

## New Stats

- ◆ Bed Tax collections for May 2018 were \$622,844 a -5.47% decrease over May 2017

## Administration

- Held daily staff Stand-Up morning briefings and a CVB Leadership Team meeting
- Coordinated the move of staff offices to better position Finance/HR staff functions
- Approved the rehiring of the AP/HR assistant position
- Worked with CVB and Airport staff on the Sunwing Airlines support proposal
- Participated in various CVB advisory committee meetings
- Participated in a conference call with Florida Association of Destination Marketing Organizations re: the State-required report (due July 1) on VISIT FLORIDA activities
- Worked with CVB Leadership Team to finalize the 2018/2019 Budget and Marketing Plan draft
- Worked with AUE Staffing to clarify Comp Time policy
- Presented an update at the Lodging & Hospitality Association monthly meeting
- Participated in the Mid-Florida Housing Partnership as a new Board member
- Participated in a sports client event at Top Golf in Orlando
- Did a live radio interview with tourism partners and Big John on WELE-AM radio
- Participated in weekly meetings of the Daytona Beach Rotary Club
- Did a video interview on the County's Half-Marathon for Volusia Magazine
- Attended the CEO Gaming event at the Ocean Center
- Worked with various organizations re: upcoming CVB Speakers Bureau bookings

## Finance & Human Resources

### General

- Updated processes and procedures
- Moved Finance office to form a Finance/HR "suite"
- Compiled Tourism Today data for Communications

### Human Resources:

- Processed Payroll
- Interviewed candidates for Financial Assistant position and contracted a temporary employee
- Updated Employee Handbook
- Workers Comp correspondence on open case
- Created Review Grid for managers for upcoming reviews (proactive measures)
- Continued ongoing training of Finance Assistant Temp
- Discussed and enrolled new hire in benefits
- Discussed mileage reimbursement policy with leadership

### Finance

- Updated Cash Flow projection
- Completed daily log of bank accounts
- Updated budget spreadsheet with actuals for last 4 years
- Attended Budget meeting with Leadership Team
- Proofread Marketing Plan
- Attended Budget and Marketing Plan meeting with Leadership Team
- Prepared April Financials for HAAA June Board Budget Workshop

- Presented completed Budget and answered Board's questions
- Attended HAAA Board Budget Workshop
- Added Factors to CDT Collections spreadsheet to track effects on tourism
- Participated in a VISIT FLORIDA reporting requirements webinar; compiled data and created/uploaded statutory report to State
- Attended multiple meetings on Sunwing Airlines support and budget
- Worked on salaries project for County budget format – data compilation of the last 2 years Salaries and Benefits in detail
- Updated Accounts Payable
- Reviewed Advertising invoices and reconciliations
- Created new mileage, AMEX and BOA credit card expense forms for ease of use

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

Leads Distributed/Meetings: 15	Estimated Economic Impact: \$3,103,910.40
Definite Bookings/Meetings: 6	Estimated Economic Impact: \$381,090.76
Leads Distributed/Sports: 4	Estimated Economic Impact: \$260,000.00
Definite Bookings/Sports: 2	Estimated Economic Impact: \$230,000.00
Partner Assists: 2	Estimated Economic Impact: \$40,000.00
(Assists are Ocean Center referrals and or convention services for hotel partners)	
Tourism Leads: 2	Trade opportunities distributed to ALL Industry partners

### Site visits

- Conducted a site visit with Kevin Brett with Hat Marketing of One Daytona and The Hard Rock Hotel
- Conducted a site visit with Alberto Francisco with Link Viejas
- Conducted a site visit with Rick and Matt Still of LaCita, would like to host their 2019 program in Daytona Beach
- Conducted a site visit with World Karting Association
- Conducted a site visit with Students for Archery
- Conducted a site visit with Daytona Beach Invitational
- Conducted a site visit with All American Combine
- Conducted a site visit with Blue Grey Events- Meeting
- Conducted a site visit with National Association for Student Archery meeting and site
- Conducted a site visit with Daytona Beach Basketball Invitational
- Attended a site visit with CEO Gaming
- Conducted a site visit with Florida Outdoors Writers Association
- Conducted a site visit with Florida Tourism Tax Collectors
- Conducted a site visit with Florida Marine Corp
- Conducted a site visit with Charles R. Ware military reunion
- Conducted a site visit with Land Opt, LLC

### Tradeshows, industry events attended

- Attended International Association of Golf Tour Operators (IAGTO)
- Attended Meeting Professionals International (MPI) North Florida Chapter Board installation dinner in Jacksonville
- Attended Military Reunion Network
- Attended Florida Clerks Courts & Comptrollers Association
- Attended annual 2018 American Baptist Association Ministers; hosted trade-show booth and submitted proposal for June 2022 convention
- Hosted a Colorado faith-based sales mission; hosted two client events in Denver and Colorado Springs areas; and held a Christian Meetings & Convention Association lunch & learn in Westminster for 18 guests

- Attended Top Golf Orlando client event

#### **Meetings attended**

- Attended meeting with Ocean Center's Tim Riddle to discuss promotional fund
- Attended lunch meeting with Florida Outdoor Writers Association
- Conducted and attended Ocean Center and Group Sales meeting
- Conducted and attended a Meetings/Sports Committee Budget Workshop
- Conducted and attended a Sports Committee "brainstorming" Workshop
- Conducted and attended a Tour & Travel Committee Budget Workshop
- Met with Chris Capozzi of the Plaza Resort & Spa to discuss Tallahassee market
- Met with Jerry Varnes, Product Manager of G2Travel
- Met with the following operators in Orlando: Alltours, Thomas Cook, New Golden Horse Tours, American Tours International, Expedia, Sunsational Tours, Eaglerider, Pegasus, Kaleidoscope Adventures, Action Travel, City Tours, AAA, New Creative Tours, Personal RGE, Virgin Holidays and Florida Dolphin Tours
- Attended DME press conference about the new Daytona Stadium sports complex
- Attended Sports Initiative meeting
- Attended luncheon meeting at Wyndham Resort

#### **Conference call meetings**

- The Brandon Agency media meeting
- NAIA meeting
- Participated in a call with Sunwing Airlines
- Participated in a call with Jay Cassens Daytona Beach International Airport regarding Sunwing
- Participated in a call with Chris Smith of VISIT FLORIDA to discuss matching funds for Sunwing marketing
- Participated in a call with HAT Marketing to review FY 2018-19 UK, Ireland, and Germany marketing efforts

#### **Prospecting calls/emails**

- US Sports Congress, weekly
- Prospecting Wounded Warriors
- International Coaches Association
- Florida Association of College Athletes
- Council on Occupational Education
- Florida Mosquito Control Association
- William's Family Reunion
- National Chamber of Commerce Association
- The Meeting Works
- Florida Chapter Club Managers Association of America
- Recycle Florida Today, Inc.
- Florida Chapter Club Managers Association of America
- Association of Ignition Interlock Program Administrators
- Florida Records Management Association
- Association for Dressings & Sauces
- Ruritan National
- Florida ACE
- American Association University of Women
- Lions Club International
- Helmsbriscoe's CP #2 Franchisee Annual Conference
- Juvare Summit
- Association of Black Sociologists
- Denny's
- Handweavers Guild of America, Inc.
- Science Teachers Association

- 3rd 8-Inch Howitzer Battery SP
- 3rd Marine Division Association
- 6994 Security Squadron
- Science Teachers Association
- 8 BN 4 F A
- 848 AC&W Squadron
- Air Force Gunners Association
- ASR-ARS Association
- Berlin US Military Veterans Association
- Destroyer Leader Association
- Fifteenth Air Force Bomb Groups
- Naval Reserve Recruiters Association
- Navy Lithographers
- USS Bang (SS-385)
- USS Bon Homme Richard Association
- USS DeHaven DD727
- USS Grand Canyon Sailors
- USS Holder
- USS Holland AS-32
- USS Iowa BB61
- USS Kretchmer DE/DER 329
- USS Kretchmer Reunion
- USS Long Beach CGN 9
- USS Mills DE/DER 383
- USS Nantahala AO-60
- USS Ozbourn Association
- USS Richard E Byrd
- USS Ronquil SS-396
- USS Sam Houston SSBN/SSN 609
- USS Sierra Veterans Association
- USS Tattnall DDG 19
- USS William Rush DD714
- USS Woodrow Wilson SSBN/SSN624
- USS Yellowstone AD 27 Association Inc.

#### **IMM**

- United States Hunter Jumper Association
- American Volleyball Coaches Association
- Americas Best Cheer and Dance Association
- Athletx
- Certified Horsemanship Assn.
- International Coach Federation
- Mean Streets Racing
- National Fastpitch Coaches Association
- National Turf Writers and Broadcasters
- United Professional Horsemen's Association
- Youth Softball Nationals
- Management Concepts
- Precision Meetings & Events
- Debra Tucker Associates
- Chorus America
- Cigar Association of America

## **FAM**

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

## **Industry shows booked**

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

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

- Provided services for North American Board of Certified Energy Practitioners, All American Combine, Women's Conference Sisters in Christ, Taekwondo Nationals, Bacon Beatdown, US Kids Golf and CEO Gaming
- Coordinated the meeting planner lunch for Florida State Account Executives (FSAE) prior to annual conference
- Coordinated Top Golf sports event
- Coordinated Connect Marketplace client event

## **Shriners**

- Participated in weekly Shriners Walk, Ride or Drive for Love conference calls to finalize event details
- Attended committee meetings to include: transportation, housing, volunteers, City of Daytona Beach, Daytona Beach Police Dept., Peabody Auditorium, Ocean Center, Shriners Executive Committee meetings and conference calls, public relations, time-line and CVB budget review, final check-lists, Marketplace booth décor, and final shipping/packing
- Finalized volunteer schedule
- Proofed transportation signage
- Ordered all VIP in-room amenities

## **Administrative**

- Finalized Group Sales 2018-19 Budget and Marketing Plan for HAAA Budget Workshop
- Continued review and update of 2017-18 Budget and actuals
- Coordinated and worked with convention services coordinator and Simpleview to create and implement new Group Sales reports to reflect leads generated, booked business, prospecting, site visits, and goals; final reports to be reviewed by the end of July
- Worked with CVB leadership, Daytona Beach International Airport, Sunwing Airlines, and VISIT FLORIDA to obtain final details for potential airlift
- Reviewed the sales managers' leads reports for quality control
- Registered sales managers for tradeshow July-September
- Organized tradeshow reports for upcoming tradeshow July-September
- Brandon Agency Meetings & Conventions print/digital creative review and discussion regarding potential options to target meeting/sports planners
- Attended daily all staff stand-up morning briefings
- Conducted weekly Group Sales department meeting
- Conducted convention services meeting; reviewed of all definite group needs through September
- Worked with Communications department to create and send a thank you to all Colorado Sales mission attendees with a photo slide show of all activities.
- Created task list for the sports market per Sports Committee request; need to identify specific niche market opportunities; staff creating annual calendar to identify open booking periods; Sports follow-up meeting scheduled for August 5
- Conducted individual team meetings
- Participated in a golf meeting to discuss consumer shows
- Review of all IMM call sheets. Worked with IMM and Communications staff to create a digital and print newsletter for the Faith-Based, National Association and Corporate markets.
- Communicated with Northstar regarding TEAMS advertising, sponsorship and registration
- Prepared tradeshow report and appointment scheduling for Cvent Connect

## Communications

- Press release – Shriners July 17 Parade the Pinnacle of Family Fun
- Press release – Experience Endless Adventures in Daytona Beach (update)
- Press release – Blue-Grey Football
- Provided public relations support to Shriners including: produced approved copy for proclamations (City, County); produced approved Community Welcome Letter; provided additional information on public events to the News-Journal, WNDB News, Ormond Observer, Hometown News and other local media; secured radio interviews for Shriners leadership; conducted one radio interview (WSBB); coordinated with Volusia County Community Information on public event information; and communicated with tourism partners to raise awareness of the parade route and promotional opportunities
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: Pan Am Open Water Masters Championships, CEO Gaming, Great Tasting Tours, Daytona Beach Week, Halifax Historical Museum, Volusia County Community Information, News-Journal, VISIT FLORIDA, The Meeting Magazine, HAT Marketing, Steve Winston (Corporate & Incentive Travel Magazine), Spectrum News 13, WKMG TV 6, Explore Volusia, Ormond Beach Historical Society, Tomoka State Park, and Marie Poupart (Quebec book author)
- Worked on 2018/2019 Marketing Plan and Budget; attended review meeting (6/6) and HAAA Budget and Marketing Plan Workshop (6/19)
- Prepared itineraries, welcome packets and confirmed press trip logistics with partners for a number of travel journalists including: Guillermo Paz (6/4-6/6); Chinese KOLs (6/10-6/13); Brazilian bloggers (6/28-6/30); Golfin' Around TV show (TBD), Norwegian Cruise Line and others
- Collaborated with CVB Sales, Marketing and Consumer staff to complete updates for 2019 VISIT FLORIDA Vacation Guide; submitted VisitFlorida.com content edits and new images to Deputy Editor for sections on Golf, Best Beaches Near Daytona Beach, City/Daytona Beach
- Created social posts and Instagram stories for June; curated Stackla user content (ongoing); implemented added push for Coke Zero Sugar 400; monitored and shared performance of Shriners International posts; and rounded up visitor testimonials for The Brandon Agency
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- 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
- Awarded the Tourism Trivia Challenge contest "staycation" prize package to the winning resident (part of the CVB celebration of National Travel & Tourism Week)
- Wrote July social media posts; coordinated calendar with The Brandon Agency; reviewed topics, images and confirmed boosting schedule
- Continued to build out the CVB's TripAdvisor sub-geo pages with image albums, Points of Interest collections and articles
- Edited 12 blogs from The Brandon Agency, reviewed images, and posted blogs on DaytonaBeach.com per schedule
- Monitored industry topics including: Boardwalk rollercoaster accident; sustainable tourism and growth; hazardous marine life (jelly fish, sea lice); tourism economic impact; special events; lifted-truck event; tropical weather/forecasting; handicap beach access; safety concerns in Boardwalk area; and a variety of national lists/rankings of Daytona Beach metro area
- Represented CVB at the VISIT FLORIDA hurricane preparedness webinar and Florida Public Relations Association monthly meeting
- Edited Groups Sales brochure (Lynn Miles profile sheet) and created a thank you video for the Christian Meetings and Convention Association following a CVB-hosted event for meeting planners
- Reviewed, edited, created and updated content on DaytonaBeach.com: copy for new "waterfront dining" landing page for Daytona Beach restaurants; posted recent media coverage; added resized images to some listings to improve resolution; added four Brandon

Agency videos throughout site; updated Coke Zero Sugar 400 assets; added an accessibility review of Landshark Bar & Grill; and participated in Simpleview SEO conference call

- Shared clippings and results from media assists with partners including articles, blogs, publications and awards
- Participated in bi-weekly website review and development meetings with Marketing
- Worked on Community Speakers Bureau bookings and presentations
- Produced monthly event calendar and distributed it to all tourism partners
- Edited June consumer email content from The Brandon Agency
- The next quarterly meeting of the Arts, Culture and Heritage Tourism Advisory Committee is August 2, 2018.

## Marketing & Design

- Met with Madden Media to review new media opportunities including LinkedIn option for Group Sales media plan
- Reviewed Tanger Outlet video script; finalized video edits
- Requested artwork for Graph Multi Media Marketing UK publication; submitted artwork
- Participated in call with Sunwing Airlines; requested their marketing support proposal and provided to The Brandon Agency for input
- Hosted Biketoberfest® Master Plan meeting; provided list to city for additional items needs; delivered 10 sets of the Biketoberfest® Master Plan to Terri to the City of Daytona Beach for approval; updated the Biketoberfest® Committee about media plan, sponsorships, upcoming emails and social support
- Approved all digital and social media Biketoberfest® ads
- Edited email blast for Thomas Cook media placement
- Redesigned Meetings & Convention Fact Sheet; requested list of meetings hosted for inclusion
- Met to review the 2018/2019 Marketing Plan and Budget; updated final design; created a PDF for emailing purposes
- Participated in weekly status calls with The Brandon Agency; reviewed monthly media invoices
- Met internally to develop Daytona Beach Golf marketing plan; created a recap sheet for planning purposes
- Met with Gary Jones of Florida Golf Alliance; reviewed marketing opportunities and potential golf show schedule
- Reviewed GolfPac/TeeTimes USA proposal
- Created digital banner ad for ONE DAYTONA screens to welcome Shriners Imperial Session 2018
- Reviewed VISIT FLORIDA's partner portal listings with Communications staff; provided edits to image library; created task list for staff
- Met with Jim Hampton of Connect to review Meetings and Leisure advertising opportunities
- Provided images and copy edits to IMM to update Lynn Miles profile sheet
- Reviewed monthly e-newsletters for consumer e-blasts
- Reviewed Halifax Art Festival's event funding application; provided input and suggestions; reviewed collected survey data; input data in Event Impact Calculator
- Collected and uploaded Halifax Art Festival aerial footage; provided to The Brandon Agency
- Created social media banner for Pan American Open Water Masters Championship event
- Reviewed Meetings & Convention creative campaign with The Brandon Agency; provided input and changes to concepts
- Participated in a Skiff Research webinar on DMO trends
- Notified new Advertising Committee members about the next meeting; requested meetings with each member to review Welcome Packets, Sunshine Law, attendance, Marketing Plan, and answer any questions
- Attended HAAA Budget and Marketing Plan Workshop; prepared minutes from the Workshop
- Participated in monthly call with Simpleview; reviewed May 2018 website analytics; asked for a follow-up with questions about traffic, hotel page search, ad spend
- Hosted Web Wednesday with staff; reviewed Biketoberfest® microsite proposal
- Imported reader service responses from multiple publications into Simpleview
- Reminded partners the CVB needs information for Co-Op Programs 1C, 2D, 3A&B and 5D

- Collected partner information for Co-Op Programs 1C, 2D, 3A&B and 5D
- Created landing pages for Co-Op Program 1B & 2D
- Researched other DMOs cookies and Privacy Policy; updated Privacy Policy and the GDPR policy on DaytonaBeach.com
- Emailed Top Golf client event invitation for Sports Daytona Beach
- Added additional partner URL websites in Simpleview
- Emailed reservation availability for Coke Zero Sugar 400
- Removed Kognitiv Booking Widget from website
- Attended HR Committee meeting; prepared recap of minutes
- Participated in Simpleview webinar: What's New for June
- Created specific landing pages for Charlotte and Atlanta consumer shows
- Updated the employment opportunities page on DaytonaBeach.com
- Added a *Beach Blast* sign up form, April and May Executive Updates, January 2018 and March 2018 HAAA Board Minutes, VISIT FLORIDA Partner Report to DaytonaBeach.com
- Prepared monthly comparison report for advertising spend for 2016/17 and 2017/18
- Participated in Simpleview SEO call
- Generated May website analytics report
- Added to the About Us section of DaytonaBeach.com
- Emailed campgrounds, re: update amenities on website
- Webinar: Expanding your Presence on Google
- Reached out to various tourism partners to update their information in Simpleview including The Grind, Ormond Outdoor Adventures and First Watch Restaurant
- Engaged partners about Once There program providing quick/direct booking/tickets purchase
- Updated 21 hotel photos, 61 hotel descriptions (including hotel amenities and meeting space), and 11 local attraction descriptions on DaytonaBeach.com
- Updated Visitor log-in sheet for Visitor Information Centers and added privacy policy
- Reviewed Advertising Committee Meeting minutes
- Delivered Visitors Guides, Arts Maps, Share the Heritage Brochures and Bandshell Concert Series schedules to new Daytona Beach Shores Community Center
- Notified VISIT FLORIDA that 47 partners listings were missing photos on VisitFlorida.com
- Promoted the destination at VISIT FLORIDA I-95 Welcome Center in Yulee on June 20
- Met with Amanda Selvage with Bahama Breeze
- Participated in VISIT FLORIDA consumer promotion opportunity with radio station in Charlotte market
- Monitored TripAdvisor Travel Forum on Daytona Beach
- Attended Southeast Tourism Society Marketing College in Dahlonaga, GA
- Checked on Destination Daytona's new Visitors Information Center counter space; stopped in to meet folks at the new "Florida Welcome Center" (Westgate timeshare sales office) on US 1 in Ormond Beach
- Visitor Information Center at Speedway reported most popular US states in June were Louisiana, Florida and Pennsylvania, and International visitors included England, New Zealand and Brazil; 21 email addresses collected
- Visitor Information Center at Harley Davidson reported most popular US states were Florida, Georgia and Minnesota; International visitors included Australia, Austria and Brazil; 18 email addresses collected