

MISSISSIPPI RUNS DEEP

SENATE BILL 2193 & HOUSE BILL 1102

Chip Reno, MTA

SENATE BILL 2193 & HOUSE BILL 1102

Section 1 – Creates an advisory board appointed by the Governor in 2020, serving concurrently with the Governor, to work with MDA's Tourism Division on advertising planning.

- 3 Convention & Visitors Bureau appointees
- 2 appointees from Restaurant and Hotels

Section 2 – Diverts a small percentage of the state restaurant & hotel sales tax collections to a tourism advertising fund for MDA's Tourism Division.

- Year 1 – 1% of gross state sales tax on restaurants and hotels
- Year 2 – 2% of same
- Year 3 and future years – 3% of same

State sales tax on restaurants and hotels has a 12-month gross at approximately **\$380,000,000**

| 12 Months | Sales Taxes Collected on Restaurants & Hotels (No Special Taxes Included) |
|-----------------------|--|
| September 17 | 31,010,753 |
| October 17 | 31,321,388 |
| November 17 | 29,349,351 |
| December 17 | 30,506,725 |
| January 18 | 27,603,676 |
| February 18 | 29,670,624 |
| March 18 | 36,027,921 |
| April 18 | 32,970,744 |
| May 18 | 33,870,041 |
| June 18 | 34,255,718 |
| July 18 | 33,926,818 |
| August 18 | 31,885,293 |
| 12 month TOTAL | \$382,399,052 |

Source: Mississippi Department of Revenue

So, if **SB 2193/HB 1102** passed as currently written:

FY2020

1% of \$382,000,000 = \$3,800,000

FY2021

2% of \$382,000,000 = \$7,600,000

FY2022

3% of \$382,000,000 = \$11,400,000

**Dedicated to advertising and marketing
Mississippi's tourism assets**

Other important facts about the bills:

- There is **NO TAX INCREASE** associated with this bill
- This bill's diversion of a small portion of the restaurant and hotel sales taxes, **HAS NO EFFECT ON LOCAL CONVENTION AND TOURISM FUNDS, OR ANY OTHER LOCAL SPECIAL TAXES**

[Overview](#)

[Relationships](#)

[Media Map](#)

[Creative](#)

[Public Relations](#)

[Social Media](#)

[Promotions](#)

[Results](#)

OVERVIEW

Godwin.

ASSIGNMENT

- Tell the Mississippi story in a fresh way that would increase visitors and ROI.

STRATEGY

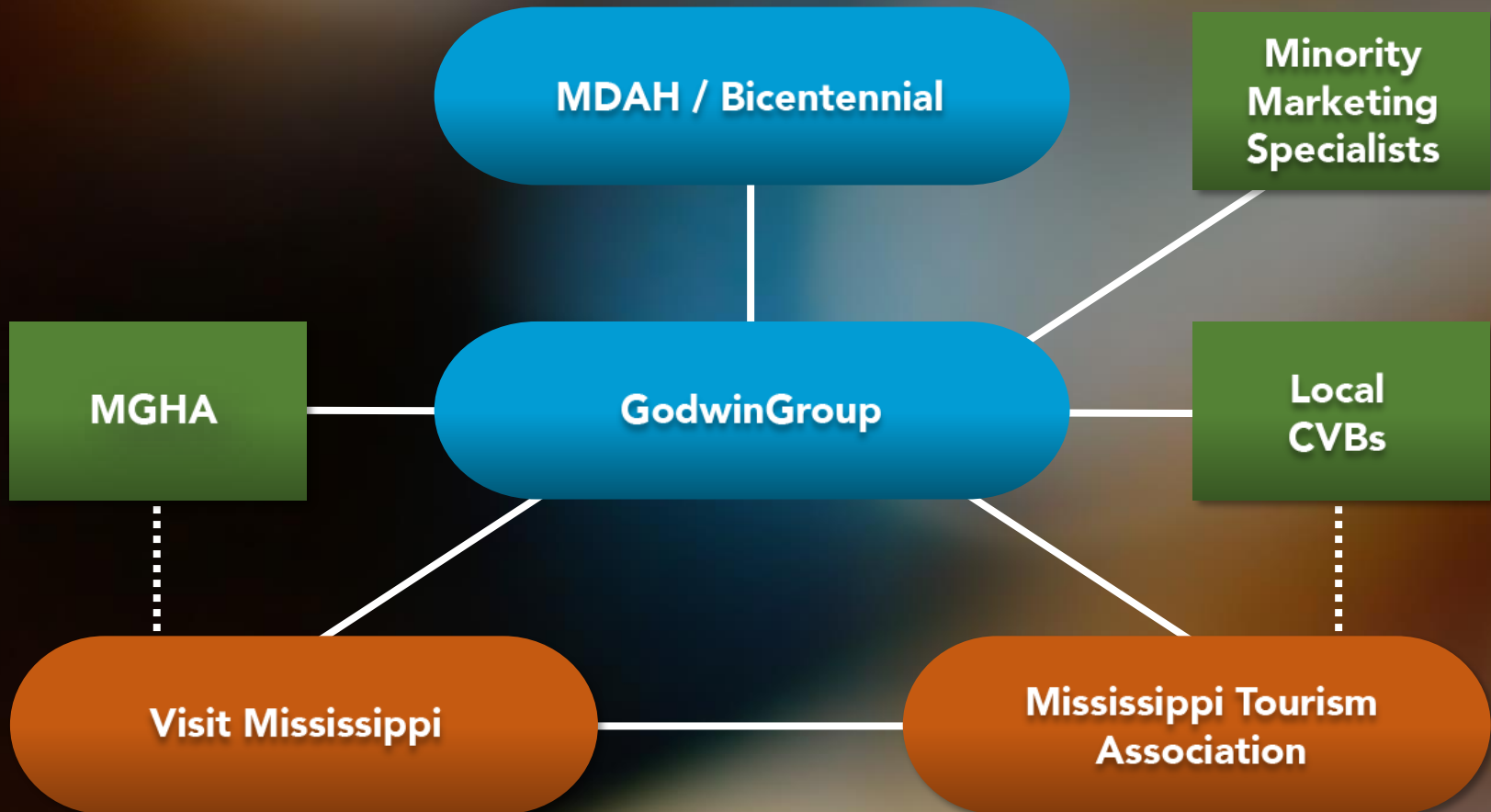
- Convey the tremendous depth of our state's offerings, encouraging visitors to stay longer, venture farther and look deeper into Mississippi.



RELATIONSHIPS

Godwin.

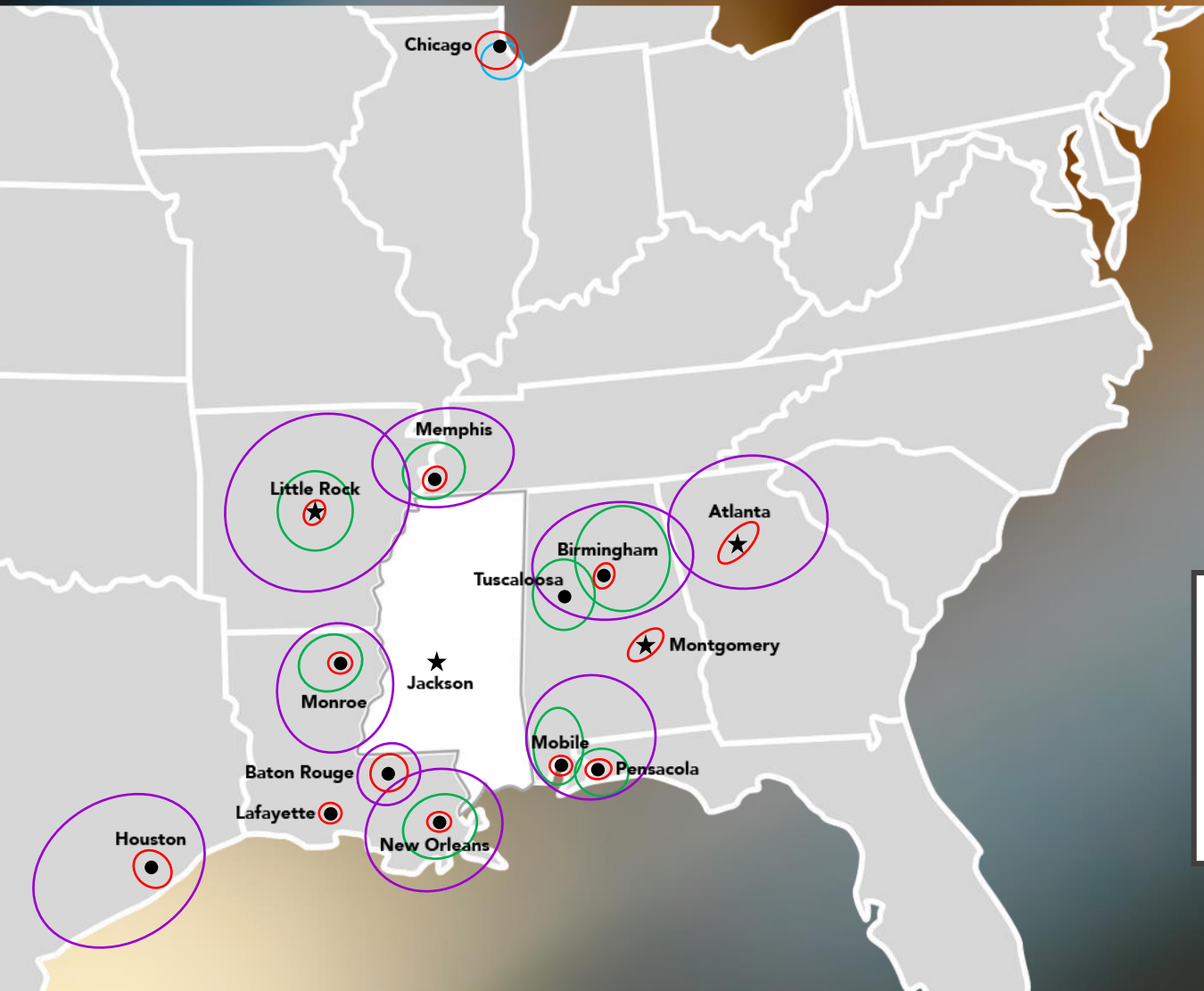
COOPERATION CHART



MEDIA MAP

Godwin.

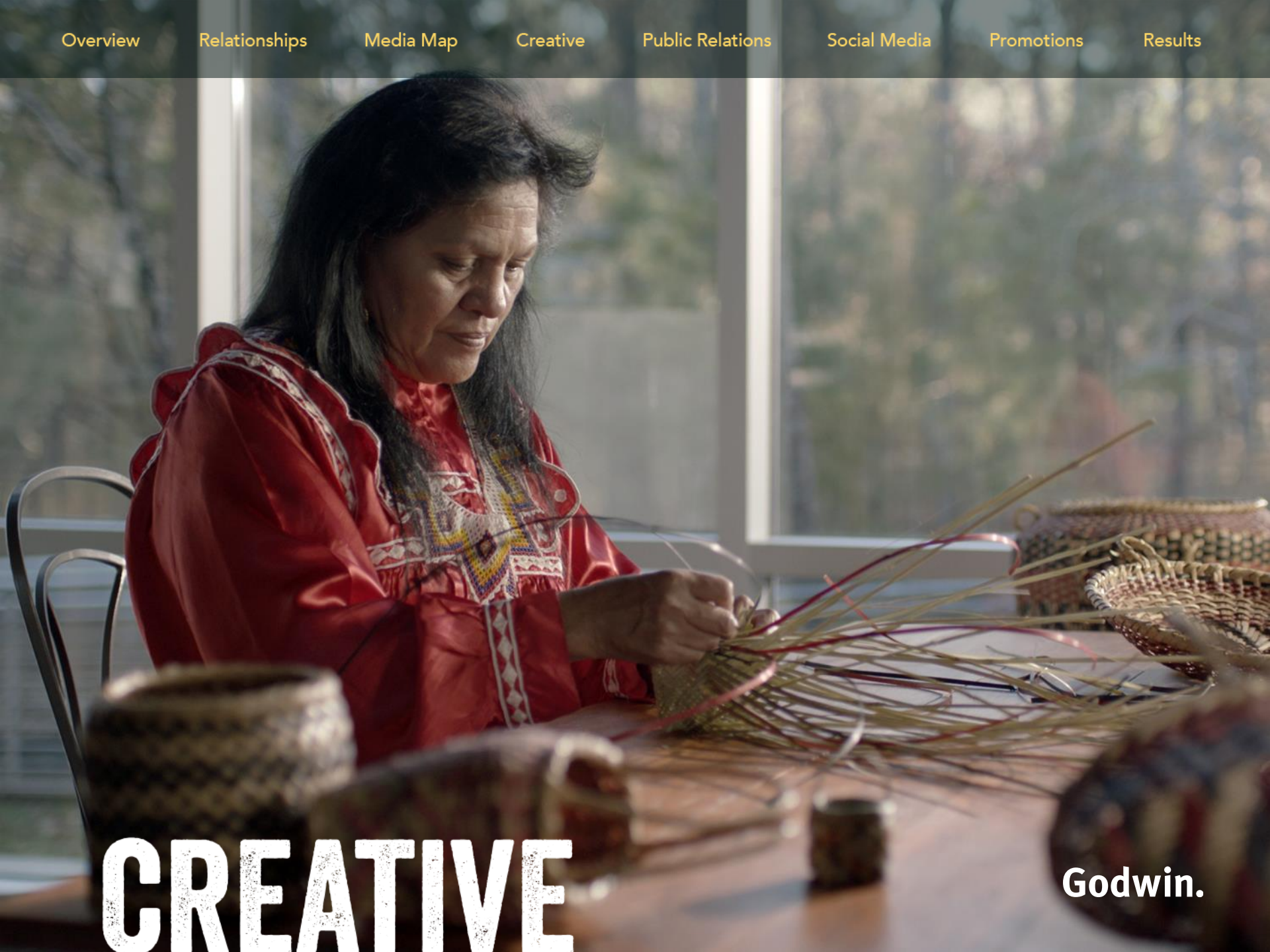
MEDIA MAP



British Airways
 "Highlife" magazine
 on all BA March flights
 world-wide.



| | | | |
|---|---------|---|-------|
|  | Outdoor |  | Radio |
|  | T.V. |  | Print |



CREATIVE

Godwin.

THE IDEA:

MISSISSIPPI RUNS DEEP

KEY INSIGHT

Research revealed that the **number one reason** people visit Mississippi is to spend time with family and friends (yes, even more than gaming).

Family runs deep here — as does music, literature, history, civil rights, arts, food, entertainment and mystique.

With **"Runs Deep"** as our unifying theme, our creative strategy played up Mississippi's legendary mystique and informed those looking to connect with family and friends that Mississippi offers a wealth of experiences with depth and authenticity.



TELEVISION

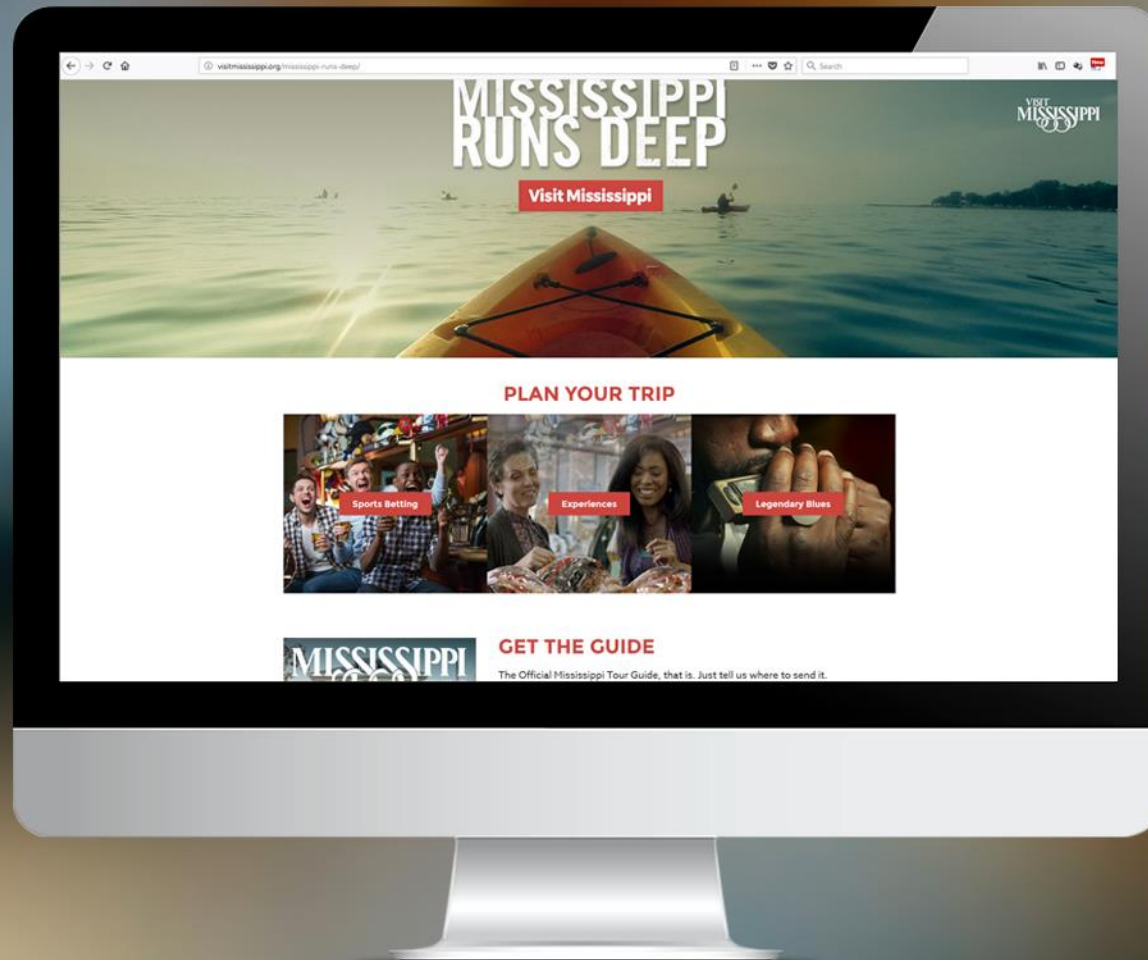


"Mississippi Experience"
:30 Spot

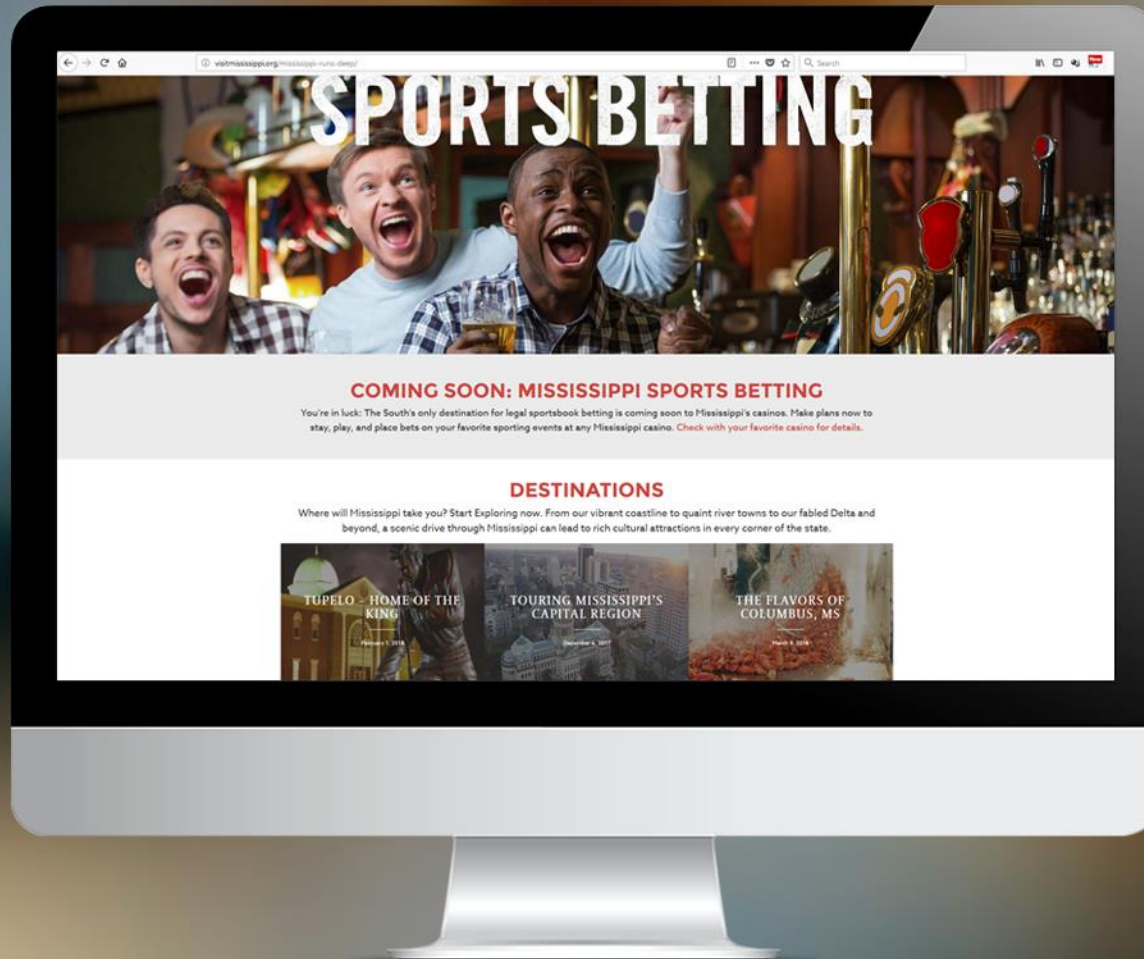


"Mississippi Getaway"
:30 Spot

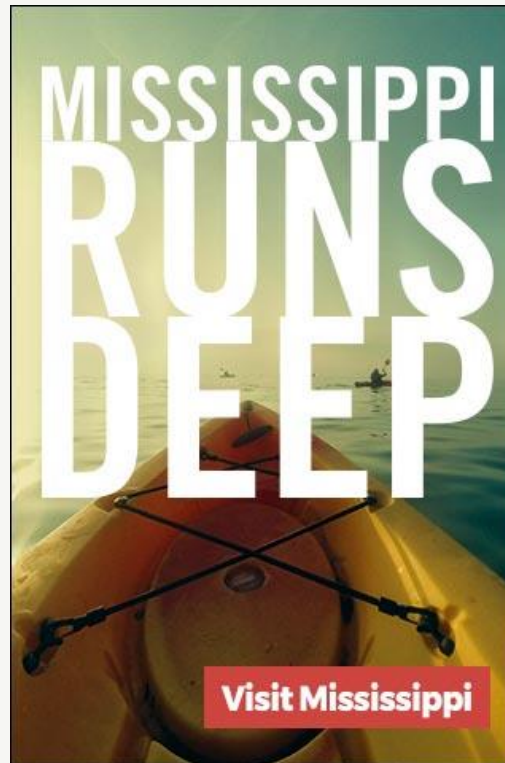
WEBSITE & LANDING PAGE



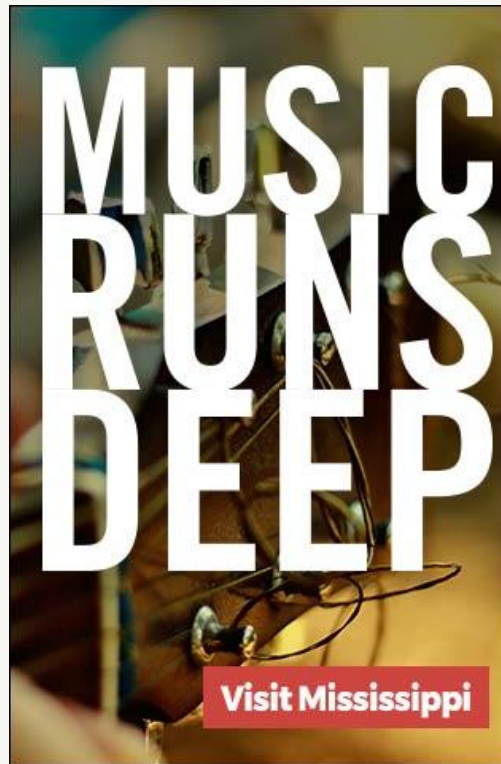
SPORTS BETTING LAUNCH



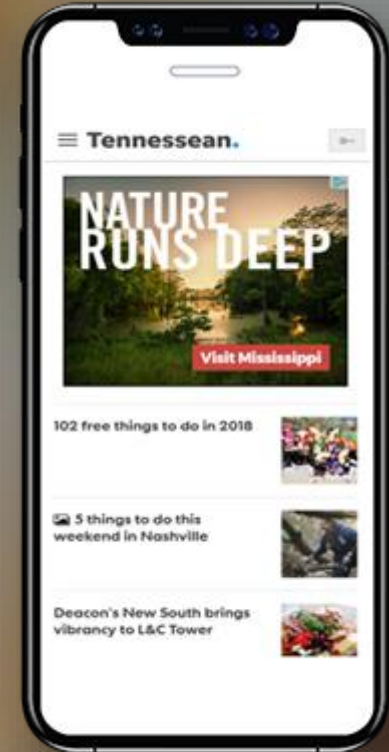
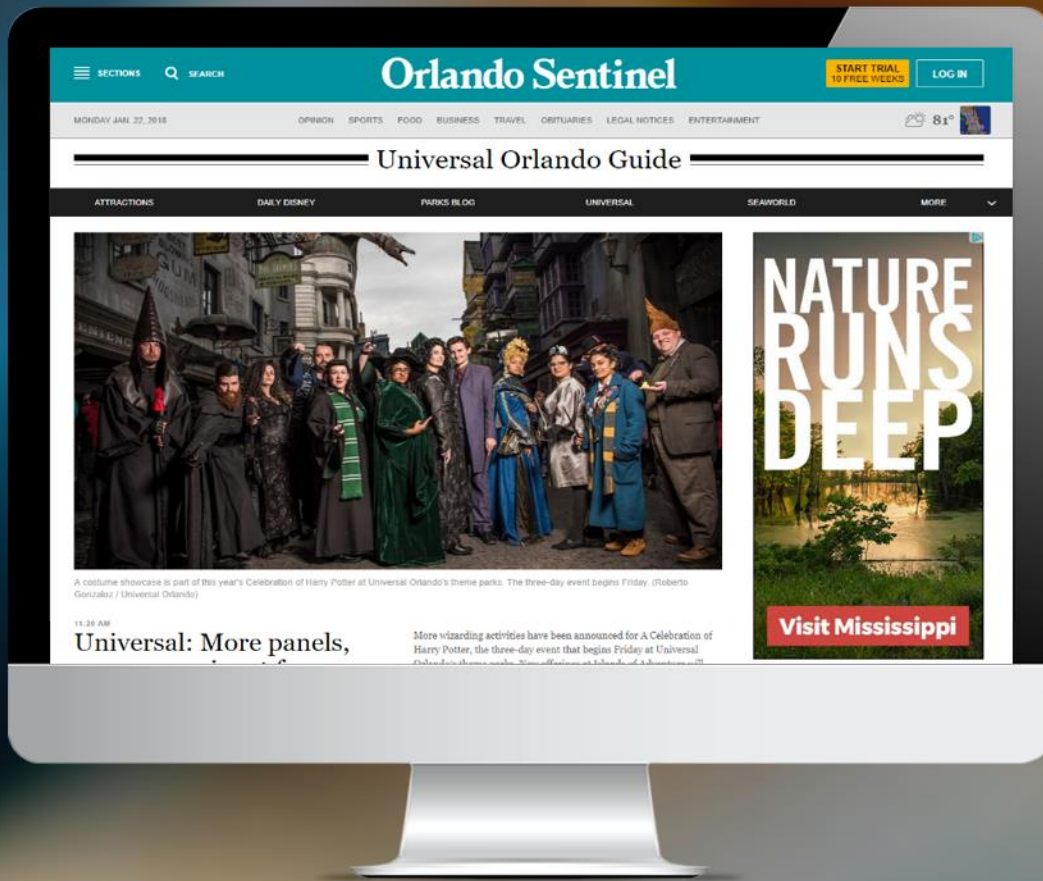
DIGITAL BANNERS



DIGITAL BANNERS



DESKTOP-MOBILE DISPLAY





SOCIAL MEDIA

Godwin.

SOCIAL MARKETING: FACEBOOK



Visit Mississippi
Sponsored

Mississippi Runs Deep. Plan your Magnolia State experience today.



Music Runs Deep

[Learn More](#)



Wonder Runs Deep

[Learn More](#)



Family Runs Deep

[Learn More](#)



Mississippi Runs Deep

[Learn More](#)

562 Comments 311 Shares

[Like](#) [Comment](#) [Share](#)

SOCIAL MARKETING: TWITTER

MS Visit Mississippi @visitms Following

Why is Mississippi a great destination for people interested in the civil rights movement? Watch. [#VisitMS](#)



9:00 AM - 26 Feb 2018

MS Visit Mississippi @visitms Following

Mississippi Runs Deep. Get a taste of the Magnolia State. Plan your trip today.



Flavor Runs Deep
[tag.yieldoptimizer.com](#)

MS Visit Mississippi @visitms Following

Mississippi Runs Deep. Go forth and explore. Plan your trip today.



Adventure Runs Deep
[tag.yieldoptimizer.com](#)

VIDEO CONTENT



"Civil Rights"



"Creativity"



"Music"



"Adventure"



"History"



"Wonder"



"Flavor"


INTERCEPT STRATEGY

- Welcome Centers
- Outdoor
- Radio

WELCOME CENTERS



OUTDOOR



MISSISSIPPI
RUNS DEEP

VisitMississippi.org

OUTDOOR



**MISSISSIPPI
RUNS DEEP**

VisitMississippi.org

RADIO SPOTS

"Mississippi Experience"
:30 Spot



"Mississippi Getaway"
:30 Spot



BRITISH AIRWAYS

- Promoting nearby direct flights from Europe.

COME TO THE LAND WHERE THE **BLUES** WAS BORN




Follow our Music Trails from Tupelo through the Delta.

Explore historic landmarks along the Natchez Trace.

Visit the all-new Mississippi Civil Rights Museum.

The authentic South awaits in Mississippi, a short, scenic drive from New Orleans or Nashville. Plan your experience now at VisitMississippi.org.

VISIT MISSISSIPPI

@visitms   

[Overview](#)

[Relationships](#)

[Media Map](#)

[Creative](#)

[Public Relations](#)

[Social Media](#)

[Promotions](#)

[Results](#)



PUBLIC RELATIONS

Godwin.

silvertraveladvisor®
The Voice of Mature Travellers

Home Find a Holiday Special Offers Reviews Forum

The museums of Mississippi

Like 0 Tweet Save

Russell Higham
Freelance journalist and travel writer
Website: <https://twitter.com/rkhigham>

What's on your list of places to visit in the USA? New York, LA, Chicago, San Francisco, London, Paris, Rome, and so on. But perhaps it should be. As well as being a cultural diversity, it has a rich and, at times, complicated cultural and political history. The state bravely confronts its past and holds its hands up to its wrongdoings as Mississippi today is emerging as a changed and vibrant new state, well worth a visit. So where is the best place to visit? The state bravely confronts its past and holds its hands up to its wrongdoings as Mississippi today is emerging as a changed and vibrant new state, well worth a visit. So where is the best place to visit?

The Mississippi Civil Rights Museum

This museum, which is connected in the same building as the Museum Mississippi most important museum you should visit on any trip to Mississippi. Found in the Mississippi Civil Rights Museum does not sugarcoat the extremely harrowing and unfortunately shaped the state and the country.

You cannot go to Mississippi without learning of its past, especially when it comes to events as the lynching of Emmett Till, the assassination of civil rights activists, the Freedom Summer murders, to name a few. With incredibly eye-opening and honest, and heartbreaking, but absolutely necessary if we are to learn the history to fight toward a day when such atrocities no longer happen.

travel
EXPLORE THE WORLD ARTICLES NEWS REVIEWS LUXURY BLOGS COMPETITIONS CLASSIFIEDS MORE

Save up to 40%
on Appliances Top Deals

Mississippi's Musical Magic

Mississippi is an unexpected, perhaps hidden gem, bursting with treasures of American cultural heritage. It has an extraordinary and sometimes forgotten history as a cradle of the civil rights movement and is the birthplace of an astounding range of world musicians such as Elvis Presley or B.B. King.

THE BEST MUSEUMS IN MISSISSIPPI
written by Brenna Holeman May 24, 2018

61 Shares

Twitter Facebook LinkedIn

Travel

The of

MISSISSIPPI MAY BE POOR, BUT THE HOME OF THE KING IS RICH IN CREATIVITY, TALENT AND HOSPITALITY

BY JACQUI THAKE

I still remember the feeling of pride when I took home the vase I had thrown on a potter's wheel at school, even though it was so wobbly it had to be propped up. Decades later, I produced an equally odd creation, finished with what I thought of as a rather arty blue glaze. But because my masterpiece was created on a virtual potter's wheel, and a picture of the finished product was emailed to me. It's just one of the new \$50 million pieces on offer at the new \$50 million

the privilege of exploring the state of Mississippi. It was an incredible trip, one filled with a lot of learning, and yes, a lot of delicious fried food, but one of the biggest highlights was visiting the Mississippi Civil Rights Museum to the brand-new Mississippi Arts and Galleries. In fact, here are some of the best museums in Mississippi.

The GRAMMY Museum Mississippi

Fun fact: Mississippi has, per capita, more GRAMMY winners than any other state. And when you visit the GRAMMY Museum of Mississippi, it's clear to see why: there are so many incredibly talented musicians from the state. As mentioned in the paragraphs above, it was blown away by just how much talent has come out of this part of the USA; it's where the Delta Blues originates, of course, so right away Mississippi musicians like B.B. King, Muddy Waters, Willie Dixon, Robert Johnson, Son House, Howlin' Wolf, and so many others come to mind.

4th of July SAVINGS Whirlpool FINGERPRINT RESISTANT SUITE IN BLACK STAINLESS STEEL **SAVE \$1080** SHOP NOW **LOWE'S**

FAM TOUR 2018

- Hosted nine European journalists and travel writers from Germany, England and Ireland, focusing on showcasing Mississippi's newest museums.



FAM TOUR 2018

| PUBLICATION | AUDIENCE |
|--------------------------------|--------------|
| <i>Huffington Post</i> | 27 million |
| <i>The Travel Magazine</i> | 2.1 million* |
| <i>Sunday Mirror</i> | 505,000* |
| <i>Silver Travel Advisor</i> | 145,000 |
| <i>That's Life</i> | 205,000 |
| <i>National German Radio</i> | 260,000* |
| <i>Freelance/10 newspapers</i> | 1.5 million* |
| <i>This Battered Suitcase</i> | 75,000 |
| <i>The I Newspaper</i> | 265,000 |



*Numbers do not include online reach

NATIONAL NEWSPAPER PUBLISHERS ASSN

- Historic newspaper group formed in 1940 representing African-American publishers
- Three articles promoting the new museums (leading with Civil Rights Museum)
- Placed on national NNPA newswire reaching more than 200 publications (20 million readers)



THE  **CHRONICLE** (http://www.charlestonchronicle.net)

(https://www.charlestonchronicle.net)

Mississippi Civil Rights Museum Tells Authentic Stories from the Movement

By The Charleston Chronicle (https://www.charlestonchronicle.net/author/editor/) | July 31, 2018 | 0 (https://www.charlestonchronicle.net/2018/07/31/mississippi-civil-rights-museum-tells-authentic-stories-from-the-movement/#respond)



Exhibit commemorating the Jackson Public Library sit-ins. (Mississippi Civil Rights Museum)

By Freddie Allen, Editor-in-Chief, NNPA Newswire

In the early morning hours of January 10, 1966, civil rights leader Vernon Dahmer Sr. was jolted from his sleep, as members of the Ku Klux Klan surrounded his house just north of Hattiesburg, Miss. Dahmer, a Black land-owner, had been actively working to register Blacks to vote and, in some cases, he even paid their "poll" taxes. It was enough to earn a Black man a death sentence in the South.

NNPA NEWSPAPER COVERAGE


[HOME](#) [ABOUT US](#) [BLACK HISTORY](#) [PRESS ROOM](#) [CONTACT US](#) [REGISTER](#) [LOG IN](#) [SIGN IN](#)



25 NEW ARTICLES

[NATIONAL](#) [EDUCATION](#) [ENTERTAINMENT](#) [OP-ED](#) [PRESS ROOM](#) [TRANSPORTATION](#) [HEALTH](#) [WORLD](#) [RELIGION](#)

BREAKING WATCH: 2019 Hyundai Genesis G70 Executives Interviewed - 19 hours ago



Mississippi Civil Rights Museum Tells Authentic Stories from the Movement

NNPAFREDDIE | JULY 30, 2018

The Mississippi Civil Rights Museum tells the stories of Mississippi residents that made extraordinary contributions to the Civil Rights Movement.

[t](#) [f](#) [in](#)

PREVIOUS STORY
Mission: Impossible - Fallout Explodes with Creativity and Box Office Success

NEXT STORY
Hip-hop Icon MC Lyte Talks about her Role as National Spox for the NNPA's Discover The Unexpected HBCU Journalism Program

SEARCH BLACKPRESSUSA

Google Custom Search

STEVE HARVEY FEATURE

- Worked with Jackson native Monica Barnes (“Mississippi Monica”), a producer with the Steve Harvey Show.
- Produced a video tour of the Civil Rights, BB King and Grammy Museums.
- Videos were discussed during the Steve Harvey radio show and featured on the Steve Harvey Morning Show web site.
- #1 syndicated radio show with 7 million weekly listeners
- Separate radio interviews were aired on iHeartRadio nationally.





PROMOTIONS

Godwin.

CHICAGO BLUES FESTIVAL

- Tunica Trip Giveaway
- Mississippi Juke Joint
- Selfie Shack
- Giveaways / Promotional Materials
- Outdoor, Magazine and Posters
- Geofenced Digital Advertising

CHICAGO BLUES FESTIVAL



CHICAGO BLUES FESTIVAL



CHICAGO BLUES FESTIVAL



CHICAGO BLUES FESTIVAL



Overview

Relationships

Media Map

Creative

Public Relations

Social Media

Promotions

Results



RESULTS

Godwin.

CAMPAIGN PERFORMANCE

DIGITAL

57,440,597

Digital impressions

TV

90,961,305

Estimated Impressions

RADIO

40,118,727

Estimated Impressions

OUTDOOR

58,351,310

Estimated Impressions

PRINT

883,220

Estimated Impressions

247,755,159

**Campaign Total
Impressions**

Digital results confirmed when viewers booked hotel rooms after seeing ads.

190,000 million TV & other impressions not trackable, but likely doubled digital results.

IMPACT ON LOCAL ECONOMIES

Spending on hotels, restaurants, transportation, entertainment and shopping

90,395

Visitors



93,765

Rooms Booked

\$54,428,635

Visitor Spending

700

Jobs Sustained



\$544,286

Local Tax Revenue

Hotel rooms and rates were confirmed through software tracking.

Visitor spending calculated by State Tourism Economist based on hotel spending.

IMPACT ON STATE BUDGET

21:1

**Ratio of Visitor
Spending to
Marketing
Investment**

\$1.73

TO

\$1.00

**Benefit-to-Cost
Ratio for the State**

\$4,393,004

**Total
Contributions
to the State
of Mississippi**

21:1 ratio means for each dollar in marketing, visitors spent \$21 inside the state. For every tax dollar spent, \$1.73 went back to the state treasury in tax income.

DETAILED SUMMARY

Campaign Performance By Channel

MDAH-MS Runs Deep January - June 2018

| Campaign/Metrics | Impressions | Clicks | CTR |
|---|--------------------|------------------|--------------|
| Programmatic Display-Mobile and Desktop | 26,112,163 | 40,271 | 0.15% |
| Facebook and Instagram | 8,120,415 | 247,742 | 3.05% |
| Twitter | 6,958,392 | 776,580 | 11.16% |
| Google and Bing (PPC) | 1,914,874 | 58,213 | 3.04% |
| International Promotions | 7,205,025 | 12,408 | 0.17% |
| Video Marketing | 6,355,961 | 58,639 | 0.92% |
| Chicago Blues Festival | 773,767 | 1,047 | 0.14% |
| DIGITAL TOTALS | 57,440,597 | 1,194,900 | 2.08% |
| Television | 90,961,305 | | |
| Radio | 40,118,727 | | |
| Outdoor | 58,351,310 | | |
| Print | 883,220 | | |
| ADVERTISING TOTAL | 190,314,562 | | |

Report Date:

October 9, 2018

Data Sources:

Proprietary Analytics Platforms, Facebook, Twitter, Google TOURISM ECONOMIC IMPACT REPORT 2017, Nielsen, Arbitron, station posts & publication circulation statements.

Jobs and Tax Projections Source:

Mississippi Development Authority Marketing and Communications Division
Tom Van Hying
Data Analyst and Tourism Economist

Summary Results

Total Budget: \$2,542,387

| | |
|--|--------------|
| Total Travelers in Sample Group* (Verified) | 36,158 |
| Total Projected | 90,395 |
| Total Room Nights in Sample Group (Verified) | 37,506 |
| Total Projected | 93,765 |
| Total Bookings in Sample Group (Verified) | 22,389 |
| Total Projected | 57,098 |
| Total Hotel Revenue in Sample Group (Verified) | \$3,922,785 |
| Total Projected | \$9,806,961 |
| Total Sample Group Spend | \$21,771,454 |
| Total Projected | \$54,428,635 |
| Direct Jobs Sustained | 700 |
| Local Tax Revenue Projected (1%) | \$544,286 |
| Personal Income/Sales Tax (from direct Jobs) | \$583,000 |
| State Tax Revenue Projected (7%) | \$3,810,004 |
| TOTAL ECONOMIC CONTRIBUTIONS TO STATE** | \$4,393,004 |

Explanation of Terms:

*"Sample Group" represents 40% or fewer of total hotel rooms in Mississippi.

**Includes State and Personal Income/Sales Tax revenue recovered by the State of Mississippi.

Benefit-to-Cost Ratio for the State

As of October 9, 2018

\$1.73 to \$1.00

MISSISSIPPI RUNS DEEP