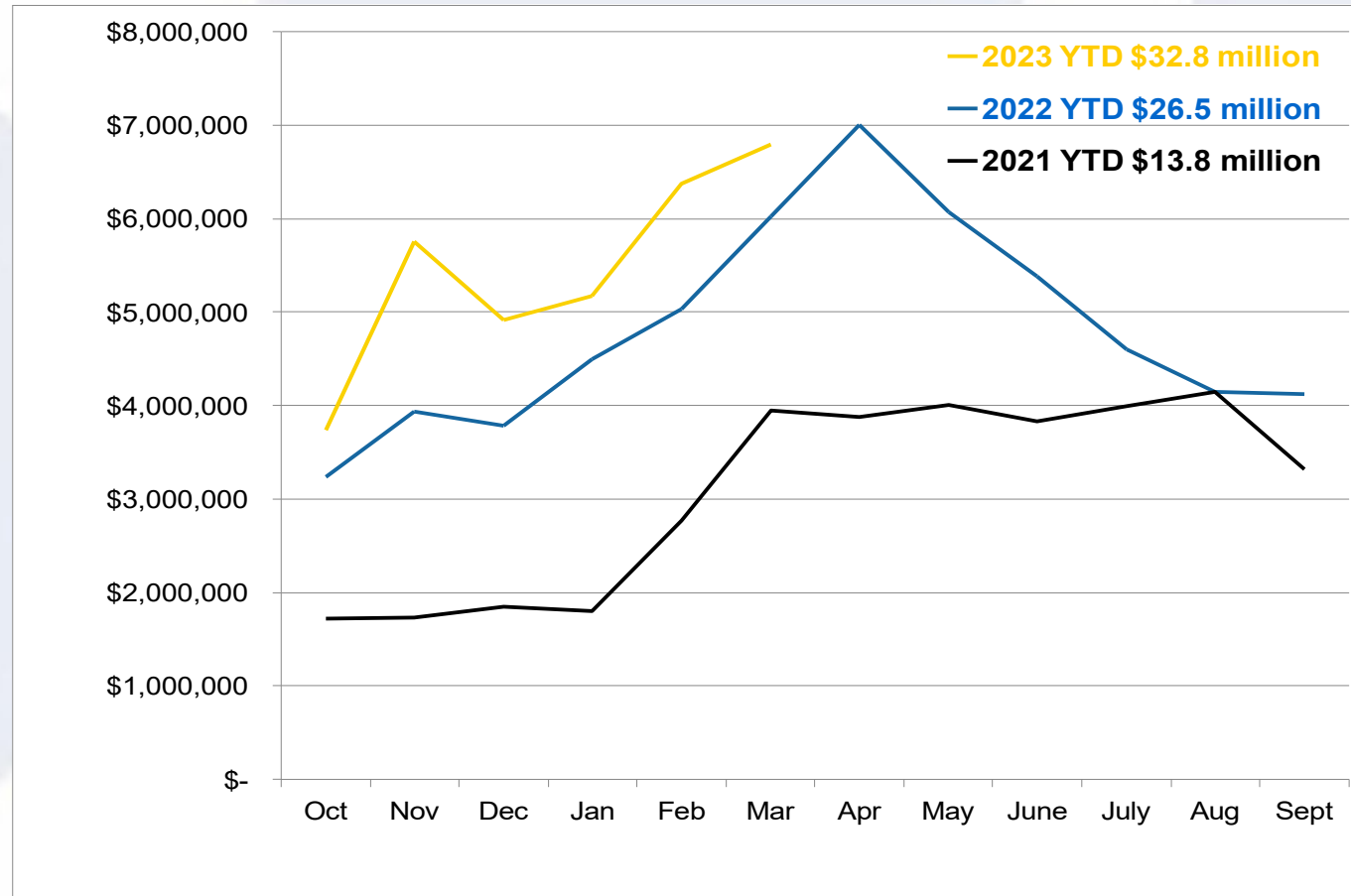
Source: Hillsborough County Tax Collector's Office



# Bed Tax Collections

## YTD Report October Through March

### For Hotel Collections September Through February



# Q2 Group Production

**Total Estimated Economic Impact for 137 groups:  
\$82,804,719**

2026 Imperial Session **\$5,368,709 EEI**

National Hockey Festival **\$5,134,500 EEI**

Associated Builders and Contractors Convention 2028 **\$4,055,014 EEI**

2026 American Society of Colon and Rectal Surgeons Annual Scientific Meeting **\$2,905,777 EEI**

DI Annual Convention **\$2,149,608 EEI**

National Organization of Blacks in Government Board of Directors Meeting **\$109,651 EEI**

# Q2 Group Actualized

**Total Estimated Economic Impact for 157 groups:  
\$66,792,098**

Florida State Thespian Society Annual Festival **\$7,471,772 EEI**

BICSI 2023 Winter Conference & Exhibition **\$3,617,393 EEI**

Consortium of State School Boards Associations Meeting **\$3,580,654 EEI**

Society of Gynecologic Oncology Annual Meeting **\$3,215,304 EEI**

The Society for Post-Acute and Long-Term Care Medicine Annual Conference **\$2,588,712 EEI**

Black Brown and College Bound 2023 **\$332,768 EEI**



# *Always-On*

## *Enriched Digital Campaign Performance*

- Enriched data from Adara Impact expands the post-exposure insights beyond just Adara partners (observed data). This data methodology provides a more comprehensive market estimate
  - This data is estimated for the full market – so Expedia/Priceline or other self-reported revenue partners should not be added to this data as we cannot verify any duplication



**1M**

**SearchRoom  
Nights**



**81k**

**Booked  
RoomNights**



**\$264**

**ADR**



**\$21.4M**

**Booking  
Hotel Revenue  
(Enriched)**



**118x**

**ROAS**



# ***U.K. Campaign Parameters***

## **Objective**

Additional direct flights to Tampa from Virgin have been added now capturing UK/London residents interested in travel from Heathrow or Gatwick. Increase awareness of the Tampa Bay region during a key planning/booking season of U.K. travelers

## **Target Audiences**

Affluent, leisure travelers, winter sun seekers (A 25-54)

## **Market**

London

## **Timing**

January-April 2023

# ***Germany Campaign Parameters***

## **Objective**

Increase awareness of the Tampa Bay region for German travelers with focus on Frankfurt as direct flights come out of Frankfurt

## **Target Audiences**

Affluent, leisure travelers, winter sun seekers (A 25-54)

## **Market**

Germany/Frankfurt

## **Timing**

March-May



# German Creative Examples



# Q2 Public Relations

## Tampa named best place to live in Florida by Forbes

By Fox 13 News staff | Published December 30, 2022 | Tampa | FOX 13 News | [Share](#)



Boosting tourism industry in Tampa Bay

There's a lot to love about Tampa Bay, and it attracts millions of visitors each year.

TAMPA, Fla. - There are a lot of reasons to call Florida home, including miles of beaches and no income tax, and



EXPERIENCE PLAYOFF HOCKEY

BUY NOW



DAILY NEWSLETTER

All the news you need to know, every day.

Email Address:

126 Destination Pieces

Over \$6.7M in media value

98 Corporate Pieces

Over \$830K in media value



# ***Recent Awards***

## **HSMIAI Adrian Awards**

Gold – Accessibility: Influencers

Silver – Accessible Travel Digital Website

Bronze – Unlock the Block

## **AMA Marketer of Year Awards**

#DisabilityPride Month

Tampa to Tampa

