

# HAAA Executive Update

JULY  
2017

## New Stats

- ◆ Bed Tax collections for the month of June were \$811,148, a 2.78% increase over June 2016
- ◆ June Average Daily Rate increased 5% over June 2016
- ◆ June 2017 Occupancy increased 3% over June 2016

## Administration

- Attended Daytona Beach Rotary Club weekly meetings and served as greeter
- Shriners 2017!
- Worked the Coke Zero 400 with the Speedway's Checkered Flag Committee
- Met with County staff re: the Ocean Center Promotional Fund agreement
- Did a morning radio interview on WNDB-1150 AM with Shriner Gary Bergenske
- Conducted a video interview with Volusia Magazine at the Shriners parade
- Attended the beachfront groundbreaking for Cocina 214 and Land Shark Bar & Grille
- Met with Daytona Beach International Airport staff re: attracting new service
- Participated in the CVB's Human Resources Committee meeting
- Reviewed and approved employee payroll
- Participated in the HAAA Board meeting
- Met with a representative from Adara re: reporting abilities
- Monitored the County Council meeting online
- Held a CVB staff meeting
- Conducted a radio interview on WELE-1380 AM
- Participated in the Tourist Development Council meeting
- Met with Hard Rock Hotel staff re: future marketing opportunities
- Participated in the United Way Board meeting
- Met with The Brandon Agency re: strategy
- Conducted a radio interview on WSBB-AM
- Participated in the ISB Coalition meeting

## Finance

- Finalized budget for presentation to HAAA Board
- Participated in demos with payroll companies; coordinated information on services and benefits
- Prepared drafts of financial reports, coordinated project with IT programmer for additional Sage Intelligence reporting
- Worked with Ocean Center staff on financial reports for promotional funding
- Processed \$640,000 in accounts payable invoices

## Group Sales

Leads Distributed: 15

Definite Bookings: 2

Tourism Inquiries: 18

## Site visits

- Candor Travel services – Mike Fang
- Florida and Beyond – Melissa Juttelstad
- Gay Days - Chris Manley
- Florida Outdoors Writer Association - Tommy Thompson
- Veterinary Cancer Society October 2018 - Sandi Strother
- National Small College Enrollment – Karen Clark

#### **Tradeshows, industry events attended**

- Attended Society of Government Meeting Planners (SGMP) Education day in Gainesville
- Attended the International Multicultural and Heritage Tourism Summit in Miami
- Attended International Association of Administrative Professionals in New Orleans
- Attended Florida State Guardianship Association in Jacksonville

#### **Meetings attended**

- Met with PrimeSports to discuss potential partnership in their efforts to package and market Daytona 500 and Coke Zero 400 to the consumer, corporate, international, and incentive markets
- Conducted meetings with AAA, Tourico, FM Tours, Eaglerider, Fl Dolphin Tours, Lee Holiday Travel, Abreu, New Creative Tours, Maxim Tours, Allied T Pro, Candor Travel, Services, Four Seasons, Meeting Point North America, Expedia, The Mark Travel, First Incentive Travel
- Attended meeting with Fairfield in Sales re: Sports opportunities
- Met with the new Director of Sales at the Holiday Inn Express re: sports
- Attended meeting with Marriott International sales re: sports opportunities

#### **Conference call meetings/Prospecting**

- Conducted a conference call with Direct Mail Express (DME) regarding digital marketing opportunities
- Conference call meetings with Alpha Phi Alpha Fraternity and HelmsBriscoe

#### **Familiarization Tours (FAMs)**

- Continued planning of September 26-29, 2017 “super” Fam to include all markets

#### **Industry shows booked**

- Began discussion to host XSITE 2018 appointment-based show

#### **Shriners action items**

- Hosted Shriners Imperial Session pre-week and convention July 3-14, 2017
- Continued worked on measurement of Shriners room pick up.
- Surveyed area restaurants for the feedback
- Conducted a conference call with Visit Tampa to review their room pick up in 2016
- Conducted a conference call with Chris Harrison of Shriners International for feedback on success of convention
- Distributed a community thank-you email
- Created and mailed out Shriner Certificates for volunteers
- Conducted call with Gary Bergenske to discuss Shriners Imperial Session press release and testimonial

#### **Convention Services**

- Meetings/conference calls- Shriners Staff Recap, bi-weekly staff, Brandon Agency and Convention Services.
- Trade shows/sales missions/sales calls/events- Florida Outdoor Writers Association, Association of Administrative Professionals, Florida State Guardianship Association Conference, August 4<sup>th</sup> Lunch & Learn and RCMA Aspire.

- Convention Services- Shriners, Banks Cornelius Family Reunion, Florida Virtual Campus, National Wrestling Coaches Association Leadership Academy Annual Convention, Cru Headquarter Retreat, COPE 2017 International, 5<sup>th</sup> Annual Volusia Sherriff Office Death Investigation Conference, 2017 Mini Reserve, 7<sup>th</sup> Annual Women of Excellence & Simply Sisters Conference, Annual Marriage Retreat 2017, International Dyslexia Association, Women in Worship 2017, USS Galveston Reunion, United States Lifesaving Association National Lifeguard Championships 2017 and Carter-Turner Family Reunion.

### **Administrative**

- Continued efforts planning Connect Marketplace Client dinner
- Confirmed TV Channel Sponsorship during Connect Marketplace
- Conducted Group Sales bi-monthly meeting
- Continued audit of all lead reports for accuracy
- Continued work on Integrated Media Marketing (IMM) upcoming newsletter deployments
- Research and review of fiscal year 2017-18 tradeshow, all markets
- Pre-registered meetings, sports, and tour & travel tradeshow fiscal year 2017-18
- Budget wrap-up for fiscal year 2016-2017
- Met with group sales team to discuss coverage and pre-planning for Jennifer Kaniaris' maternity leave beginning August 7, 2017
- Finalized invitation and master attendee list for Orlando Lunch & Learn (Faith-based Market) with Fair-share hotel partners for August 4 program
- Researched database list and marketing strategy with Integrated Media Marketing (IMM) for tennis, gaming, and competitive arts
- Updated Simpleview meetings and convention reports
- Prepared Worksheet for 2018-2019 Junior National's USA Gymnastics bid book for Local Organizing Committee (LOC), Branch Gymnastics

### **Communications**

- Press Release: "2018 US Sports Congress to Meet in Daytona Beach"
- Press Release: "Tour Operators from Costa Rica to Australia Enjoy Introduction to Daytona Beach Golf"
- Individual and group familiarization tour media visits and coordination: Ken Perrotte, Steve Pike, Melody Pittman, Megan Wood Copello
- Edited Madden Media story (golf) for Paradise and advertorial for Florida Golf Alliance for Marketing
- Attended the orientation meetings with The Brandon Agency; coordinated interviews with the Daytona Beach News-Journal with Scott Brandon and Lori Campbell Baker
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: HAT Marketing, News-Journal, Hometown News, Good Morning Britain, Michigan State University journalism student, Chinese Traveller Magazine, Paradise, Hayley Matthews, Neel Patel, Travel South Magazine, Travel Friday, Travel Mole and AAA Living/Florida section
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Lunch and site visit with Florida Outdoor Writer Association (FOWA) Executive Director Tommy Thompson and Sam Pollack; coordinated with Amber on trade show booth for FOWA conference
- Completed IZEA's Spring 2017 Social Media Campaign (April-June); held post-campaign debrief call and expect final numbers mid-August
- Guided CVB intern Justin Vallejo on video and press release development
- Wrote and edited seven pages of editorial for the CVB's 2017 Fall Newsletter (print and digital)
- Biketoberfest®: Attended strategy meeting; reached out to contacts at Daytona International Speedway for racing event information and October press conference; created Instagram account; updated Biketoberfest.org images with open graph meta data

- Monitored media on industry issues including: new hotel developments, Visit Florida, 2017 hurricane season, Boardwalk/East ISB corridor, new hotel and attraction developments, lifted-truck event, jelly fish stings, Shriners, occupancy rates, special events, shark week and beach driving
- Edited “New CVB Partner On-Board Process” materials for Marketing
- Attended meeting with Kevin Hines, Hard Rock Hotel Daytona Beach, re: CVB marketing opportunities
- Produced two Consumer Blasts, the CVB eNewsletter distributed to ~75,000+ in the CVB email opt-in databases
- Submitted background for a feature story on “romantic weekend ideas in Daytona Beach” to DatingAdvice.com
- Shriners PR Support: attended opening ceremony, Imperial Potentate First Dinner and other Shriner session events; staffed CVB information table at host hotels; staffed CVB booth at Shriners Marketplace; assisted with post-event communication; Attended CVB post-event debrief and 2018 planning session; edited article and supplied images to Mike Jiloty for Volusia County Economic Development newsletter
- Reviewed draft of Brandon Agency SWOT analysis, provided feedback
- PR support: Daytona Magic, Life Force Ministries, US Sports Congress, Shriners and US Chun do Kwan
- Presented quarterly update at quarterly Tourist Development Council meeting
- Produced monthly event calendar and distributed it to all tourism partners
- Scheduled social posts throughout July including following Paradise’s Danica Patrick re-posting schedule and continued sharing with Danica Patrick team
- Reviewed Simpleview website audit recommendations; worked with Marketing to implement
- Worked on DaytonaBeach.com content including: Repurposed IZEA social media influencer blogs; updated Free Things To Do, Sun Splash Park, Transportation, Artisan Alley, and Selfie Photo Opps; added new consumer listings for: Blind Turtle and McCoys Rum Room at the Hilton, and The Rock concert venue at Indigo Lakes Event Center
- Distributed the 2017 CVB Crisis Management Plan and Continuity of Operations Plan to CVB staff
- Represented the CVB at Florida Public Relations Association

## Marketing & Design

- Reviewed The Brandon Agency contract from County legal and provided additional edits
- Met with The Brandon Agency for two days discussing strategy, Group Sales, Sports, Airport, marketing, digital, email, social, creative, Sunshine Law, etc.
- Escorted Brandon Agency staff on a destination tour – visited sightseeing and attraction locations throughout the area including Daytona International Speedway, parks, Ocean Walk, Ponce Inlet, Daytona Lagoon, Beach Street, Ormond Beach, oceanfront parks, Daytona Tortugas, Peabody, etc.
- Met with Adara about digital programs and business analytics
- Created a special page on Daytonabeach.com for Volusia County Parks & Trails App
- Met internally to review and start collecting Bike Week and Biketoberfest® media opportunities
- Emailed Biketoberfest® Merchandise Agreements to local vendors
- Created page on Biketoberfest.org to feature videos from South Beach Classics and new rides
- Researched Biketoberfest.org analytics
- Met with Daytona Beach Racing & Poker Room about poker chip promotion
- Developed new and updated prior sponsorship levels for Biketoberfest®
- Researched 12 additional motorcycle dealerships to include Brunswick, Valdosta and Savannah to mail pre-event materials
- Drafted a letter to send to the motorcycle dealerships along with posters, wallet cards, etc.
- Updated header slides on the homepage and restaurant page of DaytonaBeach.com
- Collected partner details for Consumer Co-Op Program 2F & 2G
- Collected partner details for 2017 Fall Newsletter, Fall Deals & the Canadian Sand Dollars

- Participated in conference call with Simpleview to learn how to better utilize the Dynamic Content Module
- Updated the Special Event Funding spreadsheets
- Reviewed and updated Daytonabeach.com website based on Simpleview recommendations
- Created a spreadsheet with dates and subjects for future e-newsletters
- Created a landing page for Endless Summer Campaign for the Fall Florida print and digital campaign. Confirmed URL and sent County request about sweepstakes verbiage
- Approved design for 1<sup>st</sup> Amplified Story with Madden Media
- Created landing page for 1<sup>st</sup> amplified storytelling campaign titled “The New Summer Break”
- Edits to copy for the 2nd amplified storytelling titled “Couples Golf Getaway”
- Designed full-page ad for Play Florida Golf Guide
- Sent full-page ad and advertorial assets (photos, logos and copy) to Play Florida Golf publication
- Discussed special landing page for all consumer shows, partner buy-in opportunity, created a special flip-flop promotional card and update sweepstakes postcard
- Spoke with Shooting Star Video about providing destination footage for Minto Homes project with imagery to be used for a 1-2 minute video promoting the Daytona Beach area
- Reviewed Fall timeline – Fall printed newsletter, Fall e-newsletters, Canadian Sand Dollars e-newsletters, Biketoberfest® e-mail campaigns
- Provided additional Sports Daytona Beach logo options, one logo was selected
- Updated production estimate spread sheet and processed media bills
- Visitor Information Center at Daytona International Speedway - Top three visitor states: Florida, Texas & Ohio. International Visitors: Germany, Canada & Belgium. Collected 48 email addresses
- Visitor Information Center at Destination Daytona - Top three visitor states: Florida, Kentucky & Ohio. International Visitors: Canada, Germany & Finland. Collected 30 email addresses