

# HAAA Executive Update

March  
2019

## New Stats

- ◆ Bed Tax collections in February were \$932,459 a 2.34% decrease over February 2018

## Administration

- Held a full staff meeting with the CVB Team
- Met with Team Volusia staff
- Participated in HAAA's HR and Advertising Committee meetings
- Monitored the County Council meeting and welcomed newly appointed HAAA members
- Presented at the monthly Lodging & Hospitality Association meeting
- Reviewed and approved payroll reports
- Gave a brief presentation at the Dave & Buster's grand opening
- Monitored Bike Week festivities, including the Sons of Speed races at New Smyrna Speedway
- Interviewed additional Finance Director candidates
- Participated with the Ocean Center team in a sales strategy meeting
- Held a meeting of the CVB's Leadership Team
- Attended a presentation by the CVB's Kate Holcomb and Kay Galloway to the current Leadership Daytona class
- Attended various Southeast Tourism Society functions and greeted the group on behalf of the destination
- Participated in the HAAA Board meeting
- Did tourism-focused interviews on WELE Radio and WSBB Radio
- Monitored the Nashville and Houston focus groups
- Conducted several employee performance reviews
- Did an interview on the national Kidd Kraddick radio show
- Coordinated with CVB staff re: a payroll audit with County Finance
- Called AUE Staffing to discuss implementation of suggestions from the payroll audit

## Finance & Human Resources

### Human Resources:

- Processed biweekly payrolls
- Prepared monthly performance reviews for supervisors
- Audited Payroll and Benefits
- Interviewed candidates for Finance Director position
- Audited PTO accruals and carry over hours

### Finance

- Updated cash flow weekly projection
- Updated daily log of bank accounts
- Prepared, reviewed and processed monthly AR aging and collections
- Prepared, reviewed and processed AP including monthly aging report
- Updated CDT grid, graphs and factors
- Prepared January Financials for the HAAA Board

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

Leads Distributed/Meetings: 21	Estimated Economic Impact: \$3,127,619
Definite Bookings/Meetings: 2	Estimated Economic Impact: \$41,558
Partner Assists/Meetings: 3	Estimated Economic Impact: \$434,664
Leads Distributed/Sports: 5	Estimated Economic Impact: \$1,970,000
Definite Bookings/Sports: 0	Estimated Economic Impact: \$0
Partner Assists/Sports: 1	Estimated Economic Impact: \$30,000

(Assists are Ocean Center referrals and or convention services for hotel partners)

Tourism Leads: 28 Trade opportunities distributed to ALL Industry partners

### Site visits

- Conducted site visits with: Personal Tours, Action Travel, Florida Flag Football Alliance, North Point Ministries, Florida State Free Will Baptist Senior Summit, Tent Expo, Florida Association of Pupil Transportation

### Tradeshows, industry events attended

- Attended VIP Visit Florida FAM, Southeast Tourism Society, Maryland Motorcoach Association, Bike Week Tent at ONE DAYTONA, HelmsBriscoe Eastern Region Partner Exchange, MPI Plan Your Meetings, Atlanta Sales Mission, MPI Tech Summit, Rendezvous South, Connect Diversity

### Meetings attended

- Met with Thomas Cook Orlando, Alltours agent training, Expedia Orlando, Abreu Tours, Expedia Daytona Beach, Great America Festival of Speed, Executive Women's Golf Association, Pro Water Cross, Esports, Daytona Tortugas, 3v3 Soccer, Florida Exotic Pest Control, Abernathy Family Reunion and Florida Association of Hostage Negotiators

### Conference call meetings

- Conducted conference calls with: Sports Tours International, CEO Gaming Alliance, Florida Flag Football League, Florida Outdoors Writers Association (FOWA), JROTC Fitness Challenge, Ocean Center, Cvent, HAT Marketing

### Prospecting calls/emails

- Prospecting calls/emails with: United States Open Pickleball Championship, Atlantic Coast Softball, Perfect Game, Pinnacle Sports, Prep School training camps, United States Indoor Sports Association, Kaylee Scholarship Association, National Federation of State High School Associations, Global Association of International Sports Federation, Elite Club National League, Florida Rush Soccer, World Martial Arts, Falls National Songham, Metro Atlantic Athletic Conference, Triple Crown Events, Florida Flag Football League, Global Premier Soccer, Habitat for Humanity of Florida, USS Senate Military Reunion, Via-Exito Global Events, Florida Trucking Association, Daytona Beach Mustang Car Show

### FAM

- Finalized details and conducted Gold Medal/Dnata Florida FAM trip

### Industry shows booked/event planning

- Coordinated and hosted Florida Outdoor Writers Association (FOWA). Invited Georgia Turner (West Volusia tourism) and Debbie Meihls (New Smyrna Beach tourism) to FOWA Board dinner at Racings North Turn
- Sited the Wilbur Boathouse for FOWA opening reception during September 2019 annual conference
- Southeast Tourism Society (STS): Finalized details and hosted tradeshow for Connections annual conference; finalized and attended opening reception at Daytona International Speedway Rolex Lounge, finalized volunteers with Bethune-Cookman University, finalized and attended STS Board

of Directors reception and dinner, set up welcome table for volunteers, volunteered to greet and welcome, assisted with set up for STS Board of Directors meetings, assisted with stuffing registration bags, conference call with Suzanne Moon, conference call with Daytona International Speedway, worked with West Volusia and Southeast Volusia on collaterals for event, reached out to partners to assist with greeting for opening reception, coordinated room drops, welcome signage, board materials and registration materials with Hilton Daytona Beach Oceanfront Resort and Georgia Turner, coordinated with airport on welcome banners and airport ambassadors to greet, coordinated all transportation requirements

### **Convention Services/Tradeshow and event planning**

- Convention Services: National Cheer & National Dance associations (NCA/NDA), Jeep Beach, National JROTC Fitness Challenge, Florida Federation of Colorguards Circuit (FFCC), Florida Floodplain Managers Association, Florida Association of Hostage Negotiators Board Meeting, Florida Exotic Pest Plant Council Spring Meeting, USA BMX Florida State Championships, Delta Airlines Tennis Tournament, Free Will Baptist, CEO Gaming, National JROTC Fitness Challenge, Florida Aquatic, Florida Rural Letter Carriers, RoboBoat competition, Smile Trip, Florida Department of Education, Toastmasters International Spring Conference, Blitz Karate, Florida Water Quality Association Annual Meeting and Tradeshow, Florida State Association of Supervisor of Elections Annual Conference, Puzon Family Reunion and American Black Chiropractic Association Convention
- Event Planning: Continued planning for Tallahassee client event in May, Connect Marketplace client event and International Pow Wow (IPW) client event

### **Administrative**

- Attended daily staff stand up meetings
- Reviewed details March tradeshow forms and assembled tradeshow needs
- Processed credit cards, invoices and mileage for sales team
- Sent out current committee(s) reappointment committee application form
- Reviewed booking reports for quality control
- Reviewed HAT Marketing opportunities
- Updated HAT Marketing 18/19 FY production spreadsheet
- Attended Cvent webinar re: booking outside the room block and Cvent Passkey
- Attended Group Sales team meeting to review FY19/20 travel schedule
- Reached out to CVB staff and Tourism Ambassadors to assist with NCA/NDA volunteer staffing
- Reviewed Trade advertising budget
- Registered for International Pow Wow luncheon sponsorship for Daytona Beach Area CVB and Southeast Volusia tourism bureau
- Volunteered for Bike Week Official Welcome Tent
- Attended Ocean Center meeting to review FAMs, client events, site visits and tradeshows
- Worked on promotional items for Group Sales
- Worked on Funway Holidays Campaign with Tonya West and HAT Marketing
- Reviewed applications for incentive dollars
- Reviewed January financial actuals for Group Sales

### **Communications**

- Media Release – Families Flock to Daytona Beach for Spring Break 2019
- Media Release – The DAYTONA Marriott Autograph Collection opening April 17 - attended media tour and prepared media information for the UK market
- Provided media relations and communications support for Bike Week re: Chamber, lodging partners, media and CVB staff
- Hosted the Kidd Kraddick radio show crew (9 people) re: two-day live broadcast from the Hard Rock Hotel Daytona Beach with on-air CVB interview and FAM tour
- Participated in on-air radio interview on WNDB 1150 AM re: Spring Family Beach Break, tourism economic impact

- Provided public relations and editorial support, and assisted a variety of media, ad agencies (UK and US) with content and images (including updating internal CVB image library) re: Daytona International Speedway (Coke Zero Sugar 400 moving in 2020 to August 29); HAT Marketing, News-Journal, Visit Florida, Southeast Tourism Society, Pineapple Public Relations; The DAYTONA; Small Meetings Market Magazine; News-Journal; Volusia County; City of Daytona Beach; Frederik Seeler (German freelance writer); Chris King (golf); The Brandon Agency; Funway Holidays (UK); Small Marketing Meetings Magazine; Spring Turkey Run; North American Journeys; CEO Gaming Championships; Living Legends of Auto Racing; TUI (UK); Thomas Cook; Travel 2 Florida
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Worked on 2019 National Travel & Tourism Week Celebration (May 8)
- Reviewed/edited final proofs of 2019 Visitors Guide and Welcome Letter (mailed with printed copies)
- Observed focus groups held in Nashville and Houston (via video conferencing)
- Reviewed video production plan with Marketing and The Brandon Agency
- Worked with marketing and communications staff re: creating two new CVB image collections for select groups
- Worked on the CVB-managed TripAdvisor pages
- Attended Southeast Tourism Society (STS) CONNECTIONS conference in Daytona Beach
- Collaborated with New Smyrna Beach and West Volusia tourism bureaus to represent the Daytona Beach and Volusia County area at the STS-sponsored Travel Media Meetup; met with 35 Florida-based travel media (event held in conjunction with STS)
- Collaborated with West Volusia and Visit Florida on a hosted press visit re: two Canadian social influencers
- Represented the CVB at the monthly LHA meeting (3/6) and the Florida Public Relations Association local chapter meeting (3/7) – Topic: PR Planning
- Attended: CVB Directors meeting (CVB Directors meeting (3/14 and 3/28); finance director job candidate interview; HAAA Agenda review meeting; Ad Committee meeting (3/5); HAAA Board Meeting (3/19); planning session with The Brandon Agency re: fiscal 2019/2020; meeting with TripAdvisor, The Brandon Agency and Marketing
- Presented an overview of the CVB to the 2019 Leadership Daytona Class (3/15) with Marketing
- Sent a list, with links, of all arts and culture-related content (blogs, videos, itineraries, media releases, brochures) produced by the CVB in January and February to the Arts & Culture Committee members requesting their review and feedback
- Social Media: Monitored five social media channels and engaged with followers at least once daily; wrote, curated and mapped four weeks of content for CVB’s Facebook, Twitter and Instagram channels
- Worked on CVB YouTube channel re: continued to edit videos’ closed captions; added CVB Travel Trade video
- Edited eight new blogs from The Brandon Agency; reviewed images and posted blogs per schedule to DaytonaBeach.com
- DaytonaBeach.com: Created two new tags (“Media Assist – Sales”, “Media List – Festivals”) and added copy, resources; worked with Barberstock re: additional Access Groups to deliver different assets to different media types; added spring festivals and other events; added Tortugas games; added MOAS 2019 major exhibitions; updated schedule changes to Bandshell summer concerts; updated some events and partner listings with new imagery and descriptions; attended Barberstock webinar re: Best Practices: Metadata, Categories and Collections
- Edited three advertorial articles re: Atlanta Journal Constitution (publishing April, May and June)
- Monitored media/industry topics including: spring break, red tide, new panhandling ordinance, new developments, Bike Week, DAYTONA Speedweeks, tourism-related legislative issues, events
- Shared clippings and results from media assists with partners including articles, blogs, publications and awards
- Entered multiple events into the CVB event calendar online; produced monthly event calendar PDF and distributed it to all tourism partners
- Participated in finance director job candidate interviews
- Helped staff the Bike Week Welcome Center Tent
- Edited editorial for Florida Outdoor Writers Association member magazine

- Worked on multiple press trip requests (potential and upcoming) including collaborating with West Volusia and Visit Florida
- Continued review of production list for Brandon Agency-produced upcoming videos with Marketing

## Marketing & Design

- Designed front and back cover of the Visitors Guide; provided design and copy edits for first, second and third proofs of the Visitors Guide; uploaded additional photos and logos; submitted Daytona Beach Visitors Guide to VISIT FLORIDA for approval and placement at the five Welcome Center locations; submitted Daytona Beach Guide to AAA for their review and approval
- Observed Nashville and Houston focus groups through live video feed; provided notes to Fine Market Research
- Provided contact to film crew for Quilt Week convention at Ocean Center
- Designed VIC Welcome buttons for staff to wear
- Created Daytona Beach/Tortugas baseball themes logo for International Pow Wow (IPW) event
- Met with new staff, Hope Sarzier, regarding onboarding, policies and procedures, weekly reports, The Brandon Agency contacts, etc.
- Reviewed previous About The CVB info card; provided updates for new design
- Participated in video planning call with The Brandon Agency; modified the script for Bandshell Concert Series video
- Interviewed finance candidate
- Reviewed consumer show fulfillment process with staff
- Delivered Bike Week posters and pockets guides to Visitor Information Centers; updated lodging availability landing pages and lists
- Emailed lodging partners a Bike Week information sheet; requested hotel link to be added to OfficialBikeWeek.com; approved Thank You Bike Week social ad
- Submitted images and approved TUI Instagram video
- Met with Kidd Kraddick live radio broadcast at Hard Rock Hotel Daytona Beach; collected and mailed Daytona Beach prize pack
- Designed new Orlando Rack Card; submitted to Communications for copy points
- Requested registration mark for stacked version of CVB logo
- Responded to email re: Great American Celebration of Speed event; requested ticket and travel package information, press releases, event submission
- Contacted Pro Watercross, re: event funding application
- Met with Challenge Daytona Triathlon re: tourism event funding guidelines and application
- Met with Culture to Color re: iconic locations for coloring book
- Attended Rotary luncheon to hear presentation on DME Sports/Daytona Stadium
- Met with Landshark Bar and Grill sales team; reviewed partnership and future prize pack inclusion
- Attended Daytona Beach Advertising Federation luncheon re: Latitudes of Daytona Beach, Margaritaville and Landshark brands
- Participated in monthly call with Simpleview; reviewed January website analytics; reviewed and edited Pay-Per-Click campaign
- Updated Arts Map; submitted files to create flip book for DaytonaBeach.com
- Approved monthly giveaway graphics for website pop-up and digital placements
- Participated in tourism presentation for Leadership Daytona class
- Reviewed and edited monthly department financials
- Participated in HAAA agenda review meeting
- Attended Ad Committee and HAAA Board meetings
- Read Skift report about Google hotels/flights; Airbnb purchase of HotelTonight
- Reached out to GEICO about Biketoberfest® sponsorship; reviewed motorcycle magazines to research potential new sponsorships; updated sponsorship deck
- Met with Andy George of Hot Leathers re: potential partnership on Main Street for Biketoberfest®
- Updated the trailer parking landing page for Biketoberfest®
- Participated in VISIT FLORIDA co-op discussion for 2019/2020 media plan
- Designed collaterals for 2019 National Travel & Tourism Week including invitation for Lodging & Hospitality Association, #LoveDaytonaBeach sticker, graphics for email
- Sent weekly Visitors Guide requests to for fulfillment

- Presented Partner Gateway tutorials to two businesses
- Added Call-To-Action features (order Visitors Guide, e-mail signup) to all blog posts
- Imported reader service responses from multiple publications into Simpleview
- Collected co-op information for Programs 1F, 2F and 4F; created a co-op landing page for the Facebook (Program 1F) and TripAdvisor (Program 2F) on the website; created a landing page for partners to learn about OnceThere; created consumer show landing pages for the Atlanta Spring Home Show and the Dallas Travel & Adventure Show
- Pulled February website analytics
- Downloaded and organized back-up for consumer invoices from The Brandon Agency
- Participated in Simpleview webinars: Workflows to Quickly Build New Web Pages and AudioEye | Digital Accessibility at your Fingertips
- Participated in STS Connections convention, assisted with deliveries, attended Airbnb breakout session
- Attended a 2019-2020 planning session with The Brandon Agency; discussed creative, concepts, markets, demographics, media, social
- Updated Beach Blast and Tourism Today email lists with tourism partners' new contacts
- Updated PDF documents on website for ADA compliance
- Entered new events/contacts into Tourism Event User Group in Simpleview
- Reviewed computer replacement spreadsheet; researched new computers and iPad; updated software on staff laptops
- Researched pop-up surveys for the website
- Collected Jacksonville's Winn Dixie wine tasting promotion prize which included two nights at Sun Viking, passes for Daytona Lagoon, Museum of Arts & Sciences passes and \$25 gift card for Ocean Deck; emailed logos and links
- Created Visitor Information Centers daily guest interaction and brochure request monthly recap report for both locations
- Attended the Southern Women's Show in Nashville (March 7 – 10), collected 318 emails, attendance up 3.5% at 35,532; Spring Atlanta Home Show (March 22 – 24), collected 71 emails, attendance was up 3.1% at 27,000; Travel & Adventure Show in Dallas (March 29 – 31), collected 142 emails, attendance up 15% at 15,387
- Secured supply of SEE Magazines for incoming groups; distributed 2019 Daytona Tortugas schedules for Visitor Information Centers, Daytona Regional Chamber lobby and Ormond Beach Chamber of Commerce
- Connected with new tourism partners and/or new contacts at: Holiday Shores Beach Club, two Denny's locations, Natural Concepts Revisited Café, Daytona Beach Regency, The Cove on Ormond Beach, Homewood Suites, DME Sports, Cruisin Tikis, Hopcycles, The Pallet Pub, E-Cycle Daytona, Miami Grill & Bar, Dave & Buster's, Atlantic Shores Motel, Florida Beach Weddings
- Completed annual review for Maggie Winston
- Responded to questions on TripAdvisor's Daytona Beach Travel Forum
- Sent email regarding changes to listings to VisitFlorida.com including Live Oaks Inn, Holiday Shores Beach Club, Best Western Aku Tiki and Daytona Ice Arena
- Provided prize pack for Daytona International Airport for resident appreciation event
- Spoke to Carley Schulman with Tilson PR agency re: new Bonefish Grill opening on International Speedway Blvd.
- Collected data from Visitor Information Center at Speedway re: top three states of origin include New York, Michigan and Ohio; international visitors were Canada, Great Britain and Germany; 35 email addresses collected
- Collected data from Visitor Information Center at Harley Davidson re: top three states of origin include Florida, New York and Pennsylvania; international visitors were Canada, Germany and France; 271 email addresses were collected