

MISSISSIPPI GULF COAST REGIONAL CONVENTION & VISITORS BUREAU
OFFICIAL MINUTES
AUGUST 27, 2013

The MS Gulf Coast Regional Convention & Visitors Commissioners met Tuesday, August 27, 2013 at 1:30 p.m., at its office located at 2350 Beach Blvd, Suite A, Biloxi, MS 39531.

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

Commissioners absent: CeCe Shabazz

HCTC Staff Members Present: Beth Carriere, executive director; Janice Jones, marketing department; Crystal Johnson, director, sales; Torye Hurst, director, sports marketing; Gaye Goodwin, director, finance; Traci Dauro

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Andy Hurt, Kerry Stoddard and Nicole Grier, the Big Three; Bob Thunelius; Scott Ratcliff; Clay Williams, Gulfport-Biloxi Airport Authority; Mike Buckley, Grand Bear; Linda Hornsby, MS Hotel & Lodging Assn; Janice Jefferson, MS Coast Coliseum; Marcia Crawford, HC Development Commission; Bernie Donlin, Island View Casino

Commissioner McKenzie called the meeting to Order.

1. Commissioner Hansen made the motion to accept the agenda as presented. 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 ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

2. Commissioner Hansen made a motion to accept the minutes from the July 23, 2013 meeting as amended. Seconded by Commissioner Schloegel, the president called the question, with the following results:

Commissioner Fritz	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

3. Mr. Keating, Legal Counsel informed the Commission that only one bid was received from Hancock Bank. Since there is a conflict with Commissioners and Hancock Bank, the bid was rejected.
4. Commissioner Schloegel made the motion to reject the only proposal received from Hancock Bank for qualified depository of CVB monies. 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 ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

- Commissioner Hansen made the motion to approve the re-bidding advertisement for Request for Interest in housing depository monies for the MS Gulf Coast Regional CVB, with bids being accepted at the September 17, 2013 meeting. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Fritz	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

- Linda Hornsby, MS Hotel & Lodging Assn, reported on the July room occupancy.

- Play Your Way campaign overview from October 1, 2012 thru May 2013:

- Measurable goals
 - Deliver value propositions to targets
 - Drive targets to content
 - Refer targets to point of sale
- Website – Outbound referrals
 - 214,918 referrals; 2,095 to marketing parents
- Website – Top 10 visits by States
 - Georgia; Michigan; MS; Missouri; Illinois; Tennessee; Louisiana; Florida; Alabama; Texas
- Mobile website
 - Visits – 262,402; Unique visits – 172,634; Avg. visit duration – 6:04; New visits – 61.32%
- Website & Mobile website
 - Total visits – 1,022,585; Increase over last year - +3.90%; Total unique visits – 719,141
- 14 Addy Awards including Best of Show
- 2 National Telly Awards
- What's next? –
 - Extend the Concept – Play Date; Play Fair; Play it Safe
 - New photography
 - New Value propositions
 - New research
- Advertising Campaign
 - Budget - \$1.4 million; BP grant; \$500,000; Total - \$1.9 million
- Update website – under consideration

- Target markets – Broadcast; Digital; Print
- Vertical markets
- Print – 49,052 inquiries
- Broadcast
 - Digital Paid Banners – Impressions – 34,065,637; Clicks – 64,962; Click Thru Rate – 0.17%; Above average - +170%
 - Digital Paid search – Impressions – 721,177; Clicks – 6,294; Click thru rate – 0.97%; Average position - #2.3
 - Website – Visits – 760,183; Unique visits – 546,507; Avg. visit duration – 3:52; New Visits – 68.50%

8. Beth Carriere – Executive Report

I. Updates, News and FYI'S

- A. SATW planning proceeding nicely. Active Writers: 110 Other delegates: 199
- B. *MS Gulf Coast Golf Association* invites Gary Benson to sit on Board
- C. *Governor's Conference Tourism Awards* – September 24th *Commission meeting?
- D. Bay St. Louis named in *10 Beautiful Beach Town Bargains for Fall –Budget Travel*
- E. *Cruisin' the Coast* Pre-registered cars a/o August 15th – 5,500 +
- F. *Successful Meetings Magazine* VIP event – December 8-10.- 75 elite planners
CVB co-hosting with MCCCC, ARAMARK, BEAUVIOR

II. Sales Departments Production Report – August for July 2013

A. Convention Sales: (Please review full reports)

1. Convention Sales Leads generated: Eleven, (11); YTD – 97; 3,425 delegates; YTD- 30,497; 5,938 room nights; YTD – 51,744; Estimated economic impact \$2,568,750.00;
Two (2) Convention Center use leads
 2. Bookings/Definite: Three (3); YTD – 45; 425 delegates; YTD – 8,440; 688 room nights; YTD – 12,523; Estimated economic impact \$318,750.00
 3. Lost Business Report: (See full report); Nine (9); YTD – 56; NOTE: Three (3) lost because the lack of a Convention Center Hotel
 4. MGC Conventions/Groups Serviced: (See full report); Groups – 19; YTD – 106; Delegates – 5,600; Economic Impact - \$4,200,000.00; CVB Cost to service - \$656.25
- B. Group/Leisure Travel: @ \$200. Per room night (See full report)
1. Leads: Eight (8); YTD – 42; Passengers – 855; YTD – 5,325; Room nights – 674; YTD – 4,658; Estimated economic Impact- \$427,500.00
 2. Bookings/Definite: NOTE – Most are International & Golf bookings!: Four (4); Visitors – 690; Room nights – 504; Estimated economic impact - \$345,000.00

III. Sports Sales and Marketing: (See full report)

1. Leads: July - Three (3); YTD – 15; July - Attendees - 1,950; Room nights – 1,260; YTD – 19,215; Economic Impact - \$487,500.00; YTD - \$19,215,500.00
2. Meetings/Activities: (See full report); USSSA Summer Games Coaches – Welcome Address; Golf Marketing - Pam Shaheen, Gary Benson, Beth Carriere; Beach Tennis - Thomas d'Aquin – Aces Tennis Foundation; Beach Soccer – Gino Rossi – BeachSoccerUSA; Gulf Marketing - Pam Shaheen; Sports/Tourism – Beth and Torye with Mayor Billy Hewes; MS GC Golf Association – Torye Hurst, Gary Benson - Executive Board; Biloxi Parks and Recreation – Cheryl Bell; US Fastpitch Opening Ceremonies – Welcome; Golf Wholesalers – Gary Benson; USSSA Golf – Gary Benson
3. Lost/Cancelled Business: Peck's TaeKwonDo America – Lack of Convention Center Hotel; Lowndes County Basketball – Tournament Cancelled

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

1. Article Media/Ad Value; July - Sixteen (16); YTD – 13; Media value - \$21,528,10; YTD- \$416,761.51
2. Advertising Inquiries/fulfillment: USA 800 Top 10 AD Inquiries; July – 5,124; YTD - 8,553
3. USA 800 Top 3 AD Source – July - STS Spring Insert - 2, 753; America's Best

- Vacation - 1,132; WEB/Digital - 483
4. USA 800 Top 3 AD Source: YTD: Oprah Magazine - 14,737; America's Best Vacation - 11,482; STS Fall Insert - 7,214
 5. USA 800 Top 3 AD Source by State – July: Texas – 412; Florida – 347; Ohio- 324
 6. USA 800 Top 3 AD Source by State – YTD: Texas - 7,396; Florida - 3,658; Georgia- 2,850
 7. Web Statistics– GulfCoast.org Google Analytics – July- vs- June

a. Visits	151,705	138,529	13,175
b. Unique Visitors	114,825	105,572	9,253
c. Page Views	620,138	587,068	33,070
d. Pages Visited	4.09	4.24	
e. Avg. Visit Duration	04:39	04:56	
f. Bounce Rate	38.80%	36.88%	
g. New Visits	67.60%	68.36 %	
 8. Outbound referrals to Marketing Partners Web Sites – July –vs-June
 - a. Partners received referrals – 62,784 65,186
 - b. Top 3 referred sites and numbers: Beau Rivage – 1,524 - 1,369; Grand Biloxi – 1,348 - 1,278; Hard Rock – 915 - 838
 9. Mobile Statistics – July –vs-June
 - a. Visits 41,605 49,931
 - b. Unique Visitors 30,942 37,074
 - c. Page Views 357,214 438,225
 - d. Avg. Visit Duration 7:08 07:01
 - e. Bounce Rate 21.82% 21.98%
 - f. New Visits 65.65% 65.58%
 10. Web Banner Advertising (gulfcoast.org) – July – vs – June - YTD
 - A. Page impressions: Palace Casino Resort - 22,132 - 20,821 - 90,348; Preserve Golf Course - 1,918 - 2,901 - 6,131; South Beach Biloxi Hotel & Suites - 6,378 - 6,408 - 45,819; MS Hotel & Lodging Assoc. - 7,642 - 4,213 - 4,213; Shular Properties - NEW!
 11. Click Through events: Palace Casino Resort – 414 - 6,084; Preserve Golf Course - 43 – 904; South Beach Biloxi Hotel & Suites – 561 - 5,756; MS Hotel & Lodging Assoc. – 61 – 86; Shular Properties - NEW
 12. Social Media – July/YTD: Facebook Fans/Likes – 15,077; Twitter Followers @MSGulfCoastCVB - 1,359, Tweets - 3,428; Followers - @MeetMSGulfCoast – 133 Tweets – 630; Pinterest, Boards – 15, Pins – 279 - Followers- 279; YouTube - July Views – 1,014 - Lifetime views - 52,611; Food Spotting - Spots- 66, Points- 1,820 (points on likes/responses)

V. **Executive Director Activities, Meetings & Events**: MGCRCVB – Commission meeting; Luncheon meeting – President McKenzie and Vice President Fritz; Meeting with Mississippi Tour Guide Sales – Snap Shot, and Laura Hasty; Board meeting GPT/Biloxi Airport Authority; Meeting with Big 3 Ad Agency Governance Committee Meeting; Budget Meeting – Bkpr; Webinar – Simpleview; Meeting with Stu Barash; Meeting with Dean Fletcher – Auditor; Mississippi Tourism Summit – Jackson; Budget Committee Meeting; Meeting with Mike Rosato- Harbor Fest – Bay St. Louis; Meeting with Davis's- Beauvoir, Janice Jefferson, Crystal Johnson; Meeting- Agency Rep. Laura Hasty/Big 3; WLOX 6:00 am Show-Biloxi Visitor Center; Meeting- Duncan McKenzie; Go-ToMeeting – Simpleview – Greg Evans; Infinity Board Meeting; Interview – Ailevon Air Consultant; MGRC Board meeting; Staff Meeting with Hugh Keating; Infinity – Heritage Nature Walk Ribbon Cutting; SATW Committee meeting; Board Meeting – MCCCC; GC Business Council Meeting; City of Biloxi Council budget workshop; Board Meeting – Cruisin' the Coast; State of the GPT Airport meeting; Airport Authority Monthly meeting; MS Hotel/Lodging Monthly meeting; State of the County Luncheon – HARCO; Finance/Budget committee meeting

9. Received letter from Hancock County Tourism Development Bureau suspending the Memorandum of Understanding with this Bureau, dated July 17, 2013.

10. Audit update: Letter sent to MS Development Authority, Disaster Recovery Division, Joe Oaks - ref; Coast Development Block Grant #R-112-TOO-12-KT, with response from Kevin Collins, Monitoring Manager

11. Commissioner Daniels made the motion to host the annual Excellence in Tourism Award Luncheon. 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 ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

12. Commissioner Daniels made the motion authorizing the executive director's financial authority in the amount of \$3,000. 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 ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

13. Commissioner Wagner made the motion to adopt the By-Laws for the MS Gulf Coast Regional CVB. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Fritz	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

14. The Commission discussed the Operating Agreement between MS Gulf Coast Regional CVB and the Harrison County Board of Supervisors. Legal Counsel reported that Legal Counsel for the HC Board of Supervisors has made a few changes, but should be ready to adopt at the August 28, 2013 meeting.

15. Commissioner Schloegel made the motion to adopt the Governance Guidelines 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 ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

16. Commissioner Todd made the motion to change the following MS Gulf Coast Regional CVB Commission meeting date for September 24th to September 17th at 3pm due to the MS Tourism Assn, Governors Conference on Tourism Awards Luncheon being held in Tunica, MS. 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 ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

17. Commissioner Todd made the motion to change the following MS Gulf Coast Regional CVB Commission meeting date for December 24th, to December 17th at 3pm due to the Christmas Holidays. 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 ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

18. Commissioner Levens made the motion requesting the Advisory Board to execute a Conflict of Interest and Code of Ethics Policies as approved by this Commissioners at their July 23, 2013 meeting. The Advisory Board will be noticed in the Conflict of Interest section under "volunteers". 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 ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

19. Commissioner Daniels made the motion authorizing the Commission President to execute the renewal contract with Certified Folder Display Services, Inc. for rack brochures effective October 1, 2013 thru September 30, 2014, in the amount of \$11,086.17. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Fritz	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

20. Mr. Keating reported on the Memo - Authority of the MGCRVCB Commissioners to delegate decisions making powers to a Committee without final Commission approval.

21. Mr. Keating also reported on the BP Oil Spill claim drawn up through Reeves & Mestayer, stating the new Commission should authorize an amendment to the claim stating its new name.

22. Commissioner Schloegel made the motion to AMEND the current claim filed by Reeves & Mestayer in regards to the BP Deep Water Horizon Oil spill made by the Harrison County Tourism Commission dba MS Gulf Coast CVB, to change the name to MS Gulf Coast Regional CVB as per HB 1716. 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 ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

23. Commissioner Ladner reported on the Budget/Finance committee meeting held August 7th & 22nd with the following recommendations:

24. Commissioner Schloegel made the motion to approve the Operating Budget Summary for FY2013/2014 in the amount of \$3,672,188.00 and present to the Harrison County Board of Supervisors for approval.

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 ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

25. Commissioner Levens made the motion to Amend the FY2012/2013 budget to conform to the actual revenue and expenditures that occurred during fiscal year 2012 and ending September 30, 2013.

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

Commissioner Fritz	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

26. Commissioner Schloegel made the motion to accept the Budget/Finance Committees report as presented. Seconded by Commissioner Ladner, the president called the question, with the following results:

Commissioner Fritz	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

27. Commissioner Ladner reported the August 27, 2013 disbursements as follows: check disbursements for 08/27/13--\$176,124.18; total travel advance/reimbursements for July 2013 -- \$203; grand total disbursements--\$176,327.18. Commissioner Hansen moved these disbursements be approved. Seconded by Commissioner Ladner, the president called the question, with the following results:

Commissioner Fritz	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

28. Commissioner Ladner reported on the following items:
- Room sales tax revenue of room sales tax collections for August 16, 2013 – actual 5% collection was \$659,978.04 with HCBOS's 2.75% share being \$362,987.92 and HCTC's 2.25% share being \$296,990.12 for a -5.56% change in total collection, and total income of 1.40% year to year changes.
 - World Choice Travel Revenue collections for the month of July 2013 being \$1,234.87, with a total year to date \$9,597.26.

29. Executive Session – None

30. Reminders:

- Work Session w/Gulf Coast Regional Tourism Partnership – Wednesday, August 28th – 2pm – 4pm – Knight Non-profit Center & 4pm – MGCRCVB Meeting
- Office Closed – Labor Day, September 2nd
- MGCRCVB meeting – Tuesday, September 17, 2013 at 3:00pm

31. Commissioner Hansen made the motion to adjourn the meeting. 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 ---- Yes
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 ---- Yes	Commissioner Shabazz	Voted ---- A&E
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 August 27, 2013.

SALES DEPARTMENT

JULY 2013

CONVENTION SALES:

Tentative Leads:**July 2013: 11
97****Fiscal YTD:**

Name	Meeting Date	# Attendees / # Room Nights	Origin
Mississippi Counseling Association – 2015 Annual Convention	November 3 – 6, 2015	800 / 795	CVENT
Mississippi Counseling Association – 2016 Annual Convention	November 1 – 4, 2016	800 / 795	CVENT
Mississippi Society of Association Executives – 2014 Mid-Year Conference	April 28 – 30, 2014	100 / 140	Client relationship
Mississippi Society of Association Executives – 2015 Mid-Year Conference	April 27 – 29, 2014	100 / 140	Client relationship
International Order of Alhambra – 2015 Convention	June 20 – 24, 2015	150 / 340	Referral from Godwin Group
Performance Foodservice / Roma of Denver – Roma Rolloff Event (Convention Center)	April 23 – 26, 2014	650 / 1,256	Hotel referral
Association of Attorney Mediators – 2014 Meeting	March 27 – 30, 2014	100 / 95	Client relationship
American Federation of Government Employees – 2014 Safety Conference (Convention Center)	January 25 – 31, 2014	400 / 1,650	Phone Call
HelmsBriscoe – Georgia – 2014 Century Family Reunion	June 26 – 29, 2014	130 / 102	CVENT
ONYX Meetings & Events – National Sales Meeting – SPX Marley Cooling Technologies	February 9 – 14, 2014	120 / 550	Phone Call
Heard Family Reunion	July 3 – 6, 2014	75 / 75	Website
TOTALS		3,425 / 5,938	
YTD TOTALS		30,497 / 51,744	
Estimated Economic Impact: \$2,568,750.00 (based upon \$300.00 per person for an average of 2.5 nights)			

Definite Bookings:**July 2013: 3****Fiscal YTD: 45**

Name	Meeting Date	# Attendees / # Room Nights	Headquarter Hotel
Mississippi Council of Teachers of Mathematics – 2013 Fall Conference	Sept 20 – 22, 2013	150 / 120	Biloxi property
Southern Cemetery Cremation Funeral Association – 2014 Annual Conf	July 25 – 30, 2014	175 / 448	Biloxi property
George 50 th Birthday Party	July 12 – 15, 2013	100 / 120	Gulfport property
TOTALS		425 / 688	
YTD TOTALS		8,440 / 12,523	
Estimated Economic Impact: \$318,750.00 (based upon \$300.00 per person for an average of 2.5 nights)			

Conventions Serviced:**July 2013: 19****Fiscal YTD: 106**

Name	Meeting Date	# Attendees	Service included:
Dickerson Reynolds Groves, Chin Family Reunion	July 3 – 5, 2013	150	Bags, brochures
Deep South Institute of Transport Engineers	July 10 – 12, 2013	70	Brochures
McNair Family Reunion	July 12 – 14, 2013	40	Bags, brochures

Sumrall Family Reunion	July 13 – 16, 2013	25	Bags, brochures
Mississippi Municipal League	July 13 – 18, 2013	3,000	Registration assistance, brochures
Mississippi/Louisiana Labor Board	July 15 – 17, 2013	150	Registration assistance, name badges, brochures
Johnson Green Family Reunion	July 18 – 21, 2013	100	Name badges, brochures
Medicomp Physical Therapy	July 18 – 20, 2013	100	Name badges, bags, brochures
Thompson Family Reunion	July 19 – 21, 2013	65	Bags, brochures
Mississippi Department of Education	July 21 – 23, 2013	700	Brochures
Mississippi Bail Agents Association	July 22 – 23, 2013	100	Brochures
Mississippi Circuit Clerks Association	July 24 – 25, 2013	100	Bags, brochures, nail files
US Small Business Administration	July 25 – 26, 2013	225	Bags, brochures
Dyer Davis Family Reunion	July 27 – 28, 2013	100	Bags, brochures
Bellman Mitchell Williams Family Reunion	July 27 – 28, 2013	100	Bags, brochures
Harvey Family Reunion	July 26 – 28, 2013	125	Bags, brochures
Bridges Family Reunion	July 26 – 28, 2013	100	Bags, brochures
Mississippi Council on Economic Education	July 29 – 30, 2013	150	Registration assistance, bags, brochures
General Dynamics	July 29 - Aug 4, 2013	200	
TOTALS		5600	
YTD TOTALS		29,886	
Total HCTC Investment in Services: \$656.25			
Estimated Economic Impact: \$4,200,000.00 (based upon \$300.00 per person for an average of 2.5 nights)			

Client Meetings / Client Events / Client Projects:

July 2013:

Name	Dates	# Attendees / # Room Nights
MS Main Street Assoc- Destination Downtown Conf	September 2014	200 / 275
Mississippi Municipal Association – 2013 Annual Conference – set up Mississippi Gulf Coast money machine to promote attractions/restaurants	July 13 – 18, 2013	3,000 / 2,575

Travel:

July 2013:

Name	Dates	Sales Manager Attending
MS Society of Association Executives Monthly Luncheon and Jackson Sales Calls	July 24 – 25, 2013	Annette Rand

Lost /Cancelled Business:

July 2013: 8

Fiscal YTD: 56

Name	Meeting Date	# Attendees / # Room Nights	Reason Lost	Incentive Offered
MS/LA Chapter – American College of Physicians – 2014 Scientific Meeting	March 13 – 16, 2014	200 / 300	Wanted an upscale non smoking facility – we could not accommodate – group selected Grand Marriott	
National Wooden Pallet &	Feb 26 – March	400 / 783	Board wanted to go to Orlando, FL (found on website –	

Container Association	6, 2014		unable to reconnect with client)	
Performance Foodservice / Roma of Denver (Convention Center)	April 23 – 26, 2014	650 / 1,256	Sent lead to MCCCC – group has decided to put event on hold for now – will contact us when able to rebid	
Trailways Transportation System, Inc.	March 5 – 12, 2014	250 / 505	Group selected Sandestin Hilton – the only hotel they were considering was IP Casino Resort Spa – she really liked it and the sales manager but went with Sandestin.	
Insignia, LLC – 2014 Southeastern Association of Regulatory Utility Commissioners (SEARUC)	June 1 – 6, 2014	200 / 447	Client would only indicate that the meeting was not coming to Biloxi.	
Meetings Plus – Collections Institute	Nov 11 – 15, 2013	35 / 110	Meeting has been postponed until further notice.	
National Active and Retired Federal Employee Association (NARFE) – (Convention Center)	Aug 21 – 31, 2018	1,500 / 4,325	Group will not use convention centers if they have to ride a bus – they use canes/walkers to get around	\$25,000
American Federation of Government Employees – 2014 Safety Conference (Convention Center)	Jan 25 – 31, 2014	400 / 1,650	Group will not consider shuttling to the convention center – no hotel can accommodate the meeting without using the convention center	
International Society of Arboriculture – 72 nd Annual ISA Conference & Trade Show (Convention Center)	March 12 – 18, 2015	400 / 1,138	Mobile offered the best “package” for the group but our convention center was much nicer – group will not consider our area until we have a hotel next to the convention center.	\$17,000

LEISURE TRAVEL:

Tentative Leads:

July 2013: 8		Fiscal YTD:
42		
Name	Tour Date	# Attendees / # Room Nights
Golf Zoo – Definite Room Nights for 2012	Jan 1 – Dec 31, 2012	50 / 129
Golfpac, Incorporated – Definite Room Nights for 2012	Jan 1 – Dec 31, 2012	600 / 300
Jazzy Travelers – October Trip	Oct 18 – 20, 2013	45 / 50
Kim Boykin – September Weekend Stay	Sept 14 – 16, 2013	30 / 32
Louisiana Travel Services – Florida Group – 3 nights	March 9 – 12, 2014	50 / 75
Tally Ho Vacations – Antebellum South and the Civil War	March 17 – 21, 2014	50 / 52
VWBH Club Senior Gaming Trip	June 2 – 5, 2014	30 / 36
TOTALS		855 / 674
YTD TOTALS		5,325 / 4,658
Estimated Economic Impact: \$427,500.00 (based upon \$200.00 per person for an average of 2.5 nights)		

Definite Bookings:

July 2013: 4		Fiscal YTD: 29	
Name	Tour Date	# Passenger / # Room Nights	Headquarter Hotel
Golf Zoo – Definite Room Nights for 2012 (WHOLESALE)	Jan 1 – Dec 31, 2012	50 / 129	Biloxi property
Golfpac, Incorporated – Definite Room nights for 2012 (WHOLESALE)	Jan 1 – Dec 31, 2012	600 / 300	Biloxi property
Fun Tours – Allied Tour & Travel – Spring Gulf Coast Tour	March 24 – 27, 2014	40 / 75	Biloxi property
TOTALS		690 / 504	

YTD TOTALS		5,483 / 4,392	
Estimated Economic Impact: \$345,000.00 (based upon \$200.00 per person for an average of 2.5 nights)			

Assists:

July 2013: 2 Fiscal YTD: 23

Name	Tour Date	# Passenger / # Room Nights	Assisted with...
Seniors on the Go Travel – GA – November 2 night stay	Nov 6 – 8, 2013	50 / 52	Wants help with step on guide and Christmas at Beauvoir information
The Jolliettes Senior Tour – The Jolliettes Senior Group	August 12 – 14, 2013	40 / 40	Assistance with sightseeing options and tour guides.
TOTALS		90 / 92	
YTD TOTALS		972 / 1,059	

Estimated Economic Impact: \$142,500.00 (based upon \$200.00 per person for an average of 2.5 nights)

Lost/Cancelled Business:

July 2013: 4 Fiscal YTD: 35

Name	Tour Date	# Attendees / # Room Nights	Reason Lost/Cancelled
Crown Coach Corporation – Memphis Social Club – July Weekend	July 12 – 14, 2013	45 / 42	Group leader never got back to the tour operator regarding this trip – trip cancelled.
Indianapolis Golden Years – Travel Club	Sept 9 – 13, 2013	40 / 84	Not able to sell enough seats
AAA Sojourns – California – San Francisco – Sightseeing and Volunteer 2013	October 14 – 16, 2013	50 / 54	Not enough seats sold – tour cancelled
Darrell Cole – Beach Bash – Labor Day weekend	Aug 30 – Sep 1, 2013	55 / 70	Unable to reconnect with client – confirmed with hotel that room block not picked up.

Staff Meetings:

July 2013:

Meeting Name:	Staff Member
City of Biloxi Inauguration of Mayor & Council Members	Linda Stewart
Smart Meetings Magazine Meeting	Beth Carriere / Crystal Johnson
Snowflakes in the Bay Committee Meeting	Janet Harrington
HSMAI Gulf South Chapter Meeting	Annette Rand / Janet Harrington
Meeting RE: Ford Motor Company – Janice Jefferson and Pam Korte	Beth Carriere / Crystal Johnson
Ohr-O’Keefe Museum of Art Board Meeting	Annette Rand
Biloxi Main Street Meeting	Janet Harrington
SATW Committee Meeting	Crystal Johnson
Ohr – O’Keefe Museum of Art Special Events Committee Meeting	Annette Rand

Sports

Tentative Leads:

July 2013: 3 Fiscal YTD: 15

Name	Meeting Date	# Attendees / # Room Nights	Origin
Gulf Coast United Soccer Club – Gulf Coast Academy Classic	Nov. 1 – 3, 2013	1,350 / 600	Phone Call
Prime Time Dance -2014 Prime Time Live (CONVENTION CENTER LEAD)	May 22 – 27, 2014	200 / 260	Convention Center Lead
Down South Burners – 2014 Annual Blow Out	April 11 – 13, 2014	400 / 400	Phone Call
TOTALS		1,950 / 1260	
Estimated Economic Impact: \$487,500.00 (based upon \$100.00 per person for an average of 2.5 nights)			
YTD Estimated Economic Impact: \$19,215,500.00 (based on \$100 per person x 19,215 room nights)			

Definite Bookings:

July 2013: 0
YTD: 12

Fiscal

Name	Meeting Date	# Attendees / # Room Nights	Headquarter Hotel
TOTALS		0	
Estimated Economic Impact: \$0 (based upon \$100.00 per person for an average of 2.5 nights)			
YTD Estimated Economic Impact: \$13,352,500.00 (based upon \$100.00 per person x 13,325 room nights)			

Site Visits:

July 2013: 0

Fiscal YTD: 4

Name	Tentative Dates	# Attendees / # Room Nights
		0

Events Serviced:

July 2013: 2
8

Fiscal YTD:

Name	Meeting Date	# Attendees	Service included:
USSSA Summer Games	July 11 – 14, 2013	1950 participants, 2200 spectators (family members)	Coaches Bags, rack brochures, pizza party
USFA Southern National	July 24 – 28, 2013	1500 participants, 2300	Coaches Bags, rack brochures, pizza party
TOTALS		7,950	
Total MGCRCVB Investment in Services: \$4500.00			
Estimated Economic Impact: \$1,987,500.00 (based upon \$100.00 per person for an average of 2.5 nights)			

Meetings:

July 2013

Meeting Name	Staff Member	Description
USSSA Summer Games Coaches Meeting	Torye Hurst	Welcome address to coaches
Golf Marketing	Torye Hurst, Gary Benson	Meeting with Pam Shaheen, Crossroads Marketing and Beth Carriere regarding 2013-14 Golf Travel Marketing Programs
Beach Tennis	Torye Hurst	Meeting with Thomas d'Aquin, Founder Aces Tennis Foundation, on developing a beach tennis event as part of a proposed beach sports festival

Beach Soccer	Torye Hurst	Conference call with Gino Rossi, BeachSoccerUSA, and his associated on creating a beach soccer event. Group requires a \$15,000 bid fee and five-year contract.
Golf Marketing	Torye Hurst, Gary Benson	Follow-up meeting with Pam Shaheen, Crossroads Marketing to discuss her sales calls with various courses and ideas on how to market golf in the coming year.
Sports Tourism Industry	Torye Hurst, Beth Carriere	Meeting with Gulfport Mayor Billy Hewes to provide him with information on the tremendous impact sports marketing already has on the coast and the huge potential if current facilities were expanded.
Mississippi Gulf Coast Golf Association	Torye Hurst, Gary Benson	Meeting with Mike Buckley, Grand Bear and past president, and Russ Bloom, The Oaks, new President to discuss a working relationship with each other to better market golf in the coming year. Several topic discussed including advertising, golf shows, Cross Roads Marketing plan, FAMS, junior golf and packaging.
Biloxi Parks and Recreation	Torye Hurst	Meeting with Cheryl Bell, Parks & Rec Director, to discuss greater involvement of the A.J. Holloway Sports Complex in baseball and softball events.
US Fastpitch Opening Ceremonies	Torye Hurst	Attended coaches meeting and opening ceremonies to welcome visitors to the area.
Golf Wholesalers	Gary Benson	Reviewed and contacted 20 golf wholesalers to make them aware of the staff transitional change from Annette Rand to Gary Benson as the contact.
USSSA Golf	Gary Benson	Phone conversation with Robert Boudreaux, Jr. Golf Director, about hosting a tournament in the area. Lead will be sent to area courses to determine interest.

Travel:

July 2013:

Name	Dates	Sales Manager Attending
None		

Lost /Cancelled Business:

Name	Meeting Date	# Attendees / # Room Nights	Reason Lost	Incentive Offered
Peck's TaeKwonDo America	5/22-24/14	400 / 325	Lack of convention center hotel	
Lowndes County Basketball	5/24-24/13	60/30	Tournament cancelled	
YTD Estimated Economic Impact: \$589,000.00 (based upon \$100.00 per person x 5,890 room nights)				

SOCIAL MEDIA:**Facebook**

July 2013:		188 New Fans
Total Fans		15,077
Total Increase since February 2013		1,700

Twitter

	Followers	July	To-Date	Tweets	July	To-Date
MSGulfCoastCVB	1,359	81	176	3,428	203	453
MeetMSGulfCoast	133	72	75	630	95	179
To-Date increase is since February 2013						

Foodspotting

	Spots	July	To-Date	Points	July	To-Date
	66	3	33	1,820	245	1,000
To-Date Increase is since February 2013						

Youtube

July 2013	Lifetime Views
1,014	52,611

Pinterest

	Boards	July	Pins	July	Follows	July
	15	0	279	0	279	32
Increase since February 2013						
			1		31	74

MEDIA RELATIONS:

Articles	February	March	April	May	June	July	FYTD
Media Value	\$21,475.11	\$66,462.98	\$7,227.23	\$1,169.00	\$54,900.00	\$21,528.10	\$ 416,761.51
Identified	20	15	9	5	5	16	131

INQUIRIES:**USA 800 Ad Sources**

July 2013	5,124		FYTD	58,553
STS Spring Insert	2,753		Oprah Magazine	14,737
America's Best Vacation	1,132		America's Best Vacation	11,482
Web	483		STS Fall Insert	7,214
Search Engine	203		STS Spring Insert	6,674
Midwest Living	108		Web	3,781
Another Web site	97		Fall Trvel Planner (Compass Mktg)	3,322
Unknown	73		Search Engine	2,516
go.mississippi.com	70		Midwest Living	2,200
Friend Referral	66		Family Travel Insert	1,189
AAA Tour Book	21		Budget Travel	742

USA 800 States

July 2013	5,118	FYTD	58,409
Texas	412	Texas	7,396
Florida	347	Florida	3,658
Ohio	324	Georgia	2,850
North Carolina	306	Illinois	2,774
Georgia	255	North Carolina	2,643
New York	254	Louisiana	2,523
Illinois	207	Ohio	2,388
Mississippi	207	New York	2,151
Pennsylvania	203	Missouri	2,031
Louisiana	202	Tennessee	2,028

GOOGLE ANALYTICS:

VISITOR OVERVIEW – GULFCOAST.ORG

	July	June	+ / - Change	FYTD 587,817
Visits	151,705	138,529	13,176	
Unique Visits	114,825	105,572	9,253	
Pageviews	620,138	587,068	33,070	
Pages per visit	4.09	4.24	-	
Average Visit Duration	4:39	4:56	-	
Bounce Rate	38.80%	36.88%	+	
% of New Visits	67.60%	68.36%	-	

OUTBOUND REFERRALS

July 2013 Link Report	July Total Events	July Unique Events	June Total Events	June Unique Events	FYTD 408,028
Listings	34,385	14,749	32,680	13,889	
WTC	14,747	11,152	15,989	12,144	
Events	10,203	7,447	12,477	8,553	
Banners	1,205	1,083	1,436	1,258	
Request a Visitors Guide	1,151	1,060	1,259	1,152	
outgoing links	1,093	837	1,345	1,049	
Down 2,402 compared to June 2013	62,784	36,382	65,186	38,045	

July 2013 Listings- 34,385	Total Referrals	Unique Referrals	FYTD 280,780
Beau Rivage Resort & Casino	1,524	1,369	
Grand Biloxi Casino Hotel & Spa	1,348	1,155	
Hard Rock Hotel & Casino	915	836	
Island View Casino Resort	890	813	
IP Casino Resort & Spa	758	675	
Golden Nugget Biloxi	724	638	
Treasure Bay Casino & Hotel	672	567	
Big Play Family Fun Center	632	597	
Palace Casino Resort	609	545	
Lynn Meadows Discovery Center	514	491	
Up 1,705 compared to June 2013	July 823 marketing partners received referrals over 805 in June		FYTD 1,193 marketing partner referrals

July 2013 Events - 10,203	Total Referrals	Unique Referrals	FYTD 280,780
65th Annual Mississippi Deep Sea Fishing Rodeo	2,555	1,654	
Biloxi 4th Of July Fireworks Display	776	728	
6th Annual Croaker Classic	602	372	
29th Annual Our Lady Of The Gulf "Crab Festival"	452	412	
Professional Bull Riders Built Ford Tough Series	375	285	
4th Annual Gulf Coast Black Rodeo	347	303	
7th Annual July 4th Coast Watchers Convoy	307	239	
Gulfport 4th Of July Fireworks	304	282	
6th Annual International Food & Wine Tasting	299	147	
USSSA Celebration & Parade	269	175	
Down 2,269 compared to June 2013	July 381 events received referrals over 355 in June	FYTD 1,131 event referrals	

SEARCH SOURCES

Organic & Referral July 2013	Visits	Pages / Visit	Avg. Visit Duration
google / organic	64,670	4.1	0:04:39
m.gulfcoast.org / referral	25,956	3.14	0:03:22
(direct) / (none)	20,316	3.54	0:04:14
bing / organic	10,842	4.86	0:05:39
yahoo / organic	9,190	4.85	0:05:30
biloxi.ms.us / referral	6,997	6.99	0:07:54
aol / organic	1,225	4.88	0:05:59
172.16.254.254 / referral	1,027	1.57	0:01:07
ask / organic	942	5.15	0:06:15

Referring Sites July 2013	Visits	Pages / Visit	Avg. Visit Duration
m.gulfcoast.org	25,956	3.14	0:03:22
biloxi.ms.us	6,997	6.99	0:07:54
172.16.254.254	1,027	1.57	0:01:07
facebook.com	705	2.7	0:02:16
search.mywebsearch.com	670	5.43	0:07:55
visitmscoast.org	432	4.99	0:05:17
usfastpitch.org	402	3.91	0:03:44
google.com	393	3.9	0:04:22
barnaclebillsms.com	313	1.27	0:00:23

GEOGRAPHIC

Top 10 States	Visits	Top 10 Cities	Visits	Top 10 Countries	Visits
Mississippi	45,528	Biloxi	8,420	United States	149,608
Louisiana	25,882	Gulfport	7,950	Canada	447
Texas	17,546	(not set)	6,725	(not set)	253
Georgia	9,185	Houston	6,103	United Kingdom	210
Florida	7,558	Jackson	5,743	Germany	141
Alabama	7,250	Atlanta	4,801	India	105
Tennessee	4,882	Hattiesburg	4,123	Japan	74
Missouri	3,053	New Orleans	3,738	Australia	48
Oklahoma	2,966	Ocean Springs	2,997	Mexico	46
Arkansas	2,835	Baton Rouge	2,967	Philippines	43

Most Viewed Content	Visits	Unique Visits	Avg. Visit Duration
/attractions/	37,728	26,075	0:00:47
/ (Homepage)	36,673	30,763	0:01:49
/events/	35,824	25,275	0:03:27
?mobile=	26,870	23,494	0:01:30
/coupons/	22,377	15,465	0:01:23
/casinos/	22,132	11,775	0:01:17
/visitors/attractions/beaches-and-harbor-activities/	19,769	15,336	0:01:55
/visitors/attractions/family-activities/	17,072	12,693	0:00:56
/hotels/	15,036	11,082	0:01:26
/restaurants/	10,908	7,997	0:01:22

Top Landing Pages	Visits	Pages / Visit	Avg. Visit Duration
/ (Homepage)	27,601	4.8	0:05:30
?mobile=	23,254	3.19	0:03:20
/events/	11,972	2.71	0:03:50
/attractions/	10,518	6.62	0:06:52
/visitors/attractions/beaches-and-harbor-activities/	7,739	3.71	0:04:29
/coupons/	5,276	6.28	0:06:17
/casinos/	5,102	4.65	0:06:09
/visitors/attractions/family-activities/	4,440	7.26	0:07:50
/visitors/events/index.cfm?EventID=1638 (Biloxi Fireworks Display)	3,004	2.1	0:02:19
/restaurants/	2,673	5.46	0:05:47

Simpleview Analytics:

VISITOR OVERVIEW – GULFCOAST.ORG

6 Month Traffic Overview	Feb	Mar	Apr	May	Jun	Jul
Visits:	110,941	118,098	110,619	118,010	138,529	151,705
Unique Visitors:	6,232	92,230	89,204	93,029	105,572	114,826
Bounce Rate:	46%	44%	48%	44%	37%	39%
Pageviews:	381,241	433,643	370,354	439,343	587,068	620,138
Average Pageview per Visit:	3.44	3.67	3.35	3.72	4.24	4.09
Average Time on Site:	0:03:40	0:03:40	0:03:42	0:04:07	0:04:56	0:04:39
Total Organic Search Traffic:	80,739	78,177	68,294	79,355	89,610	87,956
% of Traffic From Organic Search:	73%	66%	62%	67%	65%	58%
Entry Pages From Search:	2,127	2,203	2,122	2,138	2,258	2,263
Total Organic Keywords:	26,964	25,252	21,911	24,706	28,135	27,612
Mobile Site Visits:	60,164	49,017	60,844	55,004	49,931	41,605
All Traffic:	171,105	167,115	171,463	173,014	188,460	193,310

SEARCH ENGINE OPTIMIZATION Overview:

- * Visits to the main site are up 18% year over year.
- * Organic visits to the attractions page are up 111% over last July sending over 3,500 additional visits
- * Organic search traffic landing on the fishing page has increased 51% Year Over Year.
- * Visits to the main site are down 8% Year Over Year

MOBILE SITE STATISTICS:

VISITOR OVERVIEW – GULFCOAST.ORG - MOBILE

July 2013: 30,942	July	June	+ / - Change	FYTD 746,153
Visits	41,605	49,931	(8,326)	
Unique Visits	30,942	37,074	(6,132)	
Pageviews	357,214	438,225	(81,011)	
Pages per visit	8.59	8.78	-	
Average Visit Duration	7:08	7:01	+	
Bounce Rate	21.82%	21.98%	-	
% of New Visits	65.65%	65.58%	+	

GEOGRAPHIC-Mobile

State	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
Mississippi	12,972	8.73	0:06:41	61.36%	20.67%
Texas	7,825	8.08	0:07:37	66.54%	25.12%
Louisiana	5,489	8.95	0:05:50	66.22%	21.84%
Georgia	5,230	8.66	0:08:08	65.11%	19.75%
Oklahoma	2,010	8.9	0:08:49	70.35%	17.21%
Florida	1,926	8.79	0:08:42	69.26%	20.61%
Alabama	896	8.6	0:07:38	71.43%	20.20%
California	797	8.23	0:07:50	67.25%	21.33%
Tennessee	716	9.59	0:06:49	75.84%	18.72%
Missouri	612	8.89	0:06:32	64.87%	19.93%

BANNER ADVERTISEMENTS:

	July Banner Page Impressions	July Click Thrus	July Average time on Banner Page	FYTD Banner Page Impressions	FYTD Click Thrus
Palace Casino	22,132	414	1:17	90,348	6,084
South Beach Biloxi Hotel	6,378	561	2:14	45,819	904
Preserve Golf Course	1,918	43	1:17	6,131	68
MSHLA Golf AD(July 1-10) Hotel/Motel and Golf pages	2,278	25	2:14	6,491	50
MSHLA Golf AD (July 10-31) Hotel/Motel page	4,100	22	2:14	4,100	22
MSHLA Golf AD (July 10-31) Golf page	1,264	14	1:17	1,264	14