

HAAA Executive Update

January
2018

New Stats

- ◆ Bed Tax collections for the month of December were \$446,049, a 5% increase over December 2016
- ◆ December Average Daily Rate decreased 8% over December 2016
- ◆ December 2017 Occupancy decreased 7% over December 2016

Administration

- Spoke with interested community leaders re: the new advertising campaign.
- Held a First Friday gathering of CVB staff to celebrate birthdays, anniversaries and other successes.
- Represented the CVB at the Rolex 24 at Daytona as part of the Checkered Flag Committee.
- Participated in Daytona Beach Rotary Club meetings.
- Gave an update to the Lodging & Hospitality Association.
- Met with Sam Pollack and a new meeting client.
- Attended various CVB committee meetings.
- Prepared for HAAA meeting.
- Worked on CVB resources projects.
- Did a radio interview on Volusia County's Volusia Today show.
- Met with local partners for an NAIA Football Championship recap discussion.
- Participated in a meeting as a member of the Tourist Development Council.
- Attended the State of the County presentation.
- Met with staff, local partners and officials from the National Cheerleading Association.
- Attended the presentation of Sheriff's Office computers to Campbell Middle School, a project coordinated by the amazing Bob Davis.
- Attended the opening of Cocina 214 restaurant.
- Did a radio interview on WSBB, New Smyrna Beach.
- Participated in a planning meeting for ERAU's Blue & Gold Gala.
- Attended Taste of the 24, a fundraiser for the NASCAR Foundation.
- Participated in the United Way Board Meeting.

Finance & Human Resources

- Held Lunch and Learn session for staff on wellness.
- Reviewed and streamlined Accounts Receivable processing and provided list of revenue codes to requestors.
- Performed accounting analysis tasks.
- Updated improvements to TimeClockPlus, accrual calculations and added mobile manager app as a resource (at no cost to the CVB).
- Shared messaging to staff on accessing 2017 W-2 forms.
- Celebrated our beloved receptionist Anita Bostwick's 83rd birthday.
- Annual audit presentation by James Moore & Co. to the HAAA board.
- Analyzed accounting software program Sage initiative to move from license model to subscription.
- Messaged best practices for staying healthy during the cold and flu season.
- Processed first staff expense reimbursement through payroll to save time and cost of cutting checks.

Group Sales

Leads Distributed/Meetings: 20	Estimated Economic Impact: \$3,601,011.00
Definite Bookings/Meetings: 6	Estimated Economic Impact: \$ 805,963.19
Leads Distributed/Sports: 5	Estimated Economic Impact: \$ 364,000.00
Definite Bookings/Sports: 1	Estimated Economic Impact: \$ 300,000.00
Partner Assists: 2	Estimated Economic Impact: \$ 61,955.76
(Assists are Ocean Center referrals and or convention services for hotel partners)	
Tourism Inquiries: 17	Trade opportunities distributed to ALL Industry partners

Site visits

- Hosted Shriners Imperial Session 2018 Cain Family Site Visit Tour, tour included Hilton (Host Hotel) Ocean Center, Perry's Ocean Edge, Shores Resort, Halifax Yacht Club, Hyde Park Steakhouse.

Tradeshows, industry events attended

- Attended Florida Huddle in Ft. Lauderdale, met with 40 Tour Operators.
- Attended American Bus Association (ABA) in Charlotte, NC. met with 50 Tour Operators.
- Attended Meeting Professional International (MPI) Orlando Chapter monthly luncheon.
- Attended Meeting Professional International (MPI) Carolina's chapter January meeting (Charlotte, NC).
- Attended Florida Society of Account Executive (FSAE) monthly luncheon in Tallahassee.
- Hosted Florida Society of Account Executive January Roundtable luncheon in Tallahassee.
- Attended Religious Conference Management Association (RCMA) Emerge 2018 with Ocean Center, Hilton Daytona Beach Oceanfront Resort, Plaza Resort & Spa, The Shores Resort & Spa, and the Fairfield Inn One Daytona, (28) Planner appointments. The Convention & Visitors Bureau sponsored the Professional Head Shot Lounge and hosted a Convention & Visitors Bureau Client Dinner with (23) planners, 14 plus RFP's being qualified.
- Attended Independent Planners Education Conference (IPEC) with Ocean Center and Hard Rock Hotel Daytona Beach. Each partner conducted 18-20 appointment each, the group sales team is qualifying 4 RFP's and several site visit requests.

Meetings attended

- Visited 12 Tour Operators in Orlando, Action Travel, AAA, 1st Incentive Travel, Japan American Tours, Lee Holidays, New Golden Horse Tours, Super Holidays, Mark Travel, Pegasus, Virgin Holidays, Kaleidscope, and City Tours.
- Met with Hat Marketing and partners to discuss United Kingdom FAM to take place in October.
- Met with One Daytona's Fairfield Inn Hotel & Suites, Nancy Guran to discuss One Daytona hosting Meeting Professionals International (MPI) North Florida Board Retreat in April 2018.
- Met with Ocean Center to review new business opportunities, travel schedules and future partnerships.
- Met with City of Daytona Beach to discuss Municipal stadium and Direct Mail Express (DME).
- Attended National Association of Intercollegiate Athletes (NAIA) post event meeting.
- Met with Florida Championship Series (FCS) Mike Quartey to discuss 2018 program.
- Met with National Cheerleading Association's (NCA) Bill Boggs to discuss upcoming Varsity Cheer.

Conference call meetings/Prospecting

- Held conference call with Kristen Martin of Land Opt, Inc. regarding their February meeting at the Hard Rock Hotel Daytona Beach.
- Participated in weekly conference calls for Christian Meetings & Conventions Association (CMCA) Education Committee for March 2018 Educational program.

- Prospect call to Converge, Inc. & National Association of Christian Financial Consultants
- Conducted a conference call with Florida Sports Foundation re: Connect sponsorship and Congress 2018.
- Conducted a conference call with National Association of Sports Commissions (NASC) to discuss membership committee.e
- Prospecting calls to Meetings To Incentives, Vintage Japanese Motorcycle Club, Hudson Essex Terraplane Car Club, Antique Motorcycle Club of America, Hobby Manufacturers Association, Sigma Nu, EMCVenues.
- Prospecting emails sent to HIO Basketball.com, Pro-Am Beach Soccer, The Biggest Loser Race Series, Red Arrow Partnerships, National Gay Basketball Association , International Judo Federation, Grand Sports Management / Kick It 3v3 Soccer, Amateur Athletic Union Track and Field, National Christian Homeschool Basketball Championships, Soccer by Design Event Management, College Sports Information Directors Of America, U.S. Power Soccer Association, Tribute National Talent Competition, U.S. Lawn Mower Racing Association, contacts qualified by Integrated Marketing Media (IMM).

FAM

Industry shows booked

- Continued planning for Rendezvous South February 2018.
- Continued planning for U.S. Sports Congress December 2018.
- Review of RFP and discussion to host VISIT FLORIDA's Florida Huddle in 2019.

Convention Services

- Conducted Meet & Greet for 2018 Construction Summit attendees at Daytona Beach International Airport for 44 VIP arrivals, coordinated airport shuttles to Hilton Daytona Beach Oceanfront Resort.
- Held conventions services conference call with Fraternal Order of Police (Plaza Resort).
- Provided tradeshow preparation for VISIT FLORIDA's Florida Huddle, US Sports Congress, Meeting Planners International (MPI) South Carolina, Independent Planner Education Conference (IPEC), and Religious Conference Management Association (RMCA) Emerge.
- Provided services for Florida Winter Festival, Commercial Retreat, Globe Bowl, Tropical Bowl, Florida Smooth Jazz Festival, USA Bowl, Grace Place Wellness, National Advising Association Winter Conference, Southeastern Electric Exchange NESC Section Meeting, Racing Promotion Monthly (RMP) Promoters Workshop, Fraternal Order of Police Board Meeting, LandOpt Principals Meeting, and Daytona 100 Volleyball.

Shriners

- Conference call with Shriners Executive Committee to discuss 2018 Shriners website update, marketplace booth, update of local dining guide, Candies Shuttle Transportation review, April 8-11 2018 Pre-Con Meeting (Hilton), and review of 2018 Shriner event schedule.

Administrative

- Conducted Meetings and Conventions, Sports, and Tour and Travel committee meetings.
- Conducted Bi-Weekly Group Sales Department Sales Meeting.
- Continued work with Luis Cadenas from Norwegian Cruise Line (NCL).
- Reviewed of fiscal year 2017-18 travel and promo schedule for meetings, sports, and tour & travel.
- Coordinated new marketing initiatives with Integrated Marketing Media (IMM).
- Updated meetings and sports incentives for the remaining of the fiscal year.
- Reviewed leads entered in Simpleview for accuracy.
- Monitored Integrated Marketing Media (IMM) call reports for sales managers.
- Created project reports for tradeshow, sponsorships, client events, site visits, and FAM's.

Communications

- Press release and images sent to HAT Marketing for TravMedia show (UK).
- Press release and images sent to New York Times Travel Show.
- Press release sent to VISIT FLORIDA for unique food and drink happenings.
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: News-Journal; freelance travel writer Mary Ann Desantis; Meetings & Convention writer Derek Reveron; Maria Hayworth, Hayworth PR (ONE DAYTONA); an individual media visit with Golf Week Editor Marty Kaufmann (1/18); connected VISIT FLORIDA Germany with DIS for a tour for German travel writers Sascha and Aliko Rettig; HAT Marketing/Lindsay Sutton in market (1/12-13); Chelsea Taylor, MX Sports, Bike Week Supercross Events.
- Coordinated Visit Florida/Heart Radio promotion video shoot with 9 crew and 2 talent (1/7-9); included riding bicycles on the beach, Marine Science Center, Hard Rock Hotel Daytona Beach, and a thrill ride (the Slingshot ride at Screamer's Park replaced parasailing due to rain, wind and rough seas); and edited content for the Tour and Travel microsites.
- Supported Group Sales by providing videos to U.S. Sports Congress and editing Thomas Cook assets.
- Held Pre-PGA show Golf FAM (January 19-21) hosting eight national golf travel writers.
- Monitored media on industry issues including: new CVB ad campaign, tourism funding legislation, beachside development, ONE DAYTONA openings and new hotel development; weather conditions, social media messaging.
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities.
- Presented outline of Community Relations program to Lori Campbell Baker for rollout starting in March.
- Presented at quarterly Tourism Development Council Meeting (1/22).
- Represented the CVB at: Volusia County Annual "State of the County" event (1/22) and Lodging and Hospitality Assoc. meeting (1/10).
- Revised letter to be sent out from the CVB with hard copies of the 2018 Visitors Guide.
- Obtained permission from The Florida Channel, which produces the TV program FLORIDA CROSSROADS, to post information on DaytonaBeach.com and link to the full December 2017 episode featuring an interview with Lori Campbell Baker.
- Prepared for and attended Ad Committee meeting (1/9) and HAAA Board Meeting (1/16). Following approval of new ad campaign, responded to questions and distributed campaign overview to media, CVB Staff and CVB Committee members.
- Created Cross-Training Process Manuals for the Director of Communications and the Communications Coordinator; resumes for each submitted to HR as requested.
- Attended kick-off meeting for 2018 Visitors Guide production.
- Proofed revised CVB Employee Handbook.
- Updated DaytonaBeach.com content including: Reviewing Daytona Bike Week/Biker Beach pages for consistency; adding/creating Valentine's Day and Easter Weekend festivities; reviewing Brandon and Simpleview recommendations; updating Community section (Speaker's Bureau, Jobs, Event Submission), CVB Staff Directory, HAAA Board Meetings, Committee Meetings and Market Research; added more Arts & Culture videos and playlists throughout section; added Activity videos to Things to Do, Top 10 Reasons to Visit, The Beach, Events and Racing; added new dining and attractions partner listings and updated several existing listings; updated Music page and added ONE DAYTONA as entertainment district; worked on branded Stackla post to pin in feed and drive visitors to homepage; added new video assets.
- Edited 14 blogs from The Brandon Agency, reviewed images, and posted the blogs on DaytonaBeach.com per schedule.
- Produced monthly event calendar and distributed it to all tourism partners.
- Social Media: monitored Brandon's Bike Week ads; attended free Simply Measured "30 Day Social Media Transformation Plan" webinar; scheduled social posts and provided analytics through January per the social media plan established with The Brandon Agency.
- Participated in VISIT FLORIDA's Florida Travel Resolutions Twitter Chat.

- **Arts, Culture and Heritage Tourism Committee:** met 2/1/8, approved minutes, reviewed proposed digital ads for upcoming paid social media campaign, and approved remaining 2018 meeting dates. Next meeting is May 3, 2018. Prior the meeting, the Committee received an email with a compilation of new videos and blog posts produced by the CVB/The Brandon Agency in December and January that include Arts & Culture.

Marketing & Design

- Participated in status calls with The Brandon Agency (on a weekly basis).
- Reviewed Facebook lead ads and provided edits and photo selections.
- Reviewed content for January and February's consumer email blasts; provided edits.
- Approved iHeart Radio and Pandora scripts for UK promotion with VISIT FLORIDA.
- Modified Kidd Kraddick Radio show memo – asking for hotel participation for live broadcast, rooms and a register to win getaway.
- Reviewed and provided edits for digital campaign for Arts & Culture Committee.
- Created a Biketoberfest® 2017 recap sheet for committee meeting.
- Previewed: 60 Daytona Beach video; provided edits and feedback.
- Reviewed music and video edits with Brandon Agency.
- Met with the Brandon Agency to go over analytics reporting.
- Reviewed music and video edits with Brandon Agency.
- Reviewed and updated consumer production and media bills.
- Participated in monthly analytic review with Simpleview.
- Reviewed and provided edits for digital campaign for Arts & Culture Committee.
- Continued to review Jack Rabbit booking widget option for website.
- Compiled November and December analytics/reports for website, consumer blogs and golf.
- Created a video page on the website.
- Updated Consumer Show webpages for upcoming shows.
- Imported reader service responses from multiple publications into Simpleview.
- Developed two Bike Week email blasts; sent to our 87,000+ biker database.
- Create artwork for Bike Week email blasts.
- Developed online banners Bike Week website.
- Approved digital and social media buys for Bike Week.
- Designed Welcome Letter for Sales department.
- Met with the News-Journal about Visitors Guide; suggested edits to editorial and map; edited hotel matrix signup page; notified lodging partners about deadline.
- Reviewed Sports digital banners; suggested edits and copy points.
- Updated profile pictures for all CVB social media outlets.
- Updated home page of website for Daytona 500 push.
- Designed Daytona 500 landing page on website.
- Updated the Daytona 500 & Bike Week availability list on website.
- Created the monthly Kognitiv Booking Report.
- Updated the TeeTimes USA/Golfpac Travel name servers online.
- Emailed participating hotels in the Social Media Promotion program to ask for assets.
- Corrected 15 partner addresses and added 30 partner websites in Simpleview.
- Emailed Vann Data about SPAM and White List issues.
- Met with the News-Journal to discuss editorial content, deadlines, hotel listing, advertising and fulfillment for the new Visitors Guide.
- Sent partner information to the News-Journal for upcoming Visitors Guide – restaurants, breweries, night spots & golf courses.
- Mailed promotion material to four upcoming consumer shows.
- Assisted businesses with Partner Gateway login.

- Promoted the destination at the Cincinnati Sport, Travel & Boat Show – January 12 – 14; 300 Visitor Guides distributed.
- Promoted the destination at the AAA Travel Expo – Columbus Ohio – January 16 – 17; 275 Visitor Guides distributed.
- Visited one AAA and four Liberty Travel sales offices January 23 & 24 – collected 18 agency business cards.
- Promoted the destination at the New York Times Travel Show – January 26 – 28; collected 25 travel agent business cards; 300 Visitors Guide distributed.
- Collected 30 email addresses at Visitor Information Center at Speedway; top states of origin – Florida, Pennsylvania and Virginia; top International visitors of origin - Canada, Brazil and Australia.
- Collected 26 email addresses at Visitor Information Center at Harley Davidson; top states of origin - Florida, Michigan and New York; top International visitors or origin - Canada, France and Switzerland.