

Latest Stats

- ◆ Bed Tax collections for the month of July were \$1,031,281 a 2.48% increase over July 2017
- ◆ July 2018 Average Daily Rate decreased 4% over July 2017
- ◆ July 2018 Occupancy decreased 2% over July 2017

Administration

- Toured the Hope Place shelter with Bob Davis
- Held a session with business coach Kedron Crosby
- Attended the CVB's Arts & Culture Committee meeting
- Met with Hard Rock's new general manager, Androse Bell, and Kathy Masterson
- Met with County staff and the CVB Leadership Team re: the HAAA 2018-19 budget
- Attended the Lodging & Hospitality Association monthly meeting
- Gave an official welcome to the Florida Sports Foundation group at One Daytona
- Met with AUE Staffing re: employee benefits offered
- Presented with members of the CVB Leadership Team to the Daytona Beach Rotary Club
- Held a CVB Leadership Team meeting to review new and existing initiatives
- Conducted radio interviews with tourism partners on WELE-1380 AM and WSBB AM
- Presented the HAAA budget to County Council in DeLand
- Met with Daytona Beach International Airport re: Sunwing marketing
- Attended the Florida Public Relations Association Great Communicator Awards luncheon
- Presented with Kay Galloway to the Volusia County Young Professionals group
- Held a conference call with Brand USA re: potential Sunwing marketing support
- Attended the grand opening of the Ocean Art Gallery in Ormond Beach
- Attended weekly meeting of the Daytona Beach Rotary Club
- Met with the Evolve Magazine editorial team re: its upcoming edition on tourism growth
- Reviewed the Advertising Committee agenda
- Met with CEO Gaming and area partners re: upcoming eSports conventions
- Spoke with Gary Bergenske for input on the CVB's Shriners recap report

Finance & Human Resources

General

- Analyzed car rental negotiated terms and shopped other programs
- Reworked and updated Mileage Map for mileage reimbursement
- Met with Vann Data on future IT needs
- Prepared old documents for storage

Human Resources

- Processed payrolls
- Reviewed and updated employee benefits
- Audited Payroll and benefits
- Updated Workers Comp claim
- Researched salary ranges
- Worked with AUE Staffing on Active Shooter Training for CVB

Finance

- Updated cash flow projection
- Reviewed the daily log of bank accounts

- Completed June Financials for the August HAAA Board Meeting
- Tracked monthly Accounts Receivable aging and collections
- Created Expense v Budget document by department for FY18 and shared with Directors as a tool for better budgeting and spending exposure
- Prepared for Volusia County Council Meeting re: HAAA budget approval
- Created spreadsheet mapping County budget line items against HAAA budget for future use
- Created a Purchasing Guidelines cheat sheet for directors

Group Sales / Meetings, Sports, Tour & Travel

Leads Distributed/Meetings: 27	Estimated Economic Impact: \$6,641,499.66
Definite Bookings/Meetings: 3	Estimated Economic Impact: \$1,596,855.00
Partner Assists/Meetings: 1	Estimated Economic Impact: \$ 6,750.00
Leads Distributed/Sports: 5	Estimated Economic Impact: \$2,494,000.00
Definite Bookings/Sports: 3	Estimated Economic Impact: \$ 137,000.00
Partner Assists/Sports: 1	Estimated Economic Impact: \$ 9,000.00
(Assists are Ocean Center referrals and or convention services for hotel partners)	
Tourism Leads: 23	Trade opportunities distributed to ALL Industry partners

Site visits

- Conducted a site visit with Albert Jimenez from City Tours, visited Delta Hotel and ONE DAYTONA
- Conducted a site visit with Alejandro Barni from Action Travel, visited Holiday Inn Express, La Quinta, ONE DAYTONA and Daytona International Speedway.
- Conducted a site visit with Vickie Wilson from 1st Incentive Travel, visited Hard Rock Hotel Daytona Beach, Delta Hotel and Residence Inn
- Conducted a site visit 365 Jeep Life Events
- Conducted a site visit Florida (Army Security Agency)
- Conducted a site visit Aquatic Exercise Association
- Conducted a site visit Florida Mosquito Control Association
- Conducted a site visit Florida Association of Collegiate Registrars & Admissions Officers
- Conducted a site visit KBRwyle - U.S. Army
- Conducted a site visit Roombah Sports Jason Sewell- Ormond Beach Sports Complex, Bethune Point, Nova Rec
- Conducted a site visit National Junior College Athletic Association Men's Soccer Championships 2018- Homewood Suites
- Conducted a site visit National Junior College Athletic Association Men's Soccer Championships 2018 Fairfield Inn and Suites

Tradeshows, industry events attended

- Attended Connect 2018 tradeshow in Salt Lake City. During Connect, the sales team conducted over 141 one-on-one appointments in Association, Corporate, Specialty, and Sports market tracks. The Groups sales team and the Ocean Center co-hosted a client reception for 42 planners. Partners that attended include: Ocean Center, Hilton Daytona Beach Oceanfront Resort, The Plaza Resort and The Shores Resort & Spa

Meetings attended

- Met with the City of Daytona Beach staff for NAIA (National Association of Intercollegiate Athletics) National Football Championship meeting
- Conducted a meeting with area partners attending Connect Marketplace to discuss sales activities
- Conducted a Sports Advisory Committee meeting on upcoming sports initiatives

- Met with Action Travel, Expedia, FM Tours, Golf There, Florida Dolphin Tours, Magic Star Vacations, Mark Travel, Abreu, Kaluah, Virgin Holidays, American Tours International, AAA / Heathrow, Le Holidays, New Creative Tours, Maxim Tours, City Tours, Japan American Tours, 7M Tours, Straight A Tours, Sunsational Tours
- Attended a lunch meeting at The Shores Resort & Spa to meet with Lis Prince, new Sales Manager, and Michelle Waddell
- Attended a lunch meeting at Hilton Daytona Beach Oceanfront Resort with Holly Sabbagh to review 3 current faith-based group proposals
- Met with Hilton Daytona Beach Oceanfront Resort and Ocean Center to review city-wide 2021 franchisee convention; 1,200 total rooms on peak night to include Hilton Daytona Beach Oceanfront Resort, The Plaza Resort and Hard Rock Hotel Daytona Beach
- Met with Blue Media re: National Junior College Athletic Association 2018
- Met with Athletx re: 2019 and beyond event/tournaments
- Met with Game Day Travel re: new opportunities for our destination in future years
- Met with USA Gymnastics looking at Trampoline and tumbling for 2020
- Met with USA Flag Football, presented our bid for the 2019 Football Nationals
- Met with Daytona International Speedway re: SEATS
- Met with 50/20 ESports Meeting
- Met with CEO SEAT Conference 2019
- Met with Elite 8
- Met with Daytona Surf Club
- Met with USA BMX Nationals 2019
- Met with City of Daytona Beach, Hilton Daytona Beach Oceanfront Resort and Chief of Police re: CEO Gaming meeting 2019 and beyond

Conference call meetings

- Held a conference call with HAT Marketing to discuss upcoming fiscal year activities and Florida Huddle
- Spoke to Oswaldo Freitas with TPI out of Brazil regarding a group of 500 people arriving November 11 – 2018 that are interested in visiting Daytona Beach attractions, Lead distributed to all attraction partners.
- Conference call with Emma Burst with American Executive
- Spoke to Paula Reynolds with American Tour Guide Association
- Participated in a conference call with Brand USA to discuss Sunwing upcoming flight service into Daytona Beach International Airport
- Attended conference with DME Marketing to discuss quotes on signage and tradeshow materials
- Attended conference with CVENT to discuss marketing opportunities
- Spoke with Florida Department of Children and Families
- Spoke with Florida Independent Automobile Dealers Association
- Participated in (2) Christian Meetings & Conventions Association (CMCA) education committee conference calls to review (3) potential city bids for 2019 Spring Showcase

Prospecting calls/emails

- Executive Director, Inc.
- Gamma Phi Delta Sorority, Inc.
- Corrigan Associates, LLC
- COGIC, Inc Pi Lambda Phi
- Florida Chapter - Association of Nutrition & Foodservice Professionals
- The One Campaign
- Florida Building Material Association
- Enterprise Florida
- Military Reunion Network
- Florida Mosquito Control Association
- Florida Association of Collegiate Registrars & Admissions Officers

- Association of Fraternal Leadership and Values
- Florida Association for Staff Development
- Florida Society Colonial Dames
- Society for Pain Practice Management
- Dangerous Goods Advisory Council
- Military Reunion Network
- Mary O'Connor & Associates
- Association of Fraternal Leadership and Values
- Florida Association of Enterostomal Therapists
- Ready Mixed Concrete Association
- Florida Association Medical Staff Services
- Soft Pretzel Franchise Systems Inc.
- Soaring Society of America
- Florida Paint Coatings Association
- American Executive International
- Mind's Eye Society
- Association of Nutrition & Foodservice Professionals- Florida Chapter
- Florida Department of Children and Families
- Florida Independent Automobile Dealers Association
- IMM phone meeting with Walter Bernard to discuss new printed marketing piece for specific sales market segments

FAMs

- Entertained 13 Travel Alliance Partners (TAP) Board Members, one night at Hard Rock Hotel Daytona Beach and second night at Sloppy Joes

Industry shows booked

- Conducted a site visit with Lauren Pace and Tim DeClaire from VISIT FLORIDA, visited Hilton Daytona Beach Oceanfront Resort, Ocean Center, Hard Rock Hotel Daytona Beach and ONE DAYTONA
- Met with Lou Mengsol, US Sports Congress, to review details for the President's Reception and signage - Ongoing weekly calls with US Sports Congress

Convention Services/Tradeshow and event planning

- Volusia County Sheriff's Office Death Investigation Conference, Stetson Invitational, Ad Fed conference, National Association of Educational Procurement, Pokémon Extravaganza, Daytona Magic Convention, US Sports Congress, NJCAA (National Junior College Athletic Association) Soccer Championship, NAIA (National Association of Intercollegiate Athletics) National Football Championship, Scrap Booking Retreat, NER Leadership Summit, Senior Summit, TAP (Travel Alliance Partners) Board Meeting, Florida Huddle Site Visit, Florida Mosquito Control Association Site Visit, Florida Independent Automobile Dealers Association, USS Charles Ware Reunion, Florida Brownfield Association, USS Chikaskia and USS Mispillion Reunion, Florida State Poet's Association, American Black Chiropractic Association Site Visit, United Health Group (UHG) Product rollout, Professional Association of Athlete Development Specialist, SEAT (Sports & Entertainment Alliance in Technology) 2019 Conference and the Florida Sports Foundation Board Meeting
- Florida Outdoor Writers Association reception hosted by the CVB
- Traced all upcoming groups that need PR assistance
- Planned Connect Marketplace client event with the Ocean Center
- Planned Rocco's Taco for the Tour & Travel Appreciation Client Event
- Planned TAP (Travel Alliance Partners) CVB sponsored evenings
- Delivered VIP in-room amenities for Church of the Nazarene 2020 site visit inspection to Hilton Daytona Beach Oceanfront Resort

Shriners

- Worked on Shriners post report(s) and met to review with CVB team, prepared final Shriner's Imperial Session 2018 final post report. Post report was submitted on 8/30. All Bahia temple chairs and co-chairs were contacted for final attendance numbers for all events. Reviewed all official host and overflow hotel rooms blocks and reviewed pick-up reports submitted to DBACVB. Review transportation rebate with Shriners and all rebate letters sent to all hotels, including 2018 W-9 forms. Confirmed dollar amounts of event donations collected, local attractions, restaurants, F & B revenues, and venues that hosted Shriner's events. Cover letter prepared, CVB website analytics reviewed with marketing staff. Final report sent to Gary Bergenske for review prior to distribution.

Administrative

- Conducted a CVB Sales Team Meeting to discuss working remotely, comp time, PTO, leads generated, new reports, traces, incentives and committee meetings
- Entered/reviewed CVENT leads into Simpleview
- Finalized reviewing accounts receivables to cross reference with fair-shares and sent outstanding invoices to those partners
- Pulled goal reports and trace reports for site visits and prospecting
- Finalized group sales team business card proofs
- Finalized TEAMS conference ad and assisted in pulling items for The Brandon Agency, and met with TEAMS to review 18/19 FY incentives
- Worked with Simpleview on edits for reporting purposes
- Created a fairshare and partner opportunity for TAP (Travel Alliance Board Meeting)
- Updated Simpleview records for accuracy
- Prepared weekly group sales department reports
- Reviewed upcoming events with Florida Sports Foundation

Communications

- Release – Shriners 2018 Post-Event Summary Report
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: Shriners; Sunwing proposal/project; News-Journal; Visit West Volusia; CVB Sports; Museum of Arts & Sciences; Hard Rock Hotel Daytona Beach; NAIA; NJCAA Soccer; U.S. Sports; Florida Outdoor Writers Association; Northeast Magazine; Successful Meetings Magazine; Shoppes at One Daytona; DIS/Fall Cycle Scene; SportsTravel - World Karting and NCA/NDA; Ormond MainStreet; 4Q KickOff Classic; Bruce Rossmeyer's/Biketoberfest® Congress; and PowerMEMS 2018 Conference
- Prepared itineraries and welcome packets, confirmed logistics, provided content and images to a number of travel journalists including: HAT Marketing/Katie Keegan; Heather Brummett; Marie Poupart
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Produced and distributed *TOURISM TODAY*, a bi-monthly eNewsletter sent locally to partners, government and community leaders and other interested individuals on CVB news and accomplishments
- With Marketing, developed and implemented plans for the CVB's Tourism Partner Day (9/21)
- Social Media: participated in VISIT FLORIDA Twitter chat (8/15)
- Worked on the (4) CVB-managed TripAdvisor geo pages with image albums, Points of Interest collections and articles (ongoing)
- Attended: Volusia County Council meeting for presentation and approval of 2018/2019 budget (8/21); Florida Public Relations Association meeting (8/22); CVB Sales team meeting (8/15); CVB Directors monthly meeting (8/16); First Friday CVB staff meeting (8/3); Ad Fed Luncheon
- Submitted news brief to Florida Association of Destination Marketing Organizations (FADMO), re: Shriners 2018

- Biketoberfest®: confirmed the press conference will be at Daytona International Speedway 10/18, 10 a.m.; wrote first draft of the Pocket Guide; added events to CVB Calendar; wrote/scheduled three weeks of Facebook/Instagram content; submitted posts to boost to The Brandon Agency; updated website header slide images; added videos and converted video files for use on social; for event partner Daytona Beach Racing & Card Club - tracked/shot video, wrote calendar, produced pocket guide copy; wrote/scheduled two weeks of Facebook/Instagram content
- Trip Advisor – all Tourism/Destination geo-page overviews are approved and published
- Edited 15 blogs from The Brandon Agency; reviewed images and posted blogs per schedule to DaytonaBeach.com
- Monitored industry topics including: visitor safety; vagrancy/panhandling; boardwalk area; algae blooms (green and red); hazardous marine life (jelly fish, sea lice, shark bites); new development; Biketoberfest®; mosquito-transmitted viruses; tropical weather forecasts; and beach driving (issues with limited vehicle access due to soft sand)
- Supported Group Sales: updated media kit (print and digital); updated Sam Pollack's Profile Sheet; produced advertorial and editorial content industry magazines; produced A/V presentation for Florida Outdoor Writers Association meeting
- Speakers Bureau: Daytona Beach Rotary Club (8/13); Volusia Young Professionals Group meeting (8/24)
- Attended Florida Public Relations Association Annual Conference (8/5-8)
- Met with met with Georgia Turner and Group Sales to discuss 2019 media FAMs to be held during Florida Huddle and Southeast Tourism Society conferences in Daytona Beach
- Reviewed, edited, created and updated content on DaytonaBeach.com: added internal links to Bandshell page to improve bounce rate; updated Meetings section; added fall/winter festivals
- Shared clippings and results from media assists with partners including articles, blogs, publications and awards
- Participated in bi-weekly website review and development meetings with Marketing
- Produced monthly event calendar and distributed it to all tourism partners
- Edited monthly consumer email content from The Brandon Agency
- The Arts, Culture and Heritage Tourism Advisory Committee met August 2, 2018. New members were welcomed, the spring digital ad campaign results and 2018/2019 budget were reviewed, and 2019 meeting dates confirmed. Dave Castignacci was elected as the new committee chair.

Marketing & Design

- Held a weekly status call with The Brandon Agency; reviewed Fall campaign, website stats, M&C creative, Sales video, Sunwing, JetBlue, Ad Committee/HAAA presentation, Arrivalist and photoshoot
- Reviewed The Brandon Agency's presentation deck for Ad Committee meeting with CVB staff
- Reached out to hotels with meeting space about filming for new Sales video
- Reviewed two August e-newsletters – Labor Day and Dining in Daytona Beach; reviewed four September email blasts copy including fall getaways, family reunions
- Reviewed scripts for surfing, Daytona Lagoon and Dining on the Water videos
- Reviewed Biketoberfest® media and all creative ads
- Met with Daytona Beach Racing & Card Club to discuss Biketoberfest® poker chips; created boomerang graphic for Biketoberfest® - 10 Days Away!
- Designed Biketoberfest® Poster; incorporated GEICO sponsor logo; requested pricing from News-Journal; confirmed printing dates and packaging; delivery to partners with Pocketguide
- Reviewed event request form and Pocketguide and poster order forms
- Reviewed Pocketguide practices to collect events and editorial copy
- Researched News-Journal Biketoberfest® Pocketguide distribution list – added/removed business locations
- Edited 27th Annual Biketoberfest® 2019 logo

- Met with Michelle Mariano of Southern Stone Communications about radio sponsorship for Biketoberfest®
- Generated Biketoberfest® homepage analytics report; updated the online Biketoberfest® Pin Pass page; updated the Biketoberfest® vendor list on Biketoberfest.org
- Generated a summary of the City Commission meeting for August in regards to the Biketoberfest® Master Plan
- Created a list of properties that have availability and accept pets for Biketoberfest®
- Submitted copy edits and photo changes for Sam Pollack's profile sheet
- Participated in monthly Sales Meeting; created PDF files for each sales staff person
- Designed and printed a Save-The-Date postcard for Florida Outdoor Writers Association
- Reviewed Meeting section of the website; provided edits and suggestions
- Created a new Sales Sheet; added a back-page design to feature all sales staff and hosted groups/conventions
- Submitted full-page artwork to Successful Meetings Magazine September 2018 issue
- Met with Georgia Turner and staff about Sunwing, Florida Huddle, STS Connections, Florida Outdoor Writers Association activities
- Provided ECO video for Florida Outdoor Writers Association
- Sent Sunwing current marketing images for concept ads; talked with Brand Manager about videos and commercials; reviewed concept ads; requested Sunwing's logo for ad placement in Toronto Star
- Provided a hard drive to City of Daytona Beach for event and venue video footage for Sales video; collected footage from County of Volusia for same video
- Participated in monthly Director's Meeting
- Met with directors to discuss talking points for Rotary Presentation
- Attended County Council meeting about HAAA Budget and Marketing Plan
- Updated final budget numbers in the 2018-19 Marketing Plan; created PDF file to share with staff and website
- Reviewed presentation for Volusia Young Professionals Group; provided edits and updated copy points
- Reviewed and edited Advertising Committee meeting minutes
- Reviewed final presentation information for Challenge Daytona Triathlon
- Reviewed Kenney Communications rack brochure contracts for Orlando and Florida Turnpike; signed rack space commitments
- Submitted full page artwork for the Symetra Golf Tournament program
- Brainstormed Tourism Partner Day; set a date and location; reviewed topics; developed a logo; created a postcard mailers; opened a website page; purchased prize pack for giveaway; compiled a list of partners for Tourism Partner Day for postcard
- Imported reader service responses from multiple publications into Simpleview
- Collected partner information for Co-Op Programs 1E and 2F
- Created landing pages for Program 1D (Facebook August Co-op) and 2E (TripAdvisor Co-op) and Created co-op landing pages for Program 1E (September Facebook Advertising) and Program 2F (September TripAdvisor Advertising)
- Gathered property information for the August and September Facebook Campaigns
- Reviewed 2-year website data by DMA; tracking trends
- Pulled June & July analytics for Tourism Today – Total Visits and Unique Visitors
- Pulled analytics on the top 25 blogs on the website
- Pulled analytics on the last 2 weeks of July for Web Wednesday
- Pulled a YoY Channel Report to check July Campaign performance
- Updated the Top 10 Markets 2016 – 2018 Report to include Budget Spend
- Pulled analytics on the July 2017 Channel Report
- Generated Simpleview's golf report for Ad Committee and HAAA
- Participated in Google Analytics class through ed2go.com

- Created a tutorial on converting a video for a PowerPoint presentation
- Completed Stackla Training for the website
- Participated in webinar focusing on security awareness training offered by Vann Data
- Emailed memo to partners with 2018-2019 Consumer Show details; included co-op opportunities
- Met with DME Delivers team; discussed their capabilities for direct mail, printing, signs, email, etc.
- Updated Volusia County golf course list and hotels that book golf
- Added new tourism partners to Simpleview/website: Ichi Ni San, Tomoka Outpost at Tomoka State Park and BUILT Custom Burgers
- Monitored Daytona Beach Travel Forum on TripAdvisor, answered questions as needed
- Uploaded images/descriptions for 38 free listings on VisitFlorida.com; alerted them about four closed business listings on website
- Ordered booth supplies for shows in Atlanta and Toronto – researched shipping details, airfare, accommodations, etc.
- Connected with Brenda Bryant regarding Visitor Guide distribution opportunity at Zoomer Lifestyle Expo in Toronto on October 27-28
- Attended 35th Annual Southern Women's Show in Charlotte NC August 24-26; collected show attendees email addresses for database; register to win donated by El Caribe Resort
- Visitor Information Center at Daytona International Speedway reported most popular U.S. states included Florida, Georgia and Indiana; International visitors included France, Norway and Denmark; 24 email addresses were collected
- Visitor Information Center at Harley Davidson reported Florida, Virginia and Texas were the most popular states origin; International visitors included the UK, France and Denmark; 16 email addresses were collected