

HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

REGULAR MEETING

Wednesday, September 18, 2019 • 2:00 PM • International Speedway Corporation, in the Daytona 500 room located at One Daytona Blvd., Daytona Beach, FL 32114

The regular meeting of the Halifax Area Advertising Authority was called to order by the Chair Linda Bowers at 2:02 p.m., September 18, 2019. The secretary/treasurer (Androse Bell) was present. Attendance was taken by Christy Zimmerman and the following members were present, Androse Bell, Blaine Lansberry, Jim Berkley, John Betros, John Phillips, Josh Harris, Libby Gallant, Linda Bowers, Lisa Shavatt, Samir Naran and Steve Farley. No members were absent.

Guests:

Jim Abbott, John Cameron, Jay Cassens, Bob Davis, Alfredo Gonzalez, Andy Kovan, Elizabeth Murphy, Connor Rand, Brian Rothwell, Tim Buckley, Tom Guest, Jennifer LaBonte, Pat Patterson, and Shelby Selner

Staff Present:

Lori Campbell Baker, Kay Galloway, Chuck Grimes, Kate Holcomb, Linda McMahon, Christy Zimmerman, Jennifer Sims, Cindi Lane, Brandon Little and Chantelle Bravo

Consent Agenda

Linda Bowers asked if the Board or the public had any comments or questions.

Motion by John Betros to approve the Consent Agenda items a-l. Second by Steve Farley. Motion passed 11-0.

Linda McMahon introduced Chantelle Bravo, our new Group Sales Coordinator and Brandon Little, our new Sports Business Development Manager. Kay Galloway introduced Cindi Lane, our new Partner Liaison and Visitor Experience.

Reports of Officers

Secretary/Treasurer Androse Bell

Finance & Human Resources

July 2019 Board Financial Packet

Financials were presented and with no questions or comments. Bowers stated that the financial report will be filed for audit.

Insurance Renewal

Grimes reported on the General Liability Insurance renewal information in the packet. The policy coverage remains the same, with a minimal cost increase. Bowers asked if the Board or the public had any comments or questions.

Jim Berkley motion to approve the general liability insurance.. Second by Steve Farley. Motion passed 11-0.

Standing Committees

Advertising Committee

The Brandon Agency 2018-2019 Campaign Update

Andy Kovan and Shelby Selner presented the campaign update.

2019-2020 Consumer Media Plan

Selner presented the consumer media plan. Steve Farley noted that the Advertising Committee has voted in support of the \$943,023 consumer media expenses. Bowers asked if the Board or the public had any comments or questions.

Motion by Steve Farley to approve the 2019-2020 Consumer Media Plan of \$943,023. Second by John Betros. Motion passed 11-0.

Simpleview Pay-Per-Click Contract

Kay Galloway reported that this contract is for Simpleview to purchase keywords on the CVB's behalf, and the contract would start October 1, 2019. Farley reported that the Advertising Committee has voted in support of the \$280,800 expenditure.

Bowers asked if the Board or the public had any comments or questions.

Motion by Steve Farley to approve the Simpleview Pay-Per-Click contract. Second by Blaine Lansberry. Motion passed 11-0.

Daytona Turkey Run

Jennifer LaBonte reported on details from the 2018 Fall Daytona Turkey Run and said the group is using HAAA's \$20,000 in pre-approved funding to promote this year's event.

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Biketoberfest® Committee

Tom Guest, Chair of the Biketoberfest® Committee, reported that the committee sent the Masterplan to the City Commission, which approved 22 properties and denied two for code violations.

Sponsorships

GEICO

Galloway reported that GEICO's presenting sponsorship for Biketoberfest® includes a year one commitment of \$42,000, a year two commitment of \$33,000, and a year three commitment of \$33,000. Bowers asked if the Board or the public had any comments or questions.

Motion by Lisa Shavatt to approve the three-year GEICO sponsorship. Second by Samir Naran. Motion passed 10-1.

Southern Stone Communications

Galloway reported that the Southern Stone Communications contract (local 95.7 HOG Radio) is for three years of in-kind media sponsorship, totaling \$15,000. Bowers asked if the Board or the public had any comments or questions.

Motion by John Betros to approve the Southern Stone Communications \$15,000. In-kind sponsorship for three years. Second by Lisa Shavatt. Motion passed 11-0.

Group Sales

Meetings & Conventions

HelmsBriscoe Membership

Linda McMahon presented the \$20,000 HelmsBriscoe membership renewal. Bowers asked if the Board had any comments or questions.

Motion by Libby Gallant to approve the HelmsBriscoe membership renewal. Second by Lisa Shavatt. Motion passed 11-0.

Tour & Travel

HAT Marketing

McMahon presented information on the HAT Marketing contract, for representation in the UK, Ireland, and Germany markets. Bowers asked if the Board or the public had any comments or questions.

Motion by John Betros to approve the HAT marketing membership \$65,000 renewal. Second by Libby Gallant. Motion passed 11-0.

Hotelbeds.com Marketing Opportunities

McMahon presented an opportunity that would include Germany, the UK, Ireland, and Brazil.

Bowers asked if the Board or the public had any comments or questions. Discussed but no action taken on.

Sports

McMahon reported on the Sports Committee's ongoing efforts and reviewed the newly launched social media campaign.

Arts, Culture & Heritage Tourism

Kate Holcomb reported on the Arts, Culture & Heritage Tourism Advisory Committee's current effort.

Unfinished Business

Challenge DAYTONA Triathlon

Kay Galloway reported on the high-end international event's revised application, which included an increased marketing spend, an adjusted room rate of is \$99.86 and a new nighttime start. The CVB has distributed hotel leads twice for this December 13-15 event, and ten hotels already on-board. Bowers asked if the Board or the public had any comments or questions.

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Motion by Steve Farley to approve the Challenge Daytona Triathlon for \$15,000 funding. Second by John Betros. Motion passed 9-0. Josh Harris recused himself from the vote. Jim Berkley stepped out of the room just prior to the vote.

New Business

Libby Gallant reported that we are experiencing a flat market, partly due to more than 3,000 homes being rented out as vacation properties in the area. Gallant noted that the County is working to ensure that applicable sales and bed taxes are being collected appropriately, and that she would like to have a letter sent to the County in support of expediting this process.

Bowers asked if the Board or the public had any comments or questions.

Motion by Libby Gallant to approve a letter to enforce code in proper areas and vacation rentals. Second by John Betros. Motion passed 11-0.

Public Participation

None

Adjourn

There being no further business or public participation the meeting was adjourned at 3:53 p.m.

Submitted by Christy Zimmerman, Executive Assistant

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME <i>Harris Joshua Carl</i>		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE <i>Halifax Area Advertising Authority Board</i>	
MAILING ADDRESS <i>175 Deep Woods Way</i>		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:	
CITY <i>Ormond Beach FL</i>	COUNTY <i>Volusia</i>	<input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY	
DATE ON WHICH VOTE OCCURRED <i>9/18/19</i>		NAME OF POLITICAL SUBDIVISION:	
		MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTEE	

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Jashua C. Harris, hereby disclose that on September 18, 20 19

(a) A measure came or will come before my agency which (check one or more)

- ☐ inured to my special private gain or loss;
- ☐ inured to the special gain or loss of my business associate, _____,
- ☐ inured to the special gain or loss of my relative, _____,
- ☒ inured to the special gain or loss of Daytona International Speedway, by whom I am retained; or
- ☐ inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

I am employed by Daytona International Speedway, which hosts the Challenge Daytona Triathlon event.

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

9/18/19
Date Filed

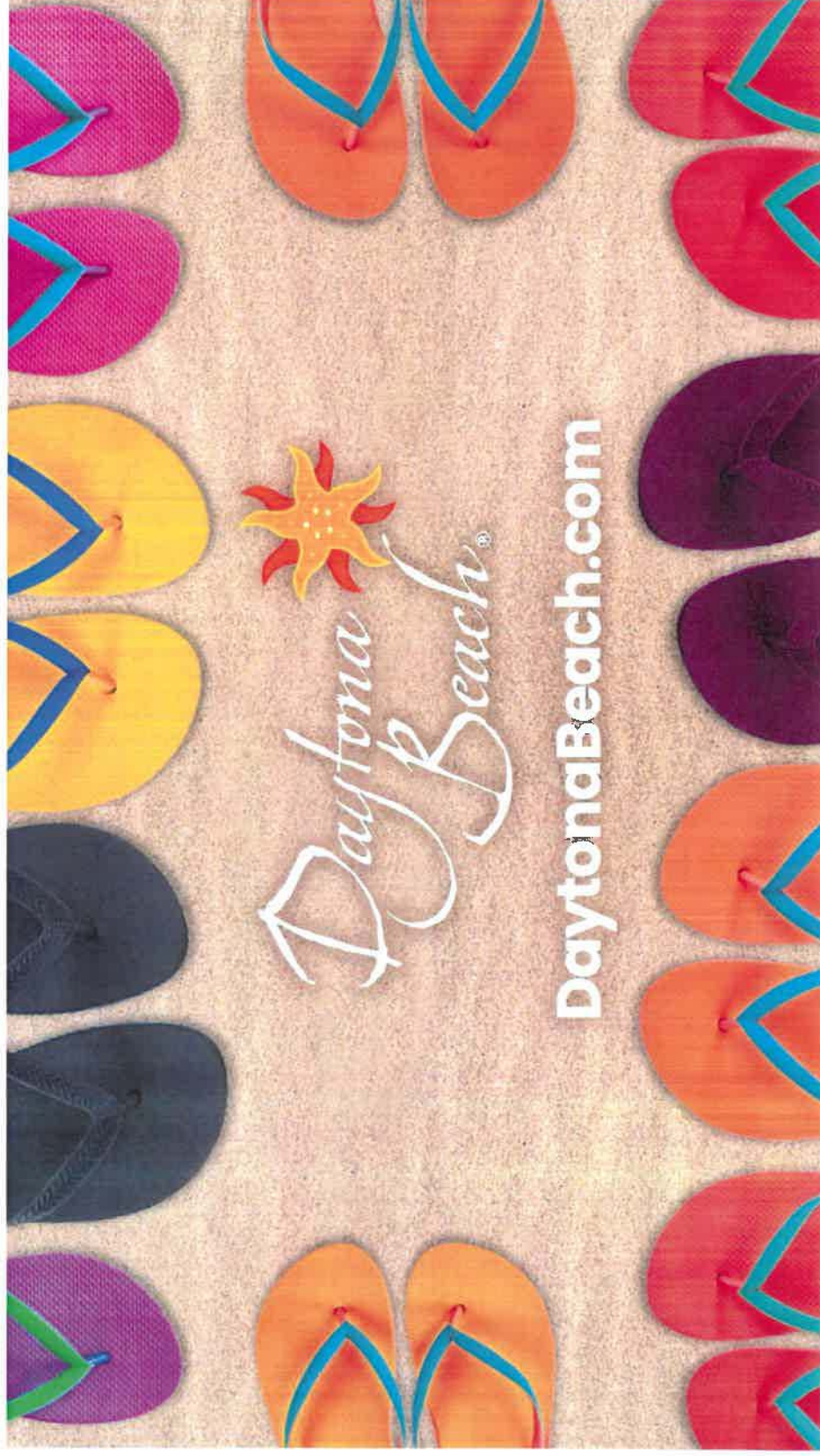
[Signature]
Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.



Campaign Update
June - July 2019

HAAA Board Meeting September 18, 2019



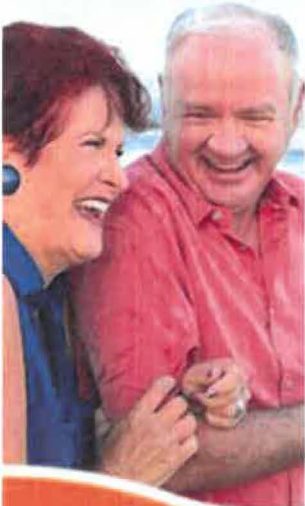


CHILLLL
is in the air

Daytona Beach.

**Book your
WonderFall getaway!**

CHILL
is in the air



**Book your
WonderFall
getaway!**

Daytona Beach.





WEBSITE PERFORMANCE - JUNE - JULY 2019



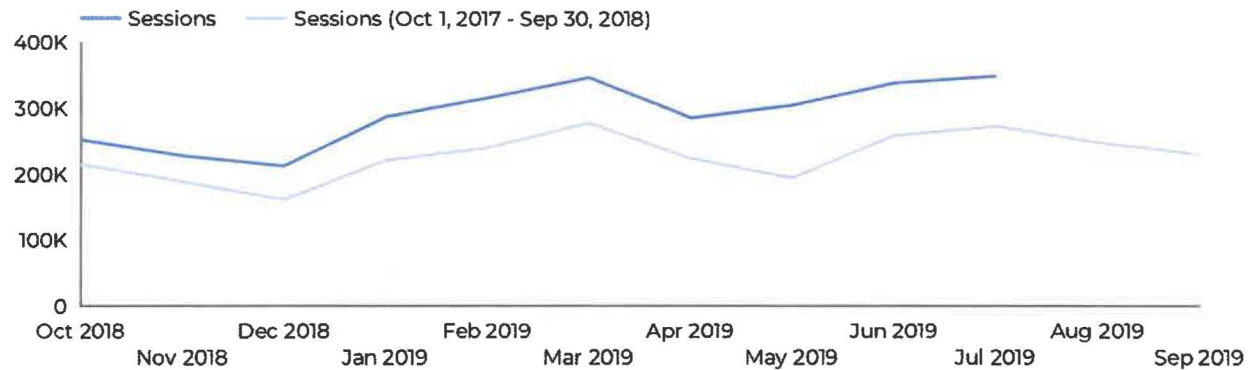
** vs. Last Year

Sessions
688,078
↑ 29.4%

Pages / Session
2.01
↓ -10.4%

Time on Site
00:01:35
↓ -12.8%

Bounce Rate
64.08%
↑ 7.3%



- Monthly sessions stayed consistently higher than last year.
- The decrease in engagement rates is partially due to an increase in users landing on the deals pages (facebook-deals, hotel-deals, etc.) and /biketoberfest/ as these pages mainly focus on the users viewing their content instead of CTAs.

LEAD GENERATION - JUNE - JULY 2019



** vs. Last Year

Total Leads
15,850
↓ -6.7%

Total Website Leads

7,179
↑ 30.6%

Facebook Leads

8,671
↓ -24.5%

Website Leads Breakout:

VG Downloads

1,825
↑ 39.0%

VG by Mail

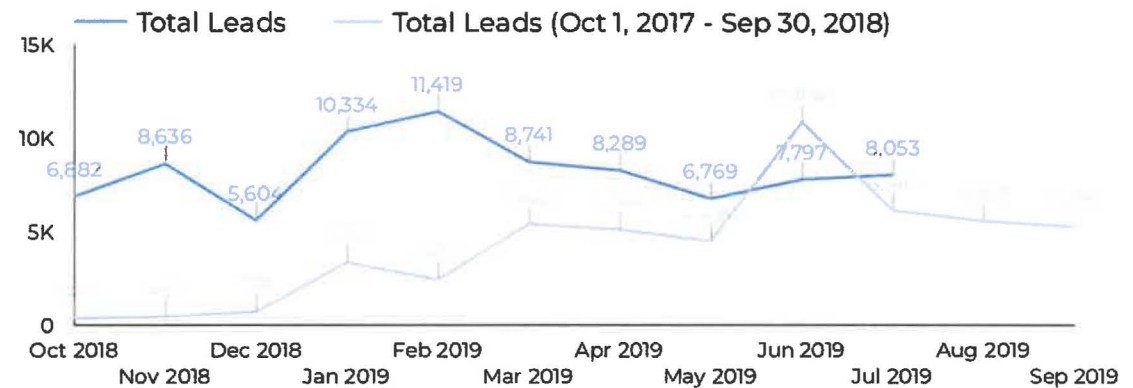
1,128
↑ 64.9%

Newsletter Signups

386
↑ 84.7%

Enter to Win

3,840
↑ 16.7%

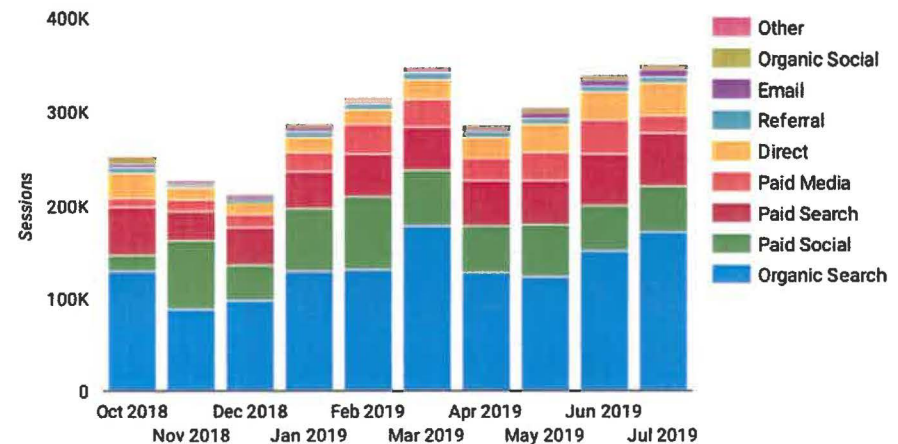


- Total Website Leads (VG Downloads, VG by Mail, Newsletter Signups, and Enter to Win) are up 31% YoY.
- There was a sharp increase in Facebook Leads in June of last year which caused a YoY decrease in Total Leads this year.

WEBSITE TRAFFIC SOURCES - JUNE - JULY 2019

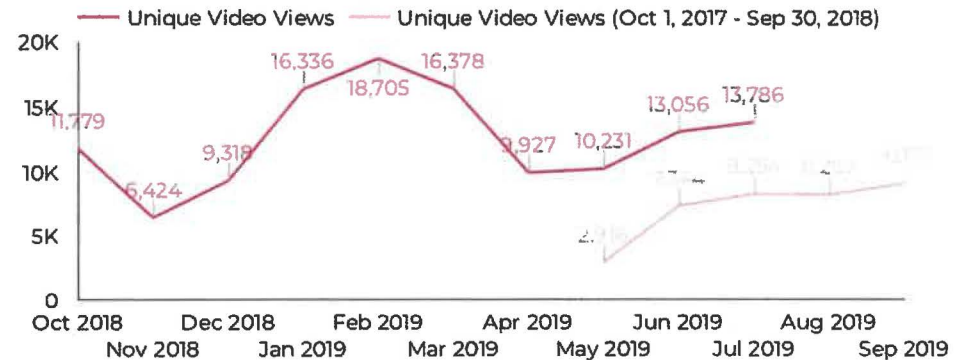
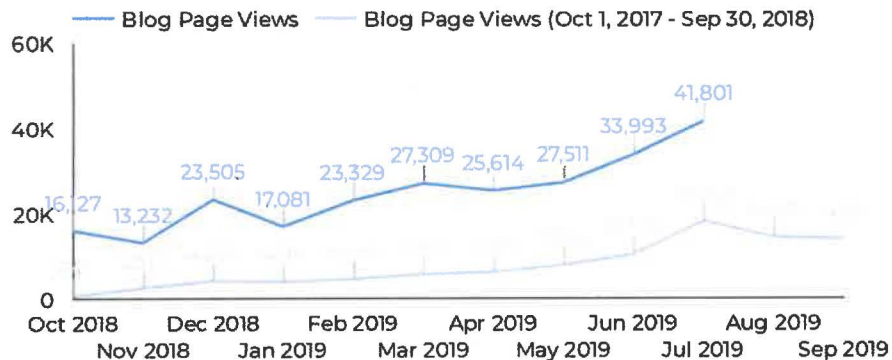


Channel	Sessions ▾	vs. Last Year	Total Website Leads	vs. Last Year
Organic Search	321,824	22.0% ↑	2,558	-5.3% ↓
Paid Search	110,312	12.9% ↑	1,895	36.3% ↑
Paid Social	98,567	27.6% ↑	447	48.5% ↑
Direct	65,864	53.5% ↑	663	65.3% ↑
Paid Media	54,989	116.9% ↑	147	113.0% ↑
Email	14,487	219.2% ↑	1,027	317.5% ↑
Referral	12,955	1.1% ↓	322	24.3% ↑
Organic Social	9,029	53.8% ↓	120	-0.8% ↓
Other	51	-96.7% ↓	0	-100.0% ↓



- Email and Paid Media saw some of the highest percentage increases in Sessions and Website Leads.
- Leads conversion rate improved across most channels compared to last year. Email had the most significant increase in Leads (+318% YoY) and conversion rate (+31% YoY). This channel also had by far the highest conversion rate at over 7%.

CONTENT DEVELOPMENT: BLOG AND VIDEO VIEWS - JUNE - JULY 2019



- Blog views went up significantly in June and July, mainly due to an increased interest in “3 Top Spots for Daytona Beach Fireworks” post.
- Video views have also been increasing since the dip after Bike Week. The most popular videos were “Experience Biketoberfest® October 17-20, 2019”, “Daytona Beach, FL - Virtual Paradise” and “Ocean Walk Shoppes - Daytona Beach, Florida”.

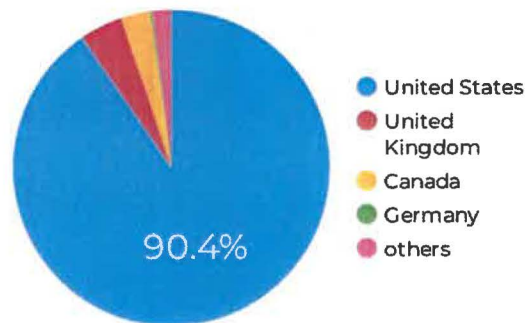
GEOGRAPHIC WEBSITE PERFORMANCE - JUNE - JULY 2019



Florida Sessions
261,308
↑ 11.4%

Non-Florida Sessions
426,770
↑ 43.6%

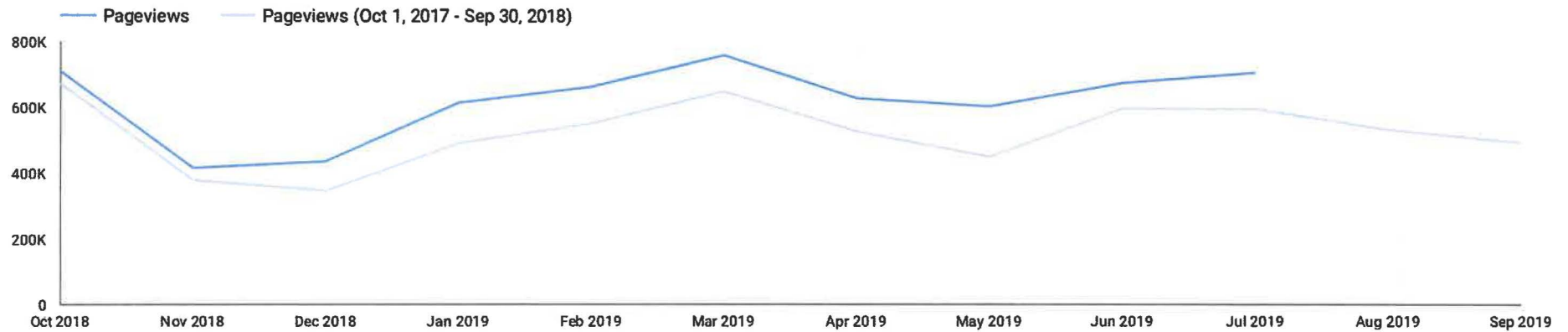
Sessions by Country



US Region	Sessions ▾	vs. Last Year
1. Orlando-Daytona Beach-Melbourne FL	181,917	12.2% ↑
2. Atlanta GA	61,374	66.7% ↑
3. New York, NY	26,527	77.7% ↑
4. Tampa-St. Petersburg (Sarasota) FL	22,219	-17.3% ↓
5. Miami-Ft. Lauderdale FL	21,062	-11.1% ↓
6. Jacksonville FL	14,910	44.0% ↑
7. Charlotte NC	12,069	23.6% ↑
8. Nashville TN	11,857	38.5% ↑
9. Dallas-Ft. Worth TX	10,801	45.3% ↑
10. Chicago IL	9,036	-16.4% ↓

United Kingdom and Canada had the highest YoY increase in sessions (467% and 106%, respectively). United States sessions increased 23% YoY.

WEBSITE CONTENT OVERVIEW- JUNE - JULY 2019



Top 5 Landing Pages

	Sessions ▾	vs. Last Year
/wide-open-fun	60,919	14.5% ↑
Home Page	50,259	-13.2% ↓
/events/music/bandshell-concerts	46,248	32.6% ↑
/biketoberfest	44,217	179.9% ↑
/things-to-do	37,065	108.0% ↑

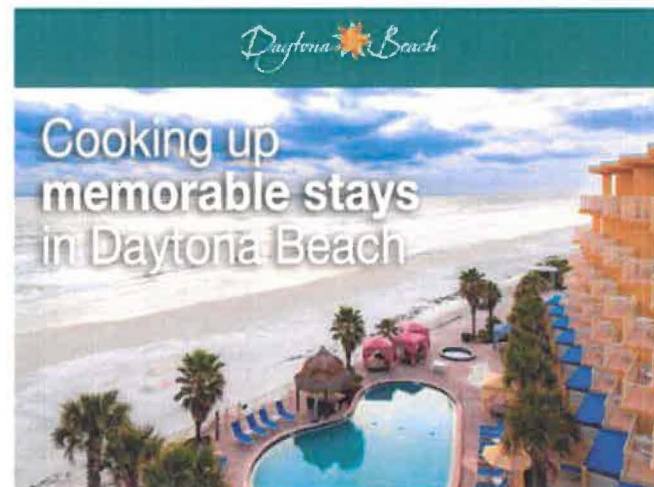
Top 5 Viewed Pages

	Pageviews	vs. Last Year
Home Page	68,124	-10.2% ↓
/wide-open-fun	67,085	8.6% ↑
/events/music/bandshell-concerts	66,541	27.0% ↑
/biketoberfest	50,438	140.6% ↑
/things-to-do/attractions	49,903	57.0% ↑

EMAIL RESULTS - EMAIL MARKETING JUNE - JULY 2019



Date	6/8/19
Subject Line	WARNING: This may make your tummy rumble ...
List	Newsletter
Delivered	103,335
Open rate Ind. Standard 13.3%	15%
CTR Ind. Standard 1.6%	0.6%
Total Clicks	610



The Shores Resort & Spa welcomes new Executive Chef!

Fresh ingredients, creative menu additions and expertly prepared dishes — it's all on tap at The Shores Resort & Spa.



The elegant oceanfront resort in Daytona Beach Shores recently appointed Steven Bernstein as its Executive Chef, and that means a beach vacation has never been more appetizing.

With over 30 years of experience at some of the nation's most prestigious resorts, Chef Bernstein will be enhancing the offerings at The Shores' on-site restaurant, lounge and bar, as well as refining its catering services. Best of all, his passion for locally sourced products will shine through his culinary concoctions.

EMAIL RESULTS - EMAIL MARKETING JUNE - JULY 2019



Marketing List: 109,897

Year over Year Growth: 185%

Current Database: **183,4962**

Active Net Growth: **5.3%**

	Oct '18	Nov '18	Dec '18	Jan '19	Feb '19	March '19	April '19	May '19	June '19	July '19	Totals
On-Site Form Sign-Up	890	657	794	1,462	1,525	1,508	1,419	1,237	1,234	1,183	11,909
Facebook Lead Ads	2,241	3,356	1,165	4,689	5,060	3,089	4,154	3,205	3,682	3,661	34,302
List Import	2,105	997	97	37	32	1,685	561	5,958	351	95	11,918
Third Party Emails	2,539	1,073	715	367	2,416	2,173	1,816	1,649	1,648	2,140	16,536
Total Marketing List										109,897	109,897

CHANNEL PERFORMANCE

Platform Summary: June 1, 2019 - July 31, 2019

	Total Fans	Total Engagement	Impressions	Website Visits (Organic Traffic)
Facebook	204,875	172,838	24,690,942	8,376
YOY	33%	16%	79%	56%
	Total Followers	Total Engagement	Impressions	Website Visits
Twitter	11,704	1,406	67,079	2
YOY	2%	-43%	-41%	-98%
	Total Followers	Total Engagement	Impressions	Website Visits
Instagram	10,133	15,597	11,753,715	356
YOY	48%	254%	12252%	788%

MOST VISITED WEB PAGES

/events/music/bandshell-concerts/
 /blog/post/fun-fall-festivals-events-to-hit-in-daytona-beach/

TOP PERFORMING SOCIAL MEDIA POSTS

Daytona Beach Area Convention and Visitors Bureau was live.
June 26 · 🌐

We're enjoying the view from the famous SunGlow Pier for #WaveWednesday and giving you a little different wave perspective today 🌊



🌱 **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

28,100 People Reached
3,605 Engagements

👍👍👍 You and 683 others

160 Comments 128 Shares

[Boost Post](#)

Performance for Your Post

28,100 People Reached

12,167 3-Second Video Views

1,458 Reactions, Comments & Shares #

723 Like	503 On Post	220 On Shares
317 Love	267 On Post	50 On Shares
5 Haha	4 On Post	1 On Shares
15 Wow	12 On Post	3 On Shares
3 Sad	2 On Post	1 On Shares
1 Angry	1 On Post	0 On Shares
279 Comments	201 On Post	78 On Shares
136 Shares	128 On Post	8 On Shares

2,147 Post Clicks

615 Clicks to Play #
0 Link Clicks
1,532 Other Clicks #



discoverdaytonabeach • Following ...

discoverdaytonabeach A sky-high perspective of the beach below (📸 @clausen30)

👍

discoverdaytonabeach
#LoveDaytonaBeach
#WideOpenFun #DaytonaBeach
#LoveFL #Florida #Travel
#Vacation #surfing #waves
#beachlife

7w Reply

sydneystipp @hope.shourd
they day we got to do this
would be the happiest of my life

📌

📌 Liked by courtneydiane1113 and 387 others

JUNE 21

Add a comment


PAID SOCIAL RESULTS - JUNE - JULY 2019



In addition to the onsite leads, Facebook Lead ads drove an additional 8,671 leads in June and July.

Best Performing Social Creative

June - Co-op Deals

Daytona Beach Area Convention and Visitors Bureau
Sponsored · 

- Bright sunshine
- Wide beaches
- The best deals around

Discover summertime savings now!



DAYTONABEACH.COM

Save more on your summer escape!

[Learn More](#)

Explore seasonal hotel offers and save -- visit our website...

 Robert Capredoni, Sue Wilson and Rose Mintram

 Like

 Comment

 Share

Reach: 608,126
Impressions: 1,040,828
Frequency: 1.71
Landing Page Views: 5,005
Cost Per Landing Page View: \$.70

July - Clicktivated Video

Daytona Beach Area Convention and Visitors Bureau
Sponsored · 

- Sunny beaches
- Water adventures
- Live music
- Fresh seafood

There's something for everyone in Daytona Beach!



DAYTONABEACH.COM

Explore top things to do in Daytona Beach!

[Learn More](#)

View more experiences and family fun on our website now

 Xiomara Mendez, Kim Earley Keaton Tate and 5 others

54K views

 Like

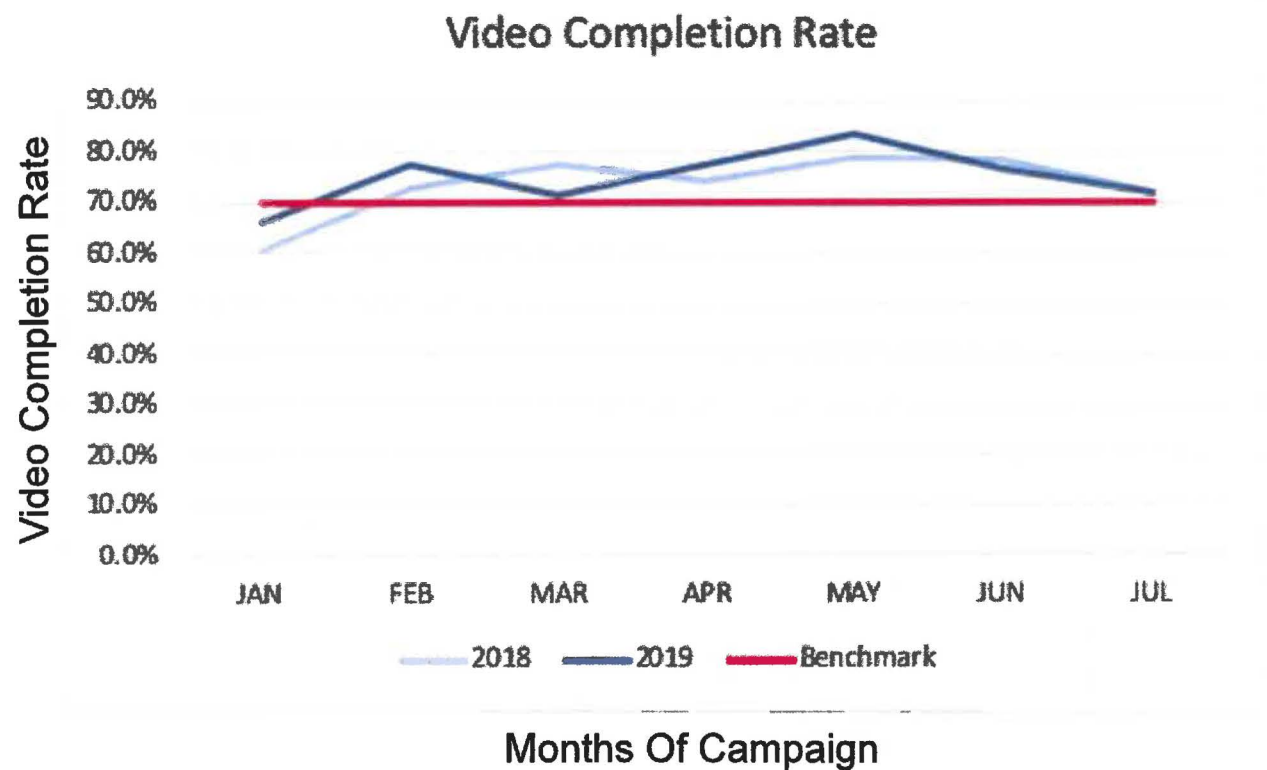
 Comment

 Share

Reach: 156,278
Impressions: 272,381
Frequency: 1.74
Landing Page Views: 3,420
Cost Per Landing Page View: \$.58

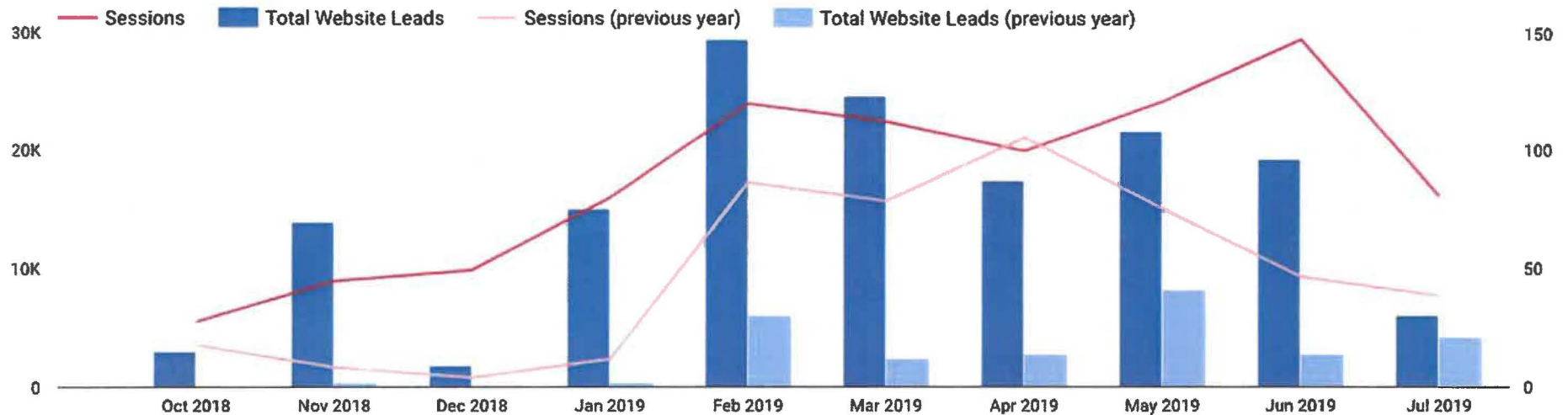
2018/19 Video Partners:

Adara
Atlanta Journal Constitution
Clicktivated
Conversant
Orlando Sentinel
Sojern
TripAdvisor
WFTV



Video has consistently performed above our 70% completion rate goal since the beginning of our campaigns. The only months under the 70% goal were during ramp up periods.

ACTIVE EVALUATION - **DIGITAL RESULTS JUNE - JULY 2019**



- Digital Display and Native Ads drove 162,720 Sessions and 737 website leads.
- Adara drove the highest number of sessions with 16,070 sessions and 10,553 users with 96.7% of those being new to the site.

MEDIA PLACEMENTS - Q4



	OCTOBER	NOVEMBER	DECEMBER
DIGITAL	Facebook/Instagram Pinterest TripAdvisor ADARA Sojern Taboola Conversant Third Party Emails WFTV.com Accuweather	Facebook/Instagram Pinterest TripAdvisor ADARA Sojern Taboola Conversant Third Party Emails WFTV.com Accuweather	Facebook/Instagram Pinterest TripAdvisor ADARA Sojern Taboola Conversant Third Party Emails AJC.com USA Today WFTV.com Accuweather
PRINT	The Villages Daily Sun	Toronto Star The Villages Daily Sun VF - Dreamscapes VF - A Canadian's Guide	Toronto Star The Villages Daily Sun VF - Canadian Traveller
OUT-OF-HOME	1-95 Directional Board	1-95 Directional Board	1-95 Directional Board

MEDIA PLACEMENTS - Q1



	JANUARY	FEBRUARY	MARCH
PAID SOCIAL			
Facebook/Instagram/Pinterest/Snapchat/Twitter	\$ 31,583	\$ 31,583	\$ 31,583
DIGITAL MEDIA	\$ 119,645	\$ 187,787	\$ 191,324
TripAdvisor	\$ 25,246	\$ 25,246	\$ 25,036
ICON - ADARA	\$ 11,624	\$ 17,061	\$ 17,061
ICON - Sojern	\$ 13,150	\$ 13,150	\$ 13,150
ICON- Taboola	\$ 8,334	\$ 8,334	\$ 8,334
Conversant	\$ 26,809	\$ 26,810	\$ 19,667
Clicktivated	\$ 12,750	\$ 12,750	\$ 12,750
AJC.com	\$ 2,300	\$ 22,650	\$ 16,650
USA TODAY	\$ 9,200	\$ 14,250	\$ 12,650
Xaxis	\$ -	\$ 10,175	\$ 10,175
WFTV.com/icFlorida	\$ 1,800	\$ 1,800	\$ 1,800
Exponential	\$ -	\$ 8,550	\$ 8,550
AccuWeather.com	\$ 8,432	\$ 8,454	\$ 8,385
SPOTX	\$ -	\$ -	\$ -
Streaming Radio	\$ -	\$ 18,558	\$ 37,116
TV/CABLE TOTAL	\$ -	\$ -	\$ 197,625
PRINT	\$ 24,906	\$ 15,723	\$ 3,242
2020 Visit Florida Official Vacation Guide	\$ 16,601		
Visit Florida - DREAMSCAPES	\$ -	\$ 4,720	\$ -
Visit Florida - Canadian Traveller	\$ -	\$ -	\$ 3,242
Visit Florida - AARP The Magazine	\$ -	\$ 9,498	\$ -
Toronto Star	\$ 6,800	\$ -	\$ -
The Villages Daily Sun	\$ 1,505	\$ 1,505	\$ -
OUT-OF-HOME/LAMAR OUTDOORS	\$ 1,889	\$ 1,889	\$ 1,889
MIGHTY HIVE/ARRIVALIST	\$ 62,055	\$ 20,081	\$ 20,219
MONTHLY TOTAL	\$ 240,078	\$ 257,063	\$ 445,881

**Total Media Spend
January-March: \$943,023**

THANK YOU



APPENDIX: BLOG AND VIDEO VIEWS - JUNE - JULY 2019



Blog Page	Pageviews ▾	vs. Last Year	Video Title	Views ▾	vs. Last Year
/blog/post/3-top-spots-for-daytona-beach-fireworks	10,062	-0.6% ↓	Experience Biketoberfest@ October 17-20, 2019	4,355	-
/blog/post/fun-free-things-to-do-in-daytona-beach	2,637	-	Daytona Beach, FL - Virtual Paradise	2,295	-29.3% ↓
/blog/post/fun-fall-festivals-events-to-hit-in-daytona-beach	2,626	-	Ocean Walk Shoppes - Daytona Beach, Florida	2,249	-
/blog/post/top-6-places-to-watch-the-sunrise-in-daytona-beach	1,735	231.7% ↑	Daytona Beach Bandshell Free Summer Concerts	1,962	-
/blog/post/enjoy-wet-n-wild-family-fun-at-daytona-lagoon	1,705	2,839.7% ↑	Unlimited Fun in Daytona Beach, Florida	1,408	-
/blog/post/plenty-of-parking-at-daytona-beach	1,628	-	Angell and Phelps Chocolate Factory in Daytona Beach, Florida	1,390	-
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	1,535	90.7% ↑	Virtual Drive on Daytona Beach	1,367	13.9% ↑
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	1,453	520.9% ↑	Ponce Inlet Lighthouse in Ponce Inlet, Florida	1,047	-
/blog/post/wheels-or-walk-where-to-drive-your-car-on-daytona-beach	1,427	7,410.5% ↑	Eco Adventures in Daytona Beach, Florida	794	-
/blog/post/itinerary-daytona-beach-is-the-festival-capital-of-florida	1,412	26.3% ↑	Enjoy Daytona Beach, Florida!	794	-
/blog/category/free-things-to-do/5949200435a1b40b0499cd53	1,194	345.5% ↑	Visit These Historical Sites in Daytona Beach, Florida	746	-
/blog/post/6-beach-bars-with-live-music-in-daytona-beach	1,042	1,347.2% ↑	10 Free Things To Do In Daytona Beach, Florida	542	-
/blog/post/ready-your-poles-5-places-to-go-pier-fishing-in-daytona-beach	989	591.6% ↑	Main Street Pier and Sunglow Pier in Daytona Beach, Florida	528	-
/blog/post/quirky-hidden-gems-in-daytona-beach	972	328.2% ↑	Daytona International Speedway Tours	485	31.4% ↑
/blog/category/family-fun/57435a47014cc6780b1eafc6	923	155.7% ↑	GO Together to the Coke Zero Sugar 400	453	177.9% ↑
/blog/post/biking-trails-and-where-to-access-them-in-daytona-beach	864	-	Daytona Beach Ale Trail	409	-
/blog/post/turtle-topia-time-dos-and-donts-for-safe-sea-turtle-viewing	842	4,852.9% ↑	ONE DAYTONA - the Newest Entertainment Complex in Daytona Beach, Florida	402	-
/blog/category/restaurants/5751d9a4d6d0b5502839bd67	839	452.0% ↑	Daytona Flea & Farmers Market in Daytona Beach, Florida	402	-
/blog/post/popular-piers-in-daytona-beach	837	14.3% ↑	Daytona Beach Adventures on the Water	393	-
/blog/post/the-ultimate-freshwater-fishing-guide-for-daytona-beach	803	-	Oceanfront and Riverfront Dining in Daytona Beach, Florida	319	-

APPENDIX: TOP WEBSITE PAGES - JUNE - JULY 2019



Top Landing Pages	Sessions ▼	vs. Last Year	Most Viewed Pages	Pageviews	vs. Last Year
/wide-open-fun	60,919	14.5% ↑	Home Page	68,124	-10.2% ↓
Home Page	50,259	-13.2% ↓	/wide-open-fun	67,085	8.6% ↑
/events/music/bandshell-concerts	46,248	32.6% ↑	/events/music/bandshell-concerts	66,541	27.0% ↑
/biketoberfest	44,217	179.9% ↑	/biketoberfest	50,438	140.6% ↑
/things-to-do	37,065	108.0% ↑	/things-to-do/attractions	49,903	57.0% ↑
/events	24,835	-10.7% ↓	/things-to-do	46,268	36.9% ↑
/facebook-deals	23,687	14.6% ↑	/things-to-do/attractions/boardwalk-pier	38,786	-6.5% ↓
/things-to-do/attractions/boardwalk-pier	20,980	-14.7% ↓	/things-to-do/free	34,231	34.1% ↑
/things-to-do/attractions	18,493	30.0% ↑	/events	31,711	-45.5% ↓
/things-to-do/the-beach/live-webcam	17,579	80.1% ↑	/events/calendar	27,382	-
/things-to-do/free	14,132	22.6% ↑	/facebook-deals	25,105	14.2% ↑
/hotel-deals	14,092	-	/things-to-do/attractions/family-fun	24,677	73.0% ↑
/event/independence-day-celebrations-fireworks-&-more/38433	12,418	11,398.1% ↑	/things-to-do/the-beach/live-webcam	23,504	69.3% ↑
/florida-resident-deals	10,234	-	/things-to-do/top-10	22,112	68.8% ↑
/things-to-do/the-beach/driving	7,954	8.0% ↑	/hotel-deals	16,622	-
/blog/post/3-top-spots-for-daytona-beach-fireworks	7,789	6.8% ↑	/event/independence-day-celebrations-fireworks-&-more/38433	16,098	2,989.8% ↑
/things-to-do/attractions/family-fun	6,722	25.6% ↑	/things-to-do/water	15,875	73.5% ↑
/things-to-do/top-10	6,625	47.6% ↑	/hotels/hotel-list	13,303	-2.3% ↓
/event/daytona-bike-week-2020/40590	6,363	-	/things-to-do/the-beach	12,116	18.1% ↑
/event/coke-zero-sugar-400-weekend-july-4-6/38992	5,778	-	/florida-resident-deals	12,018	-

APPENDIX: GEOGRAPHIC WEBSITE PERFORMANCE - JUNE - JULY 2019



Country	Sessions ▾	vs. Last Year	Website Leads	vs. Last Year	Metro	Sessions ▾	vs. Last Year	Website Leads	vs. Last Year
United States	622,263	23.4% ↑	6,581	28.1% ↑	Orlando-Daytona Beach-Melbourne FL	181,917	12.2% ↓	1,138	9.8% ↓
United Kingdom	30,186	467.2% ↓	116	24.7% ↑	Atlanta GA	61,374	66.7% ↓	450	24.7% ↓
Canada	20,665	105.9% ↓	299	80.1% ↓	(not set)	60,083	98.2% ↓	738	101.6% ↓
Germany	1,564	15.5% ↑	18	80.0% ↑	Portland OR	37,202	2,195.0% ↓	74	957.1% ↓
Brazil	854	22.5% ↓	30	172.7% ↓	New York, NY	26,527	77.7% ↓	245	77.5% ↓
India	828	29.2% ↑	2	-71.4% ↓	Tampa-St. Petersburg (Sarasota) FL	22,219	-17.3% ↓	330	30.4% ↓
Netherlands	770	29.0% ↑	9	80.0% ↑	Miami-Ft. Lauderdale FL	21,062	-11.1% ↓	170	39.3% ↓
France	737	68.3% ↑	9	200.0% ↑	Jacksonville FL	14,910	44.0% ↓	169	39.7% ↓
Mexico	587	80.1% ↓	4	-	Charlotte NC	12,069	23.6% ↓	110	15.8% ↓
(not set)	497	66.2% ↓	3	-40.0% ↓	Nashville TN	11,857	38.5% ↓	132	16.8% ↓
Australia	480	34.5% ↑	16	220.0% ↑	Dallas-Ft. Worth TX	10,801	45.3% ↓	98	30.7% ↓
Sweden	421	34.9% ↑	3	-	London	9,716	499.0% ↓	16	0.0%
Philippines	387	6.3% ↑	0	-	Chicago IL	9,036	-16.4% ↓	154	67.4% ↓
Spain	375	98.4% ↓	1	-	Washington DC (Hagerstown MD)	8,545	-25.5% ↓	92	-25.8% ↓
Norway	355	16.4% ↑	9	125.0% ↑	Philadelphia PA	7,527	-4.4% ↓	115	18.6% ↓
Switzerland	341	43.3% ↓	0	-	Houston TX	6,694	20.5% ↓	58	28.9% ↓
Puerto Rico	322	10.3% ↓	5	150.0% ↑	Detroit MI	6,070	-6.6% ↓	71	0.0%
Italy	287	47.9% ↑	0	-100.0% ↓	Raleigh-Durham (Fayetteville) NC	5,752	61.1% ↑	55	96.4% ↓
Denmark	274	10.5% ↓	1	0.0%	West Palm Beach-Ft. Pierce FL	5,175	34.6% ↓	99	59.7% ↓
Argentina	267	36.9% ↓	5	150.0% ↓	Cincinnati OH	4,271	-6.8% ↓	83	15.3% ↓

APPENDIX: WEBSITE DEMOGRAPHICS - JUNE - JULY 2019

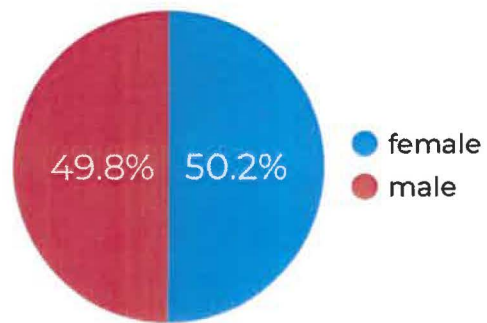


Gender	Users ▾	vs. Last Year	Website Leads	vs. Last Year
female	87,115	-6.0% ↓	2,000	5.8% ↑
male	86,574	15.6% ↑	1,414	45.9% ↑
Grand total	515,734	31.0% ↑	7,179	30.6% ↑

	Age / Users					
Gender	18-24	25-34	35-44	45-54	55-64	65+
male	3,541	13,540	15,989	19,824	18,579	12,737
female	4,482	16,087	17,491	17,630	17,623	11,945

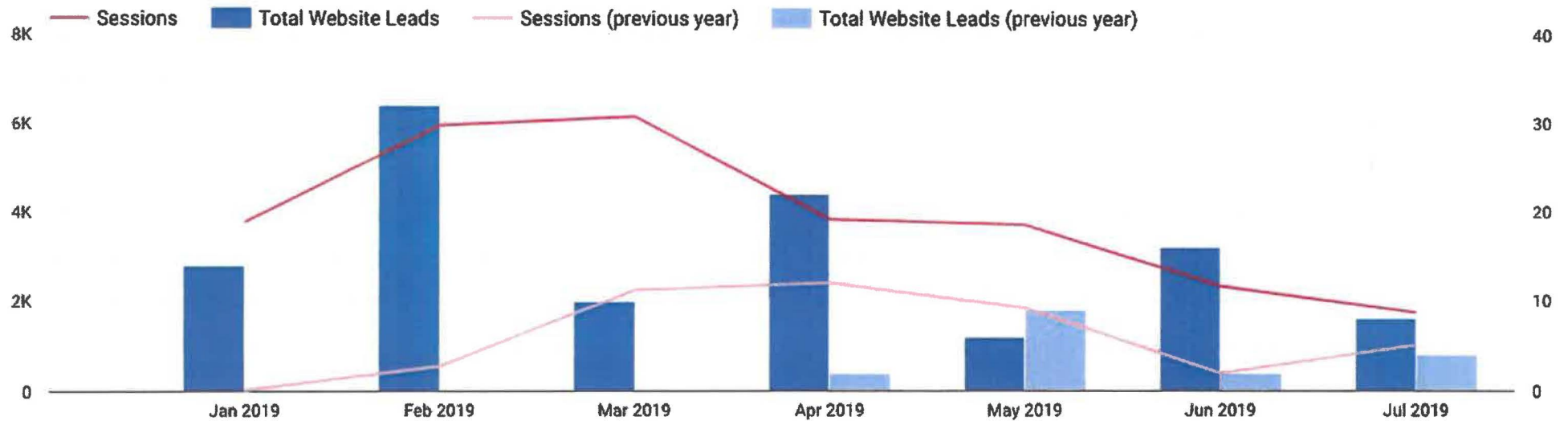
Age	Users ▾	vs. Last Year	Website Leads	vs. Last Year
45-54	37,397	3.5% ↑	697	2.3% ↑
55-64	36,070	26.0% ↑	914	62.6% ↑
35-44	33,544	-8.8% ↓	583	8.2% ↑
25-34	29,338	-13.8% ↓	405	-0.7% ↓
65+	24,793	71.7% ↑	642	88.8% ↑
18-24	8,033	-51.2% ↓	106	-54.3% ↓
Grand total	515,734	31.0% ↑	7,179	30.6% ↑

	Age / Website Leads					
Gender	18-24	25-34	35-44	45-54	55-64	65+
male	32	119	233	289	402	314
female	74	286	350	408	511	327



Age ▾	Users	vs. Last Year
65+	24,793	71.7%
55-64	36,070	26.0%
45-54	37,397	3.5%
35-44	33,544	-8.8%
25-34	29,338	-13.8%
18-24	8,033	-51.2%

INSPIRATION - DIGITAL VIDEO RESULTS JUNE - JULY 2019



Despite the fact that awareness is the main focus of video, it drove a total of 28,256 sessions and 130 leads.