

# Halifax Area Advertising Authority

**DATE:** September 15, 2020  
**FROM:** Lori Campbell Baker, Executive Director  
Daytona Beach Area Convention & Visitors Bureau  
**RE:** Executive Update - August 2020

Greetings, all!

Bright spots. Sometimes – especially during a pandemic – they can feel hard to find. Here are just a few, to hold you over:

- Daytona Beach International Airport has just announced new flights, from Philadelphia and Dallas.
- The CVB is hosting its first major virtual familiarization tour Sept. 23, the Sunshine Summit.
- The CVB's Tourism Partner Day is coming up Sept. 25, and it's chock-full of ideas on how to help local tourism businesses thrive.

We believe that this destination is uniquely positioned to recover strongly from the effects of COVID-19, and your CVB Team is working hard to help that recovery happen sooner rather than later.

Need a few more bright spots? Read on!

Sunny Regards,

LCB

## Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in June 2020:
  - Bed Tax Collections (CDT) decreased 15.25% at \$736,476 compared to \$868,951 in June 2019.
- Per the STR Report, in June 2020:
  - Hotel Occupancy (OCC) decreased 22.7% to 57.1%, compared to 74.0% in June 2019
  - Hotel Average Daily Rate (ADR) decreased 5.8% to \$114.76, compared to \$121.83 in June 2019
- Per Mid-Florida Marketing & Research, in June 2020:
  - OCC rate decreased 33% to 51%, compared to 76% in June 2019
  - ADR decreased 8.6% to \$119.11, compared to \$130.37 in June 2019
  - Revenue Per Available Room (RevPar) decreased 35% to \$65.05, compared to \$100.19 in June 2019

## Finance & Human Resources

- Completed 2020-2021 Budget for presentation to Volusia County Council (8/25)
- Reviewed cash flow projections and bank accounts daily for planning purposes
- Reviewed budget vs. actual transactions for directors to review and adjust
- Reviewed revenue estimates for proper planning of cash disbursements daily
- Continued to review cost savings in all areas due to reductions in estimated revenue

## Group Sales / Meetings, Sports, Tour & Travel

	# Leads Distributed	# Definite Bookings	# Assists*
Meetings & Conventions	8	2	4
Sports	2	0	0

\*Assists are referrals and/or convention services for hotel partners

### Site visits

- Hosted the following site visits: International Slow Pitch Softball for Ormond Beach Sports Complex, Jackie Robinson Ballpark, Hard Rock Hotel Daytona Beach, Peabody Auditorium for Regional Dance Association 2024 event, and Volusia County chapter Military Order of the Purple Heart

### Tradeshows, industry events attended

- Attended: MPI North Florida Chapter July educational virtual event, Northstar Meetings Group-EIC's virtual Meeting and Event Design Accepted Practices Guide with top industry professionals panel discussion, MPI Sunshine Education Summit virtual event, free 2-day CVENT Connect Virtual Conference, SportsBIZ Xchange and Florida Sports Foundation Roundtable Discussion, Together Again Expo, Military Reunion Network panel, Florida Society Account Executives virtual conference

### Meetings attended

- Coordinated and attended a monthly partner call with CVENT as a presenter

### Conference call meetings

- Hosted conference calls with: The Plaza Resort & Spa for National Gunfighters Association, America Professional Dog Trainers Association, Society of Government Service Urologists, Florida Petroleum Marketers Association, Alpha Phi Alpha National Fraternity, Florida Marine Contractors, U.S. ARMY Detachment Jacksonville, and Super Scrappers

### Prospecting calls/emails

- Prospected the following: PrimeTime Sports, USA Judo, Fred VanderPloeg, Eventure, Drone Racing League, USA BMX, Cool Events Incorporated, Regional Dance Association, Illinois Hammerheads, Formula 1 Tunnel Boat Racing, Symetra Tour, Payne Boxing Promotions, Pro Footvolley Tour, John Cowman Airshow Productions, appointment list from SportsBiz and upcoming Connect Sports, Marzano Resources, Perennial Plant Association, Darkness to Light Organization, Everything Food Conference, Ignited Women Summit, Super Scrappers Retreat, Florida Council of Teachers of Mathematics, Florida Association of Child Life Professionals, Fast Casual Executive Summit, The Loose Leash Academy, Shelter Playgroup Alliance, Centers for Disease Control & Prevention, Reef Palooza, Florida Literacy Coalition, Pressure Washing & Window Cleaning Convention, Marine Corps Air Transport Association, Marine Corps Cryptologic Association, The Construction and Maintenance Institute, Tugs, Towboats and Barges, Organization of Black Law Enforcement Executives, 2nd Battalion, 9th Marines, The Fertilizer Institute, Women in Consumer & Commercial Finance, 1st Battalion 1st Marines Vietnam, The Rural Broadband Association, Efficient Collaborative Retail Marketing, Association of Woodturners, The National Grange, Southern Hemp Company, Florida Public Transportation Association, Regional Transportation Conference, Veterinary Association Management
- Follow up calls and emails to all planners who have responded or viewed CVB Sales eNewsletters and messages

## Virtual FAM

- The 2-hour Sunshine Summit FAM will be held September 23 and include a countywide itinerary. It will be presented in partnership with Visit West Volusia and Visit New Smyrna Beach, along with presenting partners PSVA (audio/visual services and support) and Y?Entertainment (production and MC services).
  - Reviewed FAM agenda, review PSAV second draft of CVB's YouTube video content
  - Finalized fair-share opportunities for partners and sports facilities for break-out sessions
  - Reviewed/edited sales staff videos
  - Created new Save The Date teasers for Arabella Fun Cat Sailing (staff welcome & introductions) and Ormond Beach locations
  - Held Zoom call with Y? Entertainment and PSAV to review video edits, break-out session photos and format, and added client testimony
  - Met with Georgia Turner re: West Volusia (DeLand) video portions
  - Coordinated with CVB sales team to create email to planner database
  - Posted new meeting planner testimonial on CVB Linked-In page
  - Created sneak preview videos re: Three Brothers Boards paddle boarding and LPGA International

## Administrative

- Continued efforts on Group Sales three-phase plan re: COVID-19
- Coordinated production of eNewsletter to planner database to include: partner spotlight (The Shores Resort & Spa with rooftop meeting space video), meeting planner perks and hotel incentives, Call to submit RFP, virtual site visit, online meeting planner guide in. and posted message on LinkedIn
- Held Group Sales Monthly Chat (via ZOOM) with all tourism partners with presentation from CVENT and updates from the CVB
- Produced/distributed eNewsletters to Group Sales and tradeshow databases
- Continued scheduling partner spotlight opportunities for upcoming eNewsletters
- Continued to enhance our LinkedIn, CVENT and website profiles
- Continued efforts to obtain "hot dates and deals" from tourism partners to post on meeting planner sites, i.e. CVENT, Meeting Pro, Arrowhead, etc.
- Continued ongoing review of cancelled or postponed tradeshows re: potential refunds due to COVID-19
- Continued ongoing review of canceled or lost events re: COVID-19 reporting
- Continued to work on finding new dates for rescheduled groups

## Tour & Travel

- Deployed messaging to the Tour & Travel database
- Continued ongoing research and conference calls re: international travel post COVID-19
- Continued ongoing efforts to drive future business by spotlighting partners interested in the trade to help showcase their hotels or attractions
- Followed up for The All American Roadshow, Over 7,000 Tour operators and travel agents attended and the Daytona Beach booth received 1,274 unique visits, 586 video shares, and 548 brochure views
- Finalized and conducted a webinar for Travel Weekly (UK) done in partnership with VISIT FLORIDA (8/13)

## Partner Liaison

- Followed up with hotel and attraction partners for COVID-19 updates, and for their business continuity amenities (health and safety) for their CVB website listings

## Communications

- Coordinated COVID-19 Response for the CVB:
  - Represented the CVB during daily and weekly collaborative efforts with county, city, health, industry, and community agencies and leaders
  - Participated in weekly PIN conference calls (Volusia County Public Information Network)

- Monitored local/state/national media, data, developments and news briefings
  - Updated the COVID-19 Travel Health & Safety Information on DaytonaBeach.com
  - Communicated regularly with CVB tourism partners and updated staff
  - Reviewed/edited marketing and sales communication, social media calendar, social posts and eNewsletters re: appropriate messaging
  - Worked on additional content for the CVB's Tourism Partner Recovery Toolkit webpage
  - Monitored media coverage, responded to inquiries (media, tourism partners and consumers)
  - Monitored upcoming events; contacted organizers; updated CVB event calendar; tracked lost/postponed events; added future events and updated rescheduled events
  - Monitored area attractions (virtual offerings, re-openings and updates)
  - Continued support of the “Back In Business Safely”, the CVB/Chamber collaboration project
  - Continued support of the “Wash up. Back up. Mask up.” campaign in collaboration with the PIN, Volusia County, cities, chambers and other agencies
  - Distributed information on behalf of Volusia County re: additional funds available for rent/mortgage assistance, business assistance still available, and free PPE kit distribution
- Attended the Volusia County Council meeting re: 2020/2021 Marketing Plan and Budget presentation
  - Biketoberfest®:
    - Responded to media inquiries
    - Reviewed messaging on website and social media
    - Assisted with development of and revisions to proposed safety plan on behalf of merchants
    - Virtually attended Ormond Beach City Commission meeting
    - Monitored media coverage
    - Updated webpages
    - Provided updates to staff and tourism partners
  - Presented on behalf of the CVB at the Tourism Development County meeting (8/10)
  - Monitored tropical weather forecast from National Hurricane Center, Volusia County Emergency Management and ESF18 communications, and kept CVB Staff updated as needed
  - News Release – 2020/2021 Vacation Guide
  - Provided PR support to Daytona International Speedway, ONE DAYTONA, Volusia County Sherriff’s Office, Biketoberfest® Master Plan applicants, CHALLENGE Daytona, Ocean Center
  - DaytonaBeach.com: reviewed/edited page content including golf blog; reviewed CVB calendar, updated CVB Partners on Sept. event changes, searched community calendars, and edited/approved submissions as appropriate; added links to recent positive earned media coverage; updated information for Main Street Pier, Downtown Farmers’ Market, CHALLENGE Daytona, motorcycle rallies, submit an event, media releases; worked with Marketing in revised homepage copy
  - Attended monthly web development session with Marketing and Simpleview
  - Facilitated the August 6 quarterly meeting of the Arts, Culture and Heritage Advisory Committee
  - Sent editorial leads to Arts, Culture & Heritage Advisory Committee members and related tourism partners re: educational programs for families combining travel with working/learning remotely; motorcycle art installations/exhibits
  - Monitored traditional, digital, and social media for tourism-related, CVB-related topics
  - Worked on CVB blog content (new blog posts, updates to existing posts and scheduling) with Marketing and the Agency
  - Monitored Media Gallery and Event Calendar requests; posted new events, updated existing events and tracked canceled/rescheduled events due to COVID-19
  - Reviewed/edited BEACH BLAST eNewsletter sent to tourism partners re: marketing opportunities
  - Reviewed/edited CVB consumer and sales eNewsletters
  - Attended conference call re: Volusia County partners (West Volusia and Southeast Volusia CVBs, Airport, Ocean Center, VC Economic Development) re: marketing updates
  - Started planning for Tourism Partner Day

- Worked on FY 2020-2021 contract renewals
- Attended Florida Public Relations Association webinar: Forward Thinking-Habits & Behaviors for Unlocking Creative Potential
- Worked on potential future hosted media visits with VISIT FLORIDA and tourism partners

## Marketing & Design

### Administration

- Meetings: Web Wednesday, weekly status call with The Brandon Agency, monthly CRM & SEO calls with Simpleview, Marketing Department meeting, Group Sales Team CVENT meeting
- Prepared for, and attended, the Advertising Advisory Committee August workshop (8/4)
- Assisted with Arts, Culture and Heritage Tourism Advisory Committee quarterly meeting (8/6)
- Created/distributed weekly Hotel Information Partner Survey
- Updated partners in Simpleview and MailChimp
- Reviewed internet/phone service billing and worked with provider to obtain additional cost savings

### Marketing & Design

- Reviewed/approved October - December consumer media authorization
- Finalized and distributed BEACH BLAST marketing eNewsletter to Tourism Partners
- Created Fall Interests timeline re: blog posts, eNewsletters to special interest databases
- Participated in call with TravelZoo to review marketing/advertising opportunities
- Updated the November 2019 – May 2020 AirDNA reports after receiving adjusted data
- Reviewed See Source contract; developed an onboard plan for vendor, created separated lodging spreadsheets
- Coordinated giveaway with The Shores Resort & Spa for upcoming eNewsletter interest sign-ups
- Created/designed: graphics for Sales' Sunshine Summit Virtual FAM, National Lighthouse Day eNewsletter, National Golf Month eNewsletter, August Deals eNewsletter, El Caribe gif for Group Sales
- Provided Volusia County Sheriff's Office b-roll footage for its recruitment video
- Edited photos for Group Sales Team
- Tourism Events: Reached out to CHALLENGE Daytona and Turkey Run promoters re: 2020 Tourism Event Applications; reviewed CHALLENGE Daytona event funding request application and presentation
- Reviewed/edited/approved:
  - New Daytona Beach Vacation Guide eNewsletter
  - National Relaxation Day eNewsletter
  - Wide. Open. Fun. for the whole family! eNewsletter
  - Summer is still wide open eNewsletter
  - Weekly Group Sales email messages
  - WESH giveaway landing page and promotional video
  - Travel Responsibly messaging - paid social/banner ad copy
  - General website click through ads
  - Adara and Sojern native copy and images
  - Sweepstakes pop-up ad on website
  - The Villages Daily Sun creative

### DaytonaBeach.com

- Updated business continuity amenities, booking URLs and social media for partners
- Updated landing pages: important emails, things to do, outdoors, homepage, motorcycle rallies, featured events, racing, Coke Zero Sugar 400, Partner Toolkit, 404 page
- Added to website: digital Vacation Guide, 2020-2021 Marketing Plan
- Created landing pages: Social Media Giveaways, Step Up Volusia, lodging page for CHALLENGE Daytona

- Blog Posts: 12 Instagram Shots You Must Capture in Daytona Beach, added map to Attention Art Lovers: Can't Miss Upcoming Exhibitions in Daytona Beach, added video to 8 Places to Explore the Daytona Beach Area by Kayak or Canoe, added images to Local Heroes: These Daytona Beach Area Athletes Went on to Shake up the Sports World blog, added video to National Relaxation Day blog, posted Last Call for Summer - Add Some Surf, Sun and Other Outdoor Fun this September in Daytona Beach, updated Take a Swing at National Golf Month in Daytona Beach, updated draft of Reel in Some of the Daytona Beach Area's Best Fish Sandwiches at These Local Restaurants, What To Bring to the Beach copy
- Assisted Partners: added deals for Fairfield Inn & Suites and The DAYTONA, added The Plaza Resort & Spa Day Pass, removed P1 AquaX
- Reviewed all landing pages that have been disabled to make sure they are not searchable
- Updated CrowdRiff+ galleries for pages: homepage, Sports, Ponce Inlet Lighthouse, Arts and Culture, Museum of Arts and Sciences, Racing, Fishing, Biketoberfest®/Bike Week, Selfies and various events

### **Analytics**

- Pulled analytics on: top 25 markets to visit website (weekly for July 2020); pageviews (May and June 2020) June analytics; top 20 blogs; pages with high bounce and exit rates, Making Memories campaign (May 1– July 12); YoY data for Marketing Plan and Budget presentation

### **Social Media**

- Met with The Brandon Agency to review Social Media strategy and best practices leading up to the Presidential Election
- Livestreamed #WaveWednesday from the beach, Residence Inn Daytona Beach Oceanfront, El Caribe Resort & Conference Center
- Livestreamed National Lighthouse Day at Ponce Inlet Lighthouse
- Worked on Daytona Beach CVB Facebook, Instagram, LinkedIn and Twitter social media calendar creating posts appropriate for COVID-19, holidays, events, etc.
- Created and shared social media content on Sports channels, added August boxing match to events
- Continued sharing partner content across social media channels when appropriate
- Requested rights to use user photos from social media channels through CrowdRiff for social media, website, etc.
- Maintained/updated content, monitored and responded to all requests, and engaged with consumers on Daytona Beach CVB Facebook, Instagram, Twitter, Pinterest, LinkedIn and TripAdvisor

### **Biketoberfest®**

- Biketoberfest® app: updated content, updated graphics
- 2020 Master Plan: Emailed vendor applicants updates re: Master Plan and the City Commission meeting
- Biketoberfest.org: Added Step Up Volusia to all pages, updated photos and copy, removed expired sponsor information
- Private Property Safety Plan: Reviewed traffic plan options for Biketoberfest®, drafted a response to the City of Daytona Beach, sent formal communication and Biketoberfest® Sample Safety Plan to city staff prior to requested deadlines and requested meeting with city staff and meeting date to present plan to City Commission, contacted Biketoberfest® Committee members and Master Plan applications about safety plan, and worked on revisions requested to Safety Plan
- Added agendas and minutes from previous meetings to the website
- Shared sponsorship deck with Banshee Batteries
- Responded to inquiries from applicants, committee members, visitors, staff
- Created draft blog for motorcycle enthusiasts: 6 Great Rides You Can Enjoy on Your Motorcycle
- Pulled blog list to update for motorcycle enthusiasts for Fall

### **Webinars/Training/Education**

- Participated in Simpleview Webinars: The Perfect Formula for Campaign and Contest Data, Content Personas - Opportunities You May Be Missing
- Reviewed Florida Restaurant & Lodging Association Webinar: Parents Working Remote, Kids Learning Remote - Ideas to create weekday stays given our new normal
- Participated in Developing Compelling Creative webinar by Mailchimp