

MISSISSIPPI GULF COAST REGIONAL CONVENTION & VISITORS BUREAU
OFFICIAL MINUTES
APRIL 22, 2014

The MS Gulf Coast Regional Convention & Visitors Bureau Commissioners met Tuesday, April 22, 2014 at 1:30 p.m., at 2350 Beach Blvd, Suite A, Biloxi, MS 39531.

Commissioners Present: Duncan McKenzie, president; Kim Fritz, vice president; Jimmie Ladner, treasurer; Rich Westfall, secretary; Rip Daniels; Jeff Descher; Danny Hansen; Chett Harrison; Bill Holmes; Jerry Levens; CeCe Shabazz; Carla Todd; Clay Wagner

Commissioners absent: Richard Chenoweth; George Schloegel

HCTC Staff Members Present: Crystal Johnson, acting manager; Torye Hurst, director, sports marketing; Traci Dauro; Janice Jones, Internet/e marketing manager

Others Present: Je'Nell Blum, legal counsel; Linda Hornsby, Bob Bennett, MS Hotel & Lodging Assn; Janice Jefferson, MS Coast Coliseum; Clay Williams, Gulfport-Biloxi Airport Authority; Marcia Crawford, HC Development Commission; Dustin Gontarski, Compass Media; Beverly Martin and John Boyle, MS Hospitality & Rest Assn; Mary Perez, Sun Herald; Scott Ratcliff; Myrna Green Hancock County Tourism Development Bureau; Kevin O'Brien and Carol Messer, Ohr-O'Keefe Museum of Art; Courtney Haggerty, Residence Inn Gulfport; Bob Thunelius; Jennifer Fink, Holly Kier, Dave Rubman and Joey Crawford, Masterminds Agency

Commissioner McKenzie called the meeting to Order.

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

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- A&E
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- A&E	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

2. Commissioner Hansen made the motion to approve the minutes as presented from the March 25, 2014 meeting. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- A&E
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- A&E	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

3. Linda Hornsby, MS Hotel & Lodging Assn, reported on the March occupancy report. Current month – Biloxi/Gulfport – 66.2% occupied; ADR \$84.32; RevPar - \$55.84; Percent Change from 2013 – Occ 1.5%; ADR -.06; RevPAR .09; Room Rev 1.2; Room Avail .03; Room Sold 1.8; Properties reporting 99; Sample 59; Room Census 12,920; Sample 5,648. Mrs. Hornsby also reported that she received an email from Tom Van Hying, Research Program Manager with MDA, which reflects the Smith Travel Research for March 2014 plus January – March year to date lodging information.

4. Kevin O'Brien, Ohr-O'Keefe, reported that they are having their Grand Opening of the Pods July 12th. He said that without the funding from the Gulf Coast Regional Tourism Partnership this would not have happened. They have been in contact with Frank Gehry discussing a redesign of the front grass area and new entrance to the center. They have been very involved with starting new programs at the center, more community based groups, art shows, meeting with schools and different community partners.

5. Crystal Johnson, Acting Manager report

Highlights:

Marketing Department

1. Six articles ran that Taryn, Media Relations Manager, assisted with including The Canadian Jewish News, MS Business Journal, Gaming South, NTA Courier Magazine, Daily Herald and Visit South.
2. The Culinary Media Fam – we have 6 writers and 2 guests that will be attending – May 12 – 15, 2014.

A. Sales Department

1. Tradeshows/Sales Calls

- a. We attended the MSAE Monthly Luncheon and did sales calls in Jackson, MS
- b. We are getting ready for Sales Call Trips to Washington, DC (April 29 – May 2), and Dallas, TX (May 19 – 22)

2. Advertising

- a. Working with Masterminds on placement of remaining convention/meeting ads to include ACAE Annual Directory, LSAE Annual Directory, and some online meeting/convention ads.

Sales Departments Production Report – March 2014

A. Convention Sales: (Please review full reports) March 2014

1. Convention Sales Leads generated: Eleven (11)/YTD – 66; 6,215 delegates/YTD- 20,238; 10,413 Room Nights/YTD – 30,951; Estimated economic impact \$4,661,250.00
2. Bookings/Definite: Four (4)/YTD – 26; 268 delegates/YTD – 3,948; 620 room nights/ YTD – 7,027; Estimated economic impact \$201,000.00
3. Lost Business Report: (See full report): Five (5)/YTD - 32
4. MGC Conventions/Groups Serviced: (See full report): Groups – 3/YTD – 27; Delegates – 1,250/YTD/10,190; Economic Impact - \$937,500.00; CVB Cost to service - \$889.50

B. Group/Leisure Travel: @ \$200. Per room night (See full report)

1. Leads: Five (5)/YTD – 22; Passengers – 210/YTD – 1,874; Room nights -170/YTD – 1,725; Estimated economic Impact- \$105,000.00

C. Sports Sales and Marketing: (See full report) March 2014

1. Leads- Five (5)/YTD – 18; Attendees – 1,840/YTD – 16,420; Room nights – 1,970/YTD – 9,875; Estimated Economic Impact - \$368,000.00
2. Definite Bookings: One (1)/YTD – 11; Attendees – 1,500/YTD – 12,995; Room Nights – 1,000/YTD 8,655; Economic Impact - \$300,000.00
3. Meetings/Activities: (See full report)
4. Lost/Cancelled Business - None

D. Marketing & Communications Department: (Please See full report)

1. Article Media/Three (3) Articles
2. Advertising Inquiries/fulfillment: USA 800 Top 10 AD Inquiries - March – 1,423/YTD – 5,580
3. USA 800 Top 3 AD Source – March: Web – 539; Search Engine – 344; go.mississippi.com- 146
4. USA 800 Top 3 AD Source: YTD: Web - 1,850; Search Engine - 1,126; Fall Travel Planner (Compass) 632
5. USA 800 Top 3 AD Source by State – March: Mississippi – 134; Texas – 122; Illinois – 103; March Totals for USA 800 = 1,407
6. USA 800 Top 3 AD Source by State – YTD: Texas – 412; Mississippi – 409; Illinois – 398; YTD Totals for USA 800 = 5,643
7. CVB In-House Ad Sources: Contact Us – 39; Chamber Referral – 19; Search Engine – 16; March Totals for In-House Requests = 129
8. CVB In-House Inquiry by States: Mississippi – 22; Arkansas – 12; Georgia – 9; YTD Totals for In-House Inquiries = 605

9. Web Statistics– GulfCoast.org Google Analytics – March vs. February YTD
 Visits - 140,887/+26,389/583,749; Unique Visitors: 108,039/+18,717/424,174; Page Views:
 384,809/+128,512/1,978,405; Pages Visited: 3.64/+; Avg. Visit Duration: 04:05/+; Bounce Rate:
 40.54%/-; New Visits: 67.31%/-
10. Outbound referrals to Marketing Partners Web Sites – March
 - a. Partners received referrals – 838
 - b. Top 3 outbound sites and numbers: Beau Rivage - 1,154; Grand Biloxi – 999; Hard Rock Hotel
 740
11. Mobile Statistics – March vs. February: Visits - 49,988/+10,129; Unique Visitors - 38,116/+7,885;
 Page Views - 362,205/+90,768; Avg. Visit Duration - 2:49/+; Bounce Rate – 22.28%/+; New Visits
 70.51%
12. Web Banner Advertising (gulfcoast.org): Page impressions: Island View Casino Resort - 19,928;
 Palace Casino - 19,928; South Beach Biloxi Hotel & Suites - 12,414; MHLA Golf Ad/Hotels –
 12,414; Preserve Golf Course - 2,875; MHLA Golf Ad /Golf - 2,875
13. Click Through events: Island View Casino Resort – 360; South Beach Biloxi – 438; Palace Casino
 270; MSHLA / Golf – 28; Preserve Golf Course – 69; MSHLA / Hotels – 20; Shular Properties
14. Social Media – Facebook - Fans/Likes – 17,191 up 244 fans in March; Twitter - Followers-
 @MSGulfCoastCVB- 1,794 up 53 in March/Tweets- 3,857/ Followers- @MeetMSGulfCoast- 379
 up 17 in March Tweets- 799; Pinterest - Boards – 15/Pins-369 Followers- 409; YouTube - March
 Views – 380; Lifetime views- 58,151; Food Spotting Spots- 84 up 2 in Mar Points- 2,950 (points on
 likes/responses)

7. Commissioner Hansen made the motion to approve the 2013-2014 Brand Development and Strategic Advertising Plan from Masterminds, which includes advertising objectives, best prospects, geographic markets, media plan and budget, creative evolution, production plan and budget, website and social media, in the amount of \$1,521,330, which also includes \$143,963.62 from the Gulf Tourism & Seafood Promotional Grant. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- A&E
Commissioner Daniels	Voted --- Out on Vote	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- A&E	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

Due to previous appointment, Commissioner Daniels Absent & Excused hereon in.

8. Commissioner Fritz made the motion to approve the Request to Attend for the Meetings Focus Live! Being held September 21 – 24, 2014 in New Orleans, LA, in the amount of \$2,500 from Crystal Johnson. This is a trade show substitute for IAEE Expo! Expo!. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- A&E
Commissioner Daniels	Voted --- A&E	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- A&E	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

9. Commissioner Levens made the motion to approve the Request to Attend for the 2014 Travel & Tourism Conference for Communicators, PRSA being held June 8 – 11, 2014, in Tampa, FL, in the estimated amount of \$1,966 for Taryn Pratt. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- A&E
Commissioner Daniels	Voted --- A&E	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- A&E	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

10. Commissioner Holmes made the motion to approve the Request for Proposal for the 2014 Restaurant & Attractions Guide, as part of the approved funding from the BP Gulf Seafood & Tourism Promotional Grant. Seconded by Commissioner Shabazz, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- A&E
Commissioner Daniels	Voted --- A&E	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- A&E	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

11. Commissioner Holmes made the motion authorizing sending a letter of support for the Southern Rail Commission 2014 TIGER Planning Grant, Feasibility Assessment & Economic Impact Study, and Supporting Restoration of Gulf Coast Passenger Rail Service to the Secretary of the U.S. Department of Transportation and authorizing President to execute said letter of support. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- A&E
Commissioner Daniels	Voted --- A&E	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- A&E	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

12. Commissioner Ladner reported the April 22, 2014 disbursements as follows: check disbursements for 04/22/14--\$94,363.77; grand total disbursements--\$94,363.77. Commissioner Hansen moved these disbursements be approved. Seconded by Commissioner Descher, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- A&E
Commissioner Daniels	Voted --- A&E	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- A&E	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

13. Commissioner Levens made the motion to approve the disbursement from the Hancock Bank general checking account in the amount of \$200,000 for deposit to the Peoples Bank general account. This is in preparation of closing out the Hancock Bank accounts and moving to the Peoples Bank, the Bureaus Bank of Record. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- A&E
Commissioner Daniels	Voted --- A&E	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- A&E	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

14. Commissioner Ladner reported on the following items:

- Room sales tax revenue of room sales tax collections for April 22, 2014 – actual 5% collection was \$439,200.27 with HCBOS's 2.75% share being \$241,560.15 and MGCRCVB's 2.25% share being \$197,640.12 for a -17.35% change in total collection, and total loss of -4.85% year to year changes.
- World Choice Travel Revenue collections for the month of March 2014 being \$421.87, with a total year to date \$4,259.14.

15. Commissioner Levens made the motion to award the Request for Qualifications for Research to North Star, and start negotiations on the contract, this item will be paid for by the Gulf Tourism & Seafood Promotional Grant. Seconded by Commissioner Holmes, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- A&E
Commissioner Daniels	Voted --- A&E	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- A&E	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

16. Commissioner Descher made the motion to approve creating a new sub-committee for future funding, which will come under the Finance Committee, the purpose of the sub-committee is to create ideas for Membership, 501c6, exploring options for budget shortfalls. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- A&E
Commissioner Daniels	Voted --- A&E	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- A&E	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

17. Commissioner Fritz made a motion appointing Commissioner Bill Holmes to chair the sub-committee, seconded by Commissioner Hansen, the following Commissioner will serve on the Committee: Jerry Levens; Jeff Descher; Jimmie Ladner; Danny Hansen; Duncan McKenzie, executive director, and Advisory member Linda Hornsby.

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- A&E

Commissioner Daniels	Voted ---- A&E	Commissioner Descher	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Harrison	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner Schloegel	Voted ---- A&E	Commissioner Shabazz	Voted ---- Yes
Commissioner Todd	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

18. Commissioner Westfall reported that Mark Gnatovic, with SearchWide will be on the Coast May 7th and would like to meet with the Committee to look over the top 10 candidates for the Executive Director position. The Committee will then narrow down the list to between 3 and 5. A final schedule will be set when the candidates can meet with the full Commission for final interviews.

19. Commissioner Descher reported on the Marketing & Convention/Sales Committee meeting held April 10th, with the following recommendations:

20. Commissioner Descher made the motion to approve the Convention Incentive Request for Fastenal, Inc. being held December 2015, in the amount of \$25,000, and to encumber \$6,250 in FY 2013/2014 budget, \$6,250 in FY 2014/2015 and \$12,500 payable from the 2015/2016 budget. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Fritz	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- Yes	Commissioner Chenoweth	Voted ---- A&E
Commissioner Daniels	Voted ---- A&E	Commissioner Descher	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Harrison	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner Schloegel	Voted ---- A&E	Commissioner Shabazz	Voted ---- Yes
Commissioner Todd	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

21. Commissioner Harrison made the motion to deny the request from Bryan Bolick, CMS Nashville – Country Music Video - Artist Cole Swindell, for his video proposal in the amount of \$10,000 - due to limited advertising funds available at this time. Seconded by Commissioner Descher, the president called the question, with the following results:

Commissioner Fritz	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- Yes	Commissioner Chenoweth	Voted ---- A&E
Commissioner Daniels	Voted ---- A&E	Commissioner Descher	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Harrison	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner Schloegel	Voted ---- A&E	Commissioner Shabazz	Voted ---- Yes
Commissioner Todd	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

22. Commissioner Descher made the motion to deny the Request to Attend for Gary Benson from Janet Leach with the State Tourism Office for New York Picnic in the Park. This item not included in the approved travel line item budget. Seconded by Commissioner Levens, the president called the question, with the following results:

Commissioner Fritz	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- Yes	Commissioner Chenoweth	Voted ---- A&E
Commissioner Daniels	Voted ---- A&E	Commissioner Descher	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Harrison	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner Schloegel	Voted ---- A&E	Commissioner Shabazz	Voted ---- Yes
Commissioner Todd	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

23. The following items were discussed in the meeting:

- City of Gulfport request – Blueways & Greenways program - Crystal will set up meeting with Mr. Riemann and report back to the Committee.

24. Torye Hurst, Director Sports, thanked the Commission for the sponsorship of the Hoopsfest. The convention center floor has been fitted with 6 basketball floors, they are also using 5 other promote sites. They had over 100 teams participating this year, up from 68 last year.

25. Development Committee – no report at this time

26. Audit Committee – Crystal Johnson updated the Commission on the Audits. According to Mr. Benvenuti they are very close for the close of the FY2012/2013 audit.

27. Myrna Green, HCTDB reported on the following items:

- Just hosted the State Division of Tourism Fam
- MSAE Conference will be held in Hancock County next week, she has been working with Annette Rand on this.
- Received a contract from Diamond Tours for 2015
- As part of the Gulf Seafood & Tourism Promotion grant, Magnolia money will start very soon, signing up businesses to participate now.
- Sports events: working on Gulf Coast Softball tournament, and 2 major softball tournaments coming to Hancock County soon.

28. Commissioner Holmes reported that the Crawfish Festival had very good attendance last weekend, and should be bigger this coming weekend, with several headliners playing concerts on the grounds.

29. Reminders

1. Holiday – Office Closed – Monday, May 26th – Memorial Day
2. MGCRCVB meeting – Tuesday, May 27th @ 1:30 pm

30. Commissioner Hansen made the motion to adjourn the meeting. Seconded by Commissioner Harrison, the president called the question, with the following results:

Commissioner Fritz	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- Yes	Commissioner Chenoweth	Voted ---- A&E
Commissioner Daniels	Voted ---- A&E	Commissioner Descher	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Harrison	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner Schloegel	Voted ---- A&E	Commissioner Shabazz	Voted ---- Yes
Commissioner Todd	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 22, 2014.

Sales Department Report

CONVENTION SALES:

Tentative Leads:				
March 2014: 11		Fiscal YTD: 66		Goal: 200
Name	Meeting Date	# Attendees / # Room Nights	Origin	
Atmos Energy Corporation MS Division – 2014 Leadership Team Meeting	Oct 7 – 9, 2014	50 / 60	Email	
Fastenal, Inc.	Dec 5 – 13, 2015	2,200 / 3,904	Phone Call	

Insignia, LLC – 2014 Southeastern Association of Regulatory Utility Commissioners (SEARUC) Conf	June 7 – 11, 2014	200 / 447	Client relationship
Sons of Confederate Veterans – 2017 National Reunion	July 19 – 23, 2017	1,000 / 1,375	MCCCC Referral
Mississippi Association of Educators – June Meeting	June 16 – 19, 2014	50 / 70	Phone Call
HelmsBriscoe – New York Area – Straumann – NA Sales Management Meeting	January 19 – 23, 2015	260 / 765	CVENT
Kappa Kappa Psi and Tau Beta Sigma Fraternities – National Convention	July 21 – 30, 2017	1,000 / 1,032	Email
Knights of Columbus Mississippi State Council – 2015 State Convention	April 23 – 26, 2015	350 / 525	Marketing Partner Referral
Self Advocates Becoming Empowered – 2016 Conference	Sept 19 – 25, 2016	1,000 / 1,900	Phone Call
US Fish and Wildlife Services – National Coastal Impact Assistance Program Meeting	November 3 – 7, 2014	90 / 290	Website Inquiry
Wright Family Reunion – 2014 Reunion	August 28 – 31, 2014	15 / 45	Website Inquiry
TOTALS		6,215 / 10,413	
YTD TOTALS		20,238 / 30,951	Goal: 100,000 Room nights

Estimated Economic Impact: \$4,661,250.00 (based upon \$300.00 per person for an average of 2.5 nights)

Conventions Serviced:

March 2014: 3		Fiscal YTD: 27	Goal: 110
Name	Meeting Date	# Attendees	Service included:
MS Community College	March 5 – 7, 2014	500	Pens, brochures, registration assistance
Gulf South Idea Exchange	March 11 – 12, 2014	400	Registration assistance
National Association of Social Workers	March 26 – 28, 2014	350	Registration assistance, bags, pens, brochures
TOTALS		1,250	
YTD TOTALS		10,190	Goal: 26,000 room nights

Total HCTC Investment in Services: \$889.50

Estimated Economic Impact: \$937,500.00 (based upon \$300.00 per person for an average of 2.5 nights)

Client Meetings / Client Events / Client Projects:

March 2014:		
Name	Dates	# Attendees / # Room Nights
MSAE – Mid Year Conference	April 29 – May 2, 2014	100 / 210
Living Proof Live with Beth Moore – Betsy Langmade	June 26 – 28, 2014	5,000 / 1,297

Meetings Media:

March 2013:	
Publication Name	Writer Name
MS Business Journal – March 2013 Issue	Ted Carter
Meetings Focus Magazine – New Group Offerings	Zachary Choteau
Convention South Magazine – Resort Destinations	Selena Chavis

Travel:

March 2014:		
Name	Dates	Sales Manager(s) Attending
MSAE Monthly Luncheon & Sales Calls	March 18 – 19, 2014	Annette Rand

Definite Bookings:

March 2014 : 4		Fiscal YTD: 26	Goal: 100
Name	Meeting Date	# Attendees / # Room Nights	Headquarter Hotel

Mississippi Association of Broadcasters – 2015 Annual Convention	May 27 – 29, 2015	100 / 210	Biloxi property
The Energy Council – Summer Meeting	June 27 – 22, 2015	88 / 265	Biloxi property
The University of Southern Mississippi – Educators Workshop	May 18 – 20, 2014	50 / 100	Biloxi property
CCSC Army Communications	October 16 – 19, 2014	30 / 45	Biloxi property
TOTALS		268 / 620	
YTD TOTALS		3,948 / 7,027	Goal: 50,000 room nights
Estimated Economic Impact: \$201,000.00 (based upon \$300.00 per person for an average of 2.5 nights)			

Lost /Cancelled Business:

March 2014: 5		Fiscal YTD: 32		
Name	Meeting Date	# Attendees / # Room Nights	Reason Lost	Incentive Offered
Mississippi Board of Psychology – 2014 Board Retreat	June 19 – 21, 2014	10 / 20	They thought the rates were a little high and Natchez offered them a lot of incentives	
Harley Owners Group – Officer Training (HOT) 2015	February 25 – March 1, 2015	850 / 1,106	A team of decision makers selected to go to New Orleans based on the location of their HOG members.	
Living Church of God – 2014 Feast of Tabernacles	October 8 – 16, 2014	350 / 1,200	Group selected Navarre Beach Conference Center – group wanted to meet over Cruisin’ the Coast weekend – we could not meet entire room block or offer convention incentive to pay for MCCCC space.	
Helms Briscoe – New York – Straumann – NA Sales Management Meeting	January 19 – 23, 2015	260 / 765	The client did not want to shuttle delegates or use multiple hotels.	
Royal Order of Jesters – 2017 Annual Conference	May 4 – 7, 2017	700 / 1,310	No hotel was able to bid that could accommodate the meeting space and the group would not consider utilizing the MS Coast Convention Center.	

LEISURE TRAVEL:

Tentative Leads:		
March 2014: 5		Fiscal YTD: 22 Goal: 85
Name	Tour Date	# Attendees / # Room Nights
Awesome Adventures Unique Destinations – Gaming Trip – 2 Night Stay November	November 9 – 11, 2014	50 / 50
Awesome Adventures Unique Destinations – Gaming Trip – Overnight Midweek, Multiple Dates	May 10 – 11, 2014	50 / 25
Awesome Adventures Unique Destinations – Mother’s Day Holiday	May 12 – 13, 2014	50 / 25
Prelude Travel, Inc. – Ladies Trip New Orleans and Biloxi	November 10 – 13, 2014	30 / 30
Sports Leisure Vacations MS Gulf Coast Spring 2015	March 18 – 20, 2015	30 / 40
TOTALS		210 / 170
YTD TOTALS		1,874 / 1,725
Estimated Economic Impact: \$105,000.00 (based upon \$200.00 per person for an average of 2.5 nights)		

Definite Bookings:

March 2014: 1		Fiscal YTD: 6	
Name	Tour Date	# Passenger / # Room Nights	Headquarter Hotel
Delores Butler and Friends	May 18 – 22, 2014	40 / 88	Biloxi property
TOTALS		40 / 88	

YTD TOTALS		230 / 306	
------------	--	-----------	--

Estimated Economic Impact: \$20,000.00 (based upon \$200.00 per person for an average of 2.5 nights)

Lost/Cancelled Business:

March 2014: 4 **Fiscal YTD: 12**

Name	Tour Date	# Attendees / # Room Nights	Reason Lost/Cancelled
Awesome Adventures Unique Destinations – Gaming Trip – Overnight Midweek, Multiple Dates	May 10 – 11, 2014	50 / 25	Not enough time to properly advertise this trip. Added one in November.
Country Tours – IL – Spring in the South	April 7 – 10, 2014	30 / 54	Time got away from her and she couldn't get this one planned. Maybe in the fall but not ready to reschedule yet.
Mae Smith – March 2014 Biloxi Tour	March 24 – 28, 2014	50 / 100	Not enough sales for this trip.
United Daughters of the Confederacy – Texas Division	May 2 – 5, 2014	45 / 72	Not enough reservations to bring this group.

Site Visits:

March 2014:

Name	Tentative Dates	# Attendees / # Room Nights
Christine's Travel – Christine Young	Multiple tour dates	50 / 50 each

Staff Meetings:

March 2014:

Meeting Name:	Staff Member
Meeting with MHRA – Seafood Trail	Crystal Johnson
Ohr Committee Meeting	Annette Rand
MTA Spring Conference	Annette Rand
Tourism Partnership Committee Meeting	Crystal Johnson
MGCRCVB Marketing Committee Meeting	Crystal Johnson
Meeting with Conde Nast Magazine	Crystal Johnson
Biloxi Bay Chamber Luncheon	Linda Stewart
Masterminds/SimpleView/Godwin – Website Mtg	Crystal Johnson
Dinner with Masterminds / Executive Committee	Crystal Johnson
Lunch & Tour at Hard Rock Casino	Linda S / Annette / Janet / Susan
CVB Workshop – Masterminds	Crystal Johnson
Meeting with Marie Malley – Biloxi Beach Resort Rentals	Crystal Johnson
Gulf Coast Regional Tourism Partnership Mtg	Crystal Johnson
Lunch with Janice Jefferson – RE: DC Trip	Linda Stewart
MINT Training	Crystal / Linda S/ Janet / Annette / Susan
MS Coast Coliseum & Convention Center Mtg	Crystal
Biloxi Bay Chamber Idea Networking Meeting	Linda S

Sports Department Report

Tentative Leads:

March 2014: 5 **Fiscal YTD: 18 Goal: 40**

Name	Meeting Date	# Attendees / # Room Nights	Origin
2014 Stars Dance Convention	October 17, 2014	60 / 30	Client Call
2014 Sun Belt Conference Men's Golf Championship	April 20, 2014	80 / 240	Client Call
US Fast Pitch Seven in Spring (softball)	April 26-27, 2014	450 / 600	Client Call
USSSA 300 pt. Race to Beach (baseball)	April 12-13, 2014	750 / 500	Client Call
USTA Mississippi Adult 40+ Tennis Championship	June 13-15, 2014	500 / 600	Client Call
TOTALS		1840 / 1970	

Monthly Estimated Economic Impact: \$368,000.00 (based upon \$100.00 per person x 1,840 attendees for an average of 2.0 nights)

Monthly Direct Room Night Impact: \$197,500.00 (based on \$100 per room x 1,970 room nights)

YTD Estimated Economic Impact: \$2,838,000.00 (based upon \$100.00 per person x 14,190 attendees for an average of 2.0 nights)

YTD Direct Room Night Impact: \$1,147,500.00 (based on \$100 per room x 11,475 room nights)

Definite Bookings:

March 2014: 1

Fiscal YTD: 11 Goal: 20

Name	Meeting Date	# Attendees / # Room Nights	Headquarter Hotel
2014 Gulf Coast Hoop Fest	April 25-27, 2014	1500 / 1,000	Various
TOTALS		1500 / 1,000	

Monthly Estimated Economic Impact: \$300,000 (based upon \$100.00 per person x 1500 attendees for an average of 2.0 nights)

Monthly Direct Room Night Impact: \$100,000.00 (based on \$100 per room x 1,000 room nights)

YTD Estimated Economic Impact: \$2,392,000.00 (based upon \$100.00 per person x 11,960 attendees for an average of 2.0 nights)

YTD Direct Room Night Impact: \$769,500.00 (based on \$100 per room x 7,695 room nights) **Goal: \$3,000,000.00**

YTD Room Nights: 7,695 **Goal: 30,000**

YTD Attendees: 11,960 **Goal: 35,000**

Site Visits:

March 2014: 1

Fiscal YTD: 4

Name	Tentative Dates	# Attendees / # Room Nights
ProStyle Volleyball Tallahassee	Late Jan-Early Feb. 2015	2400 / 1200

Events Serviced:

March 2014: 0

Fiscal YTD: 0

Name	Meeting Date	# Attendees	Service included:
None			
TOTALS			

Total MGCRCVB Investment in Services: \$

Estimated Economic Impact: (based upon \$100.00 per person for an average of 2.5 nights)

Meetings:

March 2014:

Meeting/Contacts	Staff Member	Description

Monthly Hotel Sales	Gary Benson, Torye Hurst	Meeting with Hotel Management, Convention Center Sales Staff, and CVB staff
Milwaukee Golf Show	Gary Benson	Attended golf show and assisted in co-op booth with MDA Tourism Division. Other entities represented were: Harrah's Tunica/Cottonwoods Golf Club, Tunica CVB and MDA Tourism.
MS State USTA 40+ Tournament	Torye Hurst	Attended meeting to discuss lodging requirements for upcoming June tournament.
Staff meeting with Masterminds	Gary Benson	Discussed advertising/marketing plan.
Fishing Tournaments	Gary Benson, Torye Hurst	Met with Bobby Carter at the Golden Nugget to discuss annual fishing tournaments.
MGCRCVB Commission	Torye Hurst	Attended meeting on March 27, 2014.
MS Heritage Trail Advisory Board	Gary Benson	Attended monthly meeting on March 7, 2014.
MDA Golf Fam	Gary Benson, Torye Hurst	Gary assisted MDA with shuttling golf writers around the area including golf outings at Diamondhead and the MGCRC Pro-Am. Gary and Torye along with Taryn Sammons served as hosts for the group at Lookout Steakhouse for dinner. A total of seven writers were included in this group.
MS Gulf Coast Senior Games	Torye Hurst	Attended planning meeting for annual April event.
Hard Rock Tour	Gary Benson	Toured new tower with Susan Walker
MS Gulf Coast Hotel & Lodging Association	Torye Hurst	CVB representative to inform group of ongoing CVB activities.
Gulfport/Biloxi International Airport Board	Torye Hurst	CVB representative to inform board of ongoing CVB activities.

Travel:

March 2014:

Name	Dates	Sales Manager Attending
Milwaukee Golf Show	March 13-16, 2014	Gary Benson

Lost /Cancelled Business:

March 2014:

Name	Meeting Date	# Attendees / # Room Nights	Reason Lost	Incentive Offered
None				
Total Lost/Cancelled Business		0 / 0		

Marketing Department

SOCIAL MEDIA:

Facebook

March 2014:	Monthly Increase	FYTD New Fans - 1,195
Total Fans	244	17,191

Twitter

	Followers	Monthly	FYTD Increase	Tweets	Monthly	FYTD Increase
1SGulfCoastCVB	1,794	53	441	3,857	63	2,322
1eetMSGulfCoast	379	17	147	799	20	523

Foodspotting

	Spots	Monthly	FYTD Increase	Points	Monthly	FYTD Increase
	84	2	11	2,950	125	720

Youtube

March 2014 Views	Lifetime Views	FYTD Increase
380	58,151	4,417

Pinterest

January 2014	Boards	Pins	FTYD Increase	Followers	FYTD Increase
	15	369	72	409	95

MEDIA RELATIONS:

Articles	October	November	December	January	February	March	FYTD
Media Value	\$59,535.80	\$45,781.80	\$854.75	\$348.00	\$	\$	\$106,520.35
Identified	18	24	14	8	7	3	74

INQUIRIES:

USA 800 Ad Sources

March 2014-	1,423	FYTD	5,580
Web	539	Web	1,850
Search Engine	344	Search Engine	1,126
go.mississippi.com	146	Fall Travel Planner (Compass)	632
Unknown	92	go.mississippi.com	423
Another web site	83	Another Web Site	348
Friend Referral	72	Unknown	324
Mississippi Travel Guide	23	Friend Referral	226
Mississippi Tour Guide	17	Mississippi Travel Guide	96
AAA Tour Book	17	AAA Tour Book	85
Family Circle	12	America's Best Vacations	69

USA 800 States

March 2014	1,407	FYTD	5,643
Mississippi	134	Texas	412
Texas	122	Mississippi	409
Illinois	103	Illinois	398
Louisiana	102	Missouri	379
Missouri	100	Florida	295
Tennessee	77	Wisconsin	290
Arkansas	74	Louisiana	287
Alabama	53	Tennessee	248
Indiana	51	Ohio	220
Wisconsin	50	Arkansa	218

CVB In-House Ad Sources

March 2014	129	FYTD	606
Contact Us	39	Contact Us	167
Chamber of Commerce Referral	19	Internet E-mail Request	87
Search Engine	16	Search Engine	63
Internet	15	Friend Referral	56
Friend Referral	12	Chamber of Commerce Referral	47
AAA Tour Book	6	Previous Visitor	38
Another Web Site	4	AAA Tour Book	32
Mississippi Travel Guide	4	Another Web Site	20
Unknown	3	Magazine/Newspaper	18
AAA Southern Traveler	2	Unknown	14

CVB In-House States

March 2014	129	FYTD	605
Mississippi	22	Mississippi	62
Arkansas	12	Florida	40
Georgia	9	Missouri	40
Louisiana	8	Arkansas	34
Missouri	7	Georgia	32
Texas	7	Texas	32
Florida	6	Louisiana	31
Tennessee	6	Michigan	31
Alabama	5	Illinois	30
Illinois	5	Tennessee	30

GOOGLE ANALYTICS:

VISITOR OVERVIEW – GULFCOAST.ORG

March 2014 - 108,039	February	March		FYTD 424,174
Visits	114,498	140,887	26,389	583,749
Unique Visits	89,322	108,039	18,717	424,174
Pageviews	384,809	513,321	128,512	1,978,405
Pages per visit	3.36	3.64	+	3.39
Average Visit Duration	0:03:46	0:04:05	+	0:03:51
Bounce Rate	42.53%	40.54%	-	42.66%
% of New Visits	68.49%	67.31%	-	68.74%

OUTBOUND REFERRALS

March 2014 Link Report 30,411	February Visits	February Unique Visits	March Visits	March Unique Visits	FYTD - 118,833
Listings	20,131	8,063	27,338	11,107	
WTC	7,545	5,863	10,444	8,103	
Events	8,165	6,328	9,473	7,215	
Visitors Guide	2,200	1,760	3,124	2,395	
Banners	1,039	867	1,270	1,120	
mseastcoast.com	265	238	346	311	
mswestcoast.com	236	208	321	280	

Listings

March 2014 - 838	Total Referrals	Unique Referrals	FYTD 962
Beau Rivage Resort & Casino	1,154	1,037	
Grand Biloxi Casino Hotel & Spa	999	860	
Hard Rock Hotel & Casino	740	682	
Golden Nugget Biloxi	733	657	
Big Play Family Fun Center	673	553	
Island View Casino Resort	669	611	
IP Casino Resort & Spa	590	536	
Treasure Bay Casino & Hotel	538	504	
Palace Casino Resort	429	398	
Hollywood Casino	417	383	

Events

March 2014 - 424	Total Referrals	Unique Referrals	FYTD 1,063
16th Annual Gulf Coast Winter Classics Horse Show	1,700	1,301	
62nd Mississippi Gulf Coast Spring Pilgrimage	811	582	
8th Annual Grillin on the Green	649	514	
Gulf Coast Yacht & Boat Super Show	558	276	

Mississippi Gulf Resort Classic Champions Tour	551	401	
22nd Annual MS Coast Coliseum Crawfish Music Festival	485	420	
4th Annual Gulfport Music Festival	448	385	
18th Annual Parade of Homes	251	212	
Motley Crue	227	171	
36th Annual Biloxi St. Patrick's Parade & 5k Run	211	204	

SEARCH SOURCES

Organic & Referral March 2014	Visits	Pages / Visit	Avg. Visit Duration	Requested FTG
google / organic	65,834	3.76	0:04:20	519
m.gulfcoast.org / referral	30,517	2.89	0:02:42	129
(direct) / (none)	11,457	3.24	0:04:10	99
bing / organic	9,632	4.03	0:04:29	109
biloxi.ms.us / referral	5,407	6.21	0:07:05	142
r.search.yahoo.com / referral	3,443	4.21	0:04:44	61
yahoo / organic	3,334	3.68	0:04:13	37
172.16.254.254 / referral	1,257	1.21	0:00:46	0
gulfport-ms.gov / referral	1,180	4.48	0:05:04	19
aol / organic	1,081	4.09	0:04:26	16

Referring Sites March 2014	Visits	Pages / Visit	Avg. Visit Duration	Requested FTG
m.gulfcoast.org	30,517	2.89	0:02:42	129
biloxi.ms.us	5,407	6.21	0:07:05	142
r.search.yahoo.com	3,443	4.21	0:04:44	61
172.16.254.254	1,257	1.21	0:00:46	0
gulfport-ms.gov	1,180	4.48	0:05:04	19
visitscoast.org	426	3.87	0:04:42	4
gbid.adbuyer.com	397	1.36	0:00:26	0
facebook.com	353	2.37	0:02:34	1
us.wow.com	284	3.71	0:04:43	11
search.tb.ask.com	262	4.62	0:07:38	2

GEOGRAPHIC

Top 10 States	Visits	Top 10 Cities	Visits	Top 10 Countries	Visits
Mississippi	51,974	Biloxi	8,284	United States	138,425
Louisiana	17,342	Gulfport	8,139	Canada	736
Texas	11,384	New Orleans	5,770	United Kingdom	313
Alabama	7,129	Collins	4,151	Germany	166
Florida	6,019	Jackson	4,125	India	134
Georgia	5,539	Ocean Springs	4,021	Brazil	79
Tennessee	4,049	Hattiesburg	3,740	Australia	76
Illinois	3,070	Houston	3,367	Netherlands	53
Missouri	2,934	Long Beach	2,757	Indonesia	52
Arkansas	2,222	Atlanta	1,798	France	51

Most Viewed Content	Visits	Unique Visits	Avg. Visit Duration
/events/	42,338	28,337	0:02:39
/?mobile=	33,992	28,563	0:01:15
/attractions/	28,846	20,291	0:00:51
/ (Homepage)	28,601	23,354	0:01:42
/casinos/	19,953	10,617	0:01:18
/hotels/	12,414	8,957	0:01:12
/visitors/attractions/beaches-and-harbor-activities/	12,379	9,785	0:01:43
/coupons/	11,963	8,571	0:01:17

/includes/itinerary/	10,940	8,895	0:00:44
/visitors/attractions/family-activities/	10,524	7,793	0:00:49

Top Landing Pages	Visits	Pages / Visit	Avg. Visit Duration	Requested Fun Times Guides
/?mobile=	28,289	2.95	0:02:40	120
/ (Homepage)	20,874	4.52	0:05:10	455
/events/	12,514	3.05	0:04:10	51
/attractions/	8,371	6.62	0:06:48	151
/visitors/events/mardigras/	4,796	1.76	0:01:48	1
/visitors/attractions/beaches-and-harbor-activities/	4,791	4.07	0:04:37	82
/casinos/	4,737	4.44	0:05:33	38
/visitors/attractions/family-activities/	2,291	6.16	0:07:01	19
/restaurants/	2,230	5.78	0:06:11	12
/coupons/	2,023	4.7	0:05:12	14

Simpleview Analytics:

VISITOR OVERVIEW – GULF COAST.ORG

6 Month Traffic Overview	OCT	Nov	Dec	Jan	Feb	Mar
Visits:	90,613	66,440	75,122	96,189	114,498	140,887
Unique Visitors:	71,942	52,672	58,938	76,584	89,322	108,039
Bounce Rate:	47%	44%	42%	40%	43%	41%
Pageviews:	279,279	213,016	237,483	350,497	384,809	513,321
Average Pageview per Visit:	3.08	3.21	3.16	3.64	3.36	3.64
Average Time on Site:	0:03:28	0:03:44	0:03:49	0:04:07	0:03:46	0:04:05
Total Organic Search Traffic:	59,620	44,709	48,143	61,164	70,995	80,967
% of Traffic From Organic Search:	66%	67%	64%	64%	62%	57%
Entry Pages From Search:	2,072	1,793	1,725	1,902	1,987	2,358
Total Organic Keywords:	10,572	8,004	8,895	10,229	11,197	13,498
Mobile Site Visits:	22,979	16,284	21,897	24,636	39,859	49,988
All Traffic:	113,592	82,724	97,019	120,825	154,357	190,875

SEARCH ENGINE OPTIMIZATION Overview:

- * Total visits to the main site are up 19% year over year
- * Average Visit Duration is up 1% year over year
- * Bounce Rate has improved 1% this March compared to last
- * Pageviews have increased 18% year over year
- * Unique visitation is up 17% year over year

MOBILE SITE STATISTICS:

VISITOR OVERVIEW – GULF COAST.ORG - MOBILE

March 2014:	38,116	February	March	FYTD – 128,700	
Visits		39,859	49,988	10,129	175,643
Unique Visits		30,231	38,116	7,885	128,700
Pageviews		271,437	362,205	90,768	1,240,567
Pages per visit		6.81	7.25	+	7.06
Average Visit Duration		0:02:37	0:02:49	+	0:03:37
Bounce Rate		21.80%	22.28%	+	22.44%
% of New Visits		75.04%	70.51%	-	70.60%

GEOGRAPHIC-Mobile

Top 10 States	Visits	Top 10 Cities	Visits	Top 10 Countries	Visits
Mississippi	20,198	Collins	6,031	United States	49,835
Louisiana	6,918	New Orleans	4,319	Canada	32
Texas	6,711	Jackson	2,954	United Kingdom	24

Georgia	2,324		Houston	2,407		Argentina	14
Alabama	2,187		Gulfport	2,099		Germany	13
Oklahoma	1,486		Biloxi	1,871		Australia	9
Kentucky	1,302		Atlanta	1,676		Japan	5
Florida	1,288		Austin	1,350		South Africa	5
Washington	1,180		Tuttle	1,344		Bahrain	4
Tennessee	1,019		Hattiesburg	1,305		Mexico	4

BANNER ADVERTISEMENTS:

February 2014	Banner Page Impressions	Click Thru	Average time on Banner Page	FYTD Banner Page Impressions	FYTD Click Thru
Island View Casino Resort	19,928	360	1:18	67,065	1,179
Palace Casino	19,928	270	1:18	85,372	1,015
South Beach Biloxi Hotel	12,414	438	1:12	43,197	1,112
MSHLA Golf Ad/Hotels	12,414	20	2:12	43,197	87
Shular Properties					
Preserve Golf Course	2,875	69	1:19	12,373	339
MSHLA Golf Ad/Golf	2,875	28	1:19	12,737	253

Media Contributions

For Mar 1, 2014 to Mar 31, 2014

<p>Article Number: 1 Headline: Discovering Mississippi's Gulf Coast First Name: Nancy Last Name: Wingston Company: The Canadian Jewish News Type of Medium: Newspaper Subject of article/ broadcast: SATW conference attendee, Hurricane Katrina and culture on the MS Gulf Coast.</p>				
Circulation 0	Readership 0	Value \$0.00	Result Of SATW 2013	Date of Article 03/24/2014
<p>Article Number: 2 Headline: Convention destination areas have their own offerings First Name: Ted Last Name: Carter Company: MS Business Journal Type of Medium: Subject of article/ broadcast: Meetings on the MS Gulf Coast.</p>				
Circulation 4,892	Readership 14,676	Value \$0.00	Result Of Assisted writer with article	Date of Article 03/27/2014
<p>Article Number: 3 Headline: Casino Profile - Mississippi Gulf Coast First Name: Alan Last Name: Reyes Company: Gaming South Type of Medium: Subject of article/ broadcast: Reviews and updates about casinos on the MS Gulf Coast.</p>				
Circulation 90,000	Readership 270,000	Value \$0.00	Result Of Assisted writer with article	Date of Article 03/01/2014

Grand Total Circulation: 94,892

Readership: 284,676

Total Articles: 3

Grand Total Value: \$0.00