

FY 2022 Annual Report: A Review of the Mississippi Development Authority Tourism Advertising Fund

A Report to the Mississippi Legislature
Report #681
December 13, 2022



PEER Committee

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Jerry Turner, Vice-Chair
Becky Currie, Secretary

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About PEER:

The Mississippi Legislature created the Joint Legislative Committee on Performance Evaluation and Expenditure Review (PEER Committee) by statute in 1973. A joint committee, the PEER Committee is composed of seven members of the House of Representatives appointed by the Speaker of the House and seven members of the Senate appointed by the Lieutenant Governor. Appointments are made for four-year terms, with one Senator and one Representative appointed from each of the U.S. Congressional Districts and three at-large members appointed from each house. Committee officers are elected by the membership, with officers alternating annually between the two houses. All Committee actions by statute require a majority vote of four Representatives and four Senators voting in the affirmative.

Mississippi's constitution gives the Legislature broad power to conduct examinations and investigations. PEER is authorized by law to review any public entity, including contractors supported in whole or in part by public funds, and to address any issues that may require legislative action. PEER has statutory access to all state and local records and has subpoena power to compel testimony or the production of documents.

PEER provides a variety of services to the Legislature, including program evaluations, economy and efficiency reviews, financial audits, limited scope evaluations, fiscal notes, and other governmental research and assistance. The Committee identifies inefficiency or ineffectiveness or a failure to accomplish legislative objectives, and makes recommendations for redefinition, redirection, redistribution and/or restructuring of Mississippi government. As directed by and subject to the prior approval of the PEER Committee, the Committee's professional staff executes audit and evaluation projects obtaining information and developing options for consideration by the Committee. The PEER Committee releases reports to the Legislature, Governor, Lieutenant Governor, the agency examined, and the general public.

The Committee assigns top priority to written requests from individual legislators and legislative committees. The Committee also considers PEER staff proposals and written requests from state officials and others.



Joint Legislative Committee on Performance Evaluation and Expenditure Review

PEER Committee

P.O. Box 1204 | Jackson, Mississippi 39215-1204

Senators

Kevin Blackwell
Chair

Lydia Chassaniol
Dean Kirby

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Sollie Norwood

John Polk

Charles Younger

December 13, 2022

Honorable Tate Reeves, Governor

Honorable Delbert Hosemann, Lieutenant Governor

Honorable Philip Gunn, Speaker of the House

Members of the Mississippi State Legislature

On December 13, 2022, the PEER Committee authorized release of the report titled *FY 2022 Annual Report: A Review of the Mississippi Development Authority Tourism Advertising Fund*.

Representatives

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This report does not recommend increased funding or additional staff.

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CONCLUSION: Under the authority of MISS. CODE ANN. § 57-1-64 (1972), the Mississippi Development Authority (MDA) oversees deposits to and expenditures from the Tourism Advertising Fund. Additionally, MISS. CODE ANN. § 27-65-23 (b) (1972) requires a certain percentage of monthly restaurant and hotel sales tax collections be deposited into the fund. As required by state law, PEER conducted a review to detail how funds were spent and deposited in FY 2022.



BACKGROUND

Background

MISS. CODE ANN. § 27-65-75 (23) (b) (1972) requires the Joint Legislative PEER Committee to provide an annual report to the Legislature reviewing the Mississippi Development Authority (MDA) Tourism Advertising Fund established by MISS. CODE ANN. § 57-1-64 (1972).

MISS. CODE ANN. § 57-1-64 created a special fund in the State Treasury known as the MDA Tourism Advertising Fund (Tourism Advertising Fund).

MDA is authorized to sell advertising and other promotional information and enter into agreements with other tourism associations for the purpose of facilitating revenue to deposit into the Tourism Advertising Fund. Additionally, MISS. CODE ANN. § 27-65-75 (23) (a) requires a certain percentage of each month's sales tax collections from restaurants and hotels to be deposited into the Tourism Advertising Fund.

MISS. CODE ANN. § 27-65-75 (23) (a) requires a certain percentage of each month's sales tax collections from restaurants and hotels to be deposited into the Tourism Advertising Fund.



KEY FINDINGS

- **As provided by MISS. CODE ANN. § 27-65-75 (23) (a), the Tourism Advertising Fund received approximately \$12.9 million in restaurant and hotel sales tax revenue in FY 2022.**
MISS. CODE ANN. § 27-65-75 (23) (a) mandates a 1% increase in the amount of sales tax collections deposited into the fund from FYs 2020 through 2022. Due to the annual percentage increase that took place in August 2021, FY 2022 deposits increased from \$7.3 million in FY 2021 to \$12.9 million in FY 2022 (a \$5.7 million increase).
- **In FY 2022, MDA expended approximately \$16 million from the Tourism Advertising Fund, primarily on advertisements promoting tourism in Mississippi.**
FY 2022 expenditures exceeded FY 2021 expenditures by \$13.5 million.
- **MDA establishes spending levels based on the revenue collected and deposited into the Tourism Advertising Fund in the previous quarter.**
Proceeding into FY 2023 and future fiscal years, MDA's goal is to operate the fund at a near net-zero balance. MDA staff anticipates spending an average of \$1 million to \$1.2 million monthly from the Tourism Advertising Fund beginning January 2023.



RECOMMENDATION

MDA should continue planning expenditures around activities that show effectiveness in both output (e.g., search engine hits or press coverage) as well as outcomes (e.g., increased tourism or increased restaurant and hotel sales tax revenue collections). MDA should create clearly defined goals for expenditures of the Tourism Advertising Fund and ensure all planned expenditures will further MDA's plan to meet the defined goals.

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FY 2022 Annual Report: A Review of the Mississippi Development Authority Tourism Advertising Fund

Introduction

Authority, Scope, and Purpose

MISS. CODE ANN. § 27-65-75 (23) (b) (1972) requires the Joint Legislative PEER Committee to provide an annual report to the Legislature reviewing the Mississippi Development Authority (MDA) Tourism Advertising Fund established by MISS. CODE ANN. § 57-1-64 (1972).

This FY 2022 report on the Tourism Advertising Fund includes an update on revenue and expenditures and addresses the following questions:

- How much in restaurant and hotel sales tax revenue was distributed to the Tourism Advertising Fund during FY 2022?
- How did MDA expend the sales tax revenue directed to the Tourism Advertising Fund during FY 2022?
- How does MDA intend to expend and manage funds in FY 2023?

PEER conducted this review in accordance with MISS. CODE ANN. § 5-3-1 (1972) et seq.

Method

To conduct this analysis, PEER:

- reviewed relevant sections of state law;
- reviewed data reported in the state's accounting system, Mississippi Accountability System for Government Information and Collaboration (MAGIC);
- obtained programmatic information from MDA; and,
- obtained sales tax collection and distribution information from the Mississippi Department of Revenue (DOR) and MDA.

Background

This chapter serves as a review of tourism-related laws and statutory requirements and presents the following information:

- creation of the MDA Tourism Advertising Fund;
- structure of the Mississippi Tourism Association Marketing Advisory Board; and,
- establishment of restaurant and hotel sales tax collections deposits into the tourism advertising fund.

Creation of the MDA Tourism Advertising Fund

MISS. CODE ANN. § 57-1-64 created the MDA Tourism Advertising Fund and authorized MDA to sell advertising and promotional information to generate revenues to deposit into the fund.

MISS. CODE ANN. § 57-1-64 created a special fund in the State Treasury known as the MDA Tourism Advertising Fund, hereafter referred to as the Tourism Advertising Fund. This law states MDA can use amounts in the fund for:

...the purpose of paying costs incurred in connection with the purchase of Internet advertising and other promotional information and materials related to Mississippi tourism resources and activity.

Additionally, MDA is authorized to sell advertising and other promotional information and enter into agreements with other tourism associations for the purpose of facilitating sales revenue to deposit into the Tourism Advertising Fund.

Structure of the Mississippi Tourism Association Marketing Advisory Board

MISS. CODE ANN. § 57-1-64.1 (1972) created the Mississippi Tourism Association Marketing Advisory Board to assist MDA with advertising and promotion of tourism in Mississippi.

MISS. CODE ANN. § 57-1-64.1 created the Mississippi Tourism Association (MTA) Marketing Advisory Board (Advisory Board) to assist MDA in planning the initiatives for advertising and promoting tourism in Mississippi. The Advisory Board provides input and advice to MDA on marketing and advertising planning; however, it has no executive powers at MDA.

The statute provides the following composition for the Advisory Board:

- MTA Executive Director;

- the members of the MTA Board of Directors representing each of MTA's five tourism regions (i.e., the Hills, the Delta, the Capital/River, the Pines, and the Coastal regions), and three at-large members;
- three at-large members appointed by the Governor;
- one at-large member appointed by the Lieutenant Governor; and,
- one at-large member appointed by the Speaker of the House of Representatives.

The Advisory Board's statute does not establish any term length or term limits for sitting members.

Establishment of Restaurant and Hotel Sales Tax Collections Deposits into the Tourism Advertising Fund

MISS. CODE ANN. § 27-65-75 (23) (a) (1972) requires percentages of sales tax revenue collected from Mississippi restaurants and hotels to be deposited into the Tourism Advertising Fund.

MISS. CODE ANN. § 27-65-75 (23) (a) requires a certain percentage of each month's sales tax collections from restaurants and hotels to be deposited into the Tourism Advertising Fund. The law requires a set percentage of these sales tax collections to be distributed as follows:

- For the period from August 15, 2019, through July 15, 2020: 1% of total sales tax revenue collected from restaurants and hotels;
- For the period from August 15, 2020, through July 15, 2021: 2% of total sales tax revenue collected from restaurants and hotels; and,
- From August 15, 2021, and each month thereafter, 3% of total sales tax revenue collected from restaurants and hotels.

Sales tax collections are to be deposited into the Tourism Advertising Fund and used exclusively for the purposes established by MISS. CODE ANN. § 57-1-64.

MDA Tourism Advertising Fund Revenues and Expenditures

This chapter discusses:

- FY 2022 Tourism Advertising Fund revenue;
- FY 2022 Tourism Advertising Fund expenditures; and,
- FY 2023 projected revenues and expenditures.

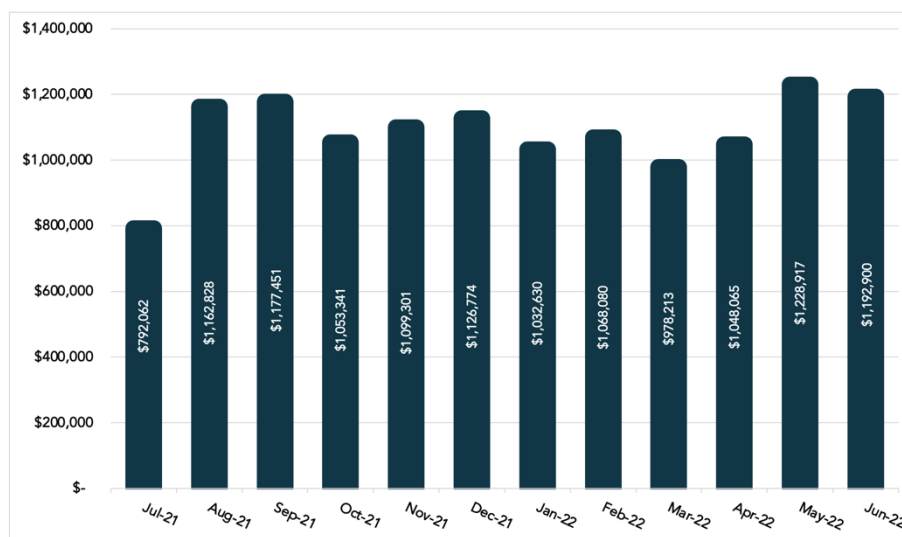
FY 2022 Tourism Advertising Fund Revenue

As provided by MISS. CODE ANN. § 27-65-75 (23) (a), the Tourism Advertising Fund received approximately \$12.9 million in restaurant and hotel sales tax revenue in FY 2022.

MISS. CODE ANN. § 27-65-75 (23) (a) requires a percentage of each month's sales tax collections from restaurants and hotels to be deposited into the Tourism Advertising Fund. In FY 2022, MDA deposited approximately \$12.9 million in restaurant and hotel sales tax collections into the Tourism Advertising Fund.

Exhibit 1 on page 4 shows the amount of restaurant and hotel sales tax collections deposited into the Tourism Advertising Fund per month.

Exhibit 1: Monthly Restaurant and Hotel Sales Tax Collections Deposited into the MDA Tourism Advertising Fund during FY 2022



SOURCE: PEER analysis of data provided by the Mississippi Development Authority.

MISS. CODE ANN. § 27-65-75 (23) (a) mandates a 1% each year increase in the amount of sales tax collections deposited into the fund from FYs 2020 to 2022.

Due to the annual percentage increase that took place in August 2021, FY 2022 deposits increased from \$7.3 million in FY 2021 to \$12.9 million in FY 2022 (a \$5.7 million increase). As shown in Exhibit 2 on page 5, the Tourism Advisory Fund received more collections in FY 2022 than both FY 2021 and FY 2020.

Exhibit 2: Restaurant and Hotel Sales Tax Collection Deposits into the MDA Tourism Advertising Fund since FY 2020

Month	FY 2022	FY 2021	FY 2020	Differences in FY 2020 and FY 2022 Deposits
July	\$792,062	\$279,205	- ¹	-
August	1,162,828	628,418	\$229,333	\$933,495
September	1,177,451	622,799	227,166	950,285
October	1,053,341	618,255	219,832	833,509
November	1,099,301	608,368	205,223	894,078
December	1,126,774	667,632	220,229	906,546
January	1,032,630	565,847	255,231	777,398
February	1,068,080	593,696	807,281	260,798
March	978,213	613,500	294,322	683,891
April	1,048,065	555,529	277,965	770,100
May	1,228,917	770,011	243,291	985,626
June	1,192,899	776,477	210,519	982,381
Total	\$12,960,561	\$7,299,737	\$3,190,392	\$8,978,107

¹ The law establishing the distribution of restaurant and hotel sales tax collections to the Tourism Advertising Fund was enacted during the 2019 Regular Session; therefore, it did not begin receiving funds until August 2019—one month after the start of FY 2020.

SOURCE: PEER analysis of information provided by MDA and the Mississippi Department of Revenue.

MISS. CODE ANN. § 57-1-64 authorizes MDA to “sell advertising and other tourism promotional information through the MDA Internet website and other marketing outlets” and deposit the revenues from any sales into the Tourism Advertising Fund. No revenues or profits were made from selling advertisements and other tourism promotional information; therefore, the only money deposited into the Tourism Advertising Fund in FY 2022 was from restaurant and hotel sales tax collections, according to MDA Staff.

Currently, state law does not mandate any more increases in restaurant and hotel sales tax collections to be deposited into the Tourism Advertising Fund. Therefore, MDA could expect to receive similar levels of funding moving forward depending on the stability of future sales activities of restaurants and hotels within the state.

FY 2022 Tourism Advertising Fund Expenditures

In FY 2022, MDA expended approximately \$16 million from the Tourism Advertising Fund, primarily on advertisements promoting tourism in Mississippi. FY 2022 expenditures exceeded FY 2021 expenditures by \$13.5 million.

Expenditures from the Tourism Advertising Fund for FY 2022 increased from \$2.5 million to approximately \$16 million, an increase of approximately \$13.5 million for FY 2021 expenditures.

MDA's operational plans included:

- advertising Mississippi's tourist attractions to target markets;
- expanding market region advertisement purchases to include all of the Southeast United States as well as Chicago, Baltimore, and Detroit;
- video commercial production and placement; and,
- sharing the cost of advertising with local community tourism associations through cooperative advertisement purchases.

MDA's operational plans concentrated advertisements towards out-of-state travelers by purchasing paid media¹ as well as pitching stories to travel writers in the five areas of interest.

According to MDA staff, in response to visitor survey and input from the Advisory Board, FY 2022 expenditures focused on tourism in the following five areas of interest, including but not limited to:

- culinary experiences;
- outdoors;
- family activities;
- history; and,
- gaming tourism.

Further, MDA used expenditures from the Tourism Advertising Fund to assist local communities and tourism associations (e.g., Visit Hattiesburg, Visit Oxford). Cooperative advertising allows MDA to share the cost of advertising placement in magazines, internet websites, or other media sources with local communities. According to MDA, cooperative advertising placement helps local communities reach broader audiences.

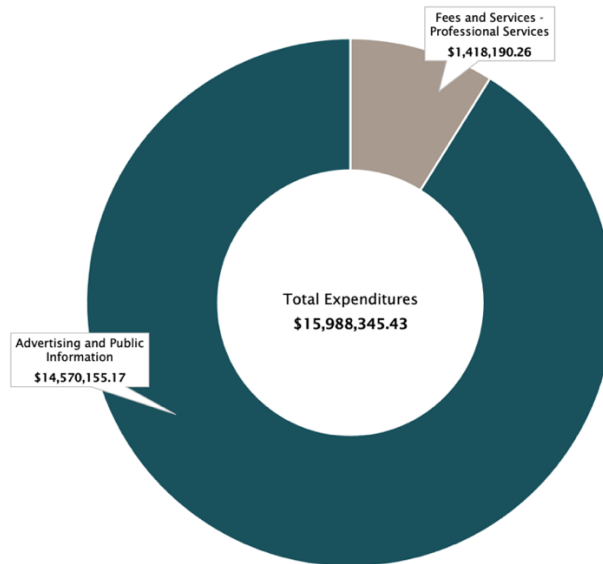
Exhibit 3 on page 7 illustrates FY 2022 total expenditures into two categories:

- Advertising and Public Information; and,
- Professional Services.

Of the total FY 2022 Tourism Advertising Fund expenditures, 91% (\$14,570,155.17) were for Advertising and Public Information and 9% (\$1,418,190.26) expended for Professional Services.

¹ Paid media purchases included, but were not limited to, television commercials, internet-based advertisements, social media advertisements, billboards, print publications, and audio platforms.

Exhibit 3: FY 2022 Tourism Advertising Fund Expenditures



SOURCE: PEER analysis of data reported in Mississippi’s Accountability System for Government Information and Collaboration.

The following section discusses contracts in effect during FY 2022 and services provided through those contracts. See Appendix A on page 13 for a list of expenditures per vendor for FY 2022.

Professional Services Expenditures

MDA entered into one contract during FY 2022. On July 7, 2021, MDA contracted with Maris, West, & Baker, Inc., to serve as the agency of record for tourism at MDA. In FY 2022, MDA also made payments on two professional services contracts from FY 2021: Lobaki and Maris, West, & Baker, Inc.

Maris, West, & Baker, Inc., Contract²

MDA entered into a professional services contract with Maris, West, & Baker, Inc., on July 7, 2021, to serve as the agency of record for tourism at MDA. The contract term ran from July 7, 2021, until July 6, 2023. On May 9, 2022, MDA amended its contract with Maris, West, & Baker, Inc. The contract amendment increased the contract maximum amount to be paid from \$1,500,000 to \$7,500,500³ and extended the contract terms for one additional year (through July 6, 2024).

² MDA compensated Maris, West, & Baker, Inc. for both professional services and advertisement and public information services in FY 2022. Any professional services provided by Maris, West, & Baker, Inc. are billed to the total value of the contract while advertisement and public information service charges are not billed to the total value of the professional services contract.

³ According to MDA staff, this increased payment to Maris, West, & Baker Inc., covered the cost of filming more commercials.

In FY 2022, MDA paid Maris, West, & Baker, Inc., \$1,404,440.26 for professional services. Maris, West, & Baker, Inc., provide professional services to MDA including, but not limited to the following:

- advertisement creation;
- graphic creation;
- television production; and,
- public relations services.

According to MDA staff Maris, West, & Baker Inc., created video commercials for MDA throughout FY 2022. Maris, West, & Baker, Inc., also created print advertisements including photographing, artwork, and copy content (e.g., press releases, advertisement text). These video commercials aired on television, streaming services, and social media platforms. Additionally, Maris, West, & Baker, Inc., through their public relations services, pitched Mississippi travel destinations to travel writers. In turn, these travel writers visited Mississippi and published articles about their experience, further promoting tourism in Mississippi.

Lobaki Contract

During FY 2021 MDA contracted with Lobaki to create a 20-minute virtual reality video experience featuring Vicksburg. MDA submitted a final payment of \$13,750 to Lobaki during FY 2022.

Advertising and Public Information Expenditures

MDA paid 24 vendors during FY 2022 for advertising and public information services. Advertising and public information expenditures accounted for 91% of expenditures from the Tourism Advertising Fund during FY 2022. According to MDA staff, the focus of expenditures was filling the tourism market with advertisements promoting tourism in Mississippi.

Two vendors (i.e., Maris, West, & Baker, Inc., and Advance Local Media, LLC/Alabama Media⁴) account for approximately 95% of all advertising and public information expenditures. The remaining 22 vendors' payments account for the other 5% of advertising and public information expenditures in FY 2022.

Maris, West, & Baker, Inc.

In addition to professional services expenditures, MDA paid Maris, West, & Baker, Inc., \$13,278,881.96 in FY 2022 for placing advertisements on media outlets including:

- television streaming;
- radio streaming;
- print media platforms; and,
- digital media platforms.

⁴ Advance Local Media, LLC, is the parent company of Alabama Media Group. For this reason, Advance Local Media, LLC, and Alabama Media Group are counted as a single vendor rather than two individual vendors.

Maris, West, & Baker, Inc., purchased advertisement placement on MDA's behalf. See Appendix B on page 14 for a list of advertisement purchases made by Maris, West, and Baker, Inc., during FY 2022.

According to MDA staff, allowing Maris, West, & Baker, Inc., to purchase advertisements streamlines the process because it has the content in-house, ready to be distributed. This prevents MDA from having to retrieve the content from Maris, West, & Baker Inc., in order to distribute it to another company for purchasing advertisements.

Additionally, Maris, West, & Baker, Inc., receives discounted rates when purchasing advertisement placements as a result of purchasing placements for multiple clients concurrently with media outlets. According to MDA, by purchasing advertisements placements through Maris, West, & Baker, Inc., it is able to pay discounted advertisement rates. Moreover, MDA explained that the discounted rates paid to Maris, West, & Baker, Inc., for advertisement placements are cheaper than standalone advertisement placement rates MDA would pay if it tried to purchase advertisement placement on its own behalf.

Advance Local Media, LLC, and Alabama Media Group

Advance Local Media, LLC, is a marketing and advertisement firm that purchases cooperative advertisements for local communities and MDA. Advance Local Media, LLC, received \$520,160.90 for purchasing cooperative digital advertisements during FY 2022. Advance Local Media, LLC, owns *It's a Southern Thing*, a website and brand that creates and shares videos, articles, and other media featuring southern culture. MDA also places advertisements and sponsored content on *It's a Southern Thing's* media outlets, including the website and social media platforms.

According to MDA staff, prior to FY 2022, Advance Local Media, LLC, did business under the name Alabama Media Group. However, during FY 2022, Alabama Media Group opened a Jackson office and began operating and invoicing under its parent company's name, Advance Local Media, LLC.

Projected FY 2023 Revenues and Expenditures

MDA establishes spending levels based on the revenue collected and deposited into the Tourism Advertising Fund in the previous quarter. Proceeding into FY 2023 and future fiscal years MDA's goal is to operate the fund at a near net-zero balance. MDA staff anticipates spending an average of \$1 million to \$1.2 million monthly from the Tourism Advertising Fund beginning January 2023.

At the beginning of FY 2022, the percentage of restaurant and hotel sales tax collections distributed to the Tourism Advertising Fund increased to 3%. Because the rate of collections distributed to the Tourism Advertising fund will remain at 3%, MDA could anticipate similar rates of funding in future fiscal years should other economic factors that influence public travel remain stable.

The Tourism Advertising Fund held a \$6,940,013.93 million balance at the end of FY 2022. Further, the Tourism Advertising Fund received approximately \$12.9 million in restaurant and hotel sales tax collections deposits and expended approximately \$16 million dollars during FY 2022. The fund balance at the start of FY 2022 allowed MDA to expend more money than were deposited into

the fund. According to MDA staff, this reserve allowed them to create and place more advertisements than in prior years.

According to MDA staff, for FY 2023 and future fiscal years its goal is to operate the fund at a near net-zero balance by setting expenditures relative to the previous quarter's collected revenues. MDA staff anticipates spending an average of \$1 million to \$1.2 million monthly from the Tourism Advertising Fund beginning January 2023.

According to MDA staff, the agency selects the types and dollar amounts of paid media advertisements (e.g., television commercials, social media advertisements, billboards) on a quarterly basis. MDA staff also explained that with the direction from the Advisory Board, they review immediate past revenue deposit amounts into the Tourism Advertising fund to determine spending levels for planned media purchases. Further, MDA explained that along with Maris, West, & Baker, Inc., they monitor available data to ensure funds are directed to activities with maximum impact and reach. MDA reviews metrics such as impressions, clicks, website visits, press coverage, search engine activity and visitation and spending in Mississippi from out of state visitors when determining how to expend Tourism Advertising Fund resources.

Oversight of MDA Tourism Advertising Fund

Under MISS. CODE ANN. § 57-1-64, MDA has the authority to use amounts in the fund with the goal of increasing tourism in the state through promotional advertising and agreements with tourism associations throughout the state.

Legislative Response to PEER Report 666

The Mississippi Legislature passed additional legislation requiring PEER to conduct further analysis of the Tourism Advertising Fund in response to the recommendation published in PEER Report 666. House Bill 1093 was signed into law during the 2022 Regular Session. This bill amended MISS. CODE ANN. § 57-1-64.2 (1972) requiring the PEER Committee to review the effectiveness and administration of MDA's advertising and marketing efforts paid for by the Tourism Advertising Fund by no later than December 1, 2024, and every four years afterwards.

House Bill 1093, Regular Session, now codified as MISS. CODE ANN. § 57-1-64.2 (1972), requires PEER to review:

- the effectiveness of attracting out-of-state visitors;
- the effectiveness of digital advertising efforts; and,
- the administration and oversight by MDA regarding expenditures from the fund.

The review created in House Bill 1093, 2022 Regular Session, is in addition to the annual expenditure review mandated by MISS. CODE ANN. § 27-65-75 (23) (b). PEER will continue to monitor and annually report revenue to and expenditures from the Tourism Advertising Fund.

Given the millions of dollars received and expended annually through the Tourism Advertising Fund it would be prudent for MDA to ensure that current and future expenditures from the Tourism Advertising Fund are effective in attracting visitors and increasing Mississippi tourism.

When planning quarterly expenditures, it would be advisable for MDA to establish and review performance metrics that measure both outputs and outcomes from its efforts in promoting Mississippi tourism. Output metrics (e.g., number of search engine hits, social media engagements) do not measure to what extent members of the public engage in tourism in Mississippi. While these metrics may be useful if the goal of a particular advertising campaign is to raise awareness of Mississippi tourism options, they may not measure the overall effectiveness or success of such advertising efforts in increasing the number of out-of-state visitors.

Recommendation

1. The Mississippi Development Authority should continue planning expenditures around activities that show effectiveness in both output (e.g., search engine hits or press coverage) as well as outcomes (e.g., increased tourism or increased restaurant and hotel sales tax revenue collections). MDA should create clearly defined goals for expenditures of the Tourism Advertising Fund and ensure all planned expenditures will further MDA's plan to meet the defined goals.

Appendix A: Fiscal Year 2022 MDA Tourism Advertising Fund Expenditures

Advertising and Public Information	
AAA Explorer Texas	\$15,500.00
Advance Local Media, LLC	\$366,975.92
Alabama Media Group*	\$153,184.98
Automobile Club of Missouri AAA Explorer Southern	\$7,174.00
Automobile Club of Southern CA	\$5,500.00
AY Media Group	\$6,110.00
Expedia, Inc.	\$75,000.00
Food Network Magazine, LLC	\$25,000.00
Food Network Magazine, LLC Pioneer Woman Magazine	\$10,000.00
Group Tour Media, Inc.	\$3,668.00
Group Travel Leader, Inc.	\$4,912.50
Hearst	\$32,505.01
Hearst Magazine Media, Inc.	\$9,999.92
Hoffman Media, LLC	\$95,000.00
Hour Media	\$14,739.00
Huddle Up Group, LLC	\$20,000.00
Madden Preprint Media, LLC	\$176,998.88
Maris West & Baker, Inc.	\$13,278,881.96
Meredith Corporation	\$142,980.00
Oxford American Literary Project, Inc.	\$19,725.00
P-MRC Holdings, LLC	\$63,500.00
Peninsula Publishing, LLC	\$5,950.00
Power Play Marketing	\$14,850.00
Smithsonian Institution	\$22,000.00
Subtotal	\$14,570,155.17
Fees and Services - Professional Services	
Lobaki, Inc.	\$13,750.00
Maris West & Baker, Inc.	\$1,404,440.26
Subtotal	\$1,418,190.26
Grand Total	\$15,988,345.43

* Alabama Media Group is owned by Advance Local Media, LLC. For this reason, the two are combined as a single vendor on page 8 of this report.

SOURCE: PEER analysis of information provided by MDA.

Appendix B: Maris, West, & Baker, Inc., Advertisement Placement Purchases

Advertisement Placement	Amount
Advance Local, LLC - Digital Ads	\$4,252,444.22
Bally Sports	\$397,270.50
Broadcast Media	\$2,476,170.34
Country Roads Magazine	\$10,472.00
Final Four Program	\$26,950.00
Food Network Magazine	\$44,000.00
Garden and Gun Magazine	\$28,275.50
Good Grit Magazine	\$31,241.10
iHeart Media	\$4,166,378.67
Lamar Outdoor	\$534,930.00
Matador Digital	\$99,110.00
Okra Magazine	\$5,643.00
Outside Magazine	\$42,808.33
Pioneer Woman	\$15,400.00
Print Placement - Various	\$1,013,530.01
Southern Cast Iron	\$5,698.00
Southern Lady	\$9,944.00
Suddenlink Greenville	\$2,960.46
Travel and Leisure	\$55,000.00
Travel Partner Gold	\$11,650.83
USA Today	\$49,005.00
Grand Total	\$13,278,881.96

SOURCE: Information provided by Mississippi Development Authority staff on December 9, 2022.

Agency Response

The Mississippi Development Authority reviewed the report and elected not to provide a formal agency response, as it noted no issues with the report as written.

James F. (Ted) Booth, Executive Director

Legal and Reapportionment

Barton Norfleet, General Counsel

Ben Collins

Administration

Kirby Arinder

Stephanie Harris

Gale Taylor

Quality Assurance and Reporting

Tracy Bobo

Hannah Jane LeDuff

Performance Evaluation

Lonnie Edgar, Deputy Director

Jennifer Sebren, Deputy Director

Kim Cummins

Matthew Dry

Matthew Holmes

Drew Johnson

Billy Loper

Debra Monroe-Lax

Taylor Mullins

Meri Clare Ringer

Sarah Williamson

Julie Winkeljohn

Ray Wright