

HAAA Executive Update

May
2018

New Stats

- ◆ Bed Tax collections for the month of April were \$954,998, a 7.91% increase over April 2017
- ◆ April 2018 Average Daily Rate increased 5% over April 2017
- ◆ April 2018 Occupancy was at 72%, same as April 2017

Administration

- Held daily Stand-up meetings with CVB staff
- Participated in the Hard Rock Hotel Daytona Beach grand opening
- Participated in the Visit Florida Industry Relations Committee meeting
- Met with DME Sports re: STEMFEST event
- Participated in the CVB's Arts & Culture Committee
- Held a First Friday celebration for CVB staff
- Met with Governor Rick Scott at the Hard Rock Hotel Daytona Beach
- Participated in Daytona Beach Rotary Club's weekly meetings
- Worked with staff and County Legal on General Data Protection Regulation (GDPR) issue
- Participated in the Advertising Committee meeting
- Spoke at Bob Davis' countywide National Travel & Tourism Week celebration
- Represented the CVB at the Board meeting for Mid-Florida Housing Partnership
- Represented the CVB at the United Way Foundation dinner honoring Lesa France Kennedy
- Attended the Southeast Volusia Advertising Authority's Tourism Week celebration
- Held a CVB Leadership Team meeting re: upcoming projects
- Met with Airport staff and Sunwing airlines re: potential new service
- Attended the Florida Public Relations Association luncheon
- Co-presented with Kate Holcomb for the Holly Hill Kiwanis Club meeting
- Met with City of Holly Hill staff re: promotion of potential new pickeball fields

Finance & Human Resources

- Coordinated personnel transition
- Processed payroll
- Updated processes and procedures for better efficiencies
- Updated the Employee Handbook
- Updated Financial Assistant job description, met with Randstad, Career Source and AUE for staffing needs
- Completed financials for HAAA May Board meeting
- Analyzed and updated Cash Flow projections
- Trained on Sage, TimeClock Plus, and AUE electronic onboarding process
- Reviewed and corrected Brandon billing and AP
- Verified benefits, open enrollment and contract dates with AUE
- Conducted orientation for Tatiana Carr, the CVB's newest hire
- Attended Tourism Week breakfast at Hard Rock Hotel and greeted guests
- Updated tax exemption certificate for 2018
- Worked through Visitor Information Center Rack Space invoicing issues with Marketing

- Compiled budget numbers for last four years for marketing plan and budget workshop
- Compiled last four years of CDT collections including notes on contributing factors
- Created various graphs depicting CDT collections, income vs. expenses, budget vs. actual CDT
- Kept the daily log of bank accounts
- Met with department heads individually re: budgeting questions
- Began live interviews for open finance assistant position

Group Sales – Meetings, Sports, Tour & Travel

Groups Sales

May 2018

Meetings, Sports, and Tour & Travel

Leads Distributed/Meetings: 14	Estimated Economic Impact: \$1,584,952.00
Definite Bookings/Meetings: 7	Estimated Economic Impact: \$670,211.35
Leads Distributed/Sports: 3	Estimated Economic Impact: \$232,000
Definite Bookings/Sports: 2	Estimated Economic Impact: \$180,000
Partner Assists: 2	Estimated Economic Impact: \$132,000
(Assists are Ocean Center referrals and or convention services for hotel partners)	
Tourism Leads: 9	Trade opportunities distributed to ALL Industry partners

Site visits

- National Association Educational Program - Florida Regional Conference
- Florida Association of Retired Troopers
- Mike Williams of Florida FAMU Alumni Association
- Lisa Lewis of Volusia County Supervisor of Elections
- Florida Association of Court Reporters
- Tourico Holidays
- US Sports Congress Site and Walk-Through
- Open Water Swim/ US Masters Walk-Through
- MVP events
- Visited RVK facility Mainland Florida

Tradeshows, industry events attended

- Attended Helmsbriscoe Annual Business Conference – Orlando
- Attended Capital Events Tradeshow – Tallahassee
- Attended Meeting Professional Inc. (MPI) Carolina Chapter – Wilmington, NC
- Attended United States Travel Association’s International PowWow (IPW)
- Conducted a Orlando sales mission with Claire Molinari from Plaza Resort & Spa, opportunity open weekly to all area hotels
- Hosted an Amateur Athletic Union Office Lunch (15 event managers)
- Hosted Meeting Professional International (MPI) North Florida Chapter Board Retreat, 15 board members in attendance
- Attended Meeting Professional International (MPI) Georgia Educational luncheon program
- Attended Meeting Professionals International (MPI) North Florida Chapter monthly luncheon meeting in Jacksonville
- Attended Florida Sports Foundation Summit

Meetings attended

- 7M Tours, Virgin Holidays, AAA, New Golden Horse Tours, Super Holidays, ATI, Super Holidays, American Tours and Travel, 1st Incentive Travel, FM Tours, Lee Holidays, EBG, New Creative Tours, Magic Star, Vacations, Personal RGE, AAA / Heathrow
- Attended a team meeting with DME to discuss STEMFEST

- Attended a team meeting with Kelly Kinney of International Speedway Corporation
- Attended a meeting at Tennis Center for Delta Tennis Tournament prospect
- Attended Florida Sports Foundation Board Meeting
- Conducted a CVB group sales & Ocean Center sales team meeting to review 2018/ 2019 travel schedule
- Attended Florida Sports Foundation Budget Workshop
- Visited RVK facility Mainland Florida

Conference call meetings

- Sunwing Airlines
- William Dunne of National Junior Collegiate Athletic Association
- Florida Sports Foundation
- Conducted and participated in a conference call with HAT Marketing
- Attended conference call with Diane Schroder of Conference Direct, the Hilton Daytona Beach Oceanfront and Ocean Center to discuss Florida Fire Chiefs potential contract renewal

Prospecting calls/emails

- Ruritan Civic Clubs
- Conference Resources International
- Florida Society for Histotechnology
- Newspaper Target Marketing Coalition
- Organization of State Broadcasting Executives
- Southern Shrimp Alliance
- Scrappin' Outlaws
- NRG Dance Project
- National Stepping Competition
- Florida Association Medical Staff Services Annual Education Conference 2020
- Florida Mosquito Control Association 2020
- Victoria M. Schlosser International
- Florida Farm Bureau Statewide Claims Conference
- American license plate collectors
- Salvation Army – Women's retreat
- Council on Occupational Education
- North American Securities Valuation Association
- Independent Funeral Directors of Florida
- Latin American Motorcycle Association
- National Association of Corporate Directors
- Society of American Military Engineers
- Clinical Training Center for Family Planning
- SCW Fitness Education
- Florida Farm Bureau Administrative Assistant program (Repeat)
- Health Council of Southeast Florida
- International Jugglers Association
- United States Sports Congress Lou Mengsol re: 2018 (weekly)
- National Collegiate Athletic Association
- National Flag Football
- USA Water Polo
- American Association for Physical Activity and Recreation
- American Taekwondo Association International
- Congressional Sportsman Foundation
- Foundation for Global Sports Development
- Florida Grid League
- Archery Trade Association
- Women's Golf Coaches Association

- Fellowships of Christian Athletes
- Gator Nationals
- USA Fencing
- Pylon 7v7 Football
- Florida Sports Foundation

IMM

- World Millwork Alliance
- American Society for Eighteenth-Century Studies
- Association of Boarding Schools
- Florida Council on Economic Education
- Teach Them Diligently

FAM

- Conducted a Gastadi French travel agent/tour operator FAM
- Conducted an Allegiant agent one day FAM
- Continued preparation for Florida Huddle's pre/post FAMs, January 2019

Industry shows booked

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

Convention Services/Tradeshow and event planning

- Conducted convention services meeting to review of all definite group needs through August
- Prepared details for the Marine Fabricators site visit
- Coordinated and attended the Allegiant FAM
- Worked on details for Connect Marketplace client event with the Ocean Center
- Coordinated details for Sports Client Event at TopGolf Orlando
- Worked on details for Florida Society of Association Executives sponsorship with the Ocean Center
- Coordinated services for Daytona Express Club Birthplace of Speed Invitational, Florida Football Alliance, Blitz Karate, Women's Conference Sisters in Christ, North American Board of Certified Energy Practitioners, New York City Transit Police Florida Reunion, several family reunions, EnPro Board of Directors Meeting, Florida State Association of Supervisor of Elections, US Kids Golf and CEO Gaming
- Coordinated details for the Military Reunion Network in June
- Organized a lunch and learn w/ 10 meeting planners in Orlando mid-June

Shriners

- Conducted meetings regarding; timeline review, housing, transportation, pre-week activities, opening session, and budget
- Met with the Daytona Beach Racing & Card Club to review pre-week details

Administrative

- Coordinated and participated in the onboarding procedures for new group sales coordinator, Convention Services Coordinator had new Group Sales Program Coordinator shadow them on their new roles and responsibilities
- Worked on details for Meetings & Conventions, Sports and Tour & Travel budget workshops
- Review and update of group sales fiscal year 2018-19 budget and marketing plan
- Review and update of fiscal year 2017-18 budget and actuals
- Coordinated and worked with convention services coordinator and Simpleview to create and implement new group sales reports to reflect lead generated, booked business, prospecting, site visits, and goals
- Worked with CVB leadership, Daytona Beach International Airport and Sunwing, providing assistance in coordinating communication for potential airlift
- Participated in a conference call with Tim Riddle of the Ocean Center
- Reviewed sales team credit card recap and made corrections
- Reviewed the sales managers' leads reports for quality control
- Registered sales managers for tradeshow
- Reviewed CVENT leads and distributed to appropriate sales manager based on market

- Reviewed the Brandon Video Brief
- Attended official National Tourism Week breakfast meeting
- Had a lunch meeting with new hotel sales manager at Courtyard Marriott/ Residence Inn Speedway
- Attended daily stand-up morning briefings
- Conducted weekly group sales department meeting along PR department staff
- Conducted convention services meeting to review definite group needs through August

Communications

- Press release – Volusia County Leaders Celebrate Record-Breaking Tourism Economic Impact and Job Growth in 2017
- Press release – Port Orange Stallions Football Camp/Florida Football Alliance Championship Games
- Press release – Updated the CVB's general press release “Endless Adventures”
- Press Release – Great Weather, Variety of Golf Course Offerings Lead to Strong Spring in Daytona Beach
- Updated the CVB Crisis Management Plan and Continuity Of Operations Plan (COOP,) and distributed to staff
- Worked on GDPR implementation
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: Adam West, Thomas Cook, Virgin Holidays, HAT Marketing, Daytona Beach News-Journal, International Speedway Corporation, Hard Rock Hotel Daytona Beach, Marie Poupart/Quebec, Shriners International, Daytona Beach Symphony Society, TV Life Magazine (UK), Sports Destination Management, Where Orlando (June-November events), U.S. Masters Swimming/Pan Am Open Water Challenge, Peabody Auditorium, CEO Gaming Championships, Joe's Crab Shack/Trip Advisor, Destination Daytona/reset map, Shriners International, U.S. Chung Do Kwan, Bandshell and Motown Concert Series, Port Orange Stallions Football Camp/Florida Football Alliance, and DME Sports
- Worked on 2018/2019 Marketing Plan and Budget
- Prepared itineraries, welcome packets and confirmed press trip logistics with partners for a number of travel journalists including: Brazilian social influencer Guillermo Paz; Chinese key opinion leader Xiaoci; Simon Veness/Veness Travel Media; Jennifer LaFonte; and Niccole Mucci
- Created social posts and Instagram stories for May, curated Stackla user content (ongoing); and uploaded one video to YouTube and two to VISIT FLORIDA
- Partner Listings – edited three new ones: Trader's Restaurant, Millie's Restaurant and Catering, and Equestrian Adventures of Florida
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Coordinated CVB participation at the LHA National Travel & Tourism Week celebration on May 9 attended by 200+ people at the Hard Rock Hotel Daytona Beach; Tourism Trivia Challenge contest ended 5/31; submitted news brief to FADMO for June/July issue; and updated CVB content/materials with new 2017 economic impact data
- Appeared on-air for the Big John radio show, aired 5/17 on WELE 1380 AM
- Appeared on BIZ BUZZ to talk about the business of tourism, airs 10 a.m. Sundays, repeats on Saturday, WNDB 1150 AM
- Presented to the Kiwanis Club of Holly Hill (5/24) with Lori Campbell Baker
- Hosted travel journalist family in market for Visit Florida “Family Memory Maker” campaign (May 7-9)
- Represented CVB at: Hard Rock Hotel Daytona Beach press conference (5/1); West Volusia Tourism Celebration (5/9); New Smyrna Beach Tourism Celebration (5/10); Florida Public Relations Association (5/23)
- Reviewed, edited, created and updated content on DaytonaBeach.com: new Event Calendar launched; tagged all events with new categories (Arts and Culture, Food and Drink, Free Events); posted new videos to site/blogs; added Coke Zero Sugar 400 video and headliner
- Biketoberfest® - submitted event to Southern Biker Magazine calendar; worked with CVB Marketing on website content; spoke with Jessica Srodulski, Daytona Beach Racing and Card Club, about creating a new REVER ride

- 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
- Continued to build out the CVB's TripAdvisor sub-geo pages with image albums, Points of Interest collections and articles
- Edited 17 blogs from The Brandon Agency, reviewed images, and posted blogs on DaytonaBeach.com per schedule
- Provided PR support to Group Sales by: reviewing/updating Group Sales Fact Sheet; proofing materials and digital content for a Thomas Cook campaign; identified PR tactics we can provide to help promote the Pan American Masters Championships Open Water competition (August 4-5)
- Monitored industry topics including: tropical weather, tourism economic impact, special events; tourism trends for 2018/2019; and GDPR/social media privacy changes
- Produced monthly event calendar and distributed it to all tourism partners
- Social Media: wrote June social posts and coordinated with The Brandon Agency (TBA) to review topics, images and confirm boosting schedule
- Edited May consumer email content from TBA
- Participated in VISIT FLORIDA's monthly Twitter Travel Chat; submitted social post to VISIT FLORIDA (member benefit); worked on CVB's video upload and media gallery on VISIT FLORIDA website
- Attended CVB meetings: HAAA Board agenda review (5/4); Ad Committee Meeting (5/8); HAAA Board (5/15); CVB Directors (5/29); Dean O'Brien, DME Sports; Norwegian Cruise Line (NCL); Sunwing
- Edited the Share The Heritage brochure prior to reprint and proofed the Arts & Culture Map brochure
- **Arts, Culture and Heritage Tourism Committee:** Coordinated the quarterly meeting in which minutes from the previous meeting were approved and 2018 meeting dates were confirmed. Members were thanked for their service, and two new members were welcomed. The next meeting is August 2, 2018.

Marketing & Design

- Participated in weekly status calls with Brandon Agency to review tracking reports, media placements, creative updates and mail marketing efforts
- Reviewed pier fishing & dining video, and suggested edits
- Collected Biketoberfest® Master Plan applications; requested missing information on applications submitted after deadline; met with City of Daytona Beach to check on applications and then submitted for their review
- Provided motorcycle images to Brandon for Biketoberfest® creative concepts; reviewed six concepts and selected two for development; edited Biketoberfest® digital ads; social posts
- Emailed banner pole applications to the City of Daytona Beach for Biketoberfest®
- Emailed out Biketoberfest® Merchandise Agreements
- Reviewed monthly financial statement, submitted changes, and requested revised reports
- Reviewed Committee applications and submitted to HAAA for approval
- Confirmed participation in STS Tourism Professional Marketing College in June
- Participated in monthly Simpleview call to review web stats and analytics
- Reviewed Brandon Agency presentation for Advertising Committee meeting, made edits/suggestions, and provided reports and presentation materials
- Provided creative assets for Thomas Cook Coastal Florida promotion
- Coordinated edits for HAT Marketing VISIT FLORIDA promotion
- Designed and ordered Travel Trivia Challenge poster for NTW breakfast
- Designed Bob Davis' sign for National Travel & Tourism Week breakfast
- Reviewed Engagement Email, submitted edits, and confirmed the Country 500 giveaway
- Processed April media bill for The Brandon Agency, and prioritized media payments in Excel spreadsheet
- Met with Dean O'Brien about STEMfest and got a facility update

- Reviewed the new Event Pro page, offered edits to the search feature, and implemented to the website to enhance consumer experience
- Reviewed department budget for 2017-18 and 2018-19 for Marketing Plan consideration, then provided budget numbers and back-up for planning purposes
- Created Florida Huddle Save-The-Date card, and submitted files to printer
- Edited Bandshell concert video and Beach Fun video
- Submitted monthly financial coding corrections, and reviewed budget setbacks for cash flow
- Reviewed digital reports from Brandon; requested for video tracking, and requested edits to email signup widget and e-newsletter pages
- Reviewed and edited two May email newsletters
- Reviewed and edited one June email newsletter and suggested a different topic for June's second newsletter
- Attended the HAAA board meeting
- Met with Scott Brandon to review The Brandon Agency's performance
- Approved The Villages co-op print ad
- Met with Jay Cassen about Sunwing Air Service and provided recap on potential marketing support and efforts
- Met internally to review strategy for GDPR, connected with agency about email rollout to reconfirm subscribers, participated in a call with County Legal about GDPR privacy policy and compliance, updated and submitted form to County for review, updated GDPR policy on website, and requested MailChimp privacy policy and insurance
- Met with Daytona Beach Racing & Card Club about 2018 Biketoberfest® Poker chip proposal and developed ideas to increase traffic and branding
- Submitted Arts Map proof for final review, collected digital files and updated to printer, and confirmed pricing and print quantities
- Met with Bike MS to discuss tourism event funding request, and provided Sports contact for event planning
- Selected Country 500 winner for sweepstakes, sent tickets to Lakeland winner, created a Landing Page for the Yeti Sweepstakes
- Met with Pat Abernathy about Halifax Art Festival funding request, and submitted survey results to Mid-Florida Marketing & Research
- Hosted Web Wednesday with staff, discussed changing home page photos for summer season, reviewed Biketoberfest® 2018 page and sponsorships, and discussed potential website redesign and contract
- Emailed Amsoil about Biketoberfest® sponsorship opportunities
- Reviewed Instagram story concepts, and provided direction and topics
- Updated Brandon about geo-pages for TripAdvisor
- Reviewed final 2018-19 budget numbers with staff
- Signed three-month contracts with Simpleview to complete 2017-18 budget
- Reviewed Facebook content, photos, videos for June media buys
- Collected partner information for Co-Op Programs 1C, 2D, 3A&B and 5D
- Updated lodging partners' amenities to the website
- Pulled DaytonaBeach.com blog analytics for April 2018
- Participated in a webinar on the EU's General Data Protection Regulation (GDPR)
- Prepared for bi-monthly Ad Committee meeting - meeting minutes, meeting packet and agency information, notification to committee members, etc.
- Imported reader service responses from multiple publications into Simpleview
- Added new Share the Heritage Guide flipbook to the website
- Researched booking engine addresses for the hotels on website once Kognitiv booking widget is removed, and input all lodging Booking URLs into Simpleview
- Phone call with Simpleview to discuss 2018-19 budget
- Sent out the Florida Huddle email invitation for Linda
- Added Daytona Pin & Patch and Mid-Florida Sportswear to the Biketoberfest® gear page
- Updated photos in the header on homepage

- Changed “Search All” in restaurant dropdown to “All Restaurants”
- Updated the Kognitiv Booking Report to include March & April
- Requested Vann Data set up a new email address for our Privacy Policy
- Worked with The Brandon Agency to update all three request forms (Visitor Guide by mail, by email, e-newsletter signup) on the website
- Collected tourism event funding policies and procedures from other destinations including Panama City Beach, Flagler County & Jacksonville – then provided a recap of potential changes to the CVBs
- Reviewed VisitFlorida.com for closed or missing listings and information
- Attended the Southern Women’s Show in Novi, Michigan and collected 266 names for sweepstakes program
- Added One Daytona and Bahama Breeze to Visitor Information Center partner program
- Added the following to Simpleview/website with photos: Family Custom Charters, Equestrian Adventures of Florida, Trader’s Restaurant & Tiki Lounge, Millie’s Restaurant & Catering, Sharkey’s Eats and Drinks, Red Bud Café, Riverside Art Gallery, Home2 Suites and Legacy DNA Charters
- Created consumer show task/tickler report – for next year’s show schedule
- Submitted photos and department information for monthly Beach Blast and provided edits
- Scheduled meeting with Gary Jones of Destination Media re: a consumer golf show recap and media opportunities
- Met with management company InnVentures LL about new Home2 Suites by Hilton property to open in September
- Spoke with Shelley Rossmeyer about moving VIC location within Destination Daytona
- Updated description of Lilian Place on website, per request
- Met with Jacob Lafferty with Holiday Inn LPGA and sent an email to Visit Florida re: the partnership opportunity
- Added additional 29 hotel booking websites to the spreadsheet to prepare for removal of booking engine
- Researched travel costs associated with promoting the destination at I-95 Welcome Center
- Called Daytona Shores Inn & Suites and scheduled a meet and greet with new owner
- Identified properties on website with blurry images and collected new photos
- Changed name of America’s Best Value Inn to American Inn Daytona Beach in Simpleview/website
- Visitor Information Center at Speedway reported that Florida, California and Ohio were the top three U.S. states. Canada, Netherlands and Brazil were the most noted international visitors – 12 emails collected in this reporting period
- Visitor Information Center at Bruce Rossmeyer’s Destination Daytona reported most popular states of origin included Florida, North Carolina and Ohio. International visitors included Canada, England and Germany – 25 email addresses collected in this reporting period