

# HAAA Executive Update

April  
2018

## New Stats

- ◆ Bed Tax collections for the month of March were \$1,082,875, a -3.37% decrease over March 2017
- ◆ March 2018 Average Daily Rate decreased 4% over March 2017
- ◆ March 2018 Occupancy increased 7% over March 2017

## Administration

- Participated in the Southeast Tourism Society local site visit
- Drove with Linda McMahon to Myrtle Beach to present to the STS annual meeting
- Represented the CVB at weekly Daytona Beach Rotary Club meetings
- Accepted a Board appointment for Mid-Florida Housing Partnership
- Held daily employee stand-up meetings, one-on-ones with staff, and a First Friday celebration
- Held bi-weekly CVB Leadership Team meetings
- Welcomed Jane Holland to CVB staff as Financial Controller
- Met with Shriners for their pre-conference gathering
- Reviewed financials and payroll data and procedures
- Participated in the Lodging & Hospitality Association monthly meeting
- Participated in a meeting with Sunwing re: new opportunities for Daytona Beach
- Attended the ERAU Blue & Gold Gala
- Met with Speedway representatives re: new initiatives
- Participated in the Beachside Redevelopment Committee meeting, provided comments
- Participated in the Florida Association of Destination Marketing Organizations conference
- Did an on-air interview with Big John on WELE-1380 AM
- Participated as a member at the Tourist Development Committee meeting
- Attended HAAA committee meetings
- Worked with staff's Office Ohhmm... Committee re: decluttering and workplace improvements

## Finance & Human Resources

- Transitioned new Financial Controller
- Created Accounting Procedures Manual
- Reviewed and processed accounts payable and payrolls
- Prepared monthly financials
- Worked with AUE to streamline the onboarding HR process
- Incorporated Sage University online training for accounting staff development

## Group Sales / Meetings, Sports, Tour & Travel

Groups Sales

April 2018

Meetings, Sports, and Tour & Travel

Leads Distributed/Meetings: 27

Estimated Economic Impact: \$8,245,787.44

Definite Bookings/Meetings: 7	Estimated Economic Impact: \$839,604.79
Leads Distributed/Sports: 6	Estimated Economic Impact: \$1,649,000.00
Definite Bookings/Sports: 7	Estimated Economic Impact: \$2,586,000.00
Partner Assists: 1	Estimated Economic Impact: \$275,334.79
(Assists are Ocean Center referrals and or convention services for hotel partners)	
Tourism Inquiries: 1	Trade opportunities distributed to ALL Industry partners

### Site visits

- Conducted site visit for Rick Mandriota of HPN (Hospitality Performance Network) Global (Florida State Literary Association)
- Conducted site visit for Florida Festivals and Events Association
- Conducted site visit for Florida Organization of Nurse Executives
- Conducted site visit for Elvis Presley Continental Club
- Conducted site visit for Florida Association of Court Reporters
- Conducted site visit luncheon with Higher Education Forum Association 2021
- Hosted MPI North Florida Chapter Board Retreat site visit luncheon
- Hosted site visit luncheon with Jill Jordon, Senior Meeting Planner with Arrowhead Conferences
- Conducted Site Visit with Monkey Up Tournaments Lacrosse: Hilton, ERAU, ONE DAYTONA and Ormond Beach Sports Complex for December 2018 approximately 100 teams
- Conducted Site Visit with Adrenaline Sports Management re: Santa Hustle
- Conducted site visit for Open Water Swim Hilton and Bandshell
- Conducted a countywide site visit with Sunwing Airlines, potential interest in working with Daytona Beach for a nonstop flight from Toronto
- Conducted Southeast Tourism Society (STS) site visit for their March 2019 STS Connections meeting

### Tradeshows, industry events attended

- Attended Florida Society of Account Executive Orlando Roundtable luncheon
- Attended Meeting Professional International (MPI) Orlando chapter Global Industry Day
- Attended Meeting Professionals International (MPI) North Florida Chapter Global Meetings Industry Day
- Attended luncheon with at the Plaza Resort for planners with Eastern Regional Child Support Association (ERICSA)
- Attended General Session Opening Session for Eastern Regional Child Support Association (ERICSA)
- Attended National Association of Sports Commissions Annual Symposium, Minneapolis
- Attended Southeastern Tourism Society Connections meeting to present as the 2019 destination for the STS Connections conference
- Conducted Orlando operator based meetings with Lee Holidays, Alltour, The Mark Travel, Pegasus, Super Holidays, 1st Incentive Travel, Abreu Tours, Group Travel Network, Kaluah Tours, Florida Travel Network, New Golden Horse Tours, AAA, Golf Pac

### Meetings attended

- Conducted Bi-weekly team meeting
- Convention Services
- Attended Meetings & Conventions, Sports and Tour & Travel committee meetings
- Met with new Daytona International Speedway Sales person (Kelly Kinney) CVB staff introductions
- Attended NCA Dinner Meeting with Bill Boggs and Ocean Center and sponsored dinner with Varsity staff
- Met with Hard Rock Hotel's Kathy Masterson regarding US Sports Congress client event during National Association of Sports Commissions event NASC
- Attended a CVB team meeting with Dean O'Brien of DME regarding STEMFEST
- Met with Kelly Kinney of Daytona International Speedway, re: upcoming sales activities

- Met with Nelson Mongovio of VISIT FLORIDA to discuss airline grants through Air Team Florida
- Met with Ray and Judy DeNure of DeNure Tours
- Met with Gentry Baumline-Robinson and Kelly Dispennette of International Speedway Corporation to discuss Shriners July 14 family night, Florida Huddle's January closing reception and sponsorship, and Southeast Tourism Society's Connections conference in March 2019

**Conference call meetings prospecting**

- Conducted conference call with Sheila Wendelburg-Arrowhead Conferences & Ocean Center to review 2019/2020/2021 Southeast Theatre Conferences (SETC)
- Conducted a conference call regarding Santa Hustle
- Conducted a conference call Elite 8 Tournament John Graham
- Conducted a conference call US Sports Congress 2018
- Conducted a conference call regarding Open Water Swim event
- USA Football 2019/2020

**Prospecting calls/emails with:**

- Women of Color Network, Inc.
- Bethune-Cookman University - Education and Social Justice program
- Association of Practical Nurse Educators of Florida
- Florida Dietary Managers Association
- Florida Stormwater Association
- Mortgage Bankers Association of Florida
- The University of North Carolina
- Western Kentucky University
- International Masons and Order of Eastern Star
- United Supreme Council Ancient & Accepted Scottish Rite of Freemasonry Prince Hall Affiliation South
- Association of Governing Boards of Universities and Colleges
- American Association of Retirement Communities
- Southeastern Regional Relocation council
- Florida Chapter – Club Managers Association of America
- At Ease Destination, Inc.
- Beer Industry of Florida, Inc.
- Continental Chess Association
- Fire Light Group
- Florida Association for Volunteer Resource Management
- Florida Association of District School Superintendents
- Florida Consortium of Public Charter Schools
- Florida Fund for Minority Teachers, Inc.
- Hamlin & Burton Liability Management, Inc.
- Loyalty360
- The Association of Black Psychologists
- Florida Court Clerks and Comptrollers
- Bethune-Cookman University - Education and Social Justice program
- Stirkins Family Reunion
- Florida Outdoor Writers Association
- American Association of Retirement Communities
- Center for Financial Training Norwich
- Florida Association for Food Protection
- Florida Association for Play Therapy
- Florida Organization of Nurse Executives

- Florida School Finance Officers Association, Inc.
- Florida Society of Medical Assistants
- Florida Tax watch Inc.
- National Association of Legal Investigators
- The Property and Evidence Association of Florida
- Adorable Divas Motorcycle Club
- Florida State Association of Supervisor of Elections
- International League of Christian Schools
- Zurixx, Inc.
- MC Club of Jacksonville
- Isom Global Strategies
- Dept. of Education - Vocational Rehabilitation Division
- Commercial Vehicle Safety Alliance
- Elvis Presley Continentals Fan Club
- Florida Court Reporters Association
- Florida Energy Pipeline Association
- Florida Head Start Association
- JR Global Events, Inc.
- Reward House, Inc.
- SMC3
- Southern Burn Association
- Valerie Victoria Management Group
- Florida (Army Security Agency) Friends
- USA Football 2019/2020
- United States Lifesaving Association
- 3d Lacrosse, LLC
- American Bass Anglers
- National High School Baseball Coaches Association
- Collegiate Golf Alliance
- USA Volleyball – Beach

#### **IMM**

- National Beta Club
- Phi Kappa Sigma
- CLT Meetings & Incentives
- CRG, Inc.
- Leed Management Consulting, Inc.
- United States Lifesaving Association
- 3d Lacrosse, LLC
- American Bass Anglers
- National High School Baseball Coaches Association
- Collegiate Golf Alliance
- USA Volleyball – Beach

#### **FAMs**

- Preparation for Florida Huddle’s January pre FAM, January 6-8, 2019

#### **Industry shows booked**

- Southeast Tourism Society’s STS Connections conference March 18-22, 2019

- Meeting and call with Rick Still of La Cita to review Request For Proposal to host La Cita September 2019

### Convention Services

- National Cheer/Dance Association(NCA/NDA), Pinseekers, Phi Rho Pi, Pastor's Summit, Purple Fox Marine 364, United Brethren, Meetings Professionals International(MPI) North Florida, Church of the United Brethren in Christ, Volusia County Alumni Chapter of FAMU, Central Florida District Dental Association, Region 8 Meeting, Florida Football Alliance, Blitz Karate, Florida Court Clerks and Comptrollers, Florida Department of Health Immunization Summit, Daytona Express Club Birth Place of Speed Invitational, US Kids Golf, Social Justice Conference, Disciples Senior Minister Conference, Senior Summit, Volusia County Sheriff Office VCME and Florida Winter Cup, Alpha Kappa Psi UCF, Pastor's Summit, Florida Caribbean Student Association, Eastern Regional Interstate Child Support Association (ERICSA) and Amateur Athletic Union (AAU) Gymnastics

### Shriners

- Attended Shriners Imperial Session 2018 "Walk For Love" Site Visit with Shriners Hospital marketing staff to discuss logistics, information kiosk at Ocean Center & hotel lobby welcome tables
- Hosted Shriners Imperial Session 2018 Pre-Convention with Shriners Executive Committee, 2019 Shriners VIPs, Shriners HQ Staff and various Shriners Committee members
- Participated in Bi-Weekly Shriners Imperial Session "Walk for Love" conference calls
- Attended Shriners Imperial Session Ladies Luncheon menu taste testing
- Conducted Shriners Imperial Session's 2018 pre-convention meeting

### Administrative

- Pulled all HelmsBriscoe contacts from CVENT prior to attending the HelmsBriscoe tradeshow
- Continued to secure final arrangements for the Colorado Sales Mission Trip
- Finalized International Pow Wow appointments for May appointment based show, 88 appointments scheduled
- Continue efforts to obtain tour and receptive operator room night booked in Daytona Beach October 1, 2017-March 30, 2018. With 8 operators reporting over 18,000 room nights booked during the first two quarters.
- Continued efforts working with Simpleview on group sales reporting, Simpleview creating production reports to measure leads generated, booked business, goals, prospecting, and tour & travel room nights booked
- Worked with staff to create Cvent incentives to increase Cvent leads April 9th – September 30th
- Distributed updated sales goals for meetings, sports, and tour & travel sales team
- Created an updated meetings and sports post event survey
- Prepared for onboarding of new group sales coordinator, Tatiana Carr, start date May 7, 2018
- Continued work with Brandon/Kay on Meetings, Sports, and Tour & Travel creative.
- Fiscal year 2018-19 marketing plan and budget preparation, distributed each sales managers marketing initiatives from plan for their input on sales activities FY 2018-19

### Communications

- Press release – Industry Leaders to Celebrate National Travel & Tourism Week on May 9
- Press release – Years of Effort All in a Day's Works for Meeting & Convention Sales Staff
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: Visit Florida/Germany; Florida Trend; Get Jantzen Girl Back effort; visitors; News-Journal; Visit Florida; Chris King; Bill Bauer; Tim Gavrich; questions sent to [Info@DaytonaBeach.com](mailto:Info@DaytonaBeach.com), RoboBoat event committee; Kitty Pope; Jeep Beach at ONE DAYTONA kick-off

- event; Port Orange Stallions Football Camp; Shriners International; Atlas Obscura; CEO Gaming; Florida Football Alliance; AAU Gymnastics; NCA Cheer & Dance; Fran Folsom; USA Today Go Escape; Butch Newell, Florida Outdoor Writers Association; Caroline Malone, TravelHost Orlando Magazine
- 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 CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Hosted the crew and talent from the Kidd Kraddick radio show, including doing an on-air interview and conducting a familiarization tour of the Daytona Beach area (10 people)
- Golf PR: hosted individual media visit with golf/travel writer Bill Bauer (4/30-5/2)
- Coordinated plans and deliverables for National Travel & Tourism Week celebration on May 9 including: Creating Tourism Trivia Challenge web page; press releases (2); signage; invitations; handout; and Economic Impact flyer
- Confirmed participation in Visit Florida “Family Memory Maker” campaign: prepared to host media (May 7-9); and put together a prize package of attractions and experiences
- Participated in review of March data with Mid-Florida Marketing & Research
- Represented CVB at: Tourism Development Council meeting (4/20); Shriners Pre-Conference meeting - Public Relations section (4/10); LHA April Meeting (4/11) and Tiger Bay Club April meeting (4/12); Florida Public Relations Association (4/25)
- Reviewed, edited, created and updated content on DaytonaBeach.com: Calendar of Events (new widget), Fishing section, Memorial Day events; added new Event Pro to more pages; edited partner listings and created new accounts; added Shriners 2018 public events; improved Restaurant page content and navigation; new video; reactivated Daytona Tortugas search term in Stackla to drive user content
- Prepared and mailed 17 packages to thank Instagram users for photos used on back cover of 2018 Visitors Guide
- Shared clippings from hosted media with partners – A Janela Laranja (Brazilian Tourism) and Golf Advisor
- Updated Visit Florida partner portal and submitted social post
- Participated in bi-weekly website review and development meetings with Marketing
- Edited two advertorial articles (native content) for Atlanta Journal Constitution
- Sunwing: Contributed summary of fiscal year-to-date communication efforts aimed at the Canadian market
- Followed up with Norwegian Cruise Line (NCL), re: information on development of a pre/post hotel program
- Reviewed CVB communications deliverables for TripAdvisor geo pages and implanted the ongoing content management plan
- Edited 16 blogs from The Brandon Agency, reviewed images, and posted blogs on DaytonaBeach.com per schedule
- Produced monthly event calendar and distributed it to all tourism partners; and shared results with partners from media assists including articles, blogs, publications and awards
- Social Media: wrote May social posts to share with The Brandon Agency (TBA); Reviewed TBA’s social media report and recommendations, developed plan to implement; participated in TBA telcom on organic social media and Instagram stories best practices and plan
- Worked on 2018/2019 communications portion of Marketing Plan and Budget
- Edited April consumer email content from TBA
- Participated in VISIT FLORIDA’s monthly Twitter Travel Chat
- **Arts, Culture and Heritage Tourism Committee:** Communicated with current committee members regarding their 2018 applications. Communicated with all Volusia County tourism bureaus for input on the Arts & Culture Map brochure prior to reprint and proofed revised brochure. The Committee did not meet this month. The next meeting is May 3, 2018

## Marketing & Design

- Finalized HelmsBriscoe ABC Post Fam invitation for Sales staff

- Met for Office Om; reviewed and completed a walkthrough; developed a task list
- Provided information to update I-95 billboard; copy changes; production costs
- Talked with Marc Bender of GolfPac Travel to discuss website links and reports; requested a proposal for next year's budget
- Participated in weekly status call with Brandon Agency; review website analytics, media plan, social, creative
- Made copy changes to the Arts Map; requested print quote; prep files for printer
- Participated in PPC and key word call with Simpleview
- Submitted March Executive Update for department
- Updated Economic Impact sheet for National Tourism Week; requested print quote; submitted files for printing
- Designed 2018 National Tourism Week invitation; added sponsors and speakers; created email versions; submitted files for MailChimp
- Reviewed and approved Daytona Cigar Club video
- Reviewed and submitted edits for MOAS and museums videos
- Reviewed GolfPac Travel and Tee Times USA email blasts; submitted new photos and edits
- Participated in monthly Sales staff meeting; reviewed video topic, business cards, fact sheets, incentive collaterals
- Hosted Web Wednesday; reviewed restaurant section – modified dropdown list to 10 types; add waterfront page; requested a random search for hotels and restaurants
- Submitted edits to :60 TV spot to incorporate Shriners 2018 logo; video will appear on the Imperial2018.com website
- Edited consumer golf e-newsletter
- Reviewed HAAA minutes; checked on action items; edited marketing sections
- Pulled 2015 Bike Week survey data; sent results to Chamber
- Met with John Cameron to review for December To Remember event; created recap report; processed invoice for funding
- Met with Sean Belgrade for a Speedway update on future events and Speedweeks
- Participated in a conference call with Norwegian Cruise Line
- Met with directors to discuss media, travel agents, airport efforts for Sunwing Airlines
- Followed-up with The Brandon Agency about STS conference and hosting Realtor conference in Daytona Beach
- Created STS Spring Symposium card for Myrtle Beach Conference; sent photos and logo for presentation
- Met with Kidd Kraddick show; live interview portion at Hard Rock Hotel Daytona Beach
- Engaged department staff about pre-planning for 2018-19 Marketing Plan and Budget
- Requested print quote for Share The Heritage brochure
- Reviewed 46 photo contact sheets; selected photos for media and Barberstock images
- Reviewed and edited Inshore fishing, Enjoying the Beach and Family Fun videos
- Attended Jeep Beach ribbon cutting; took photos for image library
- Reviewed Sports video creative brief; added comments/suggestions
- Touched up photos for Jantzen social post
- Conference all with Fine to review STR report/OCC/ADR reports
- Participated in monthly call with Simpleview to review March website analytics; discussed PPC program
- Created logo for Tourism Trivia Challenge
- Reviewed reports/info about Sunwing; discussed with The Brandon Agency about future media plan opportunities
- Imported reader service responses from multiple publications into Simpleview
- Created a landing page for Program 2B – Mays TripAdvisor co-op
- Collected partner information for co-op participation in Programs 1B, 2C, & 5C
- Worked on updating software for travel staff's laptops
- Created email template for Florida Huddle 2019 invitation
- Created Play Florida Golf Show email blast in MailChimp
- Pulled March analytics for Tourism Today
- Posted the new Biketoberfest® Sponsorship Deck online

- Created the new Visitor Guide flipbook; posted on website; provided over to agency for tracking purposes
- Pulled March's blog analytics
- Participated in phone conference with Kognitiv to discuss the Booking Engine
- Emailed lodging partners the Amenity & Booking Widget form
- Collected partner information for Co-Op Programs 1B, 2C & 5C
- Created a landing page for Co-Op Programs 1A & 1B
- Created a "Search All" page for restaurant section of the website
- Created a Simpleview Report – March 2018 for HAAA & Ad Committee packets
- Pulled February & March golf analytics for HAAA & Ad Committee packets
- Attended Southern Women's Show in Nashville April 4 - 9
- Added new attractions to website: Daytona Segway Tours, Cold War Escape Room, Gene's Vacation Rentals and Paddleboard New Smyrna Beach with photos
- Completed annual reviews for two VIC staff members
- Researched other CVB policies/procedures for event funding including Miami, Flagler Beach, Jacksonville, VF and Panama City; compiled suggested edits to our application form
- Sent out nine emails seeking for donations for National Tourism Week tourism trivia contest
- Updated web address, photo and email for Hampton Inn OB per request
- Sent email to Debbie with Innovated Outdoor Advertising re: Daytona Lagoon Marketing efforts
- Spoke to Pam Clayton at Halifax Humane Society about VIC locations
- Spoke with Chris Scaccia with Off Duty Charters; updated description and removed website as requested
- Attended Southern Women's Show in Raleigh April 13 -15
- Collected Biketoberfest® vendor applications; created a spreadsheet; contacted properties that did not include copy of food license
- Met Maica Pham, new sales manager with Bahama Breeze; discussed the VIC program, Shriners, etc.
- Shipped Visitors Guide to 14 AAA offices
- Met Helene Sorrelle with the Environmental Learning Center
- Delivered new Visitors Guides to Ormond Beach Chamber and VIC locations
- Collected emails at Visitor Information Center at Speedway and Destination Daytona; top state origins – Florida, Georgia, New York, Pennsylvania; top country origins - Canada, Germany, Norway, Finland