

MISSISSIPPI GULF COAST REGIONAL CONVENTION & VISITORS BUREAU  
OFFICIAL MINUTES  
DECEMBER 16, 2014

The Mississippi Gulf Coast Regional Convention & Visitors Bureau Commissioners met Tuesday, December 16, 2014 at 1:30 p.m., at its office located at 2350 Beach Blvd, Biloxi, Mississippi.

Commissioners Present: Kim Fritz, president; Rich Westfall, vice president; Jimmie Ladner, treasurer; Jeff Descher, secretary; Richard Chenoweth; Danny Hansen (1); Bill Holmes; Pam Meinzingler; CeCe Shabazz; Carla Todd; Myron Webb

Commissioners absent: Rip Daniels (3); Jerry Levens (1); Duncan McKenzie (1); Clay Wagner (2)

Staff Members Present: Renée Areng, executive director; Traci Dauro; Janice Jones, Internet/e marketing manager; Nicole Misita, PR

Others Present: Je'Nell Blum, legal counsel; Linda Hornsby, MS Hotel & Lodging Assn; Myrna Green, HCTDB; Rhonda Roberts, Attractions Assn; Marcia Crawford, HC Development Commission; Beverly Martin Burkholder, MS Hospitality & Rest Assn; Courtney Haggerty, Hilton Garden Inn; John Carter, Island View

President Fritz called the meeting to Order.

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

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzingler	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

2. Commissioner Hansen made the motion to accept the minutes from the November 18, 2014, meeting as presented. Seconded by Commissioner Descher, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzingler	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

3. Renée Areng, Executive Director Report

- Key Performance Indicators
- Conversion Study will be presented at the January meeting from North Star. Still collecting data on KPI's.
- Staffing update – Lisa Jones has accepted the position of Finance Manager, will start January 19<sup>th</sup>.
- Commissioners provided with 2015 meeting schedule

- Jackson County update – Renée and Commissioner Westfall appeared before the Board and made a formal request for Jackson County to request Legislation to impose a 2% occupancy tax on rooms. The Board of Supervisors requested a Resolution from the CVB supporting the tax.
- Audit update – report for 2014 should be finished by end of year, will present to full Commission at the January 27<sup>th</sup> meeting. Will send to the Harrison, Hancock, and Jackson County Boards of Supervisors.
- Update on CVB Foundation – Madam President reported that since the Gulf Coast Tourism Partnership is winding down, the Gulf Coast Business Council would like to discuss creating a proposal for a CVB Foundation using the same model as creating the partnership, which would be a separate Board with governance to work on incentives, partnership buy ins, etc. The Business Council would like to make a proposal to the full Commission for consideration.

4. Commissioner Meinzinger made a motion requesting the Gulf Coast Business Council to prepare a proposal on the creation of a CVB Foundation to be presented to the full Commission for consideration. Seconded by Commissioner Holmes, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzinger	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

5. Commissioner Westfall made the motion to approve sending a Resolution to the Jackson County Board of Supervisors in support of a 2% occupancy tax. Seconded by Commissioner Meinzinger, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzinger	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

6. Linda Hornsby reported on the November occupancy report. Occupancy was down 9.9%, compared to the same time last year; ADR was \$86.84 compared to \$84.33; RevPAR is \$49.87 compared to \$49.71.

7. Beverly Martin Burkholder reported estimated food & beverage tax collections for September were \$1.6 million, and October collections were \$3.5 million. The October jump was mostly due to the ongoing support of special events such as Cruisin' the Coast. Discussing future funding possibly several untapped monies such as tideland money paid by casinos.

8. Clay Williams requested an endorsement letter of support for funding of the airport with the MS Air Service Development Program. Legislation approved last year established the program, but did not include a funding initiative. The enhanced customer service, ambassador program is going very well at the airport. Ground transportation rate changes have been in place since October, and have been working well.

9. Commissioner Meinzinger made the motion to authorize writing a letter of support for the Gulfport-Biloxi International Airport Authority for the MS Air Service Development Program. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzing	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

10. Commissioner Ladner reported on the December 16, 2014 disbursements as follows: check disbursements for 12/16/14--\$308,099.53; total travel advance/reimbursement for the month of November/December - \$3,744.82; grand total disbursements--\$311,844.35. Commissioner Descher made the motion to approve the disbursements. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzing	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

11. Commissioner Ladner reported on the following items:

- Room sales tax revenue collections for December 16, 2014 – 2.25% share being \$261,159.92 for an 11.90% change in total collection, and total income of 15.12% year to year changes.
- World Choice Travel Revenue collections for the month of November 2014 being \$426.39, with a total year to date \$1,075.97.
- Finance Committee - Discussed budget breakdown

12. Commissioner Descher reported on the Marketing Committee, with the following recommendations:

13. Commissioner Holmes made the motion to approve the Marketing Assistance request from Gulf Coast Yacht & Boat Show being held April 9 – 12, 2015 at the Gulfport Harbor in the amount of up to \$10,000 for advertising, with the event spending up to \$20,000 for advertising. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzing	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

14. Commissioner Ladner made the motion to approve the Marketing Assistance request from Professional Cowboy Assn – 2015 PCA Finals Rodeo being held January 16 – 18, 2015 at the MS Coast Coliseum in the amount of up to \$5,000 with the PCA spending up to \$10,000. Seconded by Commissioner Shabazz, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Abstained	Commissioner Levens	Voted ---- A&E

Commissioner Meinzinger	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

15. Commissioner Chenoweth made the motion to approve the Marketing Assistance request from MGCCC Foundation – NJCAA D-II Golf National Championship being held May 2016 and May 2018 located in the tri-county area golf courses, in the amount of up to \$5,000 for the first year event, with the MGCCC Foundation spending up to \$10,000 in advertising. The second year request will have to come back to the Committee for a recommendation. Seconded by Commissioner Meinzinger, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzinger	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

16. Commissioner Meinzinger made the motion to approve the Marketing Assistance request from Ethos Sports – Lax.com Battle by The Beach being held Feb 28 – March 1, 2015 at the Jackson County Soccer Complex in the amount of up to \$10,000 for advertising, with Ethos Sports spending up to \$20,000.

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

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzinger	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

17. Commissioner Chenoweth made the motion to approve the Convention Incentive request from Penton Exhibitions being held January 6 – 9, 2016 at the MS Coast Convention Center in the amount of up to \$25,000 for transportation, only if the MS Gulf Coast is awarded the bid to host. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzinger	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

18. Commissioner Shabazz made the motion to approve the Convention Incentive request from Western Assn of Veterans Education Specialist being held July 15 – 22, 2016 at the MS Coast Convention Center in the amount of up to \$15,000 for transportation only if the MS Gulf Coast is awarded the bid to host. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes

Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzinger	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

19. Commissioner Chenoweth made the motion to approve the Convention Incentive request from National Rural Water Assn being held Sept 9 – 14, 2018 at the MS Coast Convention Center in the amount of up to \$25,000 for transportation only if the MS Gulf Coast is awarded the bid to host. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzinger	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

20. Commissioner Shabazz made the motion to approve the Convention Incentive request from Alpha Phi Alpha being held March/April 2016 or March/April 2017 at the MS Coast Convention Center in the amount of up to \$10,000 for transportation if the decision is made within 90 days for the MS Gulf Coast to host the event. Seconded by Commissioner Webb, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzinger	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

21. Commissioner Shabazz made the motion to approve Masterminds to redirect spending up to \$7,500 for internet advertising for the Sugar Bowl. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzinger	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

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

22. Development & Government Relations Committee – No report

23. Future Funding Committee – Commissioner Holmes has been in discussions with several Legislators, still working different funding avenues.

24. Governance Committee – No report

25. Audit Committee – Covered under Executive Director report

26. Myrna Green reported on the following items:

- Room revenue up 38% over budgeted amount for FY2014
- Events: Battle of 1812 Reenactment; Christmas Parade about 60 units participated this year. Sugar Plums had great turn out until weather changed.
- Magnolia Money turnaround was close to \$100,000 as part of their BP grant.
- Alice Moseley Museum is open again, SMPDD Senior Program is helping to staff the museum for one year.
- Diamond Tours begin in February, look really strong for the year.
- Participated in the International fam tour great event.

27. Commissioner Hansen made the motion to Enter into Closed Session to discuss the need to enter into Executive Session. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzing	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

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

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzing	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

29. Commissioner Hansen made the motion to reconvene from Executive Session. Seconded by Commissioner Ladner, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzing	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.

30. Madam President reported No Action Taken

31. Reminders

1. Office Closed – Christmas Holidays – Wednesday, Dec 24<sup>th</sup> & Thursday, Dec 25<sup>th</sup>

- 2. Office Closed – New Years – Thursday, Jan 1<sup>st</sup> & Friday, Jan 2<sup>nd</sup>
- 3. MGCRCVB meeting – Tuesday, January 27<sup>th</sup> @ 1:30pm – MGCRCVB office

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

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- A&E	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- A&E
Commissioner Meinzinger	Voted ---- Yes	Commissioner McKenzie	Voted ---- A&E
Commissioner Shabazz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 16, 2014.



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## HOTEL OCCUPANCY



3

## HOTEL OCCUPANCY & ADR





## Hotel Occupancy Tax Collections Month to Month

4



5

## HOTEL REVPAR & REVENUE



Note: Mississippi Gaming Commission, Quarterly Reports ending September 30, 2014

6

# CASINO OCCUPANCY & ADR



Note: Mississippi Gaming Commission, Quarterly Reports ending September 30, 2014

7

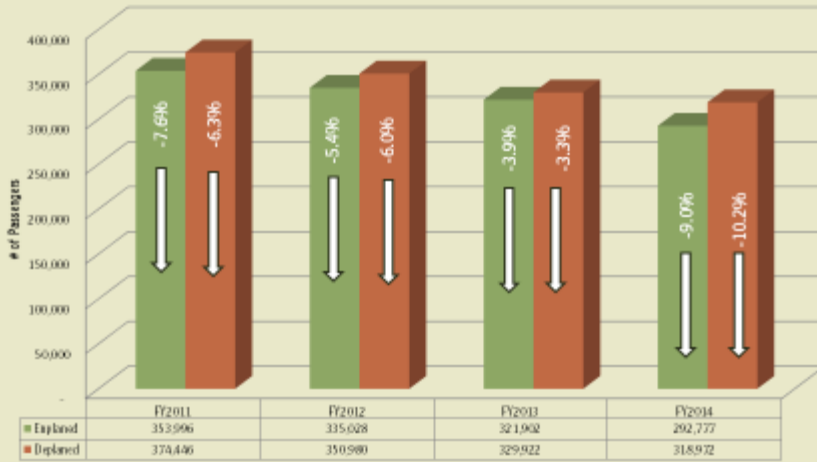
# CASINO REVPAR & REVENUE



Note: Mississippi Gaming Commission, Quarterly Reports ending September 30, 2014

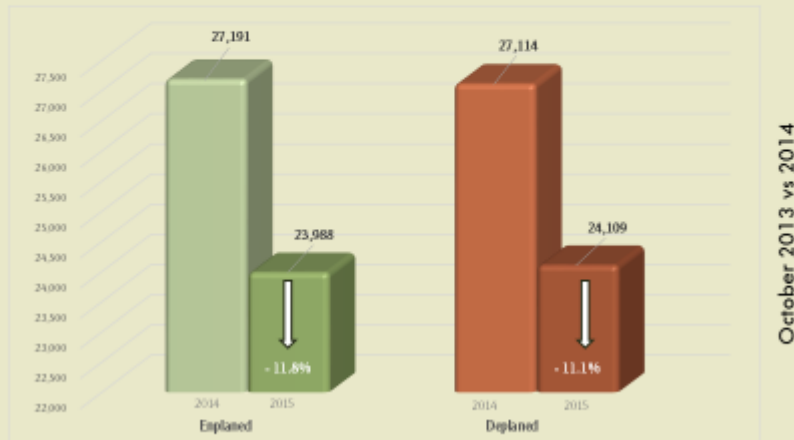
# Enplaned/Deplaned

8



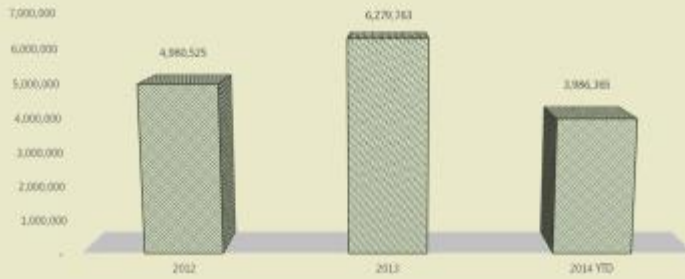
# Enplaned/Deplaned –YTD Comparison

9



# MSGC ATTRACTIONS

ATTRACTION VISITORS



\*Note: FY2014 numbers are FY YTD, August 2014

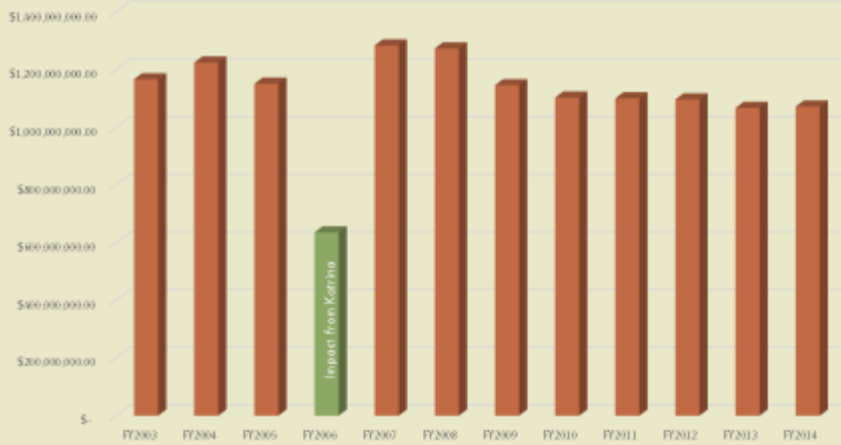
# MSGC GAMING REVENUE

Gaming Revenue & Growth Rate:



# Gaming Revenue by FY

12



\*Note: FY2014 numbers are FY YTD, August 2014

13

# HOSPITALITY OCCUPANCY TAX

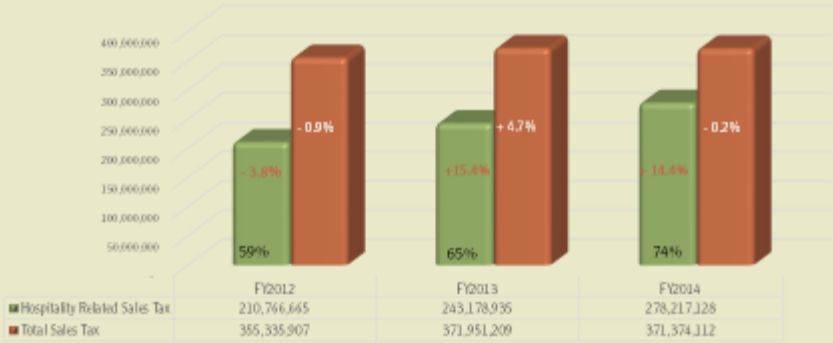


October - November 2014

\*Note: Numbers are FY YTD, November 2014

14

# SALESTAX



\*State reporting methodology changed in FY2013

15

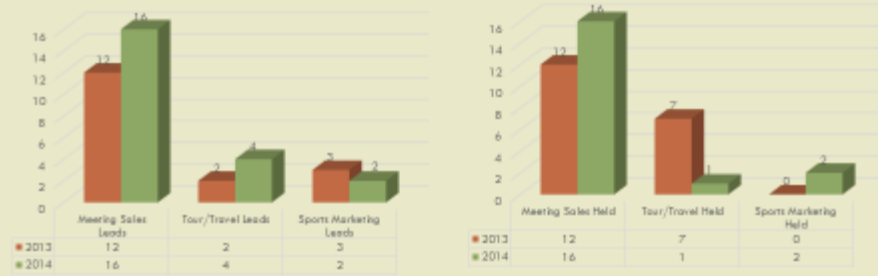
# CVB PERFORMANCE

YTD Social Media: October 2014



# CVB PERFORMANCE

CONVENTION SALES: October

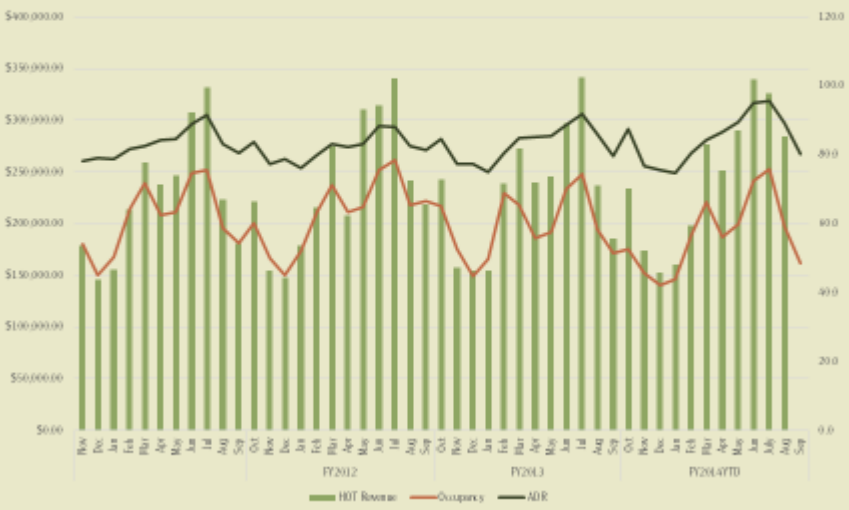


# HOSPITALITY EMPLOYMENT



# COMPARATIVE DATA

## Hotel Occupancy Tax v. Occupancy Rate & ADR



\*Note: FY2014 numbers are FY YTD, August 2014



## Hotel Occupancy Tax and Occupancy Rate

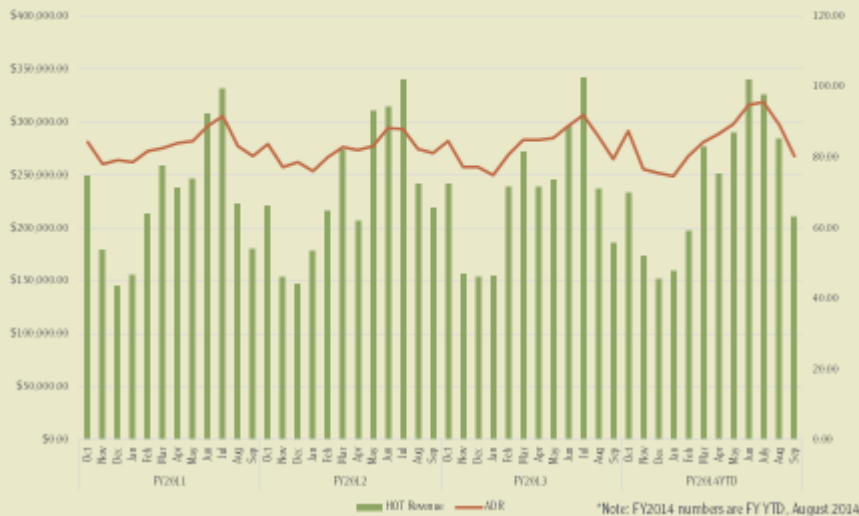
20



\*Note: FY2014 numbers are FY YTD, August 2014

## Hotel Occupancy Tax and ADR

21



\*Note: FY2014 numbers are FY YTD, August 2014