

# HALIFAX AREA ADVERTISING AUTHORITY

## Regular Meeting

Hilton Daytona Beach Resort / Ponce De Leon Room, 100 N. Atlantic Avenue, Daytona Beach, FL 32118  
January 15, 2019 at 2:00 p.m.

### SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

### Board Members Present:

Libby Gallant, Androse Bell, Blaine Lansberry (via-phone), Jim Berkley, John Betros, John Phillips, Kelly Dispennette, Linda Bowers, Lisa Shavatt, Samir Naran and Steve Farley

### Board Members Absent:

None

### Guests:

Andy Kovan, Christie DeAntonio, Scott Brandon, Shelby Greene, Bob Davis, Evelyn Fine, Charles Hargrove, Elizabeth Murphy, Freddie Smith, Charlene Greer, Azam Rangoonwala, Michelle Petro, Suzanne Heddy, Jennifer Labonte and Zach Chalifour

### Staff Present:

Lori Campbell Baker, Christy Zimmerman, Kay Galloway, Linda McMahon, Jane Holland and Jennifer Sims

### CALL TO ORDER

Libby Gallant called the meeting to order at 2:00 p.m. and attendance was taken by Christy Zimmerman.

### **1. Consent Agenda**

No items on the Consent Agenda were pulled for discussion.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the Consent Agenda.

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**JOHN BETROS MADE A MOTION TO APPROVE CONSENT AGENDA. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 11-0.**

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### **2. »Finance & Human Resources \***

#### **a) Financials**

Jane Holland reported on the November financials provided in the packet.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the November Financials.

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**STEVE FARLEY MADE A MOTION TO APPROVE THE NOVEMBER FINANCES AS PRESENTED. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 11-0.**

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#### **b) FY 2017-2018 Audit Report**

Holland introduced Zach Chalifour, a partner with James Moore & Company, to present the FY 2017-2018 Audit Report.

Chalifour thanked the Board for inviting him and stated he distributed a set of financial statements from the audit to the Board. He reviewed the highlights of the report.

Chalifour thanked Holland, Lori Campbell Baker and the CVB team for a very smooth process working through the audit. There were no audit adjustments, internal controls had no deficiencies, and HAAA is in compliance with its fund balance policy.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the FY 2017-2018 Audit Report as presented.

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January 15, 2019 at 2:00 p.m.

**JOHN BETROS MADE A MOTION TO APPROVE THE FY 2017-2018 AUDIT REPORT AS PRESENTED. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 11-0.**

### c) Performance Appraisal & Salary of Executive Director

Samir Naran reported on the performance appraisal and salary review for Campbell Baker for the period of December 2017 to December 2018.

Naran began by explaining the 1-5 performance rating used. Naran explained that a three is a really good score. Three is doing your job, four is fantastic and a five is rare. He explained they implemented this system a few years ago and aligned it with raises.

Naran said with that the HR Committee recommended a 4% increase.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the 4% increase for the executive director.

**JIM BERKLEY MADE A MOTION TO APPROVE THE 4% INCREASE FOR THE EXECUTIVE DIRECTOR AS PRESENTED. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 11-0.**

### 3. The Brandon Agency

#### a) 2018-2019 Campaign Update

Andy Kovan presented the campaign update as presented in the attached document.

#### b) » 2018/2019 Media Plan

Shelby Greene presented the Media Plan April – June 2019 for the cost of \$1,615,237 for approval as presented.

**Total Spend = \$1,615,237**

PAID SOCIAL	APRIL	MAY	JUNE
Facebook/Instagram	\$ 30,500	\$ 30,500	\$ 30,500
DIGITAL MEDIA			
TripAdvisor	\$ 26,765	\$ 20,975	\$ 10,215
OrlandoSentinel.com	\$ 5,600	\$ 3,350	\$ 3,600
Adara	\$ 17,061	\$ 17,061	\$ 15,186
Soyern	\$ 13,150	\$ 13,150	\$ 13,150
Conversant	\$ 17,388	\$ 17,388	\$ 17,388
Third Party Emails	\$ 3,000	\$ 3,000	\$ 3,000
Clicktivated	\$ 25,500	\$ 12,750	\$ -
Taboola	\$ 20,079	\$ 10,039	\$ -
Travel Spike	\$ 80,018	\$ 36,379	\$ -
AJC.com	\$ 39,420	\$ 9,960	\$ -
WFTV.com	\$ 1,800	\$ 1,800	\$ 1,800
iHeart Media	\$ 18,150	\$ 18,150	\$ -
Pandora	\$ 23,100	\$ 23,100	\$ -
TV/CABLE/OTT	\$ 225,101	\$ 293,826	\$ 81,600
RADIO	\$ 129,235	\$ 150,102	\$ 20,968
PRINT			
The Villages Daily Sun	\$ 2,987	\$ -	\$ -
VF-Family Circle, Family Fun, Parents	\$ 18,485	\$ -	\$ -
Interfuse/Connect Travel America's Best Vacation	\$ 17,530	\$ -	\$ -
VF-AAA Living South	\$ -	\$ -	\$ -
OUT-OF-HOME			
Lamar	\$ 1,849	\$ 1,849	\$ 1,849
AD SERVING FEES			
Mighty Hive Serving Fees - Est. based on planned impressions	\$ 18,720	\$ 12,463	\$ 4,801
MONTHLY TOTAL	\$ 735,438	\$ 675,842	\$ 203,957

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the Media Plan for April – June 2019 as presented.

**KELLY DISPENNETTE MADE A MOTION TO APPROVE THE MEDIA PLAN FOR APRIL – JUNE 2019 AT A COST OF \$1,615,237 AS PRESENTED. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 11-0.**

### 4. Annual Tourism Event Update



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January 15, 2019 at 2:00 p.m.

#### a) 2019 Spring Daytona Turkey Run

Jennifer Labonte reported on the 2018 Daytona Turkey Run and the upcoming 2019 Spring Turkey Run Car Show. She noted several new activities for the spring show including the dockdogs event. Discussion followed about the size of event and geography of attendees.

#### b) » 2019 P1 Aqua X \*

Azam Rangoonwala presented a short video showcasing clips from the Jet Ski series. Azam noted that P1 AquaX runs 27 events in the series worldwide. The event in Daytona Beach occurs in April 2019 and is the first in the series. Racers from all over the USA, UK, Indonesia, France, Italy, China, Peru, Argentina and Canada will travel to race in the Daytona Beach event, accompanied by their teams and families. The event will be broadcast in over 150 countries.

Rangoonwala added that the series is becoming more international. Because more racers are flocking to Florida to participate they have separated into two series - Amateur and Pro.

Rangoonwala said that the reason the series did come back last year was due to expenses related to parking/pit space for the 45- foot rigs. Michelle Petro reported on their 2019 agreement with the Hard Rock Hotel Daytona Beach and said that parking would not be an issue.

Galloway noted that P1 AquaX will provide the CVB with footage from the event, include the CVB logo on collateral, and will run a CVB 0:30 television spot during the hour-long program.

Galloway added that P1 AquaX presented to the Ad Committee and the Committee recommended the funding.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the event funding as requested.

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**JOHN BETROS MADE A MOTION TO APPROVE THE FUNDING (\$16,500) AS REQUESTED IN THE 2019 P1 AQUAX EVENT APPLICATION IN THE BOARD PACKET. LINDA BOWERS SECONDED THE MOTION. MOTION PASSED 11-0.**

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#### c) » 2019 Jeep Beach \*

Charlene Greer, Jeep Beach executive director, presented and said that Mid Florida Jeep Club is now a 501(c)(3) Charitable Corporation, governed by five executive board members.

Greer reported that to date 2019 Jeep Beach has over 600 early registrations, noting this is an increase this year over last year for the same period. She announced that the title sponsor, Daytona Dodge Chrysler Jeep Ram & FIAT, is confirmed until 2021. Event activities are confirmed for Daytona International Speedway.

Freddie Smith, also with Jeep Beach, reported on the diverse demographics of the attendees and noted the funding request will be used to increase digital and social media advertising targeting their core demographics outside the area.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve as presented.

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**SAMIR NARAN MADE A MOTION TO APPROVE THE FUNDING (\$15,000) AS REQUESTED IN THE 2019 JEEP BEACH EVENT APPLICATION IN THE BOARD PACKET. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 11-0.**

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## 5. Partner Updates

- a) Ocean Center - None
- b) Daytona Beach International Airport - None

## 6. Unfinished Business

## **HALIFAX AREA ADVERTISING AUTHORITY**

### **Regular Meeting**

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#### **a) Strategic Planning Draft Notes \***

Gallant asked the board to review the Strategic Planning Draft Notes provided in the packet from the Workshop on December 18, 2018 and asked if the goals meet the HAAA Board mission.

Campbell Baker read the HAAA Mission Statement to the Board and asked that they review the goals to see if they meet the mission. Following discussion, the reviewed notes are:

1. Work collectively with key partners to promote the positive image of the destination
2. Increase revenue by growing bed tax dollars year-over-year
3. Reinststate a CVB Board
4. Work with Chambers, universities and local governments to explore new business opportunities to market the destination
5. Promote cultural and historical projects throughout the destination
6. Encourage residents to frequent local businesses by promoting a Staycation message (to be cross-promoted with the Southeast Volusia and West Volusia tourism bureaus)
7. Help spur (re)development by sharing the positive impact of tourism with commercial brokers, Team Volusia, the CEO Alliance, Volusia County Economic Development, and other key partners
8. Connect HAAA Board members who would like to meet individually with local media and government representatives
9. Refocus the Committees to take a more proactive advisory approach to tourism marketing

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the Strategic Planning Draft Notes as reviewed.

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**SAMIR NARAN MADE A MOTION TO APPROVE THE STRATEGIC PLANNING DRAFT NOTES AS REVIEWED. LISA SHAVATT SECONDED THE MOTION. MOTION PASSED 11-0.**

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#### **7. New Business**

##### **a) » Mid-Florida Marketing & Research contract renewal \***

Gallant explained that the Mid-Florida Marketing & Research contract expired and the Board needs to renew it. The contract allows up to three one-year renewals.

Charles Hargrove asked for clarification on whether the contract expired or is it expiring. Campbell Baker clarified that at the end of September 2018 the contract was eligible for a one-year renewal, so we are asking the Board to continue the contract through the end of this fiscal year.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve Mid-Florida Marketing & Research contract through September 2019.

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**STEVE FARLEY MADE A MOTION TO APPROVE MID-FLORIDA MARKETING & RESEARCH CONTRACT THROUGH SEPTEMBER 2019. LINDA BOWERS SECONDED THE MOTION. MOTION PASSED 11-0.**

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#### **8. Public Participation**

Campbell Baker ended the meeting saying the CVB staff and hotel partners did a great job of making the 2019 Florida Huddle Conference a huge success. She then showed a short video highlighting the conference.

Gallant asked if there was any public participation. Hearing none, she adjourned the meeting at 4:02 p.m.

**Respectfully submitted,  
Christy Zimmerman, Executive Assistant**

# CAMPAIGN UPDATE OCTOBER - NOVEMBER 2018

January 15, 2019



## WEBSITE PERFORMANCE VS. PREVIOUS PERIOD OCTOBER - NOVEMBER 2018

The biggest change YoY is the number of leads collected on the website. Sessions also increased considerably, mostly due to the increase in Paid Social (+184%), Display (+164%), Organic Search (+9.9%), and Organic Social (+36.5%).

Metric	This Year	vs. Previous Year
Sessions	478,342	Up 19.0%
Pages/Session	2.36	Down 10.0%
Time on Site	01:35	Down 9.3%
Bounce Rate	61.62%	Up 6.1%
Website Leads <small>*Includes Visitor Guide downloads, Newsletter signups, Visitor Guide requests by mail, and Enter to Win Pollup sign-ups</small>	4,510	Up 431.8%

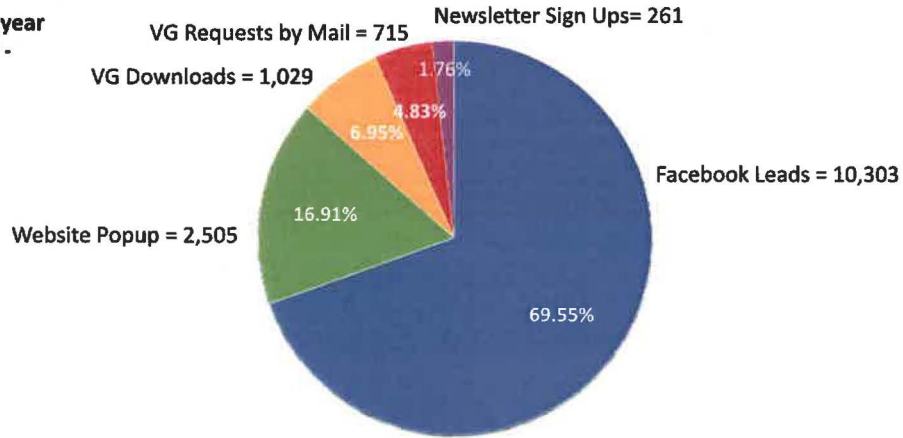




## EMAIL AND VISITOR GUIDE LEADS OCTOBER - NOVEMBER 2018

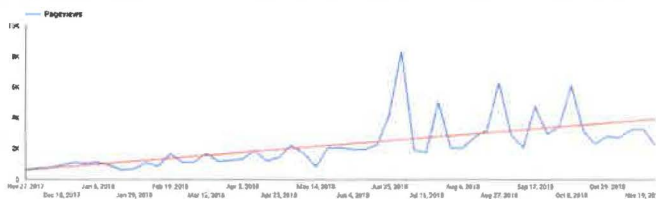
**TOTAL LEADS = 14,813**

**1,647% increase**   
**compared to previous year**  
**(848 leads in October 2017 -**  
**November 2017)**



## BLOG PERFORMANCE OCTOBER - NOVEMBER 2018

### Blog Page Views



Blog views and blog pages engagement increased significantly over the past year:

- Entrances - up 1,402%
- Page views - up 829.7%
- Avg. time on page - up 20.1%
- People who landed on blog pages generated 154 leads.

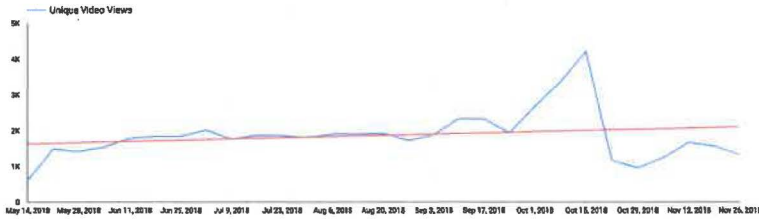
### Top Viewed Blog Posts

Top Viewed Blog Posts	Page views
/fun-sun-time-spent-together-why-you-should-plan-your-next-family-reunion-in-daytona-beach/	1,897
/6-ways-to-celebrate-christmas-in-daytona-beach/	1,730
/6-beach-bars-with-live-music-in-daytona-beach/	1,728
/itinerary-daytona-beach-is-the-festival-capital-of-florida/	1,382
/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak/	939
/turkey-trots-and-treats-thanksgiving-events-in-daytona-beach/	837
/6-fun-fall-festivals-to-hit-in-daytona-beach/	815
/5-places-to-celebrate-the-new-year-in-the-daytona-beach-area/	788
/hotspots-for-holiday-lights-in-daytona-beach-from-a-to-z/	647
/top-6-places-to-watch-the-sunrise-in-daytona-beach/	625



## VIDEO PERFORMANCE OCTOBER - NOVEMBER 2018

### Video Views



Over 16,000 users viewed videos on the site during October - November 2018 with the peak during Biketoberfest.

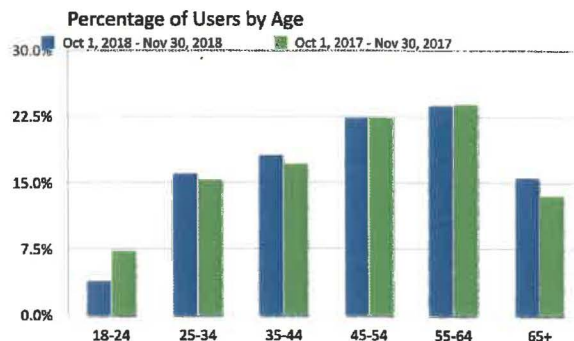
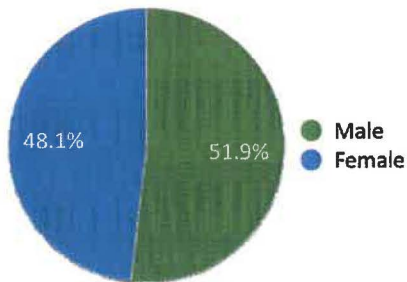
There was a total of 18,203 unique video starts during these two months.

Top Viewed Videos	Unique Views
26th Annual Daytona Beach Biketoberfest® Oct. 18-21, 2018	6,382
Daytona Beach, FL - Virtual Paradise	1,993
Daytona Bike Week 2019	1,078
More fun, more value in Daytona Beach	734
Magic of Lights Holiday Display at Daytona International Speedway	545
Virtual Drive on Daytona Beach	526
Angell and Phelps Chocolate Factory in Daytona Beach, Florida	446
Ponce Inlet Lighthouse in Ponce Inlet, Florida	382
Daytona International Speedway Tours	345
2018 DAYTONA TT Track Preview - American Flat Track	328



## DEMOGRAPHICS OCTOBER - NOVEMBER 2018

- Age of the website users shifted towards an older population.
- The most noticeable change is the decrease in 18-24 users (-50%). The number of 65+ users, on the other hand, increased 8%.
- The percentage of male vs. female audience is approximately the same as last year (52% male and 48% female).



## GEOGRAPHIC WEBSITE PERFORMANCE OCTOBER - NOVEMBER 2018

- There was a YoY increase in sessions across most of the regions (+19%). Sessions from Florida are at approximately the same level as last year (-0.6%).

- Sessions from England increased the most (185.4% increase YoY).

City/Region	State	Sessions
Orlando-Daytona Beach-Melbourne FL	Florida	151,932
Tampa-St. Petersburg (Sarasota) FL	Florida	18,832
Atlanta GA	Georgia	18,157
(not set)	Ontario	15,961
London	England	15,892
Miami-Ft. Lauderdale FL	Florida	14,745
New York NY	New York	12,859
Jacksonville FL	Florida	11,331
Chicago IL	Illinois	7,238
Detroit MI	Michigan	6,446



## WEBSITE CONTENT OVERVIEW OCTOBER - NOVEMBER 2018

### Top Viewed Pages

Page	Pageviews	% of Pageviews
/wonderfall/	88,246	7.83%
/biketoberfest/	77,374	6.86%
/	40,748	3.61%
/biketoberfest/events/	30,600	2.71%
/events/	26,898	2.39%
/event/biketoberfest*-2018/36891/	19,676	1.75%
/things-to-do/	18,490	1.64%
/events/calendar/	18,064	1.60%
/things-to-do/attractions/	17,986	1.60%
/events/motorcycle-rallies/	15,725	1.39%

### Top Landing Pages

Page	Entrances	% of Entrances
/wonderfall/	83,024	17.39%
/biketoberfest/	58,608	12.28%
/	29,853	6.25%
/events/	19,388	4.06%
/event/biketoberfest*-2018/36891/	15,560	3.26%
/things-to-do/	12,886	2.70%
/biketoberfest/events/	11,359	2.38%
/events/motorcycle-rallies/bike-week/	7,997	1.68%
/things-to-do/attractions/	7,863	1.65%
/events/motorcycle-rallies/	7,467	1.56%





## CONTENT DEVELOPMENT UPDATES | BLOG

Using Google Analytics, we will look at the most visited blog posts every month and determine if they can be updated (changing dates, adding additional content) in order to keep the traffic volume high for SEO purposes.

For this next fiscal year, our blog strategy is to focus on writing long-form blogs in the following categories:

- Activity/sights to see
- Practical (itinerary, what to pack, etc.)
- Event
- Deep dive feature (focus on one attraction, location, person etc.)

4 total blogs will be written and optimized for SEO each month for a total of 48 for the year.

Partners can use and share on their platforms.



## CONTENT DEVELOPMENT UPDATES | VIDEO

After assessing the video content captured in 2017-2018, we will focus on creating the following videos for this fiscal year:

- Events (Bike Week, Biketoberfest®, Ocean Center, Bandshell Concerts, All About Cars)
- Create short form videos that will be used in paid social ads (Instagram Stories, Instagram/Facebook)
- Highlight new experiences in Daytona Beach, topics include:
  - ONE DAYTONA
  - Ale trail (countywide)
  - Share the Heritage - African American sites/history (countywide)
  - Biking/Hiking (countywide)
  - Need for Speed - NASCAR Experience, go-karts
  - Pet friendly - restaurants, parks, hotels, Brownie Town Dog
  - Spectator Sports
  - The Beach - driving section, quiet section, fun items - rentals/food vendors, surf fishing, during, volleyball etc.
  - The Boardwalk - view from the pier, taffy, rides/games, food
  - Destination: Ponce Inlet - parasailing, lighthouse, hiking trails, MSC, dining etc.
  - Listicles - best of, TripAdvisor, Ratings
  - Daytona Beach on TV - cupcake wars, man vs. food, etc.
  - Daytona Beach "Famous" - people, surfers, musicians, drivers etc.

The videos will be used across all owned channels:

- Website
- Email marketing
- Social media

16 total videos will be produced.

Once produced, partners can use and share on their platforms.



## CONTENT DEVELOPMENT UPDATES | PHOTOGRAPHY

- In September, the team traveled to Daytona Beach and executed a week-long photo shoot.
- The goal was to capture additional assets to use in the campaign paid media placements and owned assets (website, organic social media, email marketing).
- Content captured:
  - Drone footage/Aerial
  - Family on beach
  - Hiking/trails
  - Golf
  - Shopping
  - Surfing
  - Fishing
  - Dining
  - Paddleboard



## CONTENT DEVELOPMENT UPDATES | PHOTOGRAPHY



CONTENT DEVELOPMENT UPDATES | PHOTOGRAPHY



CONTENT DEVELOPMENT UPDATES | PHOTOGRAPHY





## MEDIA INSIGHTS OCTOBER - NOVEMBER 2018

- Bikes and paddle board returned to the top performing creative spots, which is similar to last Fall/Winter.
- WonderFall creative performed very well in terms of click through rate (0.18%)
- Based on leads online, optimizations were made to always put the Visitor Guide download/mail at the top of media landing pages to capture the most conversions.



## MEDIA INSIGHTS OCTOBER - NOVEMBER 2018

- Facebook continued to drive the most traffic to the site out of any other vendor.
- With the election and Black Friday/Cyber Monday both occurring in November, our W25-54 demo was in high demand which caused us to increase our Cost Per Click to capture this audience.
- Ads targeting golf and boomers lightened the load on our primary demo and brought our Cost Per Click well within our Key Performance Indicators.
- Ads highlighting hotel deals generated the longest time on site, proving that consumers continue to be interested in special offers.
- AJC and WFTV continue to have the highest completion rates on our video pre-roll.
- AAA banners continue to drive the highest amount of online leads (Visitor Guide downloads/mail and email signups) out of any digital banner vendor.

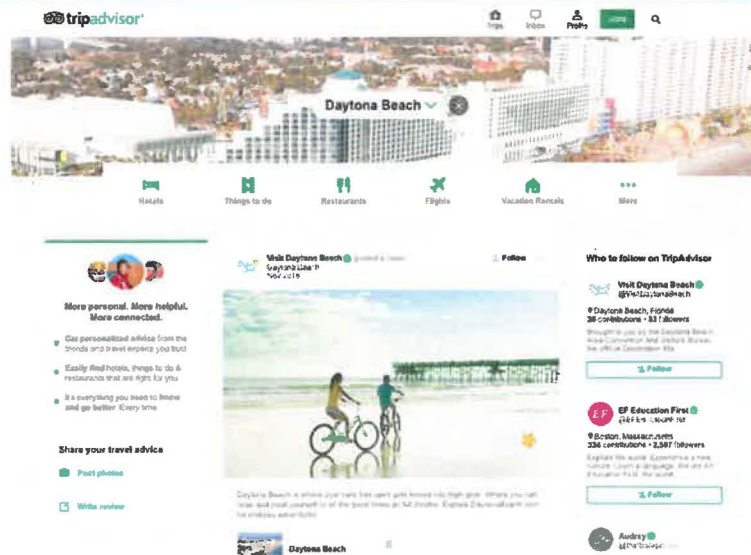


## TRIPADVISOR UPDATES

- TripAdvisor is currently going through a platform overhaul.
- The new interface looks more like Facebook and Twitter.
- It is much more social in nature, giving people the chance to “follow” you to receive your content.
- Our Geo page will be on the new platform under the handle @visitdaytonabeach.
- TripAdvisor is estimating the Premium Destination Pages will exist until end of Q1, then all the content will flow through the main profile @visitdaytonabeach.
- The team is continuing to work with TripAdvisor on changes as they roll out.



## TRIPADVISOR UPDATES



## PAID FACEBOOK RESULTS OCTOBER - NOVEMBER 2018

Facebook continues to be a great platform for the destination.

- Overall, it drove 68,815 Website Sessions with over 25% of those being new users.
- Drive to Website Ads outperformed all other ad types with a reach over 3.9 million, more than 10 million impressions and 67,638 sessions.
- Captured a total 10,303 leads.


Ad Type	Results	Reach	Impressions	Frequency	Sessions
Boosted Posts	72,262 Post Engagements	152,165	195,581	1.3	
Like Ads	3,256 Page Likes	78,273	117,684	1.5	
Lead Ads	10,303 Leads	125,376	237,616	1.9	1,177
Website Click Ads	59,097 Landing Page Views	3,977,039	10,456,395	2.6	67,638



## PAID FACEBOOK RESULTS OCTOBER - NOVEMBER 2018

Daytona Beach Area Convention and Visitors Bureau  
Sponsored

With warm weather, uncrowded beaches, and 60+ upcoming events and festivals, Daytona Beach is the perfect fall escape.



DAYTONABEACH.COM  
**A WonderFall beach getaway is calling your name.** [Learn More](#)

Visit our website to discover Daytona Beach's endless outdoor adventures and fun fall festivals happening soon!

686K Views

Like Comment Share

Best Performing Facebook Ad - Website Click Ad

Reach: 1,093,024  
Impressions: 2,451,048  
Landing Page Views: 32,711





## INSPIRATION DIGITAL VIDEO RESULTS | OCTOBER - NOVEMBER 2018

- October-November exceeded our 70% completion rate benchmark, ending with just above a 75% completion rate.
- The campaign also came in at an average .15% CTR, well above the benchmark of .08%.

### Pre-Roll

Month	Ad Type	Impressions	Spend	Clicks	CTR	Sessions
October	Video - Pre-Roll and In-stream	1,027,207	\$16,700	1,487	0.14%	937
November	Video - Pre-Roll and In-stream	2,252,200	\$40,304	3,486	0.15%	2,929



## ACTIVE EVALUATION DIGITAL DISPLAY RESULTS | OCTOBER - NOVEMBER 2018

- Overall, the digital display ads performed very well with an average 0.19% CTR and 13,922 Sessions. Benchmark - .07-.09% CTR.
- TripAdvisor and ADARA were the top two performing vendors.

### Banners/Native

Month	Ad Type	Impressions	Spend	Clicks	CTR	Sessions
October	Display	3,469,159	\$35,760	4,732	0.14%	5,233
November	Display	5,198,196	\$35,760	12,025	0.23%	8,689



## DAYTONA BEACH EMAIL NET GROWTH OCTOBER - NOVEMBER 2018

Marketing List: 65,276

Current Database: 134,325

Active Net Growth: 45%

	October 2018	November 2018	Totals
On-Site Form Sign-Up	890	657	1,547
Facebook Lead Ads	2,241	3,356	5,597
List Import	2,105	997	3,102
Third Party Emails	2,539	1,073	3,612



## DAYTONA BEACH TOP PERFORMING EMAILS

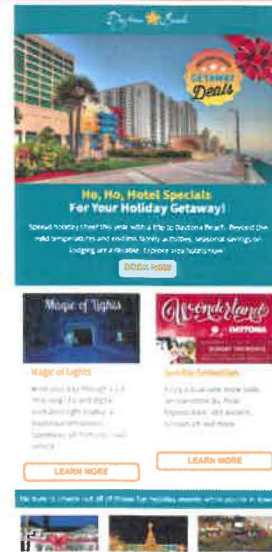
Date	10/24/18
Subject Line	Biketoberfest* is nearly here!
List	Biker Segment
Delivered	27,722
Open rate Ind. Standard 13.3%	15%
CTR Ind. Standard 1.6%	1.3%
Total Clicks	352

The screenshot shows an email layout for 'Biketoberfest'. At the top, it says 'Get excited up for Biketoberfest!' with a background image of a festival. Below that, there's a 'PLAN YOUR TRIP' button. Further down, there are sections for 'Have a bike breakdown?' and 'Meet the people who make it possible.' with associated text and logos for GEICO Motorcycle and Yamaha. At the bottom, there are buttons for 'FIND A PLACE TO STAY' and 'MEET THE SPONSORS'.



## DAYTONA BEACH TOP PERFORMING EMAILS

<b>Date</b>	11/29/18
<b>Subject Line</b>	May your vacation be merry & bright 🌟
<b>List</b>	Full Newsletter List
<b>Delivered</b>	62,548
<b>Open rate</b> Ind. Standard 13.3%	14%
<b>CTR</b> Ind. Standard 1.6%	1.1%
<b>Total Clicks</b>	677



## ORGANIC SOCIAL MEDIA OCTOBER - NOVEMBER 2018

All social media channels have experienced significant growth during the above timeframe - particularly on **Facebook**.

### Platform Summary: October 1, 2018 - November 30, 2018

Platform	Total Fans	Total Engagement	Website Visits
<b>Facebook</b>	<b>165,136</b>	<b>16,044</b>	<b>8,991</b>
<b>Twitter</b>	<b>11,509</b>	<b>803</b>	<b>143</b>
<b>Instagram</b>	<b>7,822</b>	<b>2,951</b>	<b>148</b>





## FACEBOOK RESULTS OCTOBER - NOVEMBER 30, 2018


- Total Facebook Fans = 165,136
  - **+61,489** new fans
  - **(+59.3%** from year prior)
  
- Total Website Visits = 8,991
  - **+2,339** more website visits
  - **(+35.2%** from year prior)



### Top Organic Facebook Post:

**Daytona Beach Area Convention and Visitors Bureau**  
 Updated on [October 24, 2018](#)

Current conditions in Daytona Beach, Florida. Beautiful weather and amazing beaches. Welcome to fall festival season! Had your wonderful at DaytonaBeach.com



Current conditions in Daytona Beach, Florida  
 86-89

Get More Likes, Comments and Shares  
 Boost this post for \$30 to reach up to 6,700 people

Your video is posted in Florida

181

**Performance for Your Post**

**9,848** Reach (Reach)

**3,823** Engagements (Engagements)

**390** Shares (Shares)

241	151	90
49	38	13
3	0	3
49	16	24
59	58	1

**519** Comments (Comments)

95 Likes (Likes)

**NEGATIVE FEEDBACK**

3 Hates (Hates)



## MEDIA PLACEMENTS AND APPROVALS FOR APRIL-JUNE 2019



## MEDIA PLACEMENTS FOR APRIL-JUNE 2019

	APRIL	MAY	JUNE
<b>DIGITAL</b>	Facebook TripAdvisor OrlandoSentinel.com Adara Sojern Conversant Third Party Emails VF-Madden Remarketing Clicktivated Taboola Travel Spike AJC.com WFTV.com iHeart Media Pandora	Facebook TripAdvisor OrlandoSentinel.com Adara Sojern Conversant Third Party Emails VF-Madden Remarketing Clicktivated Taboola Travel Spike AJC.com WFTV.com iHeart Media Pandora	Facebook TripAdvisor OrlandoSentinel.com Adara Sojern Conversant Third Party Emails Clicktivated Taboola Travel Spike AJC.com WFTV.com iHeart Media Pandora
<b>Print</b>	The Villages Daily Sun Parents Interfuse/Connect Travel America's Best Vacation	The Villages Daily Sun VF-AAA Living South	
<b>Out-of-Home</b>	I-95 Directional Board	I-95 Directional Board	I-95 Directional Board
<b>TV/Cable/OTT</b>	Orlando Tampa Jacksonville Miami Atlanta Chicago Charlotte Houston	Orlando Tampa Jacksonville Miami Atlanta Chicago Charlotte Houston	Orlando Tampa Jacksonville Miami Atlanta Chicago Charlotte Houston
<b>Radio</b>	Syndicated Radio Promotion Orlando Tampa Jacksonville	Syndicated Radio Promotion Orlando Tampa Jacksonville	Syndicated Radio Promotion Orlando Tampa Jacksonville



## MEDIA APPROVALS FOR APRIL-JUNE 2019

**Total Spend = \$1,615,237**

	APRIL	MAY	JUNE
<b>PAID SOCIAL</b>			
Facebook/Instagram	\$ 30,500	\$ 30,500	\$ 30,500
<b>DIGITAL MEDIA</b>			
TripAdvisor	\$ 26,765	\$ 20,975	\$ 10,215
OrlandoSentinel.com	\$ 5,600	\$ 3,350	\$ 3,600
Adara	\$ 17,061	\$ 17,061	\$ 15,186
Sojern	\$ 13,150	\$ 13,150	\$ 13,150
Conversant	\$ 17,388	\$ 17,388	\$ 17,388
Third Party Emails	\$ 3,000	\$ 3,000	\$ 3,000
Clicktivated	\$ 25,500	\$ 12,750	\$ -
Taboola	\$ 20,079	\$ 10,039	\$ -
Travel Spike	\$ 80,018	\$ 36,379	\$ -
AJC.com	\$ 39,420	\$ 9,960	\$ -
WFTV.com	\$ 1,800	\$ 1,800	\$ 1,800
iHeart Media	\$ 18,150	\$ 18,150	\$ -
Pandora	\$ 23,100	\$ 23,100	\$ -
<b>TV/CABLE/OTT</b>	\$ 225,101	\$ 293,826	\$ 81,600
<b>RADIO</b>	\$ 129,235	\$ 150,102	\$ 20,868
<b>PRINT</b>			
The Villages Daily Sun	\$ 2,987	\$ -	\$ -
VF-Family Circle, Family Fun, Parents	\$ 18,485	\$ -	\$ -
Interfuse/Connect Travel America's Best Vacation	\$ 17,530	\$ -	\$ -
VF-AAA Living South	\$ -	\$ -	\$ -
<b>OUT-OF-HOME</b>			
Lamar	\$ 1,849	\$ 1,849	\$ 1,849
<b>AD SERVING FEES</b>			
Mighty Hive Serving Fees - Est. based on planned impressions	\$ 18,720	\$ 12,463	\$ 4,801
<b>MONTHLY TOTAL</b>	\$ 735,438	\$ 675,842	\$ 203,957





**THANK YOU**

