

HAAA Executive Update

March
2018

New Stats

- ◆ Bed Tax collections for the month of February were \$954,998, a 7.91% increase over February 2017
- ◆ February 2018 Average Daily Rate decreased 5% over February 2017
- ◆ February 2018 Occupancy increased 7% over February 2017

Administration

- Conducted daily Stand-Up meetings with staff
- Attended Daytona Beach Rotary Club weekly meetings
- Filmed a Volusia Magazine TV segment with Volusia County
- Held one-on-one meetings with staff re: suggestions, corporate culture
- Confirmed the successful transfer of employee 401K funds from Transamerica to MassMutual
- Represented the CVB at the Lodging & Hospitality Association meeting
- Helped set up the CVB table in the Bike Week tent, and monitored the event throughout
- Held two CVB leadership meetings and one full-staff meeting
- Did a radio interview on tourism issues with Big John on WELE-AM1380
- Coordinated interviews for Financial Controller position
- Sat in on interviews for the Sales Coordinator position
- Welcomed Christy Zimmerman to the CVB's permanent staff
- Met with Sales team re: flex schedules and adjusted goals
- Met with TravelClick re: potential benefits
- Participated in the HAAA Board meeting
- Coordinated an internal sports visioning meeting with Bob Davis and staff
- Met with Rep. Tom Leek and the Chamber's Legislative Affairs Committee re: a session update
- Met with Patrick Sullivan re: marketing initiatives
- Met with CVB partners re: Jeep Beach and Select Small Inns initiatives

Group Sales / Meetings, Sports, Tour & Travel

Groups Sales

March 2018

Meetings, Sports, and Tour & Travel

| | | | |
|--|----|--|-----------------|
| Leads Distributed/Meetings: | 32 | Estimated Economic Impact: | \$5,166,329.70 |
| Definite Bookings/Meetings: | 3 | Estimated Economic Impact: | \$42,000.00 |
| Leads Distributed/Sports: | 9 | Estimated Economic Impact: | \$3,581,000.00 |
| Definite Bookings/Sports: | 2 | Estimated Economic Impact: | \$190,000.00 |
| Partner Assists: | 8 | Estimated Economic Impact: | \$ 9,875,680.20 |
| (Assists are Ocean Center referrals and or convention services for hotel partners) | | | |
| Tourism Inquiries: | 28 | Trade opportunities distributed to ALL Industry partners | |

Site visits

- Conducted site visit lunch with MPI North FL Chapter President, Lisa Perry at One Daytona-Fairfield Inn to host 15 complimentary guest rooms/ DBACVB to host board luncheon 4/30 at One Daytona
- Conducted site visit for Florida Free Will Baptist Association Senior Pastor's Summit 2018 site visit to include off-site event for 60 seniors on Lady Dolphin Cruise. Hotel site visit tours included Fairfield Inn/ One Daytona, Hilton Garden Inn/ Holiday Inn & Suites/ Plaza Resort & Spa/ Hard Rock Hotel/ Shores Resort & Spa/ Residence Inn Oceanfront
- Conducted site visit for Antenna Measurement Technique Management Annual Meeting 2021. Venues included Hilton Hotel, Plaza Resort & Spa, Ponce Inlet for off-site day events for spouses, etc.
- Conducted site visit for Florida Institute of CPA's
- Conducted site visit with Volusia County Sheriff's Office
- Conducted site visit for Adult Continuing Education of Florida
- Conducted site visit for Visit Florida site visit for Florida Huddle
- Conducted site visit for National Archery for School Programs 2021 and beyond
- Conducted site visit Santa Hustle Pre Site Planning Friday March 23
- Conducted site visit for Community Effort Orlando (CEO) Gaming Monday March 19
- Conducted Community Effort Orlando (CEO) Gaming Thursday March 29 to include, Hilton , Hard Rock , One Daytona , Ocean Center, Ocean walk Shoppes, Hampton Inn

Tradeshows, industry events attended

- Attended Christian Meetings Conventions Association (CMCA) Spring Showcase 2018 follow-up to include one-on-one appointments, sales leads & (3)
- Arrowhead Conferences RFP's. Received (2) additional sales leads/ RFP's following hosted client dinner

Meetings attended

- Conducted Bi-weekly team meeting
- Attended a Jeep Beach meeting
- Met with Northstar to discuss FY 2018/19 shows, sponsorships, and advertising opportunities
- Attended (2) Director of Finance interviews
- Met with Stacy Scheelk, Senior Director of New Business, One Daytona
- Conducted a Shriners pre-con meeting with Lynn Miles and Amber Tischler
- Attended Directors meeting
- Attended Director of Finance interview
- Conducted an interview for sales coordinator candidate with group sales team
- Attended staff meeting
- Met with Art Hyman of Smart meetings to discuss FY 2018/19 shows and advertising
- Attended Passion Camp 2018 Daytona Beach Area Ocean Center & Hotel partner "Lunch & Learn" hosted by Misty Page, Event Director
- Attended Central Florida Society of Government Meeting Planners monthly luncheon
- Attended Meeting Professionals Inc. (MPI) Orlando chapter monthly meeting
- Attended a Helmsbriscoe lunch meeting in Orlando
- Attended a Conference Direct lunch meeting in Orlando
- Conducted meetings and trainings with Lee Holidays, New Creative Tours, Maxim Tours, Meeting Point North America, Sensational Tours, AAA, Kaluah Tours, Thomas Cook, Super Holidays, Fl. Dolphin Tours, Mark Travel, VIP Destination, Tourico, Hotelbeds, Alltour, ATI, FM Tours, Jac Travel, Florida and Beyond, Four Seasons, in Orlando
- Attended a meeting with Todd Phillips Florida High School Athletic Association re: Bid for leadership Conference

- Met with Gerry Pitchford Ormond Beach Sports Complex to review online with upcoming events
- Met with Jeff Altier with Stetson to discuss partnership
- Met with City of Deland Main Street Development and West Volusia Advertising Authority regarding Santa Hustle pre planning meeting
- Conducted a sports visioning meeting

Conference call meetings prospecting

- Conducted a call with Meeting Professional International (MPI) North Florida Chapter with Silent Auction Committee for SEC August 2018
- Conducted a call with CVENT
- Conducted bi-weekly call with HAT Marketing
- Video conference call with Brandon, group sales team, and marketing & design to discuss creative for meetings, sports, and tour & travel
- Conducted a conference call with Sunwing to discuss April 11-15 Daytona Beach visit and airport meeting
- Conducted a call Bill Boggs and City of Daytona Beach regarding National Cheerleading Association (NCA)
- Conducted a call with Community Effort Orlando (CEO) Gaming 2018
- Conducted a call with Florida Sports Foundation, Lou Mengsol, and Hard Rock Hotel regarding United States Sports Congress 2018
- Conducted a call with Florida Sports Foundation regarding new application form
- Conducted a call regarding United States Sports Congress with National Association of Sports Commission (NASC) regarding client event to promote the 2018 US Sports Congress being hosted in Daytona Beach

Prospecting calls/emails

- Association for Middle Level Education
- Contingency Planning, Exercise, Response & Evaluations
- Florida Association of Collegiate Registrars & Admissions Officers
- Florida Authors and Publishers Association
- Florida Council for Exceptional Children
- Florida Developmental Disabilities Council
- Florida Medical Association
- Gold Star Wives of America
- MG Classics of Jacksonville
- Office of the State Courts Administrator
- University of Oklahoma – Symposium on Student Retention
- University of Florida – Department of Chemistry
- Florida Farm Bureau
- Florida Society of Geographers
- USS Sullivan Association
- Adult and Community Educators of Florida
- PATT College Tour Group
- U.S.D.A. Forest Service
- Big Crown Pageant
- Latin American Motorcycle Association
- Florida Council for Resource Development
- ACE of Florida
- National Step Alliance

- Florida High School Athletic Association Todd Phillips and Lary Beal regarding Leadership Conference
- North Carolina Agricultural and Technical State
- Alma College
- USA Weightlifting Open Series 2020
- Florida Association of College Athletics 2020
- Florida Association of College Athletics 2019
- USA Gymnastics Junior Olympic 2020
- Penn State Spring camp 2020
- USA Football Championship 2019
- USA Football Championship 2020
- Daytona Beach Invitational 2019
- US Masters Open Swim
- US Pole Sports Federation 2018
- Elite 8 National 2018
- Bacon Beatdown 2018
- International Network of Golf (ING) Spring Conference 2018
- ShowBiz 2018

IMM

- Special Libraries Association
- National History Bee
- University & College Designers Association
- American Armsport Association
- American Wallyball Association
- URugby
- International Shuffleboard Association
- USA Arm Wrestling Federation
- USA Roller Sport
- National Fitness Productions
- United States Tug-of-War
- Weekly call Report Received several already working with on the list as highlighted below
- North American Sport Taekwondo Assn.
- American Kite Flyers Association
- International Distance Skateboard Association
- USA Team Handball
- International Jugglers Association
- Beep Kickball Association
- International Gay & Lesbian Football Assoc. (IGLFA) - Soccer
- United States Canoe Association

FAM

- Began planning a one-day Helmsbriscoe familiarization trip (FAM) May 3- 4 immediately following the Helmsbriscoe Business Conference in Orlando

Industry shows booked

- VISIT FLORIDA's Florida Huddle 2019, Working with Marketing and Design to create a promotional invitation to be distributed to international buyers

Convention Services

- Florida MathCounts, Youth Step Show National Championship, Reach the Beach, National Cheer/Dance Association, MVP Events Paintball Challenge, Phi Rho Pi, Pinseekers, Alpha Kappa Psi, Purple Fox Marine 364 Reunion, National Association of Intercollegiate Gymnastics Clubs, Eastern Regional Interstate Child Support Association, Volusia County Alumni Chapter of FAMU, Region 8, US Sports Congress, family reunions, United Brethren, CEO gaming and MPI North Florida Board of Director's Retreat

Shriners

- Continued to prepare for Shriners 2018 Pre-Con Meeting 4/8 to 4/11
Power point presentation update, review & approvals to schedule & agenda, Hilton hotel rooming list confirmations, notification of attendees, VIP & Committee members (Save The Date), secured Ocean Center site visit, confirmed all 2017 hotel transportation rebates, review of Candies Transportation hotel route for 2018 program & contracted hotels, prepared pre-week VIP event schedule & secured event venues, review of 2018 Shriner Budget vs. 2017 final budget figures, discussed ideas for 2018 VIP In-Room amenity gifts, participated in 3/21 "Walk for Love" conference call with Shriners Hospital PR staff & PR Committee members. Reviewed Shriner overflow hotel contracted room blocks for Housing Committee report

Administrative

- Conducted sales coordinator interviews one on one and with group sales team
- Conducted weekly group sales meetings
- Confirmed 2nd Wednesday every month for meeting with Convention & Visitors Bureau and Ocean Center sales teams
- Working with Ocean Center to review fiscal year 2018/19 travel schedules to determine opportunities to partner together
- Finalized reporting needs with Simpleview, estimated date to be implemented April 15th, and all information for reports will be uploaded into automatic reporting format when available. Reports to include lead, booked business, prospecting, tour & travel room night and goal production reports
- Review of 2nd quarter numbers Year over year, pacing ahead
- Conducted individual team meetings to discuss flex hours, sales activities, and tentative goals for the remaining of the fiscal year, submitted for approval
- Created a weekly sales activity form for sales manager's flexible hours outside of office
- Worked with executive administrator to organize group sales folder, forms, reports, travel and promotional schedule on the U drive. Everything will be accessible and saved in one location
- Updated meetings, sports, and tour & travel committee agendas. Worked with Christy to produce a certificate of appreciation for committee members and applications for next fiscal year. Distributed committee notices
- Review of room nights produced by tour and receptive operators, to date, example Hotelbeds up 18%
- Worked with Hat Marketing, executive director, marketing & design, and communications on a Virgin Holidays promotion
- Attended Finance Director interview
- Attended HAAA meeting
- Attended Sports visioning meeting, distributed meeting recap
- Planning site visit with Southeast Tourism Society for April 2-3, 2018 Spring Symposium 2019 program., site visit includes the Hilton Daytona Beach Oceanfront and Plaza resort & Spa
- Working on April 11 – 15 Sunwing (a Toronto based airline and tour operator) site visit
- Created and Modified Sports Committee Recap for Advisory meeting
- Review of HAT Marketing production spreadsheet and proposals
- Review of call sheets submitted by Integrated marketing Media (IMM).

- Processed invoices, scanned invoices, entered invoices into spreadsheet for a record and gave to accounts payable
- Distributed Fair Shares for group sales activity and processed for account receivables
- Reviewed Simpleview leads for accuracy and made corrections for quality control
- Distributed and monitored CVENT leads
- Volunteered Bike Week Tent
- Registered for upcoming tradeshow

Communications

- Press release – Top Five Family Spring Sports Events in Daytona Beach
- Press release – Endless Adventures in Daytona Beach
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: Atlanta Journal Constitution (2 articles); Delta SKY Magazine; Florida Water Management Resources; Shriners; CEO Gaming; NCA/NDA; and Florida Trend (Team Volusia August 2018 issue)
- Supported Bike Week by working several shifts at the Bike Week Welcome Tent and produced social media
- Provided 2017 data to FADMO on behalf of the three bureaus for a tourism economic impact report
- Attended CVB meetings: HAAA Board (3/20); Sports Visioning (3/21); Directors; Financial Controller interviews; and Staff Meeting (3/30)
- Met with public relations/marketing staff at Hard Rock Hotel Daytona Beach for site tour; met with Patrick Sullivan, Homewood Suites for Speedweeks discussion
- Golf PR: Planned for individual media visit for golf/travel writer Bill Bauer (April); Interviewed by Gregg DeWalt, for article in Tee Times Magazine (April issue)
- Supported Group Sales by: editing content for several UK Tour & Travel publications, and reviewed the Definite Leads list to help identify and plan for public relations opportunities
- Monitored media on industry issues including: Bike Week, Spring Break, tourism legislation and funding
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Edited the 2018 Visitors Guide, along with the consumer letter sent out with print copies to consumers; Assisted with back cover art by seeking permission to use Instagram images
- Edited the Arts & Culture Map brochure; CVB Employee Handbook; Special Events Impact Report; 2018 Visitor Guide consumer letter
- Worked at Official Bike Week Welcome Tent
- Presented an overview 3/16 on the CVB and Tourism Marketing to Leadership Daytona class
- Attended HAAA Ad Committee meeting (3/6); HAAA Board Meeting agenda review meeting (3/12); CVB Directors meeting (3/15)
- Represented CVB at Ribbon Cutting at Bahama House Hotel; Tiger Bay Club meeting (3/8); LHA meeting (3/7)
- Reviewed, edited, updated content on DaytonaBeach.com: edited Partner Resource page; updated all deep links to open w/in same window and all offsite/image/document links to open in new window; updated fishing section; and added press releases
- 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 April social posts to share with The Brandon Agency
- Fulfilled image requests from tourism partners including: Daytona Lagoon, ONE DAYTONA, Museum of Arts & Sciences and Aloha Mini Golf
- Participated in VISIT FLORIDA's monthly Twitter Travel Chat

- Tonya West earned a certificate from Daytona State College's Center for Business and Innovation for 24 hours of training (Mastering Your Digital SLR Camera)
- **Arts, Culture and Heritage Tourism Committee:** did not meet this month; the next meeting is May 3, 2018

Marketing & Design

- Scanned payments, emailed to accounting department, processed invoices for NCC
- Called AAA North East office and assisted with shipment and registering
- Processed production and/or invoices for Southern Biker, WomenRidersNow.com, Thunder Press, American Iron Magazine
- Reached out to partners about brochure distribution at the Tampa Home Show
- Participated in the AAA Travel Marketplace show in New York
- Collected backup and/or processed invoices for Toronto Star, AJC, Sojern, Miles Media, Travel Zoo
- Updated media and production estimates for Paradise
- Delivered supplies to VIC including Biketoberfest® posters and wallet cards, delivered Visitors Guides to Ocean Center
- Spoke to East Wind Condos, Ocean Dive about website inclusion
- Connected to Zeno's Taffy Shop about listing and photos
- Added Florida Brew Tours info/photo, updated boardwalk info to DaytonaBeach.com
- Sent co-op partners formatted ads for approval in Program 4, created landing page for co-op partners for Program 6, collected partner info for Program 7E
- Updated Daytona 500 and Bike Week Availability Listings
- Created Bike Week Tent Schedule/staff worked during event
- Pulled DaytonaBeach.com analytics
- Put together packets and mailed out 2017 Biketoberfest® Mater Plan
- Updated Inventory List
- Created landing page/flip book and mailed participating partners a sample of the Spring/Summer Newsletter
- Emailed all partners requesting Deals for Weekly Getaways and updated page on website
- Created landing pages for DaytonaBeachAAA.com and DaytonaBeachSL.com
- Imported reader services responses into Simpleview
- Reviewed Adara media buy and discuss with Paradise possible media adjustment to support Jet Blue air service
- Met with Paradise team to review media schedules, production costs and commission expenses
- Connected with Golf Central Magazine and discuss possible future Daytona Beach tie-in
- Reviewed and signed Visit Florida Facebook Canvas contracts
- Met with Jamie Barkley to discuss social media sharing/crossover between Bike Week & Biketoberfest®
- Explored all the benefits of Paradise's Digital OPS Ad and Ad Gear (third party service) for tracking and reporting abilities
- Reviewed January and February social media performance of Dania Patrick partnership
- Reached out to industry for Biketoberfest® & Advertising Committees
- Contacted Bike MS: PGA Tour Cycle to the Shore, Halifax Art Festival, and Tomoka Marathon about marketing support application
- Reviewed and update remaining Special Event Funding budget
- Connected with Symetra Tour Championship for presentation to Ad Com/HAAA board
- Finalized invitation design for National Tourism Weeks, researched notepads/stickers
- Reviewed new photos submitted by Paradise and provided to Communications for Photo Library
- Printed 100,000 new Orlando Rack cards – available racks at two Turnpike locations (Turkey Lake and Fort Drum) and 500 locations in the Greater Orlando/Lake Buena Vista areas in Kissimmee and Orlando
- Reviewed Free Coastal maps opportunity for Shiners welcome stations and key attendees
- Review and updated contact to the Procedures for Tourism Event Marketing Support Information

- Check on status of the Visitors Guide with News Journal and upcoming deadlines
- Sent an RSQ Addenda to Advertising Agencies notifying them of additional items needed in their proposal and information about presentation dates
- Reviewed monthly media and production invoices with Bernhardt and Ruffino and discussed possible efficiencies to the process
- Updated Biketoberfest® sponsorship summary and researched potential future opportunities
- Updated Biketoberfest® insertion orders, spreadsheets and media plan
- Conference call with Paradise and key staff to review procedures for estimates, insertion orders and payment processes
- Approved updates from Partner Listings & Deals in the Partner Gateway
- Compiled a list of external contracts for Executive Director and Department Directors
- Participated in the Dallas and Philadelphia Consumer Travel and Adventure Shows
- Delivered Bike Week/Biketoberfest® posters, lip balm, accommodation availability list to I-95 Welcome Center
- Collected and input nearly 300 email addresses at our Visitor Information Centers