

New Stats

- Bed Tax collections (CDT) increased 4.08% , at \$460,905 in November 2019, compared to \$442,856 in November 2018
- Average Daily Rate increased 5.2% at \$110.28 in November 2019, compared to \$104.85 in November 2018
- Occupancy remained about the same at 53% in November 2019, compared to 53% in November 2018

Administration

- Attended weekly Rotary Club meetings
- Visited various accommodations partners
- Conducted interviews for the finance/HR position
- Met with potential new attraction partners
- Participated in a CVB Human Resources Committee meeting
- Held a CVB Leadership Team meeting
- Discussed CVB office space with Chamber representatives
- Participated in the Bike Week Task Force meeting
- Participated in STR and AirDNA report training
- Met with SE and West Volusia CVBs, and Team Volusia
- Met with Adara re: additional marketing opportunities
- Attended the Challenge Daytona Triathlon competitors' meeting and toured the facility
- Met with The Shores and joined staff for a CVB reception
- Held a conference call with the Welcome to Rockville team
- Joined CVB staff in a meeting with Speedway and The Daytona sales staff
- Participated in tourism interviews on WSBB-AM and WELE-AM radio
- Joined CVB staff for the annual Holiday Potluck gathering
- Worked with staff on the Partner Survey and an Employee Satisfaction Survey projects

Finance & Human Resources

Human Resources

- Processed biweekly payrolls
- Reviewed payroll and benefits

Finance

- Continued to review cash flow projections and bank accounts on a daily basis
- Performed all accounts payable functions
- Updated CDT grid, graphs and factors
- Processed financial transactions for October and November 2019 financials
- Continued to review budget vs. actual transactions for comparison purposes
- Prepared and distributed weekly financial reports to all directors and executive director

Group Sales / Meetings, Sports, Tour & Travel

Leads Distributed/Meetings: 8	Estimated Economic Impact: \$887,550
Definite Bookings/Meetings: 5	Estimated Economic Impact: \$158,700
Assists/Meetings: 1	Estimated Economic Impact: \$16,500
Leads Distributed/Sports: 4	Estimated Economic Impact: \$650,000
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: 19	

Site visits

- Going Beyond Live and Noria Corporation

Tradeshows, industry events attended

- International Association of Exhibitions and Events (IAEE) Expo, United States Sports Congress, Florida Society of Account Executives (FSAE) Holiday client dinner and sales calls, Society of Government Meeting Planners luncheon (SGMP) and Orlando holiday sales calls

Meetings attended

- Introduction Luncheon Daytona International Speedway, Post-event follow-up Florida Marching Band Championships, Southern Criminal Justice Association, Florida Petroleum Marketers Association, Action Travel, Eaglerider, Kaluah Tours, Magic Star Tours, Meeting Point North America, Maxim Tours AAA Winter Park, AAA Bayhill, Virgin Holidays, Abreu, Expedia and Lee Holiday Travels

Conference call meetings

- Marine Corps League 2020, HAT Marketing, CVBs of Florida Tallahassee Meeting, Welcome To Rockville, ESPORTS Travel Summit, Soccer in the Sand and Florida Tennis Center

Prospecting calls/emails

- Soccer in the Sand, East West Shrine Bowl, Prep Hoops, Florida Public Service Commission, Florida Music Education Association, Florida Coalition Against Domestic Violence, Florida College System Activities Association, Florida Department of Agriculture and Consumer Services, Florida Petroleum Marketers Association, Florida Office of Financial Regulations, Presbyterian Church in America 2020 & 2024, United Methodist Summit 2024, Marine Aquarium Conference of North America 2026, Mustangs of Daytona, Brightstar Corporation, Desert of Florida Prince Hall Shriners, Inc., Florida Association of School Business Officials, Florida Aviation Business Association

FAM

- UK FAM (December 8-10)

Industry shows booked/event planning

- Prepared bid for Esports Summit, Florida Huddle client event

Convention Services

- Florida Association of Building Inspectors, SMC Florida Winter Cup, Florida Holiday Challenge, Florida High School Football State Championships, Challenge Daytona, ACE Gymnastics and World Karting Association

Group Sales Coordinator

- Completed tradeshow registrations and updated travel spreadsheet for Meetings, Sports, and Tour & Travel
- Distributed fairshares for upcoming sales activities
- Coordinated tradeshow items

Administrative

- Reviewed tradeshow details re: Florida Huddle, Religious Conference Management Association Emerge
- Reviewed Independent Planners Education Conference ad and advertorial re: Successful Meetings
- Worked with Northstar and The Brandon Agency on VISIT FLORIDA co-op
- Finalized registration for Independent Planners Education Conference
- Coordinated January Meetings, Sports, and Tour & Travel Advisory committee meetings
- Edited leads generated, definite business, assist and sales goals report to reflect current fiscal year
- Worked with the Agency on Northstar and CVENT advertising
- Worked with HAT Marketing re: production spreadsheet, CANUSA, icelolly, VISIT FLORIDA co-op and Barrhead
- Attended Simpleview map publisher training
- Assisted Marketing Dept. re: upcoming consumer shows

Communications

- Media Release: New and Expanded Direct Flights to Daytona Beach Start in January 2020
- Media Release: First Quarter Sports Update
- Worked on DaytonaBeach.com content and Website Refresh Project (site review continues into January): refreshed blogs; created new State Parks page; added media releases and resized images;

added recent media coverage links; updated ABOUT US; reviewed new User Generated Content; refreshed homepage content and links

- Worked on community program: kicked off CVB Tourism Partner Listening Campaign with initial discovery meeting with CVB directors; confirmed partner interviews; worked on 2020 World's Most Famous Selfie Challenge plan
- Supported Bike Week 2020 promotional efforts: reviewed/refreshed Media Gallery assets; requested new Speedway images; and updated content
- Reviewed/edited golf media releases and blog
- Produced editorial for: Visit Florida/UK Winter Campaign – SkyScanner; TLM Magazine (UK); Dreamscapes (Canada); AARP; Craft Spirits Magazine; Preview Magazine; Meetings Today
- Provided Sunwing Airlines with list of area events/images (February-April 2020 marketing)
- Provided PR response/support to: Daytona Lagoon; FHSAA Football; Daytona Beach International Airport; City of Daytona Beach, Tropical Manor; Daytona Lagoon; The DAYTONA hotel; VISIT FLORIDA; Hometown News; Volusia County Community Information; Going Beyond Live (women's biblical study group); World Karting Association, AQS QuiltWeek; Florida Volleyball Festival; Varsity Cheer; Daytona Beach 100; ACE Gymnastics; Ormond Beach Historical Society; Halifax River Yacht Club; Peabody Auditorium; Ocean Center
- Reviewed/edited weekly consumer eNewsletters with Marketing and the Agency
- Researched/reviewed/edited four blogs from the Agency; reviewed images and posted blogs per schedule to DaytonaBeach.com; shared ideas for new blogs; reviewed/edited consumer eNewsletters with marketing
- Monitored media daily re: tourism-related issues: hosted vacation rentals; winter/holiday travel; red tide; crime; VISIT FLORIDA funding; content generated from hosted media/FAMs; travel trends; local holiday events; sporting events; local arts & culture
- Produced and distributed BEACH BLAST, a monthly eNewsletter sent to all tourism partners on upcoming marketing and advertising opportunities
- Produced and distributed TOURISM TODAY, a bi-monthly eNewsletter sent to tourism partners, government and community leaders and other interested individuals on recent CVB news and accomplishments
- Hosted FAMs and Individual Media Visits, in collaboration with VISIT FLORIDA, New Smyrna Beach and West Volusia, including: UK FAM (12/8-10), Florida Outdoor Writer Travel Blogger Contest winner Bridget Beury (12/15-17)
- Followed up with travel media post-visits and worked on upcoming itineraries
- Attended: bi-weekly CVB directors meetings; monthly staff meeting; STR new report overview; Daytona Regional Chamber MARKET WATCH
- Represented the CVB at First Step Shelter ribbon cutting; Lodging and Hospitality monthly meeting
- Participated in meeting re: Welcome to Rockville
- Participated in meeting re: SIKarting
- 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/set editorial calendar for upcoming leads, news releases, blog, and other content (Dec-Mar)

Marketing & Design

Administration

- Participated and/or attended meetings including Simpleview's contract, SEO status call, CPC budget, Clicktivate video, the Agency weekly status call, Selfie Challenge Contest, photo/video asset needs, blog and social planning calendar
- Reviewed/edited Ad Committee minutes, agenda and presentation deck
- Requested partner feedback on Orlando Sentinel co-op, insights on partner engagement on Simpleview's Extranet, advertising spending levels at other Florida DMO

Marketing & Design

- Designed International Meetings Managers (IMM) booth for Sales Dept., Independent Planner Education Conference (IPEC) event sponsorship ad, Sports social cards, East West Shrine Bowl program ad, artwork for consumer show giveaways and booth backdrop
- Reviewed/edited TravelUp collaterals and booth, 2020 East-West Shrine Bowl sponsored posts and billboard reads, new Pinterest creative, December Social Media ads, AARP advertorial and ad, Spring

Family Beach Break Pinterest ads, Orlando Sentinel print ad, Family Friendly InstaStory ad concepts, Toronto Star print ad, Hotel Deals Facebook ads, Conversant Mobile Trip Planner ad, Instagram ads, The Villages Daily Sun ad, VISIT FLORIDA UK London bus wrap

- Reviewed/sent consumer eNewsletters including: Ready to Run? End 2019 With a Bang (Georgia); End 2019 with HOT Deals in Daytona Beach (Florida); *sniff sniff* Smells like a fresh start; Daytona Bike Week is coming up fast — are you ready?; Last minute New Year's Plans; Christmas Wish List (part II); Start your engines: the 2020 racing lineup is 🔥; UK Golf
- Participated in beach holiday photo/video shoot re: create content for website, eNewsletters and social media
- Created interactive maps re: all area hotels; all area sports facilities

DaytonaBeach.com

- Continued changes/modifications to the refreshed website (launched 11/19/19) including: correct page migration, content, images, functionality, resizing images, landing pages
- Updated landing pages including: homepage, Florida and Georgia deals, Privacy Policy; OnceThere header image, Consumer Show, Bike Week
- Created landing pages for the lodging availability for Rolex 24 AT DAYTONA, DAYTONA 500 and Daytona Bike Week, Hotel Deals
- Created CrowdRiff galleries and added social feed to pages including: homepage, sports, Ponce Inlet Lighthouse, Arts & Culture, and the Museum of Arts and Sciences
- Added new listings re: Private Condos at Ocean Vistas Condominium and Ocean Walk
- Updated 34 Tourism Partner listings

Biketoberfest®

- Reviewed Biketoberfest® and Bike Week media assets; removed dated images, added new ones, discussed video clips for community/media
- Updated sponsorship deck for 2020 sponsorship opportunities

Analytics

- Generated reports for Top 20 blogs (November 2019), web cam views during Hurricane Dorian, pageview analysis after website refresh go live (11/19)

Social Media

- Broadcasted live #WaveWednesday from the beach on Facebook and Instagram
- Created January Daytona Beach CVB and Sports Daytona Beach social media calendar for Facebook, Instagram and Twitter
- 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
- Participated in VISIT FLORIDA Twitter Chat focused on the holidays and winter
- Shared TravelMole World Travel Market interview on LinkedIn

Webinars/Training/Education

- Participated in Simpleview Webinar: Getting Ready for CCPA | What You Need to Know, Destinations International Webinar: Three things every marketer should ask their data providers
- Trained on CrowdRiff, Adobe Elements

Visitor Information Centers (VIC)

- Met with Daytona International Speedway re: VIC relocation, space and display area modifications
- VIC at Bruce Rossmeyer's Harley-Davidson at Destination Daytona shows top U.S. draws were Florida, New York and Tennessee, while most international visitors came from Canada, Brazil and Germany. The VIC collected 118 email addresses.
- VIC at Daytona International Speedway shows the top U.S. states where visitors came from were Missouri, North Carolina and Pennsylvania, while international visitors came from Brazil, France and Australia. The VIC collected 20 email addresses.