

## New Stats

- ◆ Bed Tax collections for the month of November were off \$442,856, a 0.59% decrease over November 2017
- ◆ November 2018 Average Daily Rate decreased 3% over November 2017
- ◆ November 2018 Occupancy decreased 9% over November 2017

## Administration

- Met with newly elected County Councilwoman Barb Girtman, Bob Davis and Georgia Turner
- Provided an official CVB welcome to the U.S. Sports Congress delegates
- Attended a sports focus group with select U.S. Sports Congress representatives
- Participated in the HR Committee meeting
- Worked with staff re: ADA compliance regulations related to digital assets
- Coordinated a Rotary presentation by Bob Davis from the Lodging & Hospitality Association
- Met with the Canadian Consul as part of a Chamber gathering re: business opportunities
- Attended the Lodging & Hospitality Association meeting and gave a brief CVB update
- Held a strolling strategic meeting of the CVB Leadership Team
- Attended the final NAIA Championship Game at Daytona Stadium
- Worked with staff to collect data on employment services and funding projects
- Met with Brandon and Mid-Florida Marketing re: upcoming focus groups and research projects
- Participated in the HAAA Strategic Planning Workshop
- Enjoyed the CVB Staff Holiday Party
- Participated in a conference call with American Airlines and the Airport re: LaGuardia marketing support
- Met with Jeep Beach promoters re: the upcoming event and CVB support
- Made radio appearances on two local stations with tourism updates

## Finance & Human Resources

### General

- Attended CVB Directors meetings
- Attended HAAA Board Strategic Planning meeting
- Created HAAA Board Strategic Planning meeting summary
- Continued training on Sage University
- Organized Finance folder on U Drive
- Met with Ocean Center re: step down options
- Researched 501c6 options
- Researched PEO and Leased Employee options
- Researched Volusia County contracts
- Created Internship forms
- Researched Sunshine Meeting definition and Board Attendance Policy
- Created documents for Volusia County meeting in January
- Researched past CVB Board structure
- Analyzed Mid-Florida Market Research data

### Human Resources:

- Processed biweekly payrolls
- Prepared monthly performance reviews for supervisors
- Created streamlined performance review and improvement plan forms
- Attended HR Committee meeting and prepared minutes
- Revamped mileage spreadsheet for payroll
- Calculated Carry Over PTO for new year
- Onboarded new Visitor Information Center Agent

#### Finance

- Updated cash flow projection weekly
- 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 Convention Development Tax grid, graphs and factors
- Finalized FY18 Audit
- Prepared October Financials for the HAAA Board
- Prepared 1099 information for 2018

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

Leads Distributed/Meetings: 17	Estimated Economic Impact: \$11,371,554
Definite Bookings/Meetings: 2	Estimated Economic Impact: \$104,219
Partner Assists/Meetings: 1	Estimated Economic Impact: \$4,050
Leads Distributed/Sports: 3	Estimated Economic Impact: \$305,000
Definite Bookings/Sports: 1	Estimated Economic Impact: \$100,000
Partner Assists/Sports: 1	Estimated Economic Impact: \$60,000

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

Tourism Leads: Trade opportunities distributed to ALL Industry partners

#### Site visits

- Conducted site visits with: SkillsUSA Florida, Florida Army Security Agency Friends, Pershing Rifles, Florida Tourism Development Tax Association, Marine Corp League, Home2Suites Hilton Hotel, Pro Beach Soccer, Omega Phi Psi Board of Directors' Retreat, Mount Calvary Baptist Church, National Small College Enrollment Conference, Kaluah Tours Brazil, ONE DAYTONA, VISIT FLORIDA, Daytona International Speedway

#### Tradeshows, industry events attended

- Attended: U.S. Sports Congress (including President's reception and off site events), National Association of Intercollegiate Athletics Football Championship, World Karting Association at Daytona International Speedway, Orlando Holiday Sales Calls, International Association of Exhibitions and Events Expo

#### Meetings attended

- Met with Roderick Boyd with D2 Athletics re: upcoming program and potential new events, National Association of Intercollegiate Athletics Football Championship (NAIA) re: final planning and walk through prior to event, ATI, Super Holidays, Kaluah, Meeting Point North America, Allied T Pro, Abreu, 7M Tours, Altours, JTB, Virgin Holidays, Magic Star Vacations, Expedia, New Creative Tours, Maxim Tours, City Tours, Gator Tours, AAA, EBG, Action Travel, Thomas Cook, Magic Star Vacations re: sales calls, Jeep Beach re: review of upcoming program, funding request and overflow hotel lead distribution

#### Conference call meetings

- Conducted calls with: SkillsUSA Florida, Ounce of Prevention, Florida Association of Retired Troopers, Florida Government Finance Officers Association, Mustang United States Club, HAT Marketing, VISIT FLORIDA, Ocean Center

#### **Prospecting calls/emails**

- Connect Faith re: RFP follow up qualification

#### **Industry shows booked/event planning/FAMs**

- Worked on Florida Huddle media FAM and UK media FAM itineraries with Communications, confirmed transportation details with Candies Coachworks
- Coordinated rooms for Florida Huddle media FAM and UK media Familiarization Tour (FAM) with Hard Rock Hotel Daytona Beach
- Florida Huddle planned closing reception with ONE DAYTONA; confirmed details for Florida Huddle badge ribbon; planned Florida Huddle transportation with Candies Coachworks; coordinated Florida Huddle volunteer needs and details for VISIT FLORIDA site visit; planned Opening Reception with Hard Rock Hotel Daytona Beach, Florida Huddle tradeshow booth, items for Florida Huddle sponsorship; coordinated with Hilton Daytona Beach Oceanfront Resort on amenities and welcome table requirements, welcome ribbons for host hotel, floor decal signage with FedEx and coordinated a Florida Huddle booth meeting with co-sponsors; updated Run of Show
- U.S. Sports Congress Presidents reception at 31 Supper Club (CVB sponsored)
- Greeted and assisted with United States Sports Congress Pro-Am golf event at LPGA International
- Conducted a sports panel discussion during U.S. Sports Congress with area partners and sports rights holders attending conference

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

- NAIA (National Association of Intercollegiate Athletics) National Football Championship, Florida Athletic Coaches Association Clinic, National Bowl, FCS Bowl, Challenge Daytona Triathlon, Florida Holiday Challenge, EnPro, Offense Defense, D2 All American Bowl, Florida Huddle, World Karting Association, All American Classic, Tropic Bowl, Family Youth Café, Florida Winter Festival, Daytona Beach 100, Free Ride Daytona Beach and American Quilters Society

#### **Administrative**

- Attended daily staff stand-up morning meetings
- Attended bi-weekly Group Sales meetings
- Prepared weekly/daily sales department reports
- Prepared Mileage/Credit Card reports
- Processed invoices
- Prepared Sports Focus Group agenda
- Produced Florida Retired Troopers welcome video
- Prepared for January Group Sales Committee meetings
- Entered/reviewed CVENT leads into Simpleview
- Worked with Tag Your Brand on new promotional items
- Sent out room pickup to hoteliers
- Sent out surveys to meeting planners
- Reviewed and approved actuals for Sunwing
- Completed 90 re-evaluation for Administrative Coordinator
- Ordered logo wear for Group Sales team
- Scheduled meeting re: Ocean Center funding
- Met with Meetings team re: Ocean Center partnership, ideas to enhance sales efforts
- Provided meetings survey report for Lori Campbell Baker
- Met with Tim Buckley re: joint CVB/Ocean Center advertising FY 2019/2020

- Florida Society of Association Executives (FSAE) re: review potential sponsorships
- Florida Society of Association of Executives (FSAE) re: review of Think Tank Request for Proposal, interested in hosting meeting at Hard Rock Hotel Daytona Beach
- Attended HAAA Board strategic planning workshop

## Communications

- Media Release – New Direct Flights Make Getting to Daytona Beach Easier than Ever
- Media Release – Sunshine and Endless Adventures Easy to Find in Daytona Beach
- Media Release – Endless Adventures in Daytona Beach (updated)
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: NAIA; World Karting Association; Meetings Today; Dreamscapes; various tourism partners re: holiday event promotional support; Hilton Daytona Beach Oceanfront Resort; American Quilters Society
- Florida Huddle 2019: Worked on Media FAM and UK Media FAM itineraries; uploaded content to Newsroom, reviewed media targets, proofed lanyards
- Prepared itineraries and welcome packets, confirmed logistics, and provided content and images to a number of travel journalists including: Michael Williams, Steve Spike, Petra Himmel
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- TripAdvisor: worked on the (4) CVB-managed TripAdvisor geo pages, the new platform pages; attended several meetings with The Brandon Agency and TripAdvisor re: strategies and fixes after platform go-live
- Sunwing: updated DaytonaBeach.com content; proofed VISIT FLORIDA Sunwing Inflight magazine copy
- Met with Jeep Beach organizers re: 2019 event PR support
- Attended Travel Media Meet Up (Dec. 5-6) in Atlanta, a Southeast Tourism Society-sponsored media reception; met with 30 travel media from the Atlanta market
- Prepared for VISIT FLORIDA Canadian Media Reception (Jan. 15 in Toronto)
- Attended: NAIA press conference; HAAA Board strategic planning agenda meeting and workshop; Lodging and Hospitality Association of Volusia County annual meeting; CVB Directors meeting;
- 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; communicated initial rollout of new #LoveDaytonaBeach logo; watched Sprout Social webinar to prepare for new social media scheduling and analytics tool; participated in VISIT FLORIDA Twitter chat "Winter in Florida"
- Edited 12 blogs from The Brandon Agency; reviewed images and posted blogs per schedule to DaytonaBeach.com; "ever-greened" four January 2018 blogs with 2019 dates
- Monitored media/industry topics including: air service changes for DAB (Sunwing/JetBlue/American); checked for red tide developments daily, updated CVB staff and DaytonaBeach.com as needed with current messaging
- DaytonaBeach.com: created new page lay outs for Top Reasons to Visit and Free Things to Do; updated Destination International accreditation information; edited Accessibility pages and add new articles; updated Media Room; added new information about new direct flights into DAB; participated in bi-weekly website review and development meetings with Marketing
- Reviewed/edited new golf brochure; updated DaytonaBeach.Golf webpages with new copy from golf brochure; participated with Marketing on a call with Chris King, re: Tips on working a golf consumer show; added videos and Stackla to DaytonaBeach.Golf webpages; edited two golf blogs
- Videos: cross referenced videos on CVB's YouTube channel with DaytonaBeach.com to ensure all agency assets are placed; edited 30 videos' closed captions
- Reviewed Mid-Florida Marketing's Visitor Profile survey instrument
- 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
- Edited monthly consumer email content from The Brandon Agency
- 2019 Visitor Guide: Reviewed/edited sales sheet for kick-off meeting; obtained Instagram user approvals needed for art on back cover
- Reviewed marketing specialist applications and provided feedback to Marketing
- Reviewed/edited Executive Update, Ad Committee meeting minutes; HAAA Board meeting minutes; Committee Guidelines; Tourism Event Funding guidelines
- Reviewed Group Sales traces (definite bookings) re: story ideas

## Marketing & Design

- 2019 Visitors Guide: Met with Daytona Beach News-Journal; provided NJ with partner contacts, flipbook information, sales guidelines, analytics report; emailed accommodation partners regarding free listing opportunity in the Guide and on how to submit updates online; proofed and edited NJ's sales sheet; discussed ads sizes and opportunities with NJ; provided :60 destination video for sales meeting; finalized production timeline; finalized contract and fulfillment program
- Met with Evelyn Fine re: Strategic Planning workshop planning
- Reviewed staff calendars to coordinate focus group dates for Houston, Nashville, Toronto; confirmed budget; notified Evelyn Fine and The Brandon Agency on dates/locations; pulled the Top Market report for a meeting with Mid-Florida Marketing
- Updated Biketoberfest.org homepage
- Finalized artwork for NAIA Welcome Letter; submitted logo for NAIA app
- Spoke to El Caribe regarding co-op campaign results and how to improve click-thru results
- Submitted department information for *BEACH BLAST*
- Reviewed new golf brochure; provided edits and new images
- Updated Society of American Travel Writers directory ad and submitted artwork
- Revised and edited Ad Committee meeting minutes
- Reviewed Advisory Committee Guidelines; provided input and edits
- Met with staff to discuss VISIT FLORIDA's UK opportunity; passed along to The Brandon Agency for their consideration
- Participated in weekly status calls with The Brandon Agency
- Reviewed and edited scripts for consumer videos
- Participated in call with The Brandon Agency re: TripAdvisor social media handle; confirmed email contact and social handle with TripAdvisor
- Participated in call with The Brandon Agency re: content calendar ideas for 48 blogs, 16 videos, email and social media
- Proofed The Brandon Agency October-November Campaign Update
- Approved The Brandon Agency monthly media, production and commission invoices
- Designed and submitted new half page ad for Free Visitors Guide map
- Provided destination images to Embry-Riddle University and Hard Rock Hotel Daytona Beach for use on their websites
- Reviewed 2018 blog edits recap report; submitted to Communications department for input
- Reviewed Sunwing's campaign including Yes TV videos; outdoor digital billboard design; google banner ad; submitted new images to Sunwing for digital banners
- Reviewed Sunwing invoice and requested additional media items and analytics
- Provided destination images for Quilt Week 2019 event website and promotional efforts; delivered Quilt Week rack cards to both Visitor Information Centers and Daytona Beach International Airport
- Florida Huddle: Modified/resized Florida Huddle button and ribbon artwork; designed "Welcome Florida Huddle" digital banners for ONE DAYTONA signage; submitted 2:00 trade video and 0:60 destination video to VISIT FLORIDA for Florida Huddle event

- Bike Week: Collected ads, media plan, content; attended Bike Week Task Force meeting and provided marketing update on \$90,000 media plan including print, digital, social, email and website; reviewed Bike Week email blast to Rider Magazine's email database and new motorcycle rally video; approved Bike Week email blast to CVB's database of biker enthusiasts; finalized video for Hot Leathers display and giveaway which collects biker emails
- Brainstormed with staff regarding Biketoberfest® media and social ideas
- Modified #LoveDaytonaBeach graphic; selected two final versions – horizontal and stacked
- Collected motorcycle media and social opportunities and provided to The Brandon Agency for consideration
- Reviewed video and script for Clicktivate media buy; changed copy and music selection
- Finalized Rolex 24 At DAYTONA script
- Reviewed resume selections; created a check list to compare and reduce candidates; provide resumes to Communications for review and input; conducted telephone interview with potential Marketing Specialist candidate
- Designed new consumer show display booth drape and submitted for production; designed 2"x 2" travel ad for the Boston Globe Travel Show directory
- Proofed 12/20 eNewsletter; changed headline and event photos
- Met with Susan Harper, Canadian Consul to Florida/Caribbean re: tourism and business growth between countries
- Reviewed Simpleview's November report; noted increase in traffic and page views; researched which pages were down/up and why
- Participated in Web Wednesday meeting; discussed November traffic report, top pages, Festival Capital of Florida pages, ADA research, main photos on home page
- Reviewed new Tourism Event Application for Pro Watercross Tour (jetski event June 1-2, 2019); connected with Sales re: history and January event
- Reached out to P1 Aqua X regarding Tourism Events Application
- Requested event funding application for Jeep Beach
- Collected recap report for Symetra Golf Tournament; approved invoice
- Processed Daytona Turkey Run invoice
- Finalized Holiday e-card for HAAA Board and Advisory Committee members
- Reviewed Visitor Profile survey instrument
- Participated in monthly CVB Directors Meeting
- Approved New Year's Day email blast
- Updated partner webpages for 2019 consumer shows
- Collected co-op information from partners for programs 1D, 2D 4D, 2D; emailed partners re: selections for co-op programs 2E and 4E
- Proofed co-op partners in the December eNewsletter
- Purchased domain names from GoDaddy.com and updated domain settings
- DaytonaBeach.com: updated header images on Restaurant and Where to Stay pages; updated the hotel deals page; researched new average monthly temperature charts
- Participated in a call with Simpleview regarding ADA compliant websites; reviewed website scan results from AudioEye; contacted tourism partners to see what companies they use to address ADA website issues; participated in a ADA Website Accessibility Compliance Seminar; designed State of Accessibility landing page and ADA Accessibility Feedback form; created thank you page for the ADA Accessibility Feedback Form
- Compiled analytics report for top 20 blogs for the month of November
- Participated in Simpleview's Webinar re: CMS Certification
- Compiled analytics report re: top 10 markets that visited DaytonaBeach.com in November 2018
- Created landing pages on DaytonaBeach.com for the January Facebook and TripAdvisor co-ops
- Generated Partner Outreach Trace Report



- Collected October and November reports for Simpleview and Golf to include in Ad Committee and HAAA packets
- Imported reader service responses from multiple publications into Simpleview
- Designed new 404 error page for the Website
- Updated the Website restaurant landing page with image boxes; updated the Resources landing page; added descriptions to the image boxes on the Events, Hotels and Things to Do pages
- Updated lodging availability landing pages and .pdfs for the Rolex 24 At DAYTONA, DAYTONA Speedweeks and DAYTONA 500 and Bike Week; included pet friendly properties
- Added new header image to highlight holiday hotel deals
- Participated in phone call with Chris King re: participating in golf shows, common questions, etc.
- Emailed golf brochure draft to Chris King for input on content and course descriptions
- Reached out to various golf courses to secure round of golf for register to win at the golf show in Philadelphia
- Processed department invoices
- Reached out to Jacksonville radio station regarding barter opportunity
- Contacted businesses regarding past due Visitor Information Center and consumer show invoices
- Submitted register to win details for Chicago consumer show for promotion on show website, social media, press releases and show guide
- Met with new on-call Visitor Information Center agent – Barbara Spada
- Met with Marie Webber for Visitor Information Center at Harley Davidson
- Met with Steve Fabrizio regarding volunteer opportunities
- Monitored and answered questions on TripAdvisor travel forum
- Met with Eric Messengale with Daytona Adventures Electric Bikes and Rentals, added listing to DaytonaBeach.com, discussed Visitor Information Center brochure distribution program
- Picked up coupons from Tara Gruber at Ocean Walk Shoppes met Alejandro Sarasino (General Manger) with Satellite Cinemas and discussed Partner Gateway and sales leads
- Created Blog reports for January through April
- Visited Best Western Speedway, met Lona McIntyre at the Holiday Inn Express Speedway, met Ashley Roeper at the La Quinta Speedway participated in a tour of Home2 Suites by Scott McAbee; visited with front desk staff at Emerald Shores Hotel and Sea Scape Inn
- Added Sunrise Park in Holly Hill to DaytonaBeach.com
- Sent new partner link to Café Nitro Cream, requested photo, description and phone number for online listing
- Collected data from Visitor Information Center at Speedway re: top three states for visitors were Colorado, Florida, Minnesota; top International visitors were Poland, Venezuela and UK; collected 9 email addresses
- Collected data from Visitor Information Center at Harley Davidson; re: top three states for visitors were Florida, Georgia and Michigan; top International visitors were Canada, France and Germany; collected 41 email addresses