

Halifax Area Advertising Authority - Executive Update

August
2019

New Stats

- ◆ Bed Tax collections (CDT) decreased less than 1% , at \$1,030,562 in July 2019, compared to \$1,031,281 in July 2018
- ◆ Average Daily Rate decreased less than 1% at \$143.41 in July 2019, compared to \$144.48 in July 2018
- ◆ Occupancy decreased 3%, to 79% in July 2019, compared to 82% in July 2018

Administration

- Participated in the Chamber's Intrastate Trip to Florida's southwest coast
- Held biweekly strategy meetings of the CVB's Leadership Team
- Held daily stand-up meetings with the entire CVB team
- Met with Debbie Meihls and Georgia Turner to strategize on ongoing collaborations for FY 2019-2020
- Met with Barb Girtman, Debbie and Georgia on our collective 2019-2020 budgets and marketing plans
- Presented the 2019-2020 budget and marketing plan to members of the Volusia County Council
- Participated in the CVB's Arts, Culture and Heritage Tourism Committee meeting
- Participated in weekly meetings of the Daytona Beach Rotary Club
- Held a full staff First Friday meeting of CVB team members, as well as an ice cream social gathering
- Continued to strategically interview for open positions
- Represented the CVB at a fundraiser for Volusia County Women's Network
- Conducted performance reviews of various CVB team members
- Attended the County's quarterly economic update meeting at the Airport
- Represented the CVB at an Ocean Art Gallery anniversary event
- Worked with the Board chair, staff and a Robert's Rules of Order expert on improving meetings
- Scheduled meetings to connect with various tourism partners
- Gave a brief update at the monthly Lodging & Hospitality Association meeting
- Reviewed the revised Employee Handbook with CVB team members
- Conducted a radio interview with tourism partners on Big John's Show
- Participated in United Way's Power of the Purse Luncheon
- Joined Airport and CVB staff in greeting flyers during the National Aviation Day celebration
- Participated in the CVB's Meetings & Conventions, Sports, and Tour & Travel committee meetings
- Participated in a meeting as a member of the Ocean Center's ECHO Gallery committee
- Toured Home2Suites with Marisol Moreno
- Participated in VISIT FLORIDA's Tourism Community meeting at the Cici & Hyatt Brown Museum of Art
- Worked with The Chamber on a full-building training for active shooter situations
- Participated in a Hurricane Dorian strategy briefing at the County's Emergency Ops Center
- Monitored Hurricane Dorian and engaged the CVB's Crisis Management Plan
- Reached out to tourism partners on hurricane messaging and strategy

Finance & Human Resources

Human Resources:

- Processed biweekly payrolls
- Reviewed Payroll and Benefits
- Continue to review HAAA policies and procedures
- Reviewed PTO accruals and carry-over hours
- Reviewed candidates for open positions and initiated hiring process

- Attended active shooter training (CVB and Chamber staff)

Finance

- Updated cash flow projection
- Reviewed cash 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 revenue grid, graphs and factors
- Prepared July Financial report for the HAAA Board
- Continued budget review of FY 2019-2020
- Processed financial transactions for June and July 2019 financials
- Continued to review June 2019 and July 2019 budget vs. actual transactions
- Prepared and distributed weekly financial reports to all directors
- Met with HAAA Board Treasurer re: July 2019 finances
- Completed expenses/revenue projection analysis re: September 2019 expense planning

Group Sales / Meetings, Sports, Tour & Travel

Leads Distributed/Meetings: 14	Estimated Economic Impact: \$1,757,176
Definite Bookings/Meetings: 10	Estimated Economic Impact: \$2,085,950
Partner Assists/Meetings: 0	Estimated Economic Impact: \$0
Leads Distributed/Sports: 4	Estimated Economic Impact: \$1,488,000
Definite Bookings/Sports: 0	Estimated Economic Impact: \$0
Partner Assists/Sports: 0	Estimated Economic Impact: \$0
(Assists are Ocean Center referrals and or convention services for hotel partners)	
Tourism Leads: 12	Trade opportunities distributed to ALL Industry partners

Site visits

- Conducted site visits for the Sports market at: Hilton Daytona Beach Oceanfront Resort, Ocean Center, Florida Tennis Center, Embry Riddle Aeronautical University, Bahama House, Visit New Smyrna Beach, El Caribe, Daytona Beach Resort and Conference Center, City of Port Orange
- Conducted site visits for the Meetings market with: Church of the Nazarene:, Marine Aquarium Conference of North America, North Point Ministries “The Walk”, Winmark, Council on Occupational Education, USS Aucilla Association
- Conducted site visits for the Tour and Travel market with: My Vacation Tours, GetYourGuide

Tradeshows, industry events attended

- Attended: Association of Society Executives 2019 Annual Convention and hosted trade-show booth with Ocean Center and Hilton Daytona Beach Oceanfront Resort, U.S. Marine Corps League National Convention, Meeting Planners Incorporated Sunshine Education Summit
- Finalized Connect Marketplace appointments (35+ per market) and attended meetings for the Corporate, National Association, Specialty, Sports and Tour and Travel markets; follow-up ongoing
- Selected appointments for Latin American Tour and Travel and La Cita shows

Meetings attended

- Met with Alltours Agent Training, Kaluah Tours, Maxim Tours, New Creative Tours, Hotelbeds, Mark Travel, Excel Florida, City Tours, Action Travel, Super Holidays, AAA Bayhill, Pegasus, Thomas Cooke, American Tours and Travel, Eagle Rider, Sensational Tours, FM Tours, Lee Holidays, Magic Star Vacation re: Tour and Travel

Conference call meetings

- Alpha Kappa Alpha Sorority

Prospecting

- Prospecting and follow up for the Sports market: Soccer in the Sand, JLC Airshow, Beep Baseball, Florida Flag Football, USA Gymnastics, Zero Gravity Basketball, ISSA Senior Softball
- Prospecting for the Meetings market: Florida State Thespians, Military Order of the Purple Heart, Vietnam Veterans of America, Florida Braille Library Association, USS Holland Military Reunion, Miramar High School Chorus Reunion

Industry shows booked/event planning

- Finalized and hosted Connect Marketplace 2019 client event in Louisville, KY, attended by 45 planners, sports rights holders, and buyers; CVB partners attending: Ocean Center, Hilton Daytona Beach Oceanfront Resort, The Shores Resort & Spa, The Plaza Resort & Spa, and Marriott Courtyard Oceanfront Resort (invitation to attend was distributed to all partners)
- Finalized details for Florida Outdoor Writers Association Annual Conference in Daytona Beach Sept. 18-21, 2019 re: Opening Reception and countywide activities

Convention Services

- USA Weightlifting Open Series, Florida Outdoor Writers Association, Volusia County Sheriff Office VCME 2019, ACE Gymnastics Daytona Beach Bash 2019, Scrapbook Retreat, Corvette Museum Caravan, South Atlantic Region Undergraduate RoundUp, Florida Winter Cup, World Karting, Cru and Florida Department of Health, Florida Association of Hostage Negotiators Board Meeting, Florida Reptile Breeders Expo, Florida High School Athletic Association Football Championships, Sister to Sister Retreat, Death Investigation Conference, Take Off Pounds Conference and Senior's Retreat, Transportation Research Board, Florida Public Defender Association Summer Conference, Taekwondo Nationals, Florida Health Care Activity Coordinators Association
- Sent out surveys and room pickup requests
- Reached out to groups that went definite for convention services planning

Group Sales Coordinator Coverage

- Continued to finalize incentive funding documentation and check requests for current fiscal year
- Worked on DaytonaBeach.com content re: Meetings, Sports and Tour & Travel pages
- Distributed incoming Cvent leads to sales managers
- Coordinated tradeshow items for Connect Marketplace, Association of Society Executives 2019 Annual Convention, U.S. Marine Corps League National Convention, Meeting Planners Incorporated Sunshine Education Summit
- Worked with Northstar meetings re: sponsorship, advertising and tradeshow registration package for Destination Southeast 2019 and Independent Planners Education Conference (IPEC) 2020
- Attended Act-On Simpleview webinar re: program for tradeshow follow up
- Attended Simpleview Map Publisher webinar
- Worked with Northstar and Florida Sports Foundation on TEAMS 19' registration
- Updated FY 2019-2020 travel schedule for Tour & Travel, Sports and Meetings

Administrative

- Conducted multiple interviews for Group Sales Coordinator open position, position filled
- Attended conference call with The Brandon Agency re: FY 2019-2020 media plan
- Continued efforts to track room nights from tour operators (October 1, 2018 to date)
- Began coordinating sales activities for FY 2019-2020 first and second quarters
- Attended CVB Directors meeting
- Worked with HAT Marketing re: Thomas Cook Coastal Florida campaign
- Coordinated delivery of creative with The Brandon Agency re: Women in Golf Magazine
- Coordinated and conducted Meetings/Conventions, Sports, and Tour and travel Advisory Committee meetings, each with strong partner participation

Communications

- Media Release: Lori Campbell Baker Earns CDME Credential from Destinations International
- Media Release: Daytona Beach Recognized as Award Winning Host City for Sporting Events
- Media Release: Celebrate "Wonderfall" Festivals in Daytona Beach
- Media Release: Experience Endless Adventures in Daytona Beach (updated)
- Assisted with Volusia County Council presentation re: 2019-2020 Budget & Marketing Plan approval
- Coordinated VISIT FLORIDA Community Tourism Meeting held 8/27 at Cici & Hyatt Brown Museum of Art; collaborated with New Smyrna Beach and West Volusia tourism bureaus, Lodging & Hospitality Association and Daytona Beach Regional Chamber of Commerce re: speakers; logistics; invitations; media
- Attended Tourism Partner Day planning meeting

- Attended CVB staff meetings including: bi-weekly Directors Meetings; Active Shooter training; overview of Roberts Rules of Order; monthly staff meeting
- DaytonaBeach.com: reviewed Map Publisher and VisitApps; reviewed new content for Ale Trail and Hotels; worked on Website Refresh project re: new content, migration timeline and assignments; updated tourism partner information and event calendar; participated in monthly SEO call with Simpleview
- Biketoberfest®: continued seeking events to add to calendar; produced two blogs
- Toured new Home2 Suites hotel and met with Sales Director
- Updated and distributed 2019 Crisis Management Plan and Continuity of Operations Plan to CVB staff and prepared for Hurricane Dorian
- Assisted with welcome/onboarding of new Partner Liaison and Visitor Experience employee
- Compiled, reviewed and approved final changes to 2019-2020 Arts Map brochure
- Reviewed proposals re: media database, monitoring and newswire distribution services renewal
- Worked with the Agency re: Fall social influencer campaign-writer selection, content, itineraries
- Presented at the Meetings & Convention and the Tour & Travel Advisory Committee meetings re: Arts, Culture and Heritage Tourism
- Worked on strategy, participation and deliverables for Florida Outdoor Writers Association Annual Conference
- Provided PR response/support to: Florida Outdoor Writers Association; Orlando Sentinel; News-Journal; HotelBusiness.com, City of Daytona Beach, Department of Health Volusia County, VISIT FLORIDA: Meetings & Convention Magazine; Dreamscapes; Smart Meetings Magazine; American Bus Association; National Association of RV Parks and Campgrounds; Florida Marching Band Championships; Symetra Tour; 2021 Tent Expo
- Researched, reviewed and edited six blogs with The Brandon Agency; reviewed images and posted blogs per schedule to DaytonaBeach.com
- Reviewed/edited two consumer eNewsletters with the Agency
- Reviewed/edited Social Media tent card with Marketing
- Reviewed FY 2018-2019 budget vs actual
- Responded to a variety of consumer inquiries
- Monitored media on tourism-related issues: shark bites, thrill ride safety, tourism in Volusia County, crime, tropical weather forecast, marine life encounters, water park safety, Florida's Hepatitis A outbreak
- Renewed media clipping services re: BurrellesLuce
- Produced Northstar one-page advertorial for Group Sales
- Processed travel writer reimbursement requests
- Represented the CVB at the Lodging & Hospitality Association monthly meeting (8/14); United Way's "Power of the Purse" event (8/16); and the Florida Public Relations Association board planning retreat
- Participated in call with Marketing and Group Sales re: Jr. NBA Tournament
- Met with Chris King re: Golf public relations 2018-2019 status; 2019-2020 opportunities; Fall FAM (Sept); content calendar; golf campaign input; golf course outreach strategy; input on golf program proposals
- 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
- Produced and distributed BEACH BLAST, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Coordinated planning for German travel writers visit in November (VISIT FLORIDA FAM)
- Communicated with staff/partners re: vote Daytona Beach for "Best Beach" ORLANDO SENTINEL
- Shared voting opportunities with CVB team re: Men's DI Soccer National Championship 2019; SportsTravel Award nomination and Tomoka Marathon's BibRave.com list
- Compiled links for countywide mural locations to use in CVB social media and blogs
- Facilitated Arts, Culture and Heritage Tourism Advisory Committee (8/1
- 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
- Reviewed/selected additional professional photos to enhance the CVB image library

Administration

- Sent weekly visitors guide requests for processing/mailing
- Processed invoices, credit cards, weekly hours; downloaded and organized back-up for consumer invoices from The Brandon Agency
- Assisted Group Sales with deliveries
- Assisted with onboarding new employees re: email, phone, computer, website, newsletters
- Invited committee members and partners re: VISIT FLORIDA Community Tourism meeting
- Contacted Tourism Ambassadors re: USA Weightlifting volunteer opportunities
- Assisted with preparation for Hurricane Dorian
- Participated in Tourism Partner Day planning meeting
- Prepared for upcoming Advertising Advisory Committee meeting
- Attended Volusia County Council meeting re: 2019-2020 Budget and Marketing Plan presentation
- Invited West Volusia Tourism and Visit New Smyrna Beach to participate in Atlanta Travel Show
- Ordered booth supplies for Orlando's Southern Women's Show; confirmed booth delivery process

Marketing & Design

- Hosted Marketing Department bi-weekly meeting; discussed VisitApps, Map Publisher, August bookings, consumer travel show schedule and new 3-D booth, Biketoberfest® sponsors and agreements, VISIT FLORIDA I-95 transparency installation, Daytona Beach Ale Trail promotion, welcomed new Partner Liaison & Visitor Experience employee, PPC strategy, 2019-2020 Consumer Media Plan
- Reviewed 2019-2020 Sales/Sports Media plan; authorization for geo-fencing/social ads for Connect
- Reviewed consumer eNewsletters including: August 3rd Party, WonderFall Boomers, WonderFall GenZ, Travelling with Young Children, Last Minute Getaways
- Reviewed and finalized WonderFall campaign creative including script, photo selections, markets
- Confirmed VISIT FLORIDA's TravelUp media placement and date change
- Reviewed Challenge Daytona revised events application
- Met with Chris King (Kingfish Communications) re: golf opportunities 2019-2020
- Provided information on Gay Days and Orlando Gay Pride to The Brandon Agency to consider for marketing opportunities
- Updated the Daytona Beach Arts Map brochure; submitted files to printer; created digital flip book and posted to website

DaytonaBeach.com

- Participated in a Phase 2 Website Refresh call with Simpleview; developed Advance Site Map; created spreadsheets for partner tags, categories and sub-categories
- Created a landing page for co-ops and hurricane information
- Created a new tag in Simpleview for Meeting Notices
- Updated SportsDaytonaBeach.com webpage with new information and User Generated Content
- Developed the Daytona Beach Ale Trail map using new Map Publisher Tool
- Integrated User Generated Content on the website using Stackla; key pages include homepage, meetings, arts & culture, Biketoberfest®

Analytics

- Pulled analytics for all golf pages, Top 20 blogs for July 2019, June & July website analytics for Tourism Today, Top 10 markets that visit website
- Participated in monthly Simpleview calls; reviewed SEO, increased PPC for fall, golf, Biketoberfest®, Canada and UK; received PPC contract for 2019-2020

Biketoberfest®

- Updated the Biketoberfest® lodging availability list on Biketoberfest.org
- Worked on Biketoberfest® deliverables and planning including: ONE DAYTONA Welcome Center tent agreement, sponsorship agreements, City of Daytona Beach light pole rental agreement; Updated the Biketoberfest® Master Plan Summary Sheet and vendor list; reviewed/distributed eNewsletter; participated in planning call with GEICO team; met with Southern Stone Communications re: radio opportunities; added GEICO banner ads to Biketoberfest.org; created September Social Media

Calendar (Facebook, Instagram); monitored consumer engagement on social outlets; submitted all agreements and contracts to Volusia County Legal for review; created Welcome Center directional sign for former Beach Street location; finalized designs for hashtag and poker chip

Social Media

- Created September Daytona Beach CVB Social Media Calendar for Facebook, Instagram and Twitter, September Daytona Beach Sports Social Media Calendar for Facebook, Instagram and Twitter
- Added top July blog posts to Daytona Beach CVB Pinterest page
- Broadcasted live #WaveWednesday videos on Facebook and Instagram
- Participated in VISIT FLORIDA's Twitter Chat that focused on food and drink in Daytona Beach
- Presented social media report at Sports Advisory Committee meeting
- Scheduled social media re: ORLANDO SENTINEL Best Beach vote
- Set-up tracking for #ConnectWithDaytonaBeach for Group Sales at tradeshow
- Updated social media channels re: hurricane information; provided links to posts for sharing with partners
- Maintained/updated content, monitored and responded to all requests, and engaged with consumers on Daytona Beach CVB Facebook, Instagram, Twitter, Pinterest and TripAdvisor and Daytona Beach Sports Facebook, Instagram and Twitter

Webinars/Training/Education

- Participated in Simpleview Webinar: Developing an Events Strategy Using Simpleview CRM + CMS
- Participated in Sprout Social webinar: 6 Creative Data Hacks with Sprout
- Participated in VISIT FLORIDA Webinar: Facebook: Make the Most of Paid Advertising
- Attended meetings re: Robert's Rules of Order; Active Shooter Training
- Attended VISIT FLORIDA's Community Tourism meeting

Visitor Information Centers (VIC)

- Visited and coordinated with staff to audit rack card space in preparation for upcoming renewals
- Collected data from the VIC at the Speedway re: top three states of origin include Massachusetts, North Carolina, New York; International visitors France, Australia, United Kingdom; 6 email addresses were collected
- Collected data from the VIC at Harley Davidson re: top three states of origin include Florida, Ohio, California; International visitors were Argentina, Canada, Germany; 40 email address were collected