

# HAAA Executive Update

July  
2018

## Latest Stats

- ◆ Bed Tax collections for the month of June were \$876,143, a 8.01% increase over June 2017
- ◆ June 2018 Average Daily Rate decreased 3% over June 2017
- ◆ June 2018 Occupancy increased 2% over June 2017

## Administration

- Participated in a strategy session with Deb Miehl (SE Volusia) and Georgia Carter Turner (West Volusia) re: ways to best promote the destination
- Attended the CEO Gaming eSports event at the Ocean Center
- Represented the CVB at weekly Daytona Beach Rotary Club meetings
- Conducted the HAAA Board meeting in which budget and marketing plan were approved
- Prepared for budget and marketing plan presentation to County staff
- Worked with CVB staff and the Airport team on Sunwing airlines service to Toronto
- Worked with a business coach re: strategies to move the organization forward
- Conducted employee performance reviews
- Participated in a CVB Leadership Team meeting with key staff
- Participated in Destinations International training toward garnering the Certified Destination Marketing Executive (CDME) credentials
- Worked with the CVB team and partners to welcome the Shriners Imperial Session
- Conducted an orientation for the newest member of the HAAA Board
- Participated in a radio interview on WELE-1380 AM
- Participated in a Tourist Development Council meeting
- Met with Evolve Magazine editorial staff re: a tourism-focused November issue
- Gave a presentation on local bed tax usage to the Florida Tourist Development Tax group
- Met with Airport staff on ways to enhance current airlines' efforts
- Met with an eSports promoter on upcoming event possibilities in the destination
- Met with Speedway staff re: new initiatives

## Finance & Human Resources

### General

- Updated processes and procedures
- Created binders:
  - Contracts - current
  - HAAA Policies and Procedures
  - Convention Development Tax (CDT) Monthly Reports
  - HR Committee Minutes
  - Directors' Meetings
  - Director of Finance Procedures
- Streamlining U:/drive for Finance and HR files and folders (in progress)
- Brought CenterState Bank signatories into compliance

## Human Resources

- Processed Payrolls
- Trained new Finance and HR assistant
- Calendared Reviews moving forward and created review process cycle
- Updated Job Descriptions
- Audited PTO accruals

## Finance

- Updated Cash Flow projection and expanded through end of next fiscal year
- Daily log of bank accounts
- May Financials for July HAAA Board Meeting
- Added Factors to CDT Collections spreadsheet to track effect on tourism
- Monthly AR aging and collections
- Completed Volusia County Budget format for County Council Budget meeting in August
- Aged Accounts Payable reduced to under 30 days
- Aged Accounts Receivable collections reduced to under \$3,000

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

Leads Distributed/Meetings: 16	Estimated Economic Impact: \$4,180,256.76
Definite Bookings/Meetings: 6	Estimated Economic Impact: \$1,044,787.10
Partner Assists*/Meetings: 0	Estimated Economic Impact: \$0
Leads Distributed/Sports: 1	Estimated Economic Impact: \$120,000.00
Definite Bookings/Sports: 0	Estimated Economic Impact: \$0
Partner Assists*/Sports: 3	Estimated Economic Impact: \$1,595,000.00
Tourism Leads: 24	Trade opportunities distributed to ALL Industry partners

*\*Assists are Ocean Center referrals and/or convention services for hotel partners*

## Site visits

- University of Florida – TREEO Department
- Rotary International – District 6970
- Florida Petroleum Marketers and Convenience Store Association
- Abreu Tours with Marie Miele, sited hotel properties located close to Daytona International Speedway
- Site visit of the new Delta Hotel with Summit Hospitality Group staff
- World Professional Football Association
- Amateur Golf Association
- LPGA Amateur Golf Association Conference 2019, Hilton Daytona Beach Oceanfront Resort and Plaza Resort & Spa
- AGA May Golf Scramble 2019

## Tradeshows, industry events attended

- Society of Government Meeting Planners Central Florida chapter
- Florida Society of Account Executives Annual Conference
- Daytona International Speedway – Coke Zero Sugar 400 mini-FAM for meeting planners & sports rights holders
- Xsite Tradeshow
- Attended Cvent Connect appointment show and met with: 13 planners, Cvent representatives to discuss advertising opportunities; Passkey to discuss their new partnership with Cvent re: will it help track room nights and control meeting/sports attendees staying outside of room blocks

## **Meetings attended**

- Met with David Gilmore, Director of Affinity Sales/Wyndham TripBeat re: discussed exploring joint marketing efforts to push bookings in Daytona Beach
- Met with the following Orlando-based tour and receptive operators: Super Holidays, Meeting Point North America, New Creative Tours, New Golden Horse Tours, American Tours International, Lee Holidays, Group Travel Network, Personal RGE Tours, Thomson Vacations, Kaleidoscope Adventures, EBG, US Air Tours, AAA Winter Park, The Mark Travel
- Met with Ormond Beach Sports Complex re: USA Flag Football, Chinese Softball, Winter Cup, ISSA World Tournament of Champions
- Met with Peach Belt Conference
- Met with 20/50 Sports
- Met with Elite 8 Nationals Meeting
- Met with USA Gymnastics
- Met with Blue Media Group
- Met with USA Baseball Nationals/Athletx
- Met with USA Football
- Met with USA Flag Football
- Met with USAT Track and Field
- Met with USA Sports Production
- Met with Kelly Kinney re: 2019 SEAT Conference
- Met with City of Daytona Beach re: NAIA Football Championships 2019
- Met with Dean O'Brien DME re: NAIA Football Championships 2019

## **Conference call meetings**

- The Brandon Agency re: media meeting
- Participated in calls with Sunwing re: discussion included funding, and impressions required for VISIT FLORIDA funding; with Maureen Mahue and Reg Mendes from Sunwing re: discuss room allotments from hotels in the Daytona Beach area; contacted 12 hotels
- Participated in a call with Jay Cassens Daytona Beach International Airport re: Sunwing
- Participated in a call with Chris Smith of VISIT FLORIDA re: matching funds for Sunwing marketing
- Participated in a call with HAT Marketing re: review VISIT FLORIDA's FY 2018-19 UK marketing campaign
- Conference call with Pat Mylett at AAA Heathrow re: input for location of AAA Sales Mission scheduled for 9/18 – 9/21

## **Prospecting calls/emails**

- ASR - ARS Association
- Florida Aviation Business Association
- Rotary International
- Florida Department of Families and Children
- Florida Association of Public Insurance Adjusters
- US ARMY Reserve
- Electrical Manufacturers Association
- Centers for Medicare & Medicaid Services
- Florida Venture Forum
- Guttmacher Institute
- JM Family Enterprises, Inc.
- Thales Avionics
- YMCA of the USA
- Tire Industry Association
- Aquatic Exercise Association
- Florida Independent Automobile Dealers Association
- Davis Cup

- United States Fast Pitch
- Powerhouse Youth Sports
- USA Volleyball
- National Volleyball Coaches Association
- National Softball Association
- Blue Grey Events
- World Professional Football Association
- Grand Sports Management
- Power Design
- Volley America
- USA Field Hockey

## **IMM**

- United Chainsaw Carvers Guild
- Cigar Association of America
- Phi Mu
- Phi Mu Delta
- Pi Lambda Phi
- Pershing Rifles Group
- Advocates for Injured Athletes
- USA Sumo
- Women's Football Alliance
- Glazier Clinics
- USA Racquetball
- USA Ultimate
- American Association of Adapted Sports Programs
- Around the Rings
- Global JBS
- United States Soccer Federation
- World Triathlon Corporation/IronMan
- Water Sports Industry Association
- International Women's Fishing Association
- IMG Performance
- American Association of Adapted Sports Programs
- Archery Shooters Association

## **Familiarization Tours (FAMs)**

- Continued preparation for Florida Huddle's January 2019 pre/post FAMs; worked with VISIT FLORIDA to approve a media FAM

## **Industry shows booked**

- Continued planning for US Sports Congress, Florida Huddle, and Southeastern Tourism Society Connection Conference

## **Convention Services/Tradeshow and event planning**

- Finalized Connect Marketplace client event
- Delivered Visitor Guides to YMCA in Orlando for Pan American Games attendees
- Planned Travel Alliance Partnership (TAP) board meeting (Nautilus Hotel) evening activities, signage, and amenities
- Provided convention services for Campus Safety Symposium, Mount Calvary Church Smile Trip, Brown Family Reunion, Shriners Imperial Session, Peters Family Reunion, Florida Tourist Development Tax Association Annual Conference and National Wrestling Coaches Association Annual Conference.

## **Shriners**

- Participated by phone in last of weekly Shriners Executive Committee meetings to review all final details which included all pre-week and convention week activities
- Shriners 2018 staff meeting to review strategy for finalizing post-conference event report/ deadline of 3-4 weeks to complete/ Shriners International to review report prior to distribution
- Assisted in overseeing all aspects of Shriners Imperial Session 2018 pre-week and conference week event activities
- Pre-week included CVB-hosted VIP Ladies daily programs to St. Augustine/ The Casements in Ormond Beach/ DeLand/ Welcome dinner at Hilton/ VIP dinner events at 31 Supper Club/ Off the Hook at Inlet Harbor/ Daytona Beach Racing & Card Club/ Family night at Rock Bottom Brewery & Restaurant and ONE DAYTONA shops
- CVB staff on site assisted with all Shriners activities that included transportation provided by the CVB, Shriners week events
- CVB staff and volunteers worked in/at: Marketplace booth in Ocean Center exhibit hall, information kiosk, all host hotel lobby welcome tables, Shriners parade on A1A, opening and business sessions in Ocean Center arena, First Ladies luncheon for 1200+ at Hilton, First Dinner for Cain family at Halifax River Yacht Club, Ocean Center banquet functions (included new First Ladies reception), VIP concert night dinner, First Ladies outgoing luncheon at Shores Resort & Spa, Oakridge Boys concert at Ocean Center, daily meetings in Director General's office at Hilton. Additional off-site event venues covered included: Main Street Pub Crawl/ Motorcycle Ride/ LPGA golf tournament/ Cigar Smoke-Out/ Whiskey Tasting at Don Kiki's/ Shriners band and clown competitions/ motorized competitions/ shooting competition/ individual temple banquets and hospitality functions

## **Administrative**

- Continued review and update of fiscal year 2017-18 budget and actuals
- Finalized Simpleview reporting specifically created to reflect leads generated, booked business, prospecting, site visits, tour and travel room night and sales team goals.
- Reviewed the sales managers leads reports for quality control
- Continued to register sales managers for tradeshow occurring July-September and pre-register for early bird discounts for fiscal year 2018-19 tradeshow
- Organized tradeshow reports for upcoming tradeshow occurring July-September
- Requested stock images and video for new Meetings and Conventions and Sports destination videos. Contacted City of Daytona Beach, Volusia County, Ocean Center, Daytona International Speedway, ONE DAYTONA, DME Sports, a variety of large and small hotel properties, off-site and unique meeting spaces, Daytona State College, Embry Riddle Aeronautical University, Jackie Robinson Ballpark and other sports facilities. The Brandon Agency to review stock and schedule video shoot in August
- Attended daily all staff stand-up morning briefings
- Conducted weekly Group Sales department meeting
- Conducted convention services meeting
- Continued to work on sports market task list requested by the Sports committee and staff created 4-year calendar to document sporting events, information to be presented to Sports Committee workshop August 7
- Conducted individual team meetings
- Conducted Tatiana Carr's 90-day review
- Review of all IMM call sheets
- Confirmed an advertising, sponsorship and registration package with Northstar regarding TEAMS sports tradeshow; re: package will highlight the Daytona Beach area and offer a larger booth that will open up additional partner fair share opportunities

## Communications

- Press release – Shriners Parade Vantage Points and Viewing Parties Amp Up the Fun
- Provided public relations support to Shriners including: press releases, media interviews, media requests, social media content/support, photography, staffing, parade viewing partner promotions, and partner communications
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: Pan American Masters Open Swim Championships; Volusia County, News-Journal, WFTV TV 9; Visit West Volusia (Cassadaga Wings unveiling); WMMO radio; Sunwing, JetBlue and Daytona Beach International Airport; Sport Events Magazine; HAT Marketing; CVB Marketing; CVB Sales; CVB Sports; visitor feedback received via DaytonaBeach.com; City of Daytona Beach; MPI (Meeting Planners International); WNDB 1150 AM; WELE 1380 AM; Florida Association of Destination Marketing Organizations (FADMO); VISIT FLORIDA; Ormond MainStreet; 4Q KickOff Classic; The Casements; Flagler Fondo cycling event; Hard Rock Hotel Daytona Beach; Go Kart City; Elite 8 Nationals; Hilton Daytona Beach Oceanfront Resort; Bruce Rossmeyer's Destination Daytona; Rock Bottom Brewery & Restaurant; Main Street Station; Halifax Historical Museum; Halifax Art Festival
- Worked on finalizing the CVB's 2018/2019 Marketing Plan, Budget and presentation for Volusia County Council
- Compiled data from short-term rentals availability daily search (Airbnb, VRBO) leading up to and during two promotional periods (Coke Zero Sugar 400 and Shriners)
- Prepared itineraries and welcome packets, confirmed logistics, provided content and images to a number of travel journalists including: Houston travel writer Heather Brummett (8/10-12); Florida blogger Niccole Mucci (TBD); and Brazilian travel writers Gardenia Rogatto/ Roberta Martins (6/28-30)
- VISIT FLORIDA.COM – added arts & culture events and festivals; added images; submitted social post for consideration; and participated in VF's monthly Twitter Chat-topic "Cooling Off"
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Social Media: Created July social posts and two Instastories (fireworks and Cocina 214); wrote August content plan and content calendar; coordinated with The Brandon Agency to review calendar topics, images and confirm calendar boosting schedule
- Continued to build out the CVB's TripAdvisor (4) sub-geo pages with image albums, Points of Interest collections and articles
- Attended the HAAA Ad Committee meeting (7/10); HAAA Board Meeting (7/17); and CVB Directors Meeting (7/5)
- Along with other CVB staff, met with Tim Bailey re: Volusia County trail initiative update, DaytonaBeach.com trails content review and VolusiaSports.org update status
- Biketoberfest® – worked on social media plan and gathered content for Aug. 13-Oct. 21 social media calendar; created and edited video for (3) rides - Ponce Inlet, Old City and The Loop; confirmed press conference date/location (10/18 at Daytona International Speedway)
- Presented on behalf of the CVB at the Tourist Development Council quarterly meeting (7/20)
- Edited 16 blogs from The Brandon Agency, reviewed images, and posted blogs per schedule to DaytonaBeach.com
- Worked with Chris King to produce a 2,200 word article on Daytona Beach golf for Florida Golf Alliance magazine
- Monitored industry/destination topics including: visitor safety; vagrancy/panhandling; boardwalk area; algae blooms (green and red); hazardous marine life (jelly fish, sea lice, shark bites); new development; Biketoberfest®; mosquito-transmitted viruses; tropical weather forecast; beach driving/parking (limited due to soft sand)
- Represented CVB at EVOLVE magazine editorial meeting re: November "FUTURE OF TOURISM"
- Supported Group Sales re: edited Sam Pollack's profile sheet; produced Connect client event e-news
- Reviewed, edited, created and updated content on DaytonaBeach.com including: fall/winter festivals; reviewed Simpleview's list of award-winning sites for ideas and Longform Content



Webinar; assisted with SEO for Waterfront Restaurant listings; meetings & conventions testimonials; recent media coverage; new Restaurants landing page; (6) Where to Stay pages using SEO keywords; recommendations on which "no index" pages to index; participated in bi-weekly website development session with Marketing and reviewed/edited content and search updates discussed; received recommendations from Chris King for development of new website content for DaytonaBeach.Golf webpages

- Shared clippings and results from media assists with partners including articles, blogs, publications and awards
- Provided input to Marketing re: new videos produced; discussed new area "trail" idea (TBD)
- Worked on Community Speakers Bureau bookings and presentations
- Produced monthly event calendar and distributed it to all tourism partners
- Edited July consumer email content from The Brandon Agency
- Served on award selection committee for Florida Public Relations Association's Great Communicator Award (Volusia/Flagler Chapter)
- The Arts, Culture and Heritage Tourism Advisory Committee met August 2, 2018; committee welcomed new members, reviewed spring digital ad campaign results, reviewed 2018/2019 budget, agreed on 2019 quarterly meeting dates, and elected Dave Castinacci as new committee chair

## Marketing & Design

- Participated in weekly status calls with The Brandon Agency; reviewed proposed 2018/2019 Media Plan; discussed creative ads for social; adjusted pre-roll video
- Reviewed promotional opportunity with VISIT FLORIDA for Charlotte radio station; sent request to hotels for giveaway donation; hotel selected and submitted
- Attended first year of Southeast Tourism Society Tourism Marketing College continuing education classes in Dahlenega, GA – June 25-29
- Hosted Advertising Advisory Committee meeting – composed meeting minutes and packets, met with chair to review agenda, welcomed new committee members, reviewed 2017/2018 and 2018/2019 media plan with The Brandon Agency
- Attended HAAA meeting
- Pulled all video and ads related to thrill rides (re: accident at boardwalk ride)
- Reviewed and approved monthly email blasts – topics included Consumer Testimonials, Summertime Fun, Last Call for Summer
- Reviewed first concept logo for Biketoberfest® 2019; provided edits and changes
- Emailed lodging partners for Biketoberfest® room availability list; created a new page for Biketoberfest.org
- Attended the Daytona Beach City Commission meeting re: seek approval of 2018 Biketoberfest® Masterplan; notified Biketoberfest® Committee that the City of Daytona Beach to conduct site inspections before approving vendor applications
- Met with the Daytona Regional Chamber to discuss 2019 Biketoberfest® Master Plan
- Submitted golf copy, images, logo, etc. to Florida Golf Alliance 2-page editorial spread
- Followed up with GolfPac Travel about proposal; requested to redirect DaytonaBeach.Golf back to DaytonaBeach.com; asked for a revised proposal; submitted full-page artwork for TeeTimes USA and GolfPac Travel annual publications
- Reviewed, edited and approved videos including overall dining, pier fishing & dining, golf, dining on the water, dining along Beach Street, surf lessons, beaches, surf shops, Eco-adventures
- Hosted Web Wednesday with staff; discussed long thread copy; updated look of events page; reviewed analytics; reviewed Chris King's recap on DaytonaBeach.Golf and golf pages on DaytonaBeach.com; tasked adding waterfront dining keyword in tags
- Finalized 2018/2019 Marketing Plan; created PDF file for HAAA board link; submitted PDF file for County presentation
- Reviewed potential photo/aerial list with The Brandon Agency; approved final list
- Reviewed Sales/Sports email design, social media ads and video sales tool; suggested copy and image changes

- Edited Lynn Miles Profile Sheet from IMM; downloaded digital files for backup
- Greeted Shriners at the Marketplace booth at Ocean Center and at area hotels; emailed partners about Shriners Parade Route; delivered water, greeting cards and goodie bags to area hotels for Shriners attendees; reached out to local restaurants re: impact of Shriners events
- Updated Register to Win consumer show slip design; included information about privacy policy and sharing of personal information (GDPR); created an international version for Canada; submitted digital files to printer
- Emailed Gordon LeBlanc re: upcoming Oktoberfest Porsche event
- Edited procedures and guidelines for Tourism Event Funding Support
- Approved The Villages ads for September and October insertions
- Attended meeting at the Airport re: JetBlue; provided information on New York and Toronto media buys for 2017/2018 and 2018/2019
- Participated in monthly analytic calls with Simpleview; discussed Pay Per Click (PPC) buys and Stackla's social media content aggravator program
- Reviewed upcoming contract renewals for website hosting, CRM, Stackla, Barberstock, and SimpleSupport hours
- Compiled top ten markets by month based on website traffic; indicated uptick in Houston and Nashville markets
- Imported reader service responses from multiple publications into Simpleview
- Collected partner information for Co-Op Programs 1D, 1E, 2E, 2F, 5E and 5F
- Updated the Coke Zero Sugar 400 lodging availability list on DaytonaBeach.com
- Organized The Brandon Agency invoice processing; backed up files for internal reference
- Transcribed Human Resource Committee minutes
- Enrolled in an Introduction to Google Analytics continuing education class with ed2go.com
- Emailed partners to request adding "Welcome Race Fans" to marquees
- Completed A. Bostwick and J. Sims annual reviews
- Updated Carr's laptop
- Updated the Parks & Trails App page on the website
- Created a spreadsheet to track monthly spending for Mighty Hive
- Emailed April, May and June performance reports for co-ops to participating partners
- Added attendee names for the Connect Conference Event to Mail Chimp
- Emailed lodging partners an opportunity to provide special pricing for artists attending Halifax Art Festival; provided spreadsheet to Museum Guild
- Compiled list of partners who participated with OnceThere for the ACHT committee
- Added new partners to BEACH BLAST and TOURISM TODAY email list in MailChimp
- Created and sent out email for the VISIT FLORIDA Family Audience Campaign partners
- Created a price comparison sheet between Simpleview and The Brandon Agency for website design, PPC and CMS
- Call with OnceThere to discuss efforts to increase participation
- Checked listings on DaytonaBeach.com - removed logos from nine area businesses and replaced with photos; shopping listings - removed closed businesses and updated images; nightlife listings - updated images, website links, descriptions; parks listings - updated broken website links for 12 parks; spa listings - fixed broken links, updated images; checked 79 cultural listings - fixed broken links, added new images; checked 49 fishing listings - added new images, fixed broken links, removed closed business; checked 58 water activity listings - edited copy, fixed broken links or added Facebook pages, updated images; added three new restaurants
- Visited with new owners of Daytona Shores Inn & Suites
- Delivered family reunion materials to Hampton Inn Ormond I-95
- Delivered supplies and collaterals to Visitor Information Center (VIC) at Destination Daytona
- Met with RJ with Three Brothers Boards re: marketing ideas
- Sent "Welcome New Partner" link to Lucinda Guadio at The Center (Deltona) and Sandra Adkins with Residence Inn
- Sent email to Lauren Bennett with Residence Inn to edit/delete/add hotel contacts in Partner Gateway program



- Requested Biketoberfest® Prize Pack Giveaway; emailed Andy George with Hot Leathers–secured \$100 gift card
- Provided information for BEACH BLAST re: radio promotion, Biketoberfest® Prize Pack Giveaway and Pocket Guide advertising opportunity, golf programs and shows
- Updated partner information in Simpleview - Harris Mobile Village, Indigo Lakes Golf, iOutdoor Fishing Charters, The Roof Restaurant
- Visited VIC at Destination Daytona – took photos for new signage, delivered new mat, checked out new location of desk
- Answered question about Off the Hook at Inlet Harbor on TripAdvisor's Travel Forum
- Started “30-day challenge” search word project to evaluate search function on DaytonaBeach.com
- Shipped 9lb box of donated hotel-size shampoos, etc. to Operation Gratitude for active military
- Added search words to DaytonaBeach.com for 17 restaurants on the beach, 13 restaurants on the water, 2 restaurants on a pier, 6 restaurants Boardwalk/Ocean Walk Shoppes
- The VIC at the Speedway reported that Florida, Pennsylvania and Georgia were the most popular states of origin with visitors. Belgium, Australia and Brazil were the top three international destinations; 40 email addresses collected in July
- The VIC at Destination Daytona reported that Florida, Texas and Georgia were the most popular states of origin. International visitors included Canada, Brazil and France; 51 email addresses collected in July