

New Stats

- ◆ Bed Tax collections (CDT) decreased 10.5%, at \$555,029 in August 2019, compared to \$620,583 in August 2018
- ◆ Average Daily Rate decreased about 2% at \$111.04 in August 2019, compared to \$113.67 in August 2018
- ◆ Occupancy decreased about 13%, to 58% in August 2019, compared to 67% in August 2018

Administration

- Worked with the CVB team and partners on Hurricane Dorian prep and response
- Strategized on ideas to recoup business lost due to Labor Day Weekend event
- Participated in CVB committee and HAAA meetings
- Represented the CVB at weekly Daytona Beach Rotary Club meetings
- Represented the CVB at the annual Lodging & Hospitality Association awards meeting
- Represented the CVB as a Board member for the Mid-Florida Housing Partnership
- Conducted a CVB Leadership Team meeting re: strategic planning
- Held daily stand-up meetings and an all-staff First Friday meeting with CVB staff
- Continued prospecting and interviews for a CVB operations position
- Met with Challenge Daytona re: promoting the upcoming triathlon
- Joined Mid-Florida Marketing & Research for focus groups in Toronto
- Conducted a HAAA Board meeting
- Welcomed the Florida Outdoor Writers Association group
- Participated in the Airport's celebration of Delta's 40 years of service to our community
- Joined Tour & Travel staff and partners for Orlando sales calls
- Joined Bob Davis for a presentation at Palm Terrace Elementary
- Did an interview on 1380 AM radio
- Sent a letter from HAAA to County Council re: short-term rental collections
- Signed an agreement with AirDna to help gauge peer-to-peer rental volume

Finance & Human Resources

Human Resources:

- Processed biweekly payrolls
- Reviewed Payroll and Benefits
- Continued to review HAAA policies and procedures
- Reviewed PTO accruals and carry over hours
- Reviewed candidates for the open executive operations position
- Developed flowchart for certificate of insurance requirements re: HAAA policies
- Reviewed health benefit renewals with AUE and HR committee
- Discussions employee PTO calculations with AUE

Finance

- Reviewed cash flow projections and bank accounts on a daily basis
- Prepared, reviewed and processed monthly AR aging and collections
- Prepared, reviewed and processed AP including weekly aging report
- Updated CDT grid, graphs and factors
- Prepared August financials for the HAAA Board
- Processed financial transactions for August and September 2019 financials
- Reviewed and compared August 2019 budget vs. actual transactions

Administrative

- Created/distributed Connect Marketplace appointments and client event follow-up
- Assisted with RSVPs for Tour & Travel Appreciation Reception
- Worked on Website Refresh project content
- Attended monthly Ocean Center meeting

Communications

- Media Release: GEICO Official Insurance Company of Biketoberfest®
- Media Release: Biketoberfest® 2019 Motorcycle Racing, Live Music and Bike Shows
- Media Release: What's New with Hotel Openings and Renovations (updated)
- Media Release: Experience Endless Adventures in Daytona Beach (updated)
- Produced content for two VISIT FLORIDA editorial leads
- Participated in the preparation, response and recovery for Hurricane Dorian; monitored and responded as needed during the storm (County, City, CVB); assisted with post-storm outreach to partners; helped create messaging and timeline for digital, social and website; monitored media and responded to inquiries; attended CVB staff crisis response debriefing (successes, lessons learned)
- Produced presentation for Tourism Partner Day; reviewed communications to partners
- Attended CVB staff meetings: bi-weekly directors meetings; monthly staff meeting; CVB employee benefits enrollment meeting
- Attended HAAA Board meeting (9/18); provided an update on behalf of the Arts, Culture and Heritage Tourism Advisory Committee
- Attended the HR Committee meeting (9/19); prepared Q&A sheet re: CVB Employee 2020 Benefits
- Attended Ad Committee meeting (9/10)
- DaytonaBeach.com: Produced multiple pages of content for the Website Refresh Project; updated "Wonderfall" campaign landing page; added multiple events for Biketoberfest®, Fall, Holiday and Veteran's Day and more; produced a tagline for adding DEALS to blogs; participated in Stackla/Simpleview call
- Biketoberfest®: watched VistApps webinar/participated in call re: new Biketoberfest® App; Produced/distributed news releases and blogs; worked on preparations for news conference; reviewed consumer eNewsletters; continued adding multiple events to website; assisted with new app
- Renewed agreements for media database, monitoring and newswire distribution services
- Worked with the Agency on Fall social influencer campaign
- Attended the Florida Outdoor Writers Association (FOWA) conference welcome reception; participated in the conference's Media Showcase; coordinated the FOWA/CVB Travel Blogger Contest (judging, communication, hosted press trip)
- Provided PR response/support to: Florida Outdoor Writers Association; News-Journal; City of Daytona Beach; VISIT FLORIDA; Comfort Inn & Suites (former Mayan Inn); Flamingo Magazine; Volusia County Community Information; Destinations Florida; The Brandon Agency, North One TV (UK); Dreamscapes; C-Vent; Daytona Magic Festival
- Observed Toronto focus groups (via video conferencing) and provided feedback
- Researched, reviewed and edited four blogs from The Brandon Agency; reviewed images and posted blogs per schedule to DaytonaBeach.com; shared ideas for new blogs; reviewed/edited consumer eNewsletters with marketing
- Reviewed 2018/2019 budget vs actual
- Monitored media on tourism-related issues: crime, tropical weather forecast, beach conditions; VISIT FLORIDA funding; fall festivals/"Wonderfall" coverage;
- Represented the CVB at the Lodging & Hospitality Employee Recognition/Scholarship luncheon; Florida Public Relations Association Board meeting
- Worked with Chris King to host 2019 Fall FAM (Sept 22-26)
- Produced and distributed BEACH BLAST, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Finalized itinerary re: VISIT FLORIDA German media FAM (November)

- Collaborated with West Volusia re: Brazilian media FAM (October)
- Entered multiple events into the CVB event calendar online; assisted partners with submissions; produced monthly event calendar PDF and distributed it to all tourism partners
- Reached out to partners and community contacts re: holiday events and happenings
- Met with Marketing re: community program development
- Reviewed new heritage video footage with the Agency and marketing

Marketing & Design

Administration

- Imported reader service responses from multiple publications into Simpleview; submitted weekly visitors guides requests for processing/ mailing
- Assisted Group Sales with creating and sending 5 email campaigns
- Supported preparation/response to Hurricane Dorian: requested emergency contact information for accommodations, restaurants and attractions; prepared office equipment, backed up files; post-storm contacted restaurants and hotels for status; participated in team debriefing meeting
- Helped to onboard new Partner Liaison; marketing department information/overview, training on invoicing/department budget, Visitor Information Center staffing and display rack opportunities; Tourism Ambassador program
- Prepared for and attended Ad Committee meeting; presented Website refresh update, Pay Per Click campaign contract and Tourism Partner Day
- Reviewed/executed Kenney Communications contracts re: Daytona Beach rack card distribution and digital promotion in the greater Orlando area and at two Florida turn pike locations
- Contacted lodging partners re: rooms for Halifax Art Festival artists
- Attended HAAA Board meeting; presented Pay Per Click campaign contract, GEICO and Southern Stone Communication contracts, Biketoberfest® update, Challenge Daytona funding request

Marketing & Design

- Prepared materials for and attended Orlando's Southern Women's (September 26-29)
- Prepared for second annual Tourism Partner Day (Oct. 4); created follow-up online survey
- Reviewed and provided feedback on new: Instagram Story ads, Pinterest ads, September Lead Ad and Pop-Up copy and photos, Accuweather banner ads, WonderFall conversant personalized video scripts, VISIT FLORIDA Canadian Guide and 2020 VISIT FLORIDA Visitor Guide ad, Dreamscapes ad, Orlando and Atlanta TV and radio ads, The Villages ad, AARP The Magazine ad, Toronto Star ad, WonderFall native ads, October lead ad/pop-up ads
- Reviewed and approved golf social media ads; two month push for Fall; links to Stay & Play Golf Packages webpage
- Reviewed/edited new videos: Memorial Day at The Bandshell, Jeep Beach, Ponce Inlet, Heritage Trail, 48 hours in Daytona Beach, One Daytona, Spectator Sports, Motorcycle Rallies, Iconic Photo Spots, Beach, Hiking and Trails, and Need for Speed
- Reviewed/edited eNewsletters: Squeeze in a last-minute beach getaway; Everything is clear! Head to the Beach!; September 3rd Party; Discover a beach vacation that won't bust your budget; This year's festival lineup has something for everyone; Find an adventure that's just your speed
- Created Connect Marketplace slideshow for Sales Team eNewsletter
- Worked with Daytona State College and Daytona Soccer Club to secure sports video b-roll
- Watched Toronto focus groups (via video conferencing) and provided feedback
- Hurricane Dorian: prepared and adjusted digital media in advance; post-storm connected with vendors to turn ad campaigns back on for unaffected Florida and landlocked states first; provided HAAA Board a media recap
- Participated in weekly status call with The Brandon Agency; reviewed additional media spends, golf media, eNewsletter schedule and issues; reviewed Bike Week creative; Florida and Georgia Resident campaigns and landing pages, Veterans Day promotion, SkyNav 360; and 2019-2020 free co-ops for tourism partners

- Reviewed Ale Trail :15 video clip for social, proofed consumer show backdrop, sweepstakes pop-up for website
- Reviewed consumer and golf show schedule, prepared co-op memo to include sweepstakes for website, fair share opportunities
- Designed new large and small envelopes for Visitors Guide mailings/office use
- Prepared and sent partners Florida resident, Georgia resident, Veterans Day offer or Deals page
- Approved WonderFall media plan for Orlando and Atlanta markets; reviewed corresponding scripts
- Met with the Orlando Sentinel re: media opportunities including destination and community spotlight packages
- Provided Points of Interests and aerials suggestions for SkyNav 360 November shoot

DaytonaBeach.com

- Updated WonderFall landing page with video and new images;
- Ale Trail video added and interactive map widget added to Nightlife
- Created Tourism Partner Day landing page
- Added revised Arts Map brochure flipbook to Arts & Culture
- Created landing pages and content for Florida, Georgia and Veterans Day Deals, September Facebook co-op
- Updated Website Refresh project with Simpleview; attended a Site Map meeting, organized and added new content pages to Google Docs, worked on updating categories, created new partner listing tags, created Vimeo account and uploaded video, completed header image spreadsheet for new pages
- Added new videos to YouTube channels and updated on website
- Reviewed and updated categories and tags for Things to Do including parks and nightlife
- Updated New Partner webpage with new information and Partner Liaison contact information
- Participated in Simpleview team call re: transition to CrowdRiff platform for User Generated Content (UGC)
- Participated in monthly Simpleview team call re: review website traffic, analytics and Pay Per Click performance metrics

Biketoberfest®

- Updated the Biketoberfest® lodging availability list
- New Biketoberfest® App: Participated in a kick-off meeting with VisitApps; created accounts with Google Play and Apple Developer; built the app - set main navigation, pulled in existing content, created new sections, added new categories and tags, added map widget; researched, developed and submitted keywords for app search; Set QR code to easily connect users to app download
- Developed a one-sheet with key features of the new app which replaces the printed Pocketguide
- Submitted Biketoberfest® trademark violations to County Legal
- Submitted Welcome Center banner artwork for Riverfront park to the City of Daytona Beach for approval
- Coordinated approval and signature of GEICO sponsorship contract
- Reviewed updated #Biketoberfest graphic options
- Designed and ordered Biketoberfest® materials including barricade covers, welcome banners, GEICO banners, social media and app signage, press conference backdrop, event posters, social/app card
- Reviewed and edited Biketoberfest® eNewsletters
- Contacted Dunlop Classic for photos and videos for use in Biketoberfest® social media and eNewsletters
- Developed Biketoberfest® Social Media Calendar for October
- Maintained/updated content, monitored and responded to all requests on Biketoberfest® Facebook and Instagram
- Reviewed and selected 2020 Biketoberfest® logo
- Developed distribution list for Biketoberfest® poster and social/app card
- Obtained signed contracts for GEICO, ONE DAYTONA, Southern Stone Communications

Analytics

- Pulled analytics on: Unique Pageviews for FY 2018/2019; August 2019 for Tourism Today; top 20 blogs in August 2019; top website pages with high bounce rate

Social Media

- Updated social media channels with hurricane information and provided links to posts for sharing with tourism partners
- Participated in VISIT FLORIDA Twitter Chat focused on weekend getaways
- Participated in planning call with The Brandon Agency for Beach Language quiz for social media
- Shared #ConnectWithDaytonaBeach photos with Sales team
- Visited Florida Tennis Center re: review social media opportunities, calendar listings, photo and video opportunities
- Provided Florida Outdoor Writers Association photos for sales team; photos and handles for communication team
- Updated all Social Media headers with WonderFall theme
- Broadcasted live weekly for #WaveWednesday on Instagram and Facebook
- Broadcasted live sunrise from the beach for Facebook and Instagram following Hurricane Dorian
- Setup Daytona Beach Area CVB's Sprout Social Media account; added all social media channels
- Finalized and submitted October CVB Social Media Calendar
- Posted on Daytona Beach Area CVB's LinkedIn; suggested content to Sales Team
- Maintained/updated content, monitored and responded to all requests, and engaged with consumers on Daytona Beach CVB Facebook, Instagram, Twitter, Pinterest and TripAdvisor
- Maintained/updated content, monitored and responded to all requests, and engaged with consumers on Daytona Beach Sports Facebook, Instagram and Twitter
- Discussed weekly Ale Trail posts for Fall promotion; shot video and photos at Rock Bottom Restaurant and Brewery

Webinars/Training/Education

- Participated in VISIT FLORIDA Social Series: Using Digital Tools to Enhance Your Social Media Efforts (Live Webinar)
- Participated in SurveyMonkey Curiosity Virtual Conference focused on using feedback to make data-driven decisions, take action, and deliver impact

Visitor Information Centers (VIC)

- Updated the Daily Traffic Reports
- Collected emails from the VIC at the Speedway; top three states of origin include Florida, Georgia and Indiana; top international visitors Canada, United Kingdom and New Zealand
- Collected emails from the VIC at Bruce Rossmeyer's Harley-Davidson at Destination Daytona; top three states of origin include Florida, Georgia and Minnesota; top international visitors Germany, Mexico and the United Kingdom