

VISIT



TAMPA BAY

TREASURE AWAITS

2017

STRATEGIC PLAN







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MESSAGE FROM SANTIAGO

I have been trying to find the right words to describe the kind of year we have had at Visit Tampa Bay. "Amazing" seems to fit. So does "record-setting." Or "unprecedented."

The past year has been a period of amazing growth for tourism in Tampa Bay. Our reputation as a global destination has soared like never before. Working closely with almost 800 partners, Visit Tampa Bay has hosted hundreds of travel writers, travel agents and meeting planners as well as thousands of sports fans, many of whom had never considered our community as a travel destination. Major citywide events brought in more summer revenue than ever before. New faces in our international offices are bringing new attention to Tampa Bay among European travelers. We have earned billions of views in worldwide media, including prominent features in Boston, Dallas, New York, Great Britain, and Germany. We have also captured the attention of important opinion-makers such as Forbes and Wallet Hub.

This year has brought us closer to our goal of reaching \$30 million in bed taxes. When we cross that threshold, we will join the elite ranks of Florida's high-impact tourism counties. In turn, county commissioners will have the option to raise the local Tourism Development Tax by a penny to six cents, permanently boosting the impact tourism has on our local economy. Tampa Bay's growth as a tourism destination is evident in our 2015 visitation numbers: We hit a record 22 million visitors for the year in Hillsborough County and \$5.6 billion in overall economic impact, proving again tourism is an economic engine that runs 24 hours a day, 365 days a year.

This was also a year of important firsts. Visit Tampa Bay won a "Henry," (the top award in state tourism marketing) in the Tourism Advocacy category for our video, "Henry Brings His Meeting to Tampa Bay," which clearly explains the financial footprint of meetings in this area. We won a Platinum Adrian Award from HSMIA, the leading international hospitality marketing industry group for an integrated marketing campaign built around our fabulous craft beer industry. With our partners at Visit Florida, we took over London and added an actual pirate – Greybeard the Business Pirate – to our staff roster as part of an innovative meetings campaign. And more than ever before, Visit Tampa Bay has become a key thought leader at local and state levels.

As we look ahead to 2017, Visit Tampa Bay has great things on the horizon. We will start the year working hand-in-hand with our partners at the Tampa Bay Sports Commission to host the best-ever College Football Playoff National Championship Game. We will celebrate the opening of several new hotels, including our first AC by Marriott, and major renovations to others. We will cheer the expansion of Tampa International Airport, sure to make the top airport in the U.S. even better. We will work again with Visit Florida and Brand USA to open new leisure markets in Mexico and China. We will see even more innovation and creativity by our local entrepreneurs, from the first Cross-Bay Ferry to the rise of trend-setting food halls in Tampa Heights. We will also witness the first steps toward reinventing Channelside Bay Plaza and the neighboring property.

So let's start next year's list of superlatives early with the first description of 2017: "Incredible."

WHO WE ARE

Visit Tampa Bay, Hillsborough County's official destination marketing organization, encourages adventurous travelers to unlock our destination's trove of unique treasures. We are a not-for-profit 501 (c) (6) organization that works with almost 800 partners to tell the world the story of our home – the hip, urban heart of the Gulf Coast of Florida.

We are funded in part by the bed tax collected in Hillsborough County from overnight visitors. These funds provide resources to support the marketing, advertising, and promotions programs, office operations, partner co-op marketing, customer services, and administrative functions of Visit Tampa Bay.

VISION

To inspire the world to love Tampa Bay.

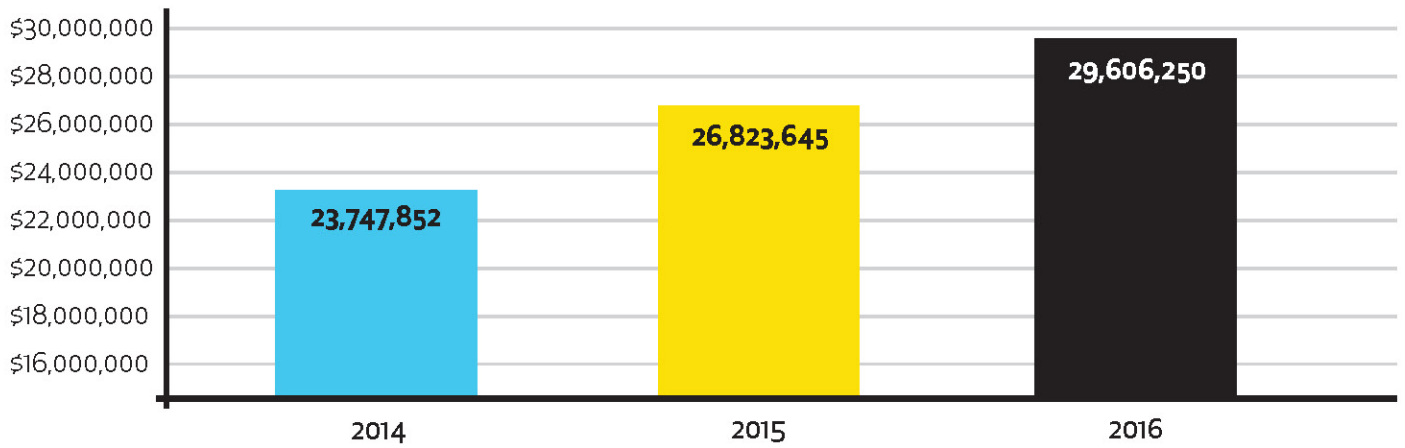
MISSION

To create vibrant economic development for our community by collaboratively increasing visitation to Tampa Bay.

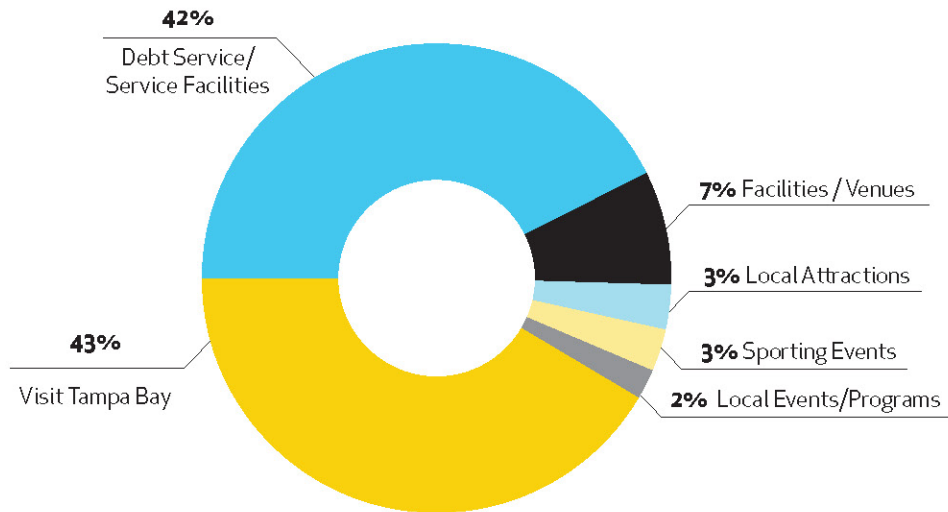


FUNDING MODEL REVENUE & EXPENDITURES

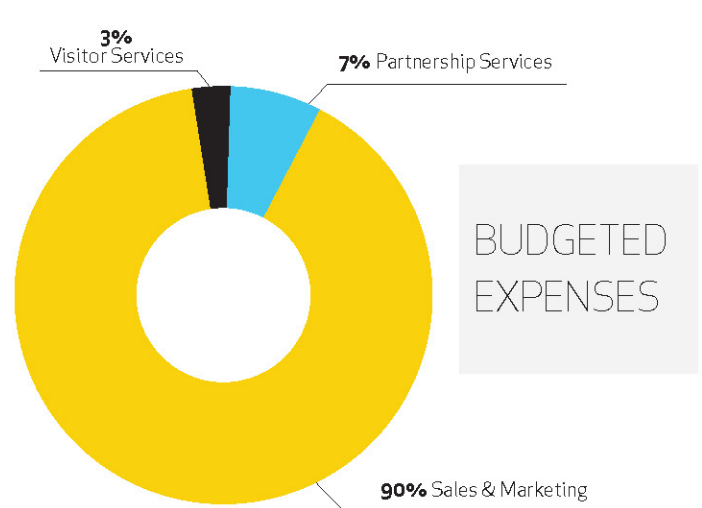
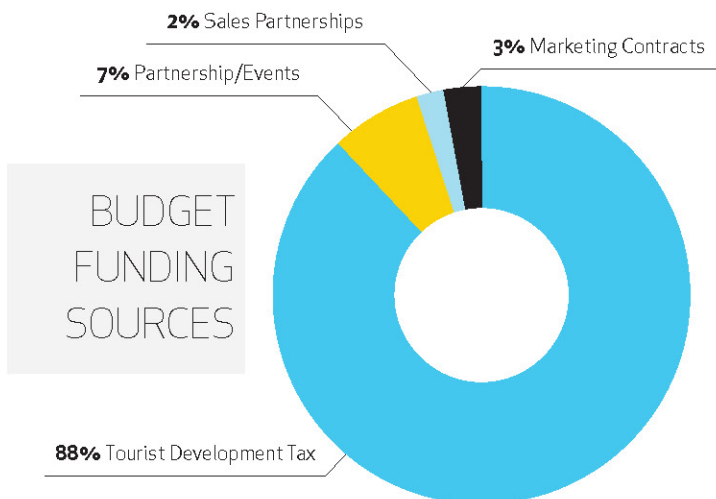
HILLSBOROUGH COUNTY'S TOURIST DEVELOPMENT COLLECTIONS | FISCAL YEAR



LOCAL USE OF BED TAX



2017 VISIT TAMPA BAY FISCAL YEAR



2016
ACCOMPLISHMENTS
AND AWARDS



AWARDS

▶ HSMAI ADRIAN AWARDS

- Platinum & Gold Adrian Award for Advertising
Complete Campaign | Bay Crafted Campaign
- Gold Adrian Award for Advertising
Magazine or Newspaper | Winter's Obituary
- Silver Adrian Award for Advertising – Radio
Consumer | Sounds of Summer

▶ VISIT FLORIDA FLAGLER AWARDS

- Henry Award for Tourism Advocacy
Henry Brings His Business to Tampa Bay
- Silver Award for Internet Advertising
Visit Tampa Bay's Florida's Most Digital Campaign
- Bronze Award for Print Advertising
Winter's Obituary
- Bronze Award for Television Advertising
Summer Playlist :15TV



- ▶ U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO)
Destination Council Destiny Award for Destination Website
- ▶ American Marketing Association, Tampa Bay Chapter
*Marketer of the Year
Sports, Entertainment, Hospitality and Travel Marketing*
- ▶ Favorite Economic Development Group
Tampa Bay Business Journal
- ▶ Supporting Associate Organization of the Year
Florida Society of Association Executives (FSAE) Award
- ▶ 2015 Meetings & Conventions Gold Service Award
- ▶ CVENT Top 50 U.S. Meeting Destinations



RANKINGS

- ▶ 15 U.S. Tourist Hotspots Nobody Cared About 15 Years Ago - *Orbitz.com*
- ▶ No. 2 "Best Beer Town"
- 10Best.com Reader's Choice Award - USA Today
- ▶ Best big city in the Southeast to live
- Money Magazine
- ▶ "Top 25 Arts Destinations"
- American Style Magazine
- ▶ "10 Great Cities in the U.S. to Start a Business"
- Kiplinger
- ▶ Best Planner Support - *Prevue Visionary Award*



COVERAGE



The New York Times

Forbes



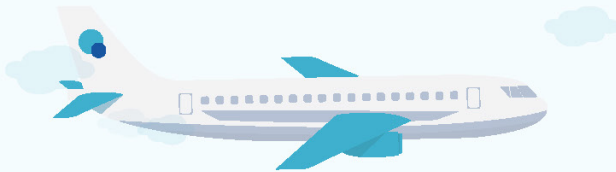
TravelDailyNews



theguardian



Increased **AirCanada** and **WestJet Air** service from Canada



Launched **Lufthansa** air service from Europe

12,422,157,108

Advertising Impressions

2,468,398,725

Public Relations Impressions



HOSTED

- ▶ **VISIT FLORIDA Florida Huddle Conference**
- ▶ **VISIT FLORIDA Governor's Conference on Tourism**
- ▶ **Beer Bloggers and Writers Conference**
- ▶ **Conference Direct (CDX)**

329

 Familiarization Tours (FAMS) and Site Visits

205

 Tradeshows, Missions, & Sales Events Attended

Partnering with complementary Florida DMOs

on joint sales and marketing promotions both domestic and abroad

Kissimmee
St. Petersburg-Clearwater
Bradenton
Ft. Myers-Sanibel

177

 Stakeholder, industry, and political meetings

78

 Speaking Engagements

HIGHLIGHTS

Big Room-Night Wins

NAPA 401(k) Summit

March 2020 & 2022 | **10,122 Room-Nights** (combined)

Walden University Winter Commencements

January 2018 - 2020 | **13,704 Room-Nights** (combined)

Florida Music Education Annual Conference

January 2021 - 2025 | **35,065 Room-Nights** (combined)



480,537

Definite
Convention/Group
Room-Nights Booked



1,778

Leads for
Future Business

Established first-ever targeted Leisure Sales campaign with a top International Receptive Operator that generated **70%** increase in leisure room-night bookings



2016 FLORIDA'S MOST CAMPAIGN



Florida's Most Campaign generated more than **164K** new incremental room nights



Incremental spending to the area totaled more than **\$70 million**



43% of travelers have seen or heard Visit Tampa Bay advertisements



Florida's Most campaign marketing reached **5.2 million** households



Average gross ROI for the campaign was **\$71** (net \$93)

Source: H2R Marketing Research

TOURISM MEANS
BIG BUSINESS TO
TAMPA BAY

The tourism industry in Hillsborough County is a major economic driver that pumps more than **\$5.6 billion into the local economy** each year and provides more than **48,000 jobs**, with associated **incomes of over \$2.1 billion**. In 2015, visitor spending directly generated **1-in-19** jobs in Hillsborough County.

Tourism in Hillsborough County generated **\$347 million** in state and local tax revenues, equivalent to **\$727** per Hillsborough County household.

HILLSBOROUGH COUNTY | FLORIDA | U.S. YTD HOTEL PERFORMANCE

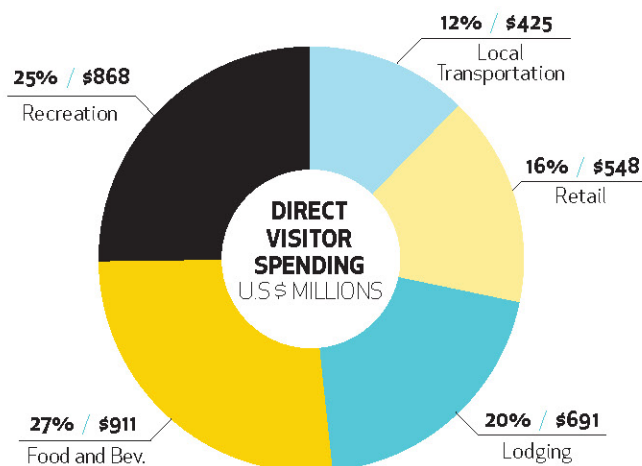
Key hotel metrics continue to rise. Revenue per available room (RevPAR) is up **54%** at **\$89.12** from 2011. Occupancy rates have risen to **76.6%** in 2016, a **18%** increase from 2011 and more than **5.2 million** hotel room nights were occupied in Hillsborough County in 2016. (January - August 2016)

	County YTD 2016	County % Change YTD 16 vs. 15	Florida YTD 2016	Florida % Change YTD 16 vs. 15	U.S. YTD 2016	U.S. % Change YTD 16 vs. 15
Occupancy	76.6%	↑ 1.8%	74.2%	↓ 0.7%	66.9%	↓ 0.2%
ADR Average Daily Rate	\$116.39	↑ 7.5%	\$139.22	↑ 2.7%	\$124.18	↑ 3.1%
RevPar Revenue per Available Room	\$89.12	↑ 9.5%	\$103.34	↑ 1.9%	\$83.10	↑ 2.9%
Revenue	\$463,712,511	↑ 9.3%	—	↑ 3.3%	—	↑ 4.5%

Source: STR, Inc. (January-August)



2015 ECONOMIC IMPACT HIGHLIGHTS



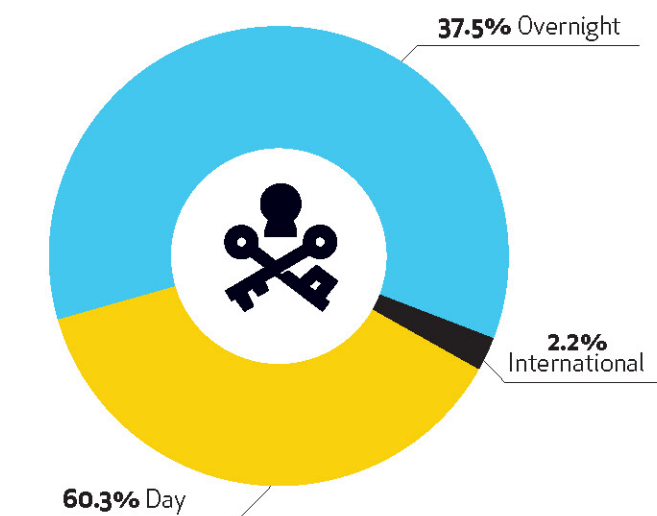
Source: Tourism Economics

TAMPA BAY TRAVEL MARKET AT A GLANCE



2015 VISITOR PROFILE HIGHLIGHTS

TRIPS BY VISITOR TYPE



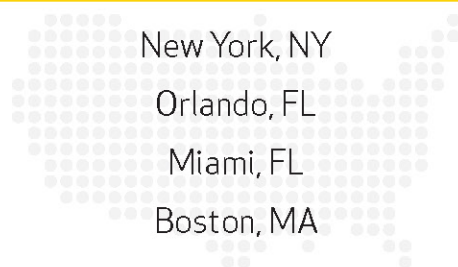
TOTAL VISITORS
22 MILLION

DOMESTIC
21.3 MILLION

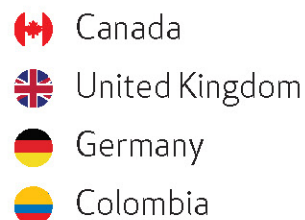
INTERNATIONAL
488,000

THE AVERAGE NUMBER OF NIGHTS SPENT IN TAMPA/HILLSBOROUGH COUNTY FOR AN OVERNIGHT TRIP WAS **2.9** NIGHTS, UP FROM **2.6** NIGHTS IN 2014

TOP DOMESTIC MARKETS



TOP INTERNATIONAL MARKETS



SEASON OF TRIP



TOP THREE OVERNIGHT TRIP ACTIVITIES AND EXPERIENCES



49% of overnight trips were planned 2 months or less before the trip

VISITOR DOMESTIC PROFILE



FAMILY
41%

MARRIED
62%

AGE
25-54

AVERAGE AGE
47



COLLEGE &
POST GRADUATE
60%




HOUSEHOLD
INCOME
\$50k-99.9k

METHODOLOGY

Visit Tampa Bay employs a research model using internal data and curated research in conjunction with Tourism Economics to calculate and forecast total visitor volume and spending by visitor segments (domestic/international, overnight/day). Domestic visitor profiles are provided by Longwoods International, while international volumes are generated from Tourism Economics' Global City Travel (GCT) database.

2017 STRATEGIC GOALS



In 2015, Visit Tampa Bay's Board Officers and management team realigned the initiatives of the organization and established strategic goals to guide the company through Fiscal Year 2016 and 2017. The four goals are:

GOAL 1
INCREASE PRIVATE REVENUE DOLLARS

GOAL 2
OPTIMIZE MARKETS, DEPLOY RESOURCES, AND DETERMINE RETURN ON INVESTMENT (ROI)

GOAL 3
TAKE A LEADERSHIP ROLE IN SHAPING OUR TOURISM INDUSTRY

GOAL 4
ACTIVATE THE BRAND



1

Increase Private Revenue Dollars

Maximize current business opportunities for our industry partners, and create new revenue streams for the organization. This strategic approach will help us build and strengthen current relationships and opportunities for future years.

OBJECTIVE ONE

Evaluate partnership model to ensure that we are providing partners with the maximum return on investment and participation opportunities to reach both consumers and trade professionals.

High Level Action Items:

- ▶ Create new marketing partner model – while increasing or maintaining revenue
- ▶ Work with internal departments to communicate all marketing and sales opportunities to maximize ROI for partners
- ▶ Assess other revenue opportunities and current pricing to increase revenue dollars, advertising co-ops, participation in tradeshow

OBJECTIVE TWO

Increase sponsorship revenue by improving our Destination Investor program and developing alliances with non-traditional partners.

High Level Action Items:

- ▶ Work across departments to create value for the Destination Investor program
- ▶ Create effective marketing sales tools for the Destination Investor program
- ▶ Review current events and sponsorship opportunities and consider new formats to increase revenue and attendance



OBJECTIVE **THREE**

Provide additional services at the Visitor Center to increase volume, length of stay and spending.

High Level Action Items:

- ▶ Promote the Visitor Center to drive foot-traffic and engagement with visitor kiosks and CityPASS ticket sales
- ▶ Expand inventory and increase Visit Tampa Bay branded items in store
- ▶ Drive traffic to the *Shop.VisitTampaBay.com* online retail store to increase online purchases

OBJECTIVE **FOUR**

Build strategic alliances and opportunities that create vibrant economic development for our community by collaboratively increasing visitation to Tampa Bay.

High Level Action Items:

- ▶ Grow Visit Tampa Bay's co-op programs and offer multidimensional benefits to our industry partners
- ▶ Increase digital media efforts to focus on targeting consumers who would be the most likely to purchase (book a trip) through our online booking site, *Reservations.VisitTampaBay.com*
- ▶ Continue to leverage online bookings and our CityPASS relationship, sending consumers to our affiliate page to increase ticket sales

2 Optimize Markets, Deploy Resources, and Determine ROI

Review all out-of-market strategies to ensure appropriate and targeted programming. This approach allows for continued integration of sales and marketing strategies to create a cohesive message, inspire the world to love Tampa Bay, and position Visit Tampa Bay as a leading economic development organization.

OBJECTIVE **ONE**

Utilize third-party research, internal customer relationship management (CRM) database, and additional technical tools to evaluate the return on investment (ROI) to maximize performance for the destination.

High Level Action Items:

- ▶ Apply revenue management principles to maximize performance
- ▶ Review sales re-booking program and client satisfaction survey
- ▶ Research, identify and expand social media presence on existing, new, and up-and-coming platforms for all audiences
- ▶ Maintain involvement with industry organizations to obtain the latest research and benefit from exchange of best practices
- ▶ Continue to accurately report data and provide consistent support for collection and reporting. Evolve with best practices to implement new ideas as they pertain to business intelligence within Visit Tampa Bay

OBJECTIVE **TWO**

Position Tampa Bay as the hip, urban heart of Florida's Gulf coast, using all internal resources and channels (collateral, website, social media integration, public relations, branded touchpoints).

High Level Action Items:

- ▶ Increase visitation from established and new domestic and international markets by expanding relationships with major industry and destination partners
- ▶ Maximize marketing reach by conducting joint campaigns with other complementary DMOs
- ▶ Communicate relevant news from the destination through the various online and social media components utilizing consistent feature updates or messaging to generate booking activity and interest
- ▶ Communicate the Visit Tampa Bay brand/campaign with messaging and visuals throughout all internal communication channels
- ▶ Develop sales efforts to support new incoming air service from San Francisco and Iceland
- ▶ Increase destination awareness through missions in the following markets: Scotland, United Kingdom, Western Europe, Latin/South America, and Iceland
- ▶ Increase destination awareness and visibility among the meetings & convention audience

OBJECTIVE **THREE**

Implement a \$2 million dollar advertising campaign to generate brand awareness and expand year-round bookings.

High Level Action Items:

- ▶ Maximize brand exposure using targeted branding mediums – television, out of home, online video, social, print
- ▶ Use search engine marketing and retargeting technology to reach audiences with personally relevant messaging for national and international endeavors
- ▶ Increase niche marketing/messaging to specific audiences: multicultural, and LGBTQ. Increase visibility as a premier business-oriented meeting and convention destination
- ▶ Increase co-op marketing campaigns with key accounts internationally in the leisure market
- ▶ Target social network programs – paid and owned. Utilize social media to further engage potential visitors with our brand

OBJECTIVE **FOUR**

Align all out-of-market strategies across the organization to optimize exposure and impact for a greater ROI.

High Level Action Items:

- ▶ Align missions (media & sales) to increase ROI when appropriate
- ▶ Utilize travel calendar to capitalize on cross-department assets and joint opportunities

OBJECTIVE **FIVE**

Analyze all marketing campaigns (B2B and B2C) with third-party advertising effectiveness studies and campaign recap results to ensure the greatest ROI.

High Level Action Items:

- ▶ Utilize third-party research firms to evaluate visitor profile information to better define our target audience and markets
- ▶ Analyze all co-op campaign opportunities (VISITFLORIDA, Brand USA) to ensure relevant ROI
- ▶ Conduct monthly update meetings with tour operators, OTA's, and receptive accounts to summarize room-night production trends
- ▶ Conduct third-party (H2R Market Research) marketing and media effectiveness studies for each campaign to determine the marketing return Key Performance Indicators (incremental trips, incremental travel spending and incremental room nights)
- ▶ Utilize state and national tourism research to evaluate the performance of direct sales efforts across all geographical markets

OBJECTIVE **SIX**

Support, evaluate, and analyze all programming by improving best practices with our internal tools for governance, accountability, capital planning, and decision-making so that they are effective, participatory, transparent and more efficient for staff.

High Level Action Items:

- ▶ Evaluate existing processes to ensure that they result in enhanced productivity, efficiency and agility
- ▶ Explore methods to improve two-way communication, open discussion and cultivation/exchange of ideas
- ▶ Deploy cost vs. performance revenue on new hardware purchases to accomplish best fit with organizational objectives
- ▶ Roll-out Extranet 4.0 with Partnership, Marketing, Leisure Sales, and Convention Sales departments
- ▶ Update to SharePoint Reporting Portal, SQL Server Reporting. Implement expense reporting, board, budgeting, and time and attendance software to free up staff time to focus on sales and marketing

3 Take a Leadership Role in Shaping Our Tourism Industry

Position Visit Tampa Bay as the leading tourism organization and a major business driver within the local community, region and industry. Influence product development and tourism-related infrastructure to increase economic impact to the destination. Engage and work with our partners and lobbyist in the continued planning of our tourism advocacy and economic development strategy.

OBJECTIVE ONE

Continually enhance the role and relevance of reporting to stakeholders, and continue to educate local community on expanded research, ROI methodology, and accountability metrics.

High Level Action Items:

- ▶ Ensure all processes and procedures follow best practices, and that all reported data is valid, reliable and necessary to our decision-making needs
- ▶ Examine all local stakeholder meetings to determine need, relevance, or redundancy
- ▶ Integrate internal technologies and continue to focus on CRM data efficiencies
- ▶ Develop an in-depth training process/documentation as it pertains to CRM and reporting. Create documentation regarding each department and their trackable metrics

OBJECTIVE TWO

Continue to develop relationships with board members and key stakeholders to advocate and influence local tourism industry issues and educate stakeholders.

High Level Action Items:

- ▶ Develop action plan with key stakeholders to lobby for a percentage of the sixth cent
- ▶ Work with appropriate parties to finalize the execution of local Tourism Improvement Districts
- ▶ As expert marketers of the destination, work with other economic development organizations to offer additional marketing services to improve the destination's brand
- ▶ Analyze and realign external meetings, presentations and messaging to ensure we are as concise as possible

OBJECTIVE **THREE**

Maintain and strengthen relationships with local and state elected officials.

High Level Action Items:

- ▶ Maintain relationships with local and regional officials to share and elevate the tourism message
- ▶ Ensure that County Commissioners and Mayor receive an invitation to all major organizational events
- ▶ Invite each member of the local Legislative Delegation to attend an industry-related event during the year
- ▶ Lead the charge from an industry perspective regarding state issues impacting tourism: Tourism Days and Hillsborough Day
- ▶ Lobby for legislative issues that affect funding for tourism, film, art/culture, and economic development

OBJECTIVE **FOUR**

Continue to build a strong working relationship with the County and key stakeholders to ensure our destination is marketed nationally and internationally as a premier business and leisure location, thus enriching our community's overall quality of life.

High Level Action Items:

- ▶ Facilitate and coordinate annual meetings between the appropriate elected officials and industry stakeholders to analyze and discuss transportation, infrastructure, and industry trends
- ▶ Engage appropriate elected officials and industry stakeholders involvement at selected citywide convention bids
- ▶ Actively solicit elected official participation in at least four citywide convention "Welcome" opportunities

OBJECTIVE **FIVE**

Increase interactions between Visit Tampa Bay, VISIT FLORIDA and Governor of Florida.

High Level Action Items:

- ▶ Actively participate and coordinate with destination representatives at the annual Tourism Day in Tallahassee
- ▶ Work with lobbyist to coordinate Hillsborough County Day in Tallahassee and ensure that local tourism stakeholders are well represented with appropriate messaging and brand
- ▶ Continue to participate in VISIT FLORIDA co-ops that will complement our sales and marketing efforts

4 Activate the Brand

Employ the organization's brand to portray the destination as a unique experience for all visitor segments. This strategic initiative includes integrating the Visit Tampa Bay brand positioning and identity throughout the organization, its programs, employees, partners and the Tampa Bay destination, as well as determining the visual components of the brand.

OBJECTIVE ONE

Communicate the Visit Tampa Bay brand with messaging and visuals throughout all DMO communication channels, both internal and external.

High Level Action Items:

- ▶ Identify new platforms to promote the Visit Tampa Bay brand (amenities, branded retail items, collateral pieces)
- ▶ Continue to integrate campaign and brand messaging and visuals into convention and leisure sales materials
- ▶ Increase engagement with Visit Tampa Bay's social channels

OBJECTIVE TWO

Continue to identify and engage brand ambassadors and brand activation teams.

High Level Action Items:

- ▶ Increase local stakeholder awareness of the tools and initiatives available to generate greater economic impact for the Visit Tampa Bay brand
- ▶ Continue the marketing industry summit to educate partners on how to employ the Visit Tampa Bay brand
- ▶ Activate the "Talk Up Tampa Bay" campaign throughout the community
- ▶ Train Visitor Center staff to serve as brand ambassadors for the Tampa Bay tourism industry

OBJECTIVE THREE

Educate hospitality workers on the Visit Tampa Bay brand and on destination highlights by further developing the content included in the Guest Experience Training (GET) program.

High Level Action Items:

- ▶ Develop a follow-up newsletter to communicate with past attendees



- ▶ Explore additional ways to communicate and deliver training to tourism ambassadors
- ▶ Continue to refine and update the content of presentation materials
- ▶ Create a robust prize program and reach more participants
- ▶ Offer sponsor spotlight opportunity when applicable

OBJECTIVE **FOUR**

Keep Visit Tampa Bay top of mind with industry partners and the media to generate awareness and buzz.

High Level Action Items:

- ▶ Continue the Visit Tampa Bay Road Show. Meet with local groups, committees, and hoteliers to review the value offerings of Visit Tampa Bay and the Visit Tampa Bay brand including ways to integrate, emulate and be the brand throughout the county
- ▶ Increase positive local newspaper, radio, television, online and social media coverage about the importance of tourism
- ▶ Keep the media well-informed and engaged with destination developments and industry trends
- ▶ Develop a new and effective blog program to serve as an enthusiastic and ongoing source of information, reviews and coverage of Tampa/Hillsborough County based on audience and topic segmentation
- ▶ Create and distribute on an ongoing basis news and feature releases, media alerts, pitches and story angles, advertorials and blog postings for brand promotion, sustained coverage and positive word-of-mouth

OBJECTIVE **FIVE**

Manage the Tampa Bay brand and messaging via the Out-of-Area Marketing Co-op Program and the Visitor Experience Program.

High Level Action Items:

- ▶ Ensure cohesive out-of-area destination brand messaging with marketing co-op partners and Visit Tampa Bay
- ▶ Work with Hillsborough County Visitor Centers to incorporate the Visit Tampa Bay brand

2017
BOARD OF
DIRECTORS

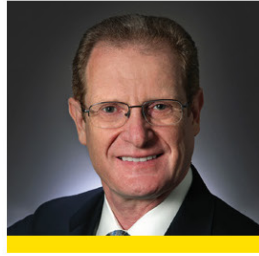
FY17 BOARD OF DIRECTORS



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McANAUGH**

Chair

TAMPA MARRIOTT WATERSIDE
HOTEL & MARINA



**BRUCE
NARZISSENFELD**

Chair - Elect

TECO, an EMERA COMPANY



**JEFF
ANTONACCIO**

Secretary/Treasurer

McKIBBON HOTEL MANAGEMENT



**ED
FANDEL**

Immediate Past Chair

THE AUTO CLUB GROUP



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CORRADA**

President/CEO

VISIT TAMPA BAY

Ron Alicandro

Westin Tampa Bay & Aqua

Paul Anderson

Port Tampa Bay

Ken Anthony

Affinity Insurance Agency

Jim Bartholomay

Renaissance Tampa Hotel International Plaza

Joe Collier

MainSail Development & Lodging

Joe Couceiro

Tampa's Lowry Park Zoo

Jim Dean

Busch Gardens® Tampa Bay

Steve Griggs

Tampa Bay Lightning

Eric Hart

Tampa Sports Authority

Rob Higgins

Tampa Bay Sports Commission

Greg Horwedel

Hillsborough County BOCC

Paul Joseph

Grand Hyatt Tampa Bay

Joe Lopano

Tampa International Airport

Ken Lucas

Retired / MOR-TV

Troy Manthey

Yacht StarShip Dining Cruises

Ray Mathews

State Farm

Bob McDonough

City of Tampa

Bob Morrison

Hillsborough County Hotel & Motel Association

Bob Passwaters

Provident Advertising/Marketing, Inc.

Nabil Salloum

Hilton Tampa Downtown

Danielle Seaberg

Grand Events of Florida, LLC

Thom Stork

The Florida Aquarium

Yellow indicates new members to the board



FY17 ADVISORY BOARD

Pam Avery Hilton Lexington Green

Paul Ayres Center for Advanced Medical Learning and Simulation

Pam Barber MOR-TV

Rene Bardel The Arden Group

Greg Brooks Marriott Courtyard Downtown Tampa

Christine Burdick Tampa Downtown Partnership

Dave Burton Burton Holdings, LLC

Brían Butler *Vistra*

Frank Chillura Mayor of Temple Terrace

Ronald Ciganek USAmeriBank

Bob Clark Tampa Steel Erecting Company

Charles Cumpstone Retired, Shriners International

Katherine Eagan HART

Lisa Faller FKQ Advertising and Marketing

Maryann Ferenc Mise EnPlace

Cheryl Flood Florida State Fair Authority

John Fontana Seminole Hard Rock Hotel & Casino Tampa

Arturo Fuente Tampa Sweetheart Cigars

Bill Giesekeing Pepin Distributing Company

Herb Gold Retired, Southern Equipment Company

Ira Gonzalez *Adams and Reese*

Richard Gonzmart Columbia Restaurant Group

Ken Hagan Hillsborough County Board of County Commissioners

Tom Haines Epicurean Hotel

Rick Hamilton Tampa Convention Center

Chris Harrison Shriners International

Danah Heye *Madden Media*

Rick Homans Tampa Bay Partnership

Thomas Huggins *Ariel Business Group*

Michael Kilgore Columbia Restaurant Group

Brian Killingsworth Tampa Bay Buccaneers

Ann Kulig Westshore Alliance

Leonard Levy Retired

Judith Lisi David A. Straz, Jr. Center for the Performing Arts

Dina Lomagno *Liberty Group*

Rick Lott Mayor of Plant City

Dannette Lynch Regional Director of FRLA

Sandy MacKinnon MacKinnon Equipment & Services

Natasha Maldonado *International Plaza*

David Mechanik Mechanik Nuccio Hearne & Wester, PA.

Mike Merrill Hillsborough County Administrator

Chris Minner Tampa International Airport

Ed Miyagishima Port Tampa Bay

Rick Nafe Tampa Bay Rays

Lou Plasencia The Plasencia Group, Inc.

Dominic Provenzano Tampa Airport Marriott Hotel

Craig Richard Tampa Hillsborough Economic Development Corporation

Brian Ritcheson Tampa Bay Rays

Bob Rohrlack Greater Tampa Chamber of Commerce

Scott Rose The Florida Aquarium

Brent Scarbro Le Méridien Tampa

Mary Scott Retired, Tampa Marriott Waterside Hotel & Marina

Keith Sedita Columbia Restaurant Group

Scott Selvaggi *Embassy Suites by Hilton - USF*

Bob Sharp The Auto Club Group

Jerry Soles *Holiday Inn Tampa Westshore*

Michael Tomor Tampa Museum of Art

Jeff Weinthaler Embassy Suites Tampa Downtown

Gregory Yadley Shumaker, Loop & Kendrick, LLP

Yellow indicates new members to the board



PAST CHAIRS

1986-87	Tom duPont	1996-97	Bob Sharp	2006-07	Greg Yadley
1987-88	Charles Cumpstone	1997-98	Paul Catoe	2007-08	Sandy MacKinnon
1998-89	Joe Fincher	1998-99	Rene Bardel	2008-09	Sandy MacKinnon
1989-90	Shirley Ryals*	1999-00	Herb Gold	2009-10	Maryann Ferenc
1990-91	Dennis O'Flannery*	2000-01	Lou Plasencia	2010-11	Jim Bartholomay
1991-92	Hollis Powell	2001-02	Linda Westgate	2011-12	Ron Ciganek
1992-93	Leonard Levy	2002-03	Michael Kilgore	2012-13	Jim Dean
1993-94	Emma Taylor	2003-04	Don McDaniel	2013-14	Pam Avery
1994-95	Thom Stork	2004-05	Richard Gonzmart	2014-15	Ken Anthony
1995-96	Dick Russo	2005-06	Mary Scott	2015-16	Ed Fandel

**Deceased*



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