

HAAA Executive Update

April
2017

New Stats

- ◆ Bed Tax collections for the month of March were \$1,109,571
- ◆ March Average Daily Rate increased about 5% in March 2017 from March 2016

Administration

- Attended Daytona Beach Rotary Club weekly meetings
- Represented the CVB at the Rotary Club Golf Tournament and ERAU Blue & Gold Gala
- Attended the announcement gathering for the new Hard Rock Hotel – SO exciting!
- Conducted orientations with new HAAA members
- Initiated a leads audit program with meetings hotels
- Represented the CVB at the Lodging & Hospitality Association meeting
- Met with Brand USA re: potential marketing initiatives
- Participated in CVB committee meetings
- Met with P1 AquaCross promoters re: April events
- Represented the CVB at the State of the County address, at the Ocean Center
- Attended the West Volusia Advertising Authority board meeting and gave an update
- Met with the Daytona Beach News-Journal re: Visitors Guide and Biketoberfest® projects
- Worked with County to craft research contract with Mid-Florida Marketing & Research
- Reviewed Advertising Agency RSQ submissions
- Assisted Communications with the UK Travel Writer FAM
- Met with The Shores Resort & Spa and flip.to rep re: a new social media program
- Attended the United Way Volunteer luncheon as a board member
- Participated in the University of Central Florida Community Advisory Board
- Presented a tourism overview at the International Speedway Blvd. Coalition meeting
- Participated in the Tourist Development Council meeting as a member
- Coordinated a meeting of local partners and National Cheerleading Association (NCA) reps
- Participated in WELE Radio (Big John show) and WSBB-AM radio interviews
- Negotiated lower pricing for office supplies to reduce overhead costs
- Negotiated lower pricing for in-office water cooler
- Purchased a new recording program which will save the CVB \$750 annually after the first year
- Attended conference on Exceptional Assistants

Finance

- Provided financial reporting on current year and look back at previous fiscal year to directors for their quarterly budget analysis
- Met with companies, received six proposals and updated payroll and benefits rate comparisons
- Communicated with staff re: County benefits options (no longer available)
- Attended LHA and SHRM meetings
- Recapped background on Ocean Center funding
- Processed \$609,000 in accounts payable invoices
- Researched and communicated rental car customer service issues to agency for resolution
- Reviewed Beta version of TriNet's new payroll and HR site, set to launch in third or fourth quarter
- Followed up on the CVB's DMAI re-accreditation status
- Transitioned office supply ordering to the Administration department and shared historic spending levels
- Researched Workers Comp codes used by Trinet

Group Sales

Leads Distributed: 29

Definite Bookings: 4

Tourism Inquiries: 2

<u>Quarterly Comparison</u>	<u>FY 2015-16</u>	<u>FY 2016-17</u>
Leads Distributed:	64	68
Definite Bookings:	13	31
Tourism Inquiries:	53	38

Site visits

- Conducted a site visit with Florida Virtual School Association
- Conducted a site visit with Florida Grant Developers Network
- Conducted a site visit with Brian Agnew from Getaroom.com
- Conducted Site Visit with Florida Association of Colleges & Employers 2019 Annual Conference
- Conducted Site Visit with Life Focus Ministries Business Women's Network 7th Annual Excellence & Empowering Leaders for the Next Dimension Pastor's & Leadership 2017 Conference
- Conducted Site Visit with Antenna Measurement Technique Association Annual Meeting 2020

Tradeshows, industry events attended

- Attended Visit Florida's VIP event in Boston and conducted 3 sales calls
- Attended Helmsbriscoe annual business conference
- Attended Visit Florida Travel Trade Canadian Road Trip in Toronto and Montreal
- Attended United States Sports Forum
- Attended Florida Sports Foundation Sports Tourism Day in Tallahassee

Meetings attended

- Attended Florida Blinded Veterans Association Board of Directors meeting
- Attended NCA-sponsored luncheon, attended a CVB-sponsored NCA dinner meeting, attended NCA planning with CVB staff, and participated in two post-event NCA conference calls with Hilton Daytona Beach Oceanfront Resort and City of Daytona Beach
- Visited 16 Orlando-based Tour Operators
- Attended Meeting Professionals International (MPI) North Florida Chapter Global Industry Meetings Day Luncheon meeting

Upcoming tradeshow, familiarization tour, and client event preparation

- Finalized details on AAA Sales Mission
- Finalized all 100 International Pow Wow (IPW) appointments, and planned client event
- Finalized 15 Receptive Tour Operator (RTO) Summit appointments
- Finalized details for Capital Events tradeshow in Tallahassee
- Continued planning for International Association of Golf Tour Operators (IAGTO) June FAM, negotiated 10 Richard Petty Driving Experiences at no cost
- Created Save the Date announcements for September Familiarization tour to cover all markets
- Prepared for travel to Christian Meetings & Conventions Association May conference

- Prepared for travel to Visit Florida VIP Chicago May event
- Coordinated CVB-hosted client lunch & Chicago sales calls

Conference call meetings/Prospecting

- Participated in a conference call with Helmsbriscoe Associates for the International Association Administrators Professional show
- Participated in conference call with Florida State Guardianship Association
- Participated in Conference call with Major Beach Soccer regarding a June 2017 program
- Participated in two National Association of Sports Commissions conference calls regarding membership and volunteers
- Participated in conference call with United States Sports Congress regarding 2018 bid
- Prospected new clients for future site visits from Walter Bernard database

Shriners action items

- Created a Shriners project timeline identifying all CVB tasks
- Coordinated and confirmed all pre-week VIP board activities
- Participated in conference call regarding housing and transportation
- Conducted review meeting with Shriners RV Chair at International RV Park and created a Letter of Intent/Commitments

Convention Services

- Interviewed new incoming Tourism Ambassadors
- Coordinated Tourism Ambassadors volunteers for Region 8 Men's Gymnastics Compulsory Championship
- Worked with the following incoming groups for convention services: Region 8 Men's Gymnastics Compulsory Championship, ShowBiz National Talent Dance, Church of the United Brethren in Christ, Amateur Athletic Union Taekwondo Florida State Championship, National Foster Care Conference and Florida Adoption & Independent Living Spring Conference, Puzon Family Reunion, Florida Miechv Coordinated Intake and Referral Action Learning Collaborative Meeting, United States Spinax, Professional Athlete Development Specialists and National Academic Advising Association Summer Institute
- Completed tradeshow items for the following: Visit Florida Canadian Road Show, Helmsbrisco, Visit Florida Boston, AAA Sales Mission Atlanta, Receptive Tour Operators Summit East, Visit Florida VIP Chicago Event and Sports Tourism Week
- Submitted Tropical Bowl Post Report for Florida Sports Foundation
- Submitted Beach 5 Sand Soccer to Florida Sports Foundation for grant

Administrative

- Conducted a Meetings and Conventions Advisory Committee Meeting
- Conducted a Sports Advisory Committee Meeting
- Conducted a Tour and Travel Advisory Committee Meeting
- Conducted bi-monthly group sales meetings
- Participated in meetings to discuss lead distribution to an expanded list of hotel properties that have potential to host 250 rooms on peak, created a Simpleview tag to identify leads for reporting purposes
- Continued efforts to encourage advisory committee applications
- Worked on 2017-18 Group Sales marketing plan
- Worked on Jet Blue advertising for Meetings and Conventions, to encourage short term, needs period bookings

Communications

- Attended Visit Florida Media Mission in NYC, 30 media attended
- PR support: Shriners, P1AquaX, National Cheer and Dance Association championships and Major Beach Soccer

- Monitored media on industry issues including: tourism marketing funding, Spring Break, Visit Florida, tourism economic impact, Mainstreet CRA/East ISB corridor, new hotel development announcements
- Produced and distributed TOURISM TODAY, a bi-monthly eNewsletter sent locally to partners, government and community leaders and other interested individuals on CVB news and accomplishments
- Produced and distributed BEACH BLAST, a monthly eNewsletter sent to partners on marketing and advertising opportunities
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: Atlanta Journal Constitution; FADMO; AAA Living (Florida travel); So. Scottsdale (men's travel); Canal Brazil TV (CBTV Orlando); The Meeting Magazine; HAT Marketing; Visit Florida; Florida Holidays Campaign; Paradise; Where Traveler; and Extra Crispy
- Hosted Holly and Monica Sisson, Canadian photojournalists, during their visit to Daytona Beach April 2-4 as part of a Visit Florida regional FAM (St. Augustine, Jacksonville, Amelia Island)
- Hosted six UK travel journalists during their visit to Daytona Beach April 25-27 as part of a Visit Florida regional FAM (Kissimmee, Crystal River)
- Worked with Chris King, Kingfish Communications, to create two golf press releases and two guest blogs on featured courses; sent email to all golf course partners introducing Chris
- Continued to monitor IZEA's Spring 2017 Social Media Campaign (March-June)
- Worked with Visit Florida, HAT Marketing and St. Augustine on itineraries and plans for regional FAMs and individual media visits including: 2TravelDads, Brazilian social influencer, Scottish Sun travel writer, GoNomad writer, and a Chinese travel writer
- Represented CVB at: State of the County Address; presented CVB update at TDC meeting; Florida Public Relations Association meeting; Ad Fed meeting; United Way 75th Anniversary luncheon; and P1AquaX press conference
- Produced monthly event calendar and distributed it to all tourism partners
- Generated list of events for Marketing to submit to Paradise for ABC/WFTV Orlando TV and digital promotion
- Helped promote and monitor the Lodging & Hospitality Association's "Military Thank You" program; more than 628 entries so far
- Scheduled social media posts through April including Paradise's Danica Patrick re-posting schedule, and continued sharing with Danica Patrick team
- Created/edited/updated content on DaytonaBeach.com including: added 10 ongoing Live Music events to calendar; wrote Summer homepage blurb; new page for MOAS, golf blogs; Shriners public events; added consumer listings including Arts on Granada, Frame of Mind, Gold Leaf Coffee
- Held the quarterly meeting of the Arts & Culture Committee and reviewed the latest draft of the Share the Heritage brochure
- Met with Susan Keaveney, The Shores Resort & Spa, re: social media/lead generation ideas
- Worked with LHA on May 10 Tourism Week Celebration promotion
- Met with journalist Steve Deal, re: producing fresh, new accessibility content for DaytonaBeach.com
- Participated in Wow Wednesday with visits to Hilton Daytona Beach Oceanfront Resort, Wyndham, Plaza Resort and Spa, and Daytona Lagoon

Marketing & Design

- Reviewed Adara media buy and possible media adjustment to support Jet Blue air service in key months
- Met with Paradise team to review media schedules, production costs and commission expenses
- Reviewed Deals page of consumer website and modified it to create a better consumer experience
- Connected with Golf Central Magazine and discussed possible future Daytona Beach tie-in and PR inclusion
- Reviewed monthly financials and made appropriate adjustments
- Connected with Linda Wassenin of Florida Square Dance & Round Association about event funding process

- Reviewed email marketing campaign and created a schedule for two upcoming email consumer emails blasts to our opt-in database
- Designed Economic Impact of Tourism on Volusia County flyer and 3-CVB note pads for distribution at National Travel & Tourism Week breakfast
- Reviewed Golf Promotional Items Budget – include Consumer Shows, Travel Industry Sales and Sports Department
- Met with Kognity team to review Marketing Report and discussed future plans for partner support
- Reviewed dining promotional video with Paradise team and made modifications
- Reviewed the production schedule for the eight promotional videos with Paradise
- Modified Adara landing page to include Daytona Beach International Airport, JetBlue, Delta and American Airlines links to book airline tickets
- Reviewed and edited the April e-newsletter, that was sent to 150,000 consumers
- Met with News-Journal staff about the production and delivery schedule for the Visitors Guide
- Met with News-Journal about Biketoberfest® timeline and possible VIP experience
- Designed a Save-the-Date postcard for the M&C Department
- Met with P1AquaX for and update on event, possible local connectors and sponsorship ideas
- Received and reviewed nine Advertising Agency RSQ proposals
- Created a Top Sheet – highlighting each ad agency’s RSQ for the Advertising Committee’s May meeting
- Met with John Cameron from the City of Daytona Beach to recap the “A December To Remember” event
- Met with Pat Abernathy about Halifax Art Festival Tourism Event funding
- Redesigned Daytona Beach staff business cards
- Reviewed GolfPac contract and developed a list of concerns to address
- Researched Gary Jones marketing opportunities for Golf program
- Requested Paradise to send CBS our commercial spots for NCA broadcast
- Confirmed Advertising and Biketoberfest® Committees
- Reviewed AJC story ideas
- Reviewed May’s consumer newsletter design and content
- Reviewed Symetra PowerPoint Presentation and materials for Advertising Committee and HAAA meetings
- Met with Danah Heye and Howard Tietjen of Madden Media
- Sent Visitors Guide hotel matrix to AAA for logo verification
- Reviewed proposal from Meredith digital
- Participated in the monthly Simpleview call for review of March analytics
- Received South Beach Classics B-roll from Biketoberfest® 2016 event
- Confirmed with SEE magazine 5,000 guides for Shriners event at Welcome tables and Ocean Center
- Contacted Daytona Arcade Museum to update listing in Simpleview
- Delivered Bike Week posters and Daytona Tortugas schedules to Visitor Information Center (VIC) at Daytona International Speedway
- Delivered Daytona Tortugas schedules, Arts Maps and Visitor Guides to the Ocean Center
- Updated hotel booking widget to correct missing or incorrect information
- Attended the Travel & Adventure Show in Dallas, the Southern Women’s Show in Charlotte, and the Southern Women’s Show in Raleigh
- Submitted application for the Fall Atlanta Home Show
- Met/spoke with area partners about website listings, CVB benefits, co-op programs and our VICs
- Imported reader service responses into Simpleview
- Collected Partner Information for Consumer Co-Op Programs 2B, 7E & 7F and sent to Paradise
- Attended the Simpleview Summit in Tucson
- Updated staff information on the About Us Page in daytonabeach.com
- Updated the Deals page on daytonabeach.com
- Conducted a conference call with OnceThere to discuss attraction booking launch, compiled an attractions list and reached out to attractions partners re: the opportunity to participate
- Conducted a conference call with Kognity to discuss the booking engine
- Compiled and updated a list of CVB domain names
- Met to discuss newsletters and eNewsletters campaigns

- Pulled analytics for 2017 Spring-Summer Newsletter, 2016 Summer, and 2016 Fall Newsletter
- Participated in a webinar on Mobile-first Indexing: What It Means and When It's Coming
- Created a landing page for the nine Advertising Agency RSQ Submissions and included all Ad Committee meeting information
- Emailed lodging partners to collect rates for Jan Shearin with the Daytona Blues Festival
- Updated the Event Funding Spreadsheet
- Changed the color of the booking engine line to orange and changed the name of the Select Language dropdown to “Translate” -- and moved it to the top of the page for more readability
- Updated Biketoberfest® Media Calendar, in-house ad matrix and insertion orders
- Processed 34 invoices for consumer and tourism events budgets
- Attended the Tampa Home Show and collected 42 leads