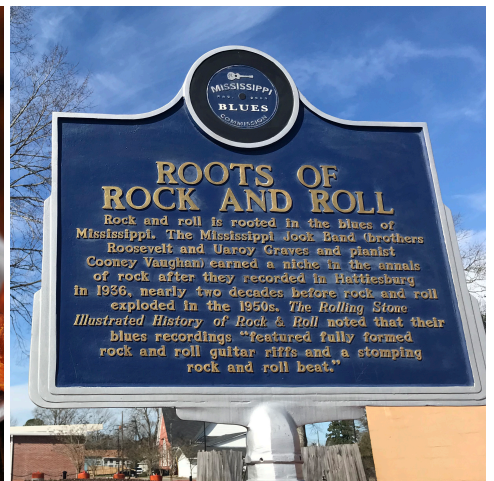


CRAFT YOUR OWN ADVENTURE



VISITHATTIESBURG™

FY2018 ANNUAL REPORT

10.1.17 - 9.30.18*



BIOGRAPHY OF VISITHATTIESBURG

In 2018, tourism was a \$274 million a year industry in Hattiesburg. It continues to grow every day.

Created in 1990 by the Mississippi State Legislature, the Hattiesburg Tourism Commission (HTC), doing business as VisitHATTIESBURG™, serves as the official Destination Marketing Organization (Convention & Visitors Bureau), and local industry leader for tourism in the City of Hattiesburg. VisitHBURG is governed by a seven-member board representing the business community and the local tourism industry. With primary funding generated by a 2% hotel bed tax, the guiding mission of VisitHBURG is very specific: to introduce new dollars into the Hattiesburg economy through increased short-term visitation and overnight travel.

From the start, local partnerships have played a critical role in the work of VisitHBURG. The vast amount of VisitHBURG's partnerships is vital to its efforts to grow the area's tourism industry. Such partnerships include local hotels, restaurants, and attractions, entities such as the City of Hattiesburg, the Area Development Partnership, William Carey University, The University of Southern Mississippi, the Forrest County Board of Supervisors, the Downtown Hattiesburg Association, Hattiesburg Convention Commission, and many others.

Through such partnerships, VisitHBURG has been able to serve as a catalyst for significant and unique events in Hattiesburg, such as Pre-Olympic Training in 1996, the Mississippi Miss Hospitality

Competition for the last 21 years, Hattiesburg Craft Beer Festival, numerous concert series, the inaugural Star-Spangled Celebration on the River Independence Day event, the creation of the Dearly-Departed Walking Tour at Halloween, and the recruitment of various art-related exhibits throughout town.

An innovative and artistic hub of the Gulf South, Hattiesburg has emerged as a premier visitor destination with an impressive sense of place for business and leisure travelers. The city is rapidly becoming an event, history, live music, outdoor attraction and culinary destination for millennials and baby boomers.

VisitHBURG operates on the notion that successful destination marketing organizations and convention and visitors bureaus provide the proper balance of community assets and user-friendly interfaces for information sharing. VisitHBURG's ultimate goal is to be a comprehensive travel resource for today's tourists to use and for the future of travel.

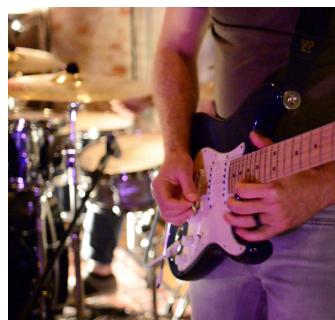
To fully realize Hattiesburg's true potential as a visitor destination, the team at VisitHBURG must ensure its continued commitment to effective growth strategies in a competitive marketing environment. Overall, the team is pleased with the results of 2017, looking forward to more years of growth and prosperity for the Hattiesburg community.

HATTIESBURG TOURISM COMMISSION MEMBERS

- CHAIR : Frank James, Hotel Industry Rep.
- VICE CHAIR : Anthony Harris, P.E., Economic Development Rep.
- Adrienne Hicks Garanich, Hotel Industry Rep.
- Fei Xue, Ph.D., USM Rep.
- Marshall Bell, At-Large
- Bonnie Warren, At-Large
- Torsky Williams, At-Large

VISITHATTIESBURG STAFF MEMBERS

- Marlo Dorsey, Executive Director
- Paige Hunt, Director of Sales & Visitor Services
- Paige Crane, Director of Communications & Digital Strategies
- Kristen Brock, Programs & Promotions Manager



FINDING HBURG | #VISITHBURG

Campaign embraces Hattiesburg's authentic flavor, local craft, and term of endearment.

HATTIE'S HISTORY:

Prior to being known as VISITHATTIESBURG™, Hattiesburg's Convention and Visitor's Bureau was known as Hattiesburg Tourism Commission. Under this title, the commission focused on a "Hattie" brand, which had a southern charm appeal to it. In 2002, VISITHATTIESBURG™ took on a rebranding marketing project that had never been accomplished before within the Mississippi tourism industry. In 2003, the commission unveiled the results of a 16-month research and development project to launch a new tourism branding campaign. They created the "Hattie" brand, featuring a southern belle hat and pastels, to convey the persona of Hattiesburg as warm and hospitable. This brand persisted for more than 10 years and cemented Hattiesburg as the ideal, affordable, family-friendly, weekend getaway.

#VISITHBURG

In 2015, VISITHATTIESBURG™ again shifted its brand. Moving away from the "Hattie" brand and southern charm appeal, the focus was to show Hattiesburg as fresh and distinct. Inspired by Hattiesburg's charming nickname "HBURG," VISITHATTIESBURG™ set out to develop a brand that not only connected locals to their city but would also be recognized nationally as being a tourism destination in the State of Mississippi.



Hattiesburg used the recent craft beer movement and growth to help tell its story. Playing on this unique niche and notable part of the city, Hattiesburg was able to propel itself to the forefront of destinations due to its unique cultural offerings and local treasures. VISITHATTIESBURG™ told the city's developing story all the while featuring

Hattiesburg's southern spirit and community vibe.

The catalyst for this campaign was the creation of a new mark for Hattiesburg, featuring HBURG and implementing the shape of Mississippi. The design pairs a simple, yet bold color palette with strong, modern typography — a contemporary take on Hattiesburg's spirit — appealing to both the young and the young at heart.



VISITHATTIESBURG™ honed on its techniques and its people and has since been producing new creative work, highlighting home-grown flavors, rich culture and the local trademark, craft beer. The campaign uses an assortment of curated and user-generated photographs, drawing on the authentic gentility of this vibrant — and crafty — community.

The user-generated content is collected through the use of the hashtag #VisitHBURG, which persist across print, digital, and outdoor promotions, as well as all major social media platforms. A collection of photographs appears in each of the ads, which collectively emphasize Hattiesburg's local flavor and genuine craftsmanship.



VISITHBURG BY THE NUMBERS



DIGITAL AND IN-PERSON OUTREACH CONTINUES TO GROW IN FY2018.



14.1% ↑
FOLLOWERS



13.2% ↑
INCREASE



32.8% ↑
INCREASE



500+ TOURISM
EVENTS



854% INCREASE
CONTACTS ↑

VISIT MISSISSIPPI

Out-of-state visitors spent an estimated

\$4.9 BILLION

in Mississippi in FY2017.

Mississippi's

87,335

direct travel and tourism jobs in FY2017 were the most in 12 years.

MISSISSIPPI TRAVELER

Avg. Household Income \$71,900
Avg. Travel Party Size 2.5
Avg. Nights Spent 2.9
Avg. Age 48

2017 VALUE OF TOURISM IN HBURG



1.8 Million Visitors
\$278 Million in Visitor Spending



200+ Local Dining Options,
including several Best-of Mississippi's



2,824 Hotel Rooms
adding 200+ more in 2018



4,270 Tourism Industry Jobs*
*Source: Mississippi Development Authority



3+ Million Targeted Digital Impressions of HBURG Brand*
*Regional Craft Adventure Campaign



400+ Live Music or Entertainment Events Annually

HBURG RED CARPET & VISITOR SERVICES

RED CARPET SERVICES

The complimentary Red Carpet Services provided by our friendly Tourism Ambassadors at VISITHATTIESBURG™ help maximize the success of meetings, conventions and reunions that meet requirements including the usage of a minimum of 20 hotel rooms in Hattiesburg.



Red Carpet Services (RCS) is a program of VisitHBURG that promotes a variety of complimentary services offered to planners considering Hattiesburg for their motorcoach tour, meeting, convention, sporting event or reunion.

These specialized services provide hospitality and support to groups visiting Hattiesburg. A marketing tool to differentiate Hattiesburg, RCS makes it easy for the decision-maker to choose to bring their group's tourism dollars to our area. The complimentary services offered through RCS are based on overnight stays.

In 2018, VisitHBURG updated its offerings and sales kit (shown below) to include a comprehensive meeting planners guide, HBURG profile sheet, and list of must-visit hotspots in Hattiesburg.

FY2018 QUICK FACTS

WELCOME BAGS SUPPLIED: Approx.

9,000

PEOPLE SERVED: Approx.

15,000

VISITHBURG SALES DESTINATIONS:

TRAVEL SOUTH USA DOMESTIC SHOWCASE, BILOXI, MS / SPOTLIGHT ON THE SOUTHEAST, BIRMINGHAM, AL / MSAE LUNCH AND LEARNS, JACKSON, MS

SALES BLITZ WITH HOTEL PARTNERS:

VISITED 42 ASSOCIATIONS IN TWO DAYS IN JACKSON, MS. THREE HOTEL PARTNERS JOINED THE BLITZ TEAM.

VisitHBURG

HUB CITY
TENNESSEE
MISSISSIPPI
LOUISIANA

DRIVING DISTANCES
MS Gulf Coast - 1.5 hours
New Orleans - 1.75 hours
Birmingham - 3.25 hours
Jackson - 1.5 hours
Mobile - 1.75 hours
Memphis - 4.5 hours

TOP 5 reasons for your group to #VisitHBURG

- 1 Group-friendly attractions** Whether a Zoo, museum, or gallery, groups are welcome at all attractions.
- 2 Thriving Hotel Sector** Our nationally-recognized hotels are modern and ready to serve you!
- 3 Signature Events** HBURG's events are varied and great for large groups of all sizes.
- 4 Vibrant Dining & Music Scene** Enjoy local flavors and jam while in HBURG.
- 5 Red Carpet Services** We provide itinerary planning, hospitality bags, and more for groups.

5 Convention Center Plaza
Hattiesburg, MS 39401

VISITHBURG.ORG
601.296.7475

HBURG
HATTIESBURG, MS
MEETING PLANNERS
GUIDE

HBURG Hotspots

- 1** Experience our craft brewery **Southern Prohibition** through a private behind-the-scenes tour. While there, enjoy a craft beer from the taproom, admire art, social games, and even a pie from the **Mercury Pizza** food truck.
- 2** Rejuvenated from an old railroad track, the **41 miles Longleaf Trace** winds through Hattiesburg and surrounding towns. Guests enjoy walking, running, and biking the Trace, with stops along the way, including a variety of guided or unguided tours.
- 3** From food trucks to a brewery and everything in between, **Hattiesburg Downtown Hattiesburg** is something for everyone. From a pop, hold a drink, jam to live music, or dig in at a local restaurant. Read more through **Hattiesburg** walking tour.
- 4** With more than 10 species of animals from across the globe, **Hattiesburg Zoo** offers a uniquely personal and hands-on experience for adults, kids, and large groups. Adventures can take a walk in the **Cave** on the Zoo's four-story **High Ropes Course**.
- 5** HBURG live music scene is not only the talk of the town but also the region. A variety of all genres are welcome. Whether you're in the mood for a traditional night of jazz or need to drive the right away, there's always a variety of options to enjoy.
- 6** No matter what you're in the mood for, you won't be disappointed or hungry when you're at **300 local restaurants** in HBURG. Our **culinary scene** includes everything from casual, fine dining, and vibrant to boutique locations.
- 7** Home to the Southeast's only **African American Military History Museum**, the state's largest **Freedom Summer Trail**, and the **Mississippi Armed Forces Museum** at Camp Shelby, history buffs can immerse themselves in the past in HBURG.
- 8** Early Mississippi's most unique shopping experience, **The Lucky Rabbit** offers an atmosphere unlike any other. Filled with one-of-a-kind pieces, mosaics, and vintage finds, you won't leave disappointed or empty-handed.

HBURG HIGHLIGHTS

From 1990 to 2018, HBURG'S tourism economy quadrupled in size.



NEW EXECUTIVE DIRECTOR NAMED - FY2018



After a nationwide search that spanned months, a new executive director was named in September 2017. Marlo Dorsey was selected for the position, effective October 1, 2017.

- Sponsored the first Dearly Departed Walking Tour in Downtown, which sold out days in advance.
- Supported the MS Bicentennial Project - HBURG Storytellers - that featured local "celebrities" telling their unique story via interactive displays in Downtown Hattiesburg.
- Named a top 25 holiday shopping destination by Expedia for Olde Tyme Christmas, Holiday Art Walk, and Holiday Expo.
- Hosted Travel South USA Showcase's pre-FAM tour with travel writers and group tour operators focusing on craft beer, history, and culinary tourism.
- Event and marketing support for the Hattie 100 Bike Ride, Live at Five, FestivalSouth, and Best of the Pine Belt.
- Hosted six Mississippi Golf Association tournament registrations at local courses as well as two multi-day, multi-location baseball tournaments.
- Partnered with the City of Hattiesburg, Downtown Hattiesburg Association, Petal Area Chamber of Commerce, and others to present the inaugural "Star-Spangled Celebration on the River" July 4th event.

GROWTH MILESTONES - LAST 10 YEARS

- 2007** • HTC awarded \$2 million HUD advertising grant
Hattiesburg's Historic Train Depot re-opens
Thad Cochran Center opens at the USM
HTC changes operating name to VISITHATTIESBURG™
Hotel inventory grows to more than 2,500 rooms
Hattiesburg visitors spent \$211 million
- 2008** • Blues Trail Marker unveiled on Historic Mobile Street
Downtown hosts the first "Live at Five" Concert Series
Hattiesburg visitors spent \$227 million
- 2009** • VisitHBURG hosts Governor's Conference on Tourism
City of Hattiesburg hosts 125th Celebration
Visitors Center celebrates 5th year
African-American Military History Museum opens
Saenger Theater celebrates 80 years
Hattiesburg visitors spent \$234 million
- 2010** • Blues Trail Marker unveiled at Hi-Hat Club location
Freedom Summer Trail Audio Tour unveiled
VisitHBURG hosts Heritage Day
Inaugural FestivalSouth
Tourism & Convention Commissions partner to manage Hattiesburg Zoo
VisitHBURG hosts Tradition/Innovation art exhibit
Hattiesburg visitors spent \$241 million
- 2011** • Hattiesburg Flag Plaza opens
VisitHBURG and Hattiesburg Historic Downtown Association partner to host New Harmonies art exhibit
Hattiesburg visitors spent \$225 million
- 2012** • Hattie Mural unveiled at the Visitors Center
NTTW campaign receives Research-In-Action Award
Hattiesburg visitors spent \$233 million
- 2013** • Inaugural Hattiesburg Craft Beer Festival
- 2014** • Hattiesburg Zoo opens Asbury Discovery Center
Hattiesburg visitors spent \$255 million
- 2015** • Hattiesburg Zoo unveils Hattie the Elephant statue in Hattie Plaza
Hattiesburg Association for Public Art reveals public art sculptures throughout Historic Downtown Hattiesburg
VisitHBURG received Tourism Office of the Year Award at the Governor's Conference on Tourism
Hattiesburg visitors spent \$258 million
- 2016** • Launched Ales to Trails campaign
VisitHBURG assisted \$25,000 to light the Longleaf Trace
Hattiesburg visitors spent \$274 million
- 2017** • Released new promotional campaign, which included a website and video and larger social media presence, and won Best Overall Promotional Campaign at MS Governor's Conference at Tourism
Hosted regional MSAE Conference - "Hattiesburg & All that Jazz"
Sponsored the MS Cycling 200 Ride, Levitt Amp Outdoor Music Series, and Dearly Beloved Premier Bridal Show
Light pole banner project on Hwy 49 and in Downtown HBURG
Marketing and Publicity Chair for Camp Shelby's Centennial Celebration

Miss Hospitality

MISSISSIPPI

2018 REBRANDING & GROWTH

In preparation for the 2018 competition, Mississippi Miss Hospitality began a rebranding process that included a new logo and the addition of two new components to the program. The Mississippi Miss Hospitality organization offered an At-Large contestant option this year for areas that did not have a local director. Additionally, a Little Miss Hospitality element was added for young girls ages 6-10. These young ladies serve alongside their local representative for the duration of their reign, with the winner's Little Miss serving with her as the state's goodwill ambassador. A social media component was also added to the program this year encourage advocacy about tourism and economic development in Mississippi. Contestants were provided a calendar of topics to showcase the state as well as attractions in each of their hometowns. Hashtags #ExploreMS and #MSHosp2018 were used on all postings.



**MISSISSIPPI MISS HOSPITALITY 2018
ANNA MCDANIEL**



**INAUGURAL GROUP OF LITTLE MISS HOSPITALITIES
2018 LMH : KENNEDY MCDANIEL**



**WOMEN OF DISTINCTION FAREWELL BRUNCH,
FEATURING U.S. SENATOR CINDY HYDE-SMITH**

Anna McDaniel, a native of Meridian, was crowned the 69th Mississippi Miss Hospitality in July 2018. She is a junior mass communications major at William Carey University. McDaniel serves as the current editor-in-chief of the university newspaper *The Cobbler* and is a Student Government Association representative. McDaniel also auditioned on season fifteen of *American Idol* before competing for the title of Mississippi's Miss Hospitality. She is the daughter of Brad and Lisa McDaniel.

Mississippi Miss Hospitality's top five contestants were:

Anna McDaniel, 2018 Mississippi Miss Hospitality
Tavia Moore of Stone County, first alternate
Victoria Bean of Lauderdale County, second alternate
Kinley Thornton of Greene County, third alternate
Maddie Sullivant of Panola County, fourth alternate

HATTIESBURG

• NATIONAL TRAVEL & TOURISM WEEK 2018 •

Travel: THEN AND NOW

National Travel & Tourism Week is an annual event coordinated by the U.S. Travel Association and is designed to celebrate the value of tourism and the contributions travel makes to the economy.

The 2018 celebration, May 6 – 12, 2018, marks the 35th anniversary of this 1983 U.S. Congressional resolution.



TOURISM COMMISSIONERS PRESENTED VISITOR SPENDING CHECK TO CITY OF HATTIESBURG

HBURG EVENTS:

Friday, May 4

- Lucky Rabbit Pop-Up Visitors Center

Monday, May 7 &
Tuesday, May 8

- Visitors Center Open House
- Partner Thank You Blitz

Wednesday, May 9

- Shining Star Luncheon

Thursday, May 10

- #TBT Social Media Celebration of Travel

Friday, May 11

- ADP Second Friday Breakfast
- VisitHATTIESBURG presents Live at Five Encore



VISITHBURG TEAM AT LIVE AT FIVE

2018 NTTW SHINING STARS

The Shining Star award is Hattiesburg's only service-industry recognition where dozens of hospitality professionals are formally honored each year at our partner's luncheon during our weeklong celebration. The 2018 Shining Star award recipients, nominated by their managers or community members, are listed below.

Meagan Duckworth	Area Development Partnership
Jamie Jefferson	Baymont Inn & Suites
Mamie Seals	Baymont Inn & Suites
Blu Jazz Café Staff	Downtown Hattiesburg Assoc.
Mequesha Thompson	Candlewood Suites
D'Johnny Jackson	City of Hattiesburg
John McLemore	City of Hattiesburg
Nelson Cubley	City of Hattiesburg
Rebecca Acker	City of Hattiesburg
Jacky Keyes	Comfort Suites
Pam Sanders	Comfort Suites
Sue Gann	Comfort Suites
Judy Haynes	Fairfield Inn and Suites
Karen Knight	Fairfield Inn and Suites
Anitra Anderson	Hampton Inn and Home2 Suites
Michelle McIntyre	Hampton Inn and Home2 Suites
Roxie Barber	Hampton Inn and Home2 Suites
Rebekah Johnson	Hattiesburg Arts Council
Cathy Baca	Hattiesburg Convention Commission
Chad McClendon	Hilton Garden Inn
Gloria Nelson	Hilton Garden Inn
Jeannette Bryant	Hilton Garden Inn
Kristin Smith	Hilton Garden Inn
Reginald Chapman	Hilton Garden Inn
Ross Andrus	Hilton Garden Inn
Austin Byrd	Holiday Inn and Suites
Jeremy Barnes	Holiday Inn and Suites
Jermaine Mabon	Holiday Inn and Suites
Lonny Nelson	Holiday Inn and Suites
Abby & Brandon Thaxton	The Lucky Rabbit
Shannon Gandy	TownePlace Suites
Shuntae Kelly	TownePlace Suites



HBURG HOTEL & HOSPITALITY ASSOCIATION

ESTABLISHED 2018

The HBURG Hotel & Hospitality Association held their first meeting in March 2018 with plans to host a meeting once each quarter to strengthen partnerships, share best practices, and network with the staff at VisitHBURG. The group consists of General Managers and Directors of Sales from Hattiesburg's 41 hotel and bed & breakfast properties. The group adopted short-term goals at the first meeting.

SHORT-TERM GOALS

- To keep the Hattiesburg hotel industry up to date on the projects, special initiatives, sales and marketing plans for VisitHattiesburg through enhanced communication both online and in person.
- Host relevant guest speakers at association meetings to provide continuing education to members.
- Explore ways to partner together to cooperatively market Hattiesburg to potential visitors.
- Create a GroupMe or some other group text message service to communicate with hoteliers.
- Provide industry-driven training to members including crisis training, hospitality training and other topics requested by members.



HIGHLIGHTS

3rd Most Visited
City in MS

41 Properties, including
hotels and bed &
breakfasts

3,051 Hotel Rooms

Three New Additions:
Hotel Indigo
Holiday Inn
DoubleTree

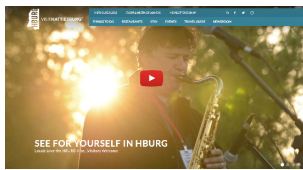
The **District at Midtown**
mixed-use property opened
in June 2018 across from USM
and includes hotel, dining, and
recreation.

VISITHBURG IN THE MEDIA

VisitHBURG has been featured in numerous publications throughout the last year. Here is a glimpse of the magazine coverage that has reached Mississippi leaders in economic development, business, and tourism. Other coverage includes area and regional newspapers, radio, and television.

VisitHATTIESBURG

Tourism Team Promotes **Craft Your Own Adventure**



VisitHBURG.org Home Page

An innovative and artistic hub of the Gulf South, Hattiesburg has emerged as a premier visitor destination with an impressive sense of place for business and leisure travelers. The city is rapidly becoming an event, history, live music, outdoor attraction and culinary destination for millennials and baby boomers. During the last year, the Hattiesburg Tourism Commission (VisitHATTIESBURG) has successfully executed a re-branding of Hattiesburg, focusing on this edgy, welcoming, and diverse culture.

During 2017, the VisitHBURG team fully revamped its entire online presence, using the latest marketing trends and digital platforms to modernize and streamline its brand. The most notable success of this plan was a complete overhaul of its traditional website (VisitHBURG.org) into a virtual visitors center. Featuring local events, attractions, restaurants, hotels, blogs, and themed itineraries, the site was designed specifically with travelers in mind, ensuring ease of access on mobile devices. Additionally, the team increased its social media engagement, on Facebook and Instagram with generated content.

"Destination marketing is a highly competitive industry, and our HBURG team is focused on strengthening and expanding our sales and marketing efforts to best grow Hattiesburg's tourism economy," Marlo Dorsey, executive director of VisitHATTIESBURG, said.

VisitHBURG also created a two-minute video that authentically showcases the city's assets, including its culinary scene, music, outdoor recreation, attractions, meeting venues, and hotels. The video promotes Hattiesburg to visitors in targeted markets of surrounding states.

VISITOR SERVICES

In addition to VisitHATTIESBURG's digital campaign, the organization upgraded its informational collateral for consistent, vivid presentation at tradeshows, welcome centers, and locally to inform visitors and residents about HBURG.

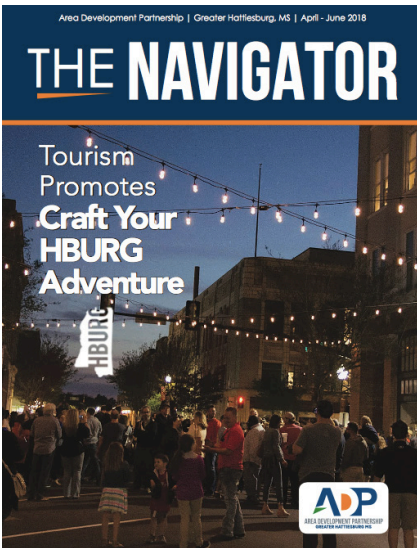
With so many offerings in Hattiesburg from Downtown to Midtown to West HBURG, VisitHBURG neatly packaged these assets in its new sales kit for conferences, tournaments, and large-scale visitor events.

To attract more group tours and travel writers, the team created a portfolio of amenities offered, including a listing of red carpet services, eight HBURG hotspots, top five reasons to bring a group to Hattiesburg, and four themed itineraries, with more being developed.

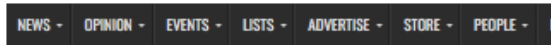
"Partnerships strengthen the team's reach and professionally important focus on the host city of Hattiesburg to keep our hotels filled with both business and leisure travelers," Dorsey said.



AREA DEVELOPMENT PARTNERSHIP MAGAZINE COVER STORY AND FEATURE MAY 2018



Press releases and other news stories can be found online at VisitHBURG.org/newsroom.



Home » MJB FEATURE » Beacon of Tourism: Hattiesburg the third most visited city in Mississippi



Hattiesburg Downtown ArtWalk.

Beacon of Tourism: Hattiesburg the third most visited city in Mississippi

Posted by: For the MJB in MJB FEATURE, Tourism ©March 30, 2018

By JULIA MILLER

When it comes to becoming a beacon of tourism, a lot of factors have to mix just right. Marlo Dorsey, who took over the reins at VisitHATTIESBURG last fall, said all those elements have come together in the Hub City to create one of the fastest growing tourism markets in the state.



HBURG VISION 2020

The team at VisitHATTIESBURG implemented a short-term **strategic plan** to focus on four core areas to fulfill the mission of the organization. Below is a glimpse of the strategic plan developed. See appendix for full plan, complete with goals and tactics.

WE ARE VISITHATTIESBURG

OUR MISSION

To actively position Hattiesburg as a year-round premier leisure and business destination in the Gulf South.

OUR VISION

To ignite tourism economic growth in Hattiesburg through strategic vision and collaborative leadership while enhancing local quality of life.

OUR VALUES

The VisitHATTIESBURG team strives to be efficient, productive and professional with a commitment to hospitality excellence and attention to detail while always keeping VisitHATTIESBURG's mission top of mind.

OUR FOCUS AREAS



GROW TOURISM'S
ECONOMIC IMPACT IN HBURG



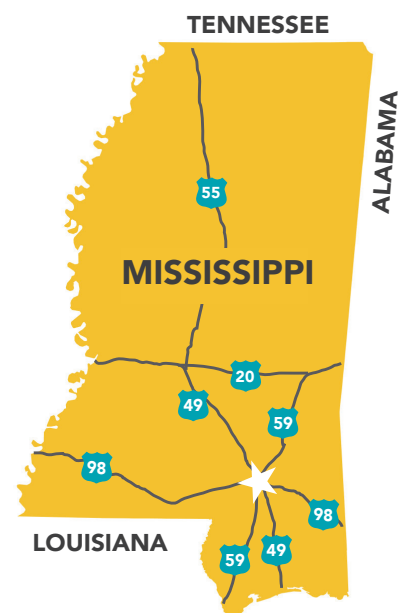
COMMUNICATE
AND AMPLIFY THE HBURG STORY



STRENGTHEN
PARTNER NETWORK & COLLABORATION



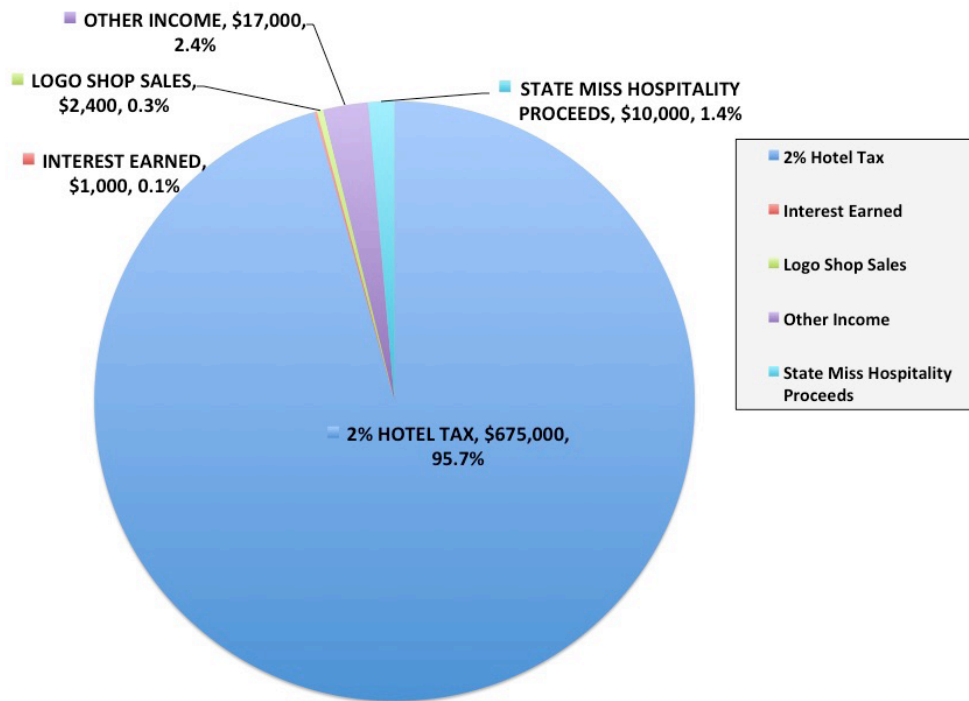
PRIORITIZE PLACEMAKING
AND ENHANCE THE HBURG EXPERIENCE



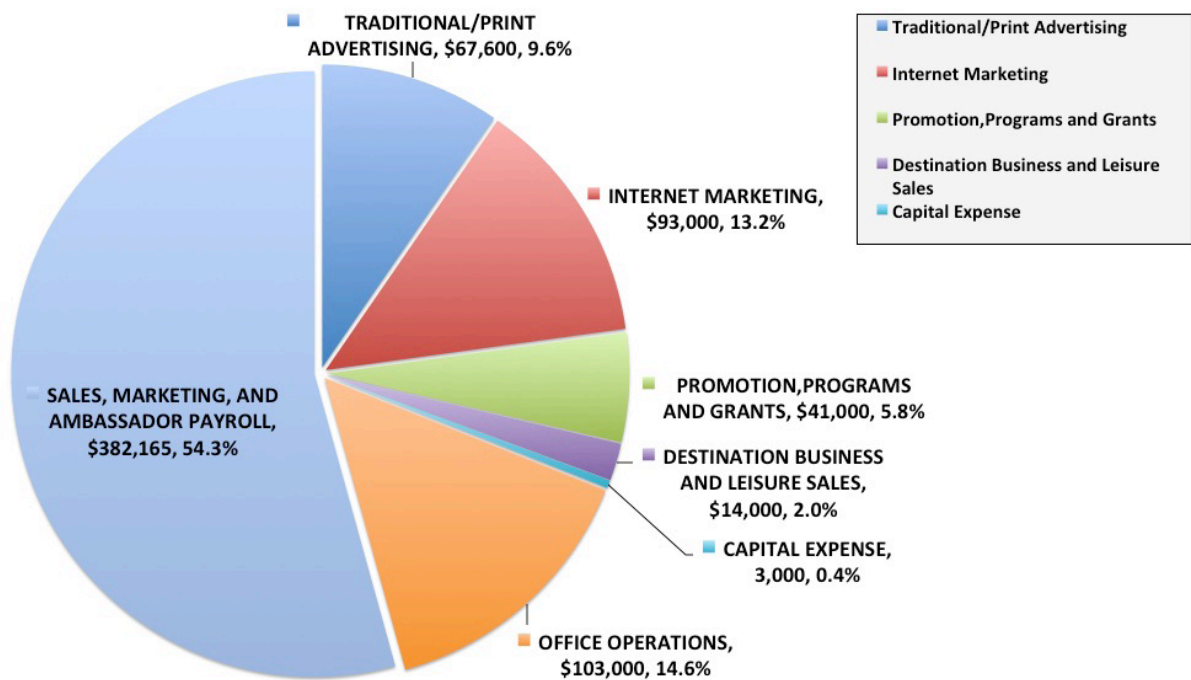
FY2018 BUDGET



VISITHATTIESBURG FY2018 PROJECTED INCOME



VISITHATTIESBURG FY2018 EXPENSES



HATTIESBURG TOURISM COMMISSION
(VISIT HATTIESBURG)

FINANCIAL STATEMENTS

YEARS ENDED SEPTEMBER 30, 2018 and 2017

HATTIESBURG TOURISM COMMISSION
FINANCIAL STATEMENTS
YEARS ENDED SEPTEMBER 30, 2018 and 2017

TABLE OF CONTENTS

	<u>PAGE</u>
INDEPENDENT AUDITOR’S REPORT	3
FINANCIAL STATEMENTS	
Exhibit A – Statements of Net Position	6
Exhibit B – Statements of Activities	7
Exhibit C – Balance Sheets – Governmental Funds	8
Exhibit C1 – Reconciliation of the Balance Sheets - Governmental Funds to the Statements of Net Position	9
Exhibit D – Statements of Revenues, Expenditures, and Changes In the Fund Balances - Governmental Funds	10
Exhibit D1 – Reconciliation of the Statements of Revenues, Expenditures, and Changes in the Fund Balances to the Statements of Activities	11
NOTES TO FINANCIAL STATEMENTS	12
REQUIRED SUPPLEMENTARY INFORMATION	
Schedule 1A – Schedule of the Commission’s Proportionate Share of Net Pension Liability	24
Schedule 1B – Schedule of Commission’s Contributions (PERS)	25
SUPPLEMENTARY INFORMATION	
Schedule 2A – Budgetary Comparison	27
Schedule 2B – Budgetary Comparison	28
Schedule 3 – Schedule of Directors	29
OTHER AUDITOR’S REPORTS	
Report On Internal Control Over Financial Reporting And On Compliance And Other Matters Based On An Audit Of Financial Statements Performed In Accordance With <i>Government Auditing Standards</i>	30

American Institute of
Certified Public Accountants

King CPA, PLLC

206 East Central Ave P.O. Box 1182
Petal, MS 39465

Telephone 601-544-9795....Fax 601-544-9793

Mississippi Society of Certified
Public Accountants

INDEPENDENT AUDITOR'S REPORT

To the Board of Directors
Hattiesburg Tourism Commission

Report on Financial Statements

We have audited the accompanying financial statements of the governmental activities and each major fund of the Hattiesburg Tourism Commission as of and for the years ended September 30, 2018 and 2017, and the related notes to the financial statements, which collectively comprise the Commission's basic financial statements as listed in the table of contents.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of the financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express opinions on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

Opinions

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities and each major fund of the Hattiesburg Tourism Commission, as of September 30, 2018 and 2017, and the respective changes in financial position thereof for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Other Matters

Required Supplementary Information

Accounting principles generally accepted in the United States of America require the Schedule of Commission's Proportionate Share of the Net Pension Liability, and the Schedule of the Commission's Contributions be presented to supplement the basic financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board, who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We do not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.


Management has omitted Management's Discussion and Analysis that accounting principles generally accepted in the United States of America require to be presented to supplement the basic financial statements. Our opinion on the basic financial statements is not affected by this missing information.

Other Information

Our audit was conducted for the purpose of forming opinions on the financial statements that collectively comprise the Commission's basic financial statements. The accompanying financial information listed as supplementary information in the table of contents is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information has not been subjected to the auditing procedures applied in the audit of the basic financial statements and, accordingly, we do not express an opinion or provide any assurance on it.

Other Reporting Required by Government Auditing Standards

In accordance with *Government Auditing Standards*, we have also issued our report dated April 15, 2019, on our consideration of the Hattiesburg Tourism Commission's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts and grant agreements and other matters. The purpose of that report is to describe the scope of our testing, and not to provide an opinion on internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering Hattiesburg Tourism Commission's internal control over financial reporting and compliance.


KING CPA, PLLC
Petal, Mississippi
April 15, 2019

HATTIESBURG TOURISM COMMISSION

FINANCIAL STATEMENTS

EXHIBIT A

HATTIESBURG TOURISM COMMISSION

STATEMENTS OF NET POSITION

SEPTEMBER 30, 2018 AND 2017

	<u>Governmental Activities</u>	
	<u>2018</u>	<u>2017</u>
Assets		
Cash and cash equivalents	\$ 804,638	\$ 813,605
Investments	224,480	223,975
Due from other governments	174,057	195,834
Other receivables	14,178	26,392
Inventory	19,302	-
Fixed assets, net	8,845	6,314
TOTAL ASSETS	<u>1,245,500</u>	<u>1,266,120</u>
Deferred Outflow of Resources		
Deferred outflow related to pensions	<u>18,137</u>	<u>69,462</u>
Liabilities		
Accounts payable	9,445	19,922
Accrued payroll & related taxes	19,219	4,356
Accrued compensated absences	8,504	1,022
Net pension liability	<u>503,480</u>	<u>721,787</u>
TOTAL LIABILITIES	<u>540,648</u>	<u>747,087</u>
Deferred Inflow of Resources		
Deferred inflow related to pensions	<u>236,543</u>	<u>61,843</u>
Net Position		
Net investment in capital assets	8,845	6,314
Restricted for:		
Hattiesburg Alliance for Public Art	16,369	10,788
Unrestricted	<u>461,233</u>	<u>509,550</u>
TOTAL NET POSITION	<u>\$ 486,446</u>	<u>\$ 526,652</u>

The accompanying notes are an integral part of the financial statements.

HATTIESBURG TOURISM COMMISSION
STATEMENTS OF ACTIVITIES
FOR THE YEARS ENDED SEPTEMBER 30, 2018 AND 2017

FUNCTION/PROGRAM EXPENSES:	Governmental Activities	
	2018	2017
Tourism Promotion		
Payroll expense	\$ 363,431	\$ 304,632
Pension expense	17,553	129,033
Advertising and promotion	171,174	277,725
Operational costs	123,506	135,715
Grants and sponsorships	24,950	62,819
Purchases for resale	7,423	-
Depreciation and related asset charges	1,696	1,007
Events and Programs		
FAM tours	4,726	5,760
Art and sculpture projects	22,335	55,166
MS Miss Hospitality	103,355	75,466
Total Function/Program Expenses	840,148	1,047,323
 PROGRAM REVENUES:		
Charges for Services		
Gift shop sales	9,560	-
MS Miss Hospitality	112,824	75,194
Support services	54,517	-
Other income	974	26,392
Operating Grants and Contributions		
Mississippi Development Authority	5,000	5,000
AAMHMC	700	3,300
HCC Reimbursement	-	135,000
Hattiesburg Alliance for Public Art	17,275	25,500
Total Program Revenue	200,850	270,386
NET PROGRAM EXPENSE	(639,298)	(776,937)
 GENERAL REVENUES (EXPENSES):		
Special sales tax	674,468	766,553
Uncollectible special sales tax	(63,057)	-
Interest income	793	709
Total General Revenues (Expenses)	612,204	767,262
Transfer to AAMHMC	(13,112)	-
Total General Revenues & Transfers	599,092	767,262
CHANGE IN NET POSITION	(40,206)	(9,676)
 NET POSITION - Beginning of Year	526,652	536,328
NET POSITION - End of Year	\$ 486,446	\$ 526,652

The accompanying notes are an integral part of the financial statements.

HATTIESBURG TOURISM COMMISSION
BALANCE SHEETS – GOVERNMENTAL FUNDS
SEPTEMBER 30, 2018 AND 2017

	General Fund	Special Revenue Funds		Total	
		MMH Pageant	HAPA	2018	2017
ASSETS:					
Cash and cash equivalents	\$ 699,023	\$ 89,246	\$ 16,369	\$ 804,638	\$ 813,605
Investments	224,480	-	-	224,480	223,975
Due from other governments	174,057	-	-	174,057	195,834
Other receivables	14,178	-	-	14,178	26,392
Inventory	19,302	-	-	19,302	-
Total Assets	<u>\$ 1,131,040</u>	<u>\$ 89,246</u>	<u>\$ 16,369</u>	<u>\$ 1,236,655</u>	<u>\$ 1,259,806</u>
LIABILITIES					
Current Liabilities					
Accounts payable	\$ 9,445	\$ -	\$ -	\$ 9,445	\$ 19,922
Deferred revenue	63,001	-	-	63,001	187,123
Accrued payroll & related taxes	19,219	-	-	19,219	4,356
Total Liabilities	<u>91,665</u>	<u>-</u>	<u>-</u>	<u>91,665</u>	<u>211,401</u>
Fund Balances:					
Restricted					
AAMHM Committee	-	-	-	-	18,649
Hattiesburg Alliance for Public Art	-	-	16,369	16,369	4,551
Committed:					
Operational reserve	450,000	-	-	450,000	450,000
Assigned:					
Art partnership reserve	50,000	-	-	50,000	50,000
Lightpole banner project	20,000	-	-	20,000	20,000
Civic special attraction project	200,000	-	-	200,000	200,000
Long term strategic planning	50,000	-	-	50,000	-
MS Miss Hospitality	-	89,246	-	89,246	84,727
Unassigned:					
General fund	269,375	-	-	269,375	220,478
Total Fund Balance	<u>1,039,375</u>	<u>89,246</u>	<u>16,369</u>	<u>1,144,990</u>	<u>1,048,405</u>
Total Liabilities and Fund Balance	<u>\$ 1,131,040</u>	<u>\$ 89,246</u>	<u>\$ 16,369</u>	<u>\$ 1,236,655</u>	<u>\$ 1,259,806</u>

The accompanying notes are an integral part of the financial statements.

HATTIESBURG TOURISM COMMISSION
RECONCILIATIONS OF THE BALANCE SHEETS - GOVERNMENTAL FUNDS
TO THE STATEMENTS OF NET POSITION
SEPTEMBER 30, 2018 AND 2017

	<u>2018</u>	<u>2017</u>
Total Fund Balance-Governmental Funds (Exhibit C)	\$ 1,144,990	\$ 1,048,405
 Amounts reported for net position in the statement of net position are different because:		
 Capital Assets used in governmental activities are not financial resources and are not reported as assets in governmental funds		
Capital assets	83,244	79,017
Less accumulated depreciation	(74,399)	(72,703)
 Some liabilities, including net pension obligations, are not due and payable in the current period and, therefore, are not reported in the funds:		
Net pension liability	(503,480)	(721,787)
 Deferred outflows and inflows of resources related to pensions are applicable to future periods and, therefore, are not reported in the funds		
Deferred outflows of resources related to pensions	18,137	69,462
Deferred inflows of resources related to pensions	(236,543)	(61,843)
 Because some revenues will not be collected for several months after the year ends, they are not considered "available" revenues and are deferred in the governmental funds.		
Unavailable revenues from State of MS/ City of Hattiesburg	-	123,057
Unavailable revenues from the Hattiesburg Convention Center	-	26,392
 A portion of the Commission's receivables are collected after year-end; but they are not collected soon enough to be available as financial resources for the current year. These revenues are deferred and not reported in the governmental funds.		
Special sales tax for September	63,001	37,674
 Long term liabilities, including compensated absences payable are not due and payable in the current period and are not reported as liabilities in governmental funds		
Accrued compensated absences	(8,504)	(1,022)
Total Net Position-Governmental Activities (Exhibit A)	\$ 486,446	\$ 526,652

The accompanying notes are an integral part of the financial statements.

HATTIESBURG TOURISM COMMISSION
STATEMENTS OF REVENUES, EXPENDITURES, AND CHANGES
IN FUND BALANCES – GOVERNMENTAL FUNDS
FOR THE YEARS ENDED SEPTEMBER 30, 2018 AND 2017

	<u>Special Revenue Funds</u>				<u>Total</u>	
	<u>General Fund</u>	<u>MMH Pageant</u>	<u>AAMHM Committee</u>	<u>HAPA</u>	<u>2018</u>	<u>2017</u>
REVENUES						
Special sales tax	\$ 709,142	\$ -	\$ -	\$ -	\$ 709,142	\$ 654,131
Support Services	54,517	-	-	-	54,517	-
HCC reimbursement	26,392	-	-	-	26,392	135,000
Gift shop sales	9,560	-	-	-	9,560	-
Event revenue	-	117,824	-	-	117,824	80,194
Membership dues	-	-	700	17,275	17,975	1,400
Donations	-	-	-	-	-	27,400
Other income	974	-	-	-	974	-
Interest income	742	50	-	-	793	709
Total Revenues	<u>801,327</u>	<u>117,874</u>	<u>700</u>	<u>17,275</u>	<u>937,176</u>	<u>898,833</u>
EXPENDITURES						
Tourism Promotion						
Payroll expense	364,762	-	-	-	364,762	327,656
Advertising and promotion	172,731	-	-	367	173,098	277,725
Operational costs	125,838	-	-	993	126,831	137,196
Grants and sponsorships	24,950	-	-	-	24,950	62,819
Purchases for resale	7,423	-	-	-	7,423	-
Events and Programs						
FAM tours	4,726	-	-	-	4,726	5,760
Art and sculpture projects	-	-	-	22,335	22,335	55,166
MS Miss Hospitality	-	103,355	-	-	103,355	75,466
Total Expenditures	<u>700,430</u>	<u>103,355</u>	<u>-</u>	<u>23,695</u>	<u>827,480</u>	<u>941,789</u>
OTHER FINANCING SOURCES						
Operating transfers in	10,000	-	-	12,000	22,000	160,967
Operating transfers out	(12,000)	(10,000)	-	-	(22,000)	(160,967)
Transfer to AAMHMC	-	-	(13,112)	-	(13,112)	-
Total Other Financing Sources	<u>(2,000)</u>	<u>(10,000)</u>	<u>(13,112)</u>	<u>12,000</u>	<u>(13,112)</u>	<u>-</u>
Net Change in Fund Balance	98,897	4,519	700	5,580	96,585	(85,496)
FUND BALANCE, Beginning	<u>940,478</u>	<u>84,727</u>	<u>12,412</u>	<u>10,788</u>	<u>1,048,405</u>	<u>1,133,901</u>
FUND BALANCE, Ending	<u>\$ 1,039,375</u>	<u>\$ 89,246</u>	<u>\$ 13,112</u>	<u>\$ 16,368</u>	<u>\$ 1,144,990</u>	<u>\$ 1,048,405</u>

The accompanying notes are an integral part of the financial statements.

HATTIESBURG TOURISM COMMISSION
 RECONCILIATIONS OF THE STATEMENTS OF REVENUES, EXPENDITURES,
 AND CHANGES IN FUND BALANCES OF GOVERNMENTAL FUNDS
 TO THE STATEMENTS OF ACTIVITIES
 FOR THE YEARS ENDED SEPTEMBER 30, 2018 AND 2017

	<u>2018</u>	<u>2017</u>
Net Change in fund balances-governmental funds (Exhibit D)	\$ 96,585	\$ (85,496)
<p>Amounts reported for governmental activities in the statement of activities are different because:</p>		
<p>Governmental funds report capital outlay as expenditures. However, in the statement of activities, the cost of capital assets is allocated over their estimated useful lives as depreciation expense.</p>		
Capital outlay	4,227	1,485
Depreciation expense	(1,696)	(1,007)
<p>Some items reported in the statement of activities relating to the implementation of GASB 68 are not reported in the governmental funds.</p>		
Recording of pension expense for the current period	(17,553)	(129,033)
Recording of contributions made subsequent to measurement date	9,835	42,540
<p>Because some revenues will not be collected for several months after the year ends, they are not considered "available" revenues and are deferred in the governmental funds.</p>		
Unavailable revenues from State of MS/ City of Hattiesburg	-	123,057
Unavailable revenues from the Hattiesburg Convention Center	-	26,392
<p>Some items reported in the Statement of Activities do not provide or require the use of current financial resources and are not reported as revenue/expenditures in governmental funds.</p>		
Changes in compensated absences	(7,482)	23,024
Changes in deferred revenue	(124,122)	(10,635)
Change in net position of governmental activities (Exhibit B)	<u>\$ (40,206)</u>	<u>\$ (9,676)</u>

The accompanying notes are an integral part of the financial statements.