

HAAA Executive Update

January
2019

New Stats

- ◆ Bed Tax collections for December 2018 were \$455,090 a 2.03% increase over December 2017
- ◆ December 2018 Average Daily Rate increased 3% over December 2017
- ◆ December 2018 Occupancy was about the same over December 2017

Administration

- Attended a meeting of the County's ECHO Gallery Committee as a newly-appointed member
- Represented the CVB at weekly Daytona Beach Rotary Club meetings
- Attended the CVB's Advertising, Tour & Travel, Sports, and Meetings & Conventions committee meetings
- Participated in Florida Huddle 2019 functions and welcomed visitors to the destination
- Participated in interviews for staff positions
- Had a preliminary meeting with Volusia County staff re: Ocean Center Funding and alternative to employee leasing model
- Represented the CVB at the County's State of the County program
- Participated in the HAAA Board meeting
- Represented the CVB as part of the Checkered Flag Committee at the Rolex 24 At Daytona
- Conducted employee performance reviews
- Participated in the Silver Airways inaugural flight to Ft. Lauderdale
- Met with the CEO Alliance re: potential partnerships for incoming sporting events
- Participated in the Tourist Development Council meeting as a member
- Held a CVB Leadership Team meeting with directors
- Held daily Stand-Up briefings with entire CVB staff

Finance & Human Resources

General

- Attended CVB Directors meetings
- Attended HAAA Board meeting
- Finalized Strategic Plan SWOT and Goals Grid
- Attended the State of the County Luncheon
- Trained Staff Accountant on daily tasks

Human Resources:

- Processed biweekly payrolls
- Prepared monthly performance reviews for supervisors
- Audited Payroll and Benefits
- Updated Finance Director job description
- Began recruiting efforts for Finance Director

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 November Financials for the HAAA Board

- Finalized UK Media FAM itinerary with HAT Marketing
- Finalized Florida Huddle 2019 Media FAM itinerary with CVB Communications, Southeast Volusia and West Volusia tourism bureaus
- Worked with VISIT FLORIDA to confirm all media rooms at the Hard Rock Hotel Daytona Beach and finalize details of attendees
- Planned and coordinated UK Media FAM - attendees brought by HAT Marketing
- Hosted UK Media FAM
- Coordinated all FAM transportation details with Candies Coachworks

Industry shows booked/event planning

- Worked on: Florida Huddle 2019 tradeshow details re: tradeshow booth, Huddle Hub lounge logistics, opening reception and closing reception
- Coordinated welcome table for needs with Hilton Daytona Beach Oceanfront Resort
- Attended Florida Huddle 2019 transportation planning meeting with Candies Coachworks re: Opening and Closing events
- Attended Florida Huddle: tradeshow, Opening and Closing receptions, planning meeting with sponsor partners, pre-convention meeting
- Coordinated Florida Huddle 2019 in-room amenities with Hilton Daytona Beach Oceanfront Resort
- Coordinated Florida Huddle 2019 social media contest prize winner and presentation
- Coordinated Executive Board dinner for Southeast Tourism Society with Suzanne Moon and 31 Supper Club
- Worked on run of show for Southeast Tourism Society and hosted conference call with Suzanne Moon
- Sent request from Southeast Tourism Society to Hilton Daytona Beach Oceanfront Resort re: media rooms for Travel Media Meetup media attendees
- Continued to work on tradeshow details for Southeast Tourism Society
- Continued to work with Kelly Kinney, Daytona International Speedway re: CVB-hosted event for Southeast Tourism Society at the Rolex Lounge
- Worked on entertainment for CVB-Bureau hosted event for Southeast Tourism Society

Convention Services/Tradeshow and event planning

- Convention Services: IMCO Power Meeting, Disciples Senior Minister Conference, Florida Athletic Coaches Association, All American Classic, Tropical Bowl, Family Café Youth Group, Florida Winter Festival, Daytona Beach Classic, EnPro, Racing Promotion Monthly (RPM) Promoters Workshop, Florida Association of Court Clerks and Comptrollers, Florida Association of Retired Troopers, American Motorcyclist Association (AMA) Pro Racing, Florida Exotic Pest Plant Council, National Association of Intercollegiate Gymnastics, Florida Federation of Color Guard, Delta Airlines Tennis Tournament, USA Bowl Football Tournament & All Star Game, Varsity State Cheer, Free Ride Daytona Beach and Reformed Church in America Acer's Conference, 29th Annual Cross Connection Control Conference, Jeep Beach
- Began planning the Destination Showcase client luncheon and International Pow Wow (IPW) client event

Administrative

- Attended daily staff stand-up morning meetings
- Attended bi-weekly Group Sales meetings
- Prepared and reviewed weekly/daily sales department reports
- Confirmed meeting with Ocean Center sales team for March 13, 2019
- Coordinated Sunwing agent training for February 10-11, 2019
- Attended HAAA Board meeting
- Attended State of the County luncheon
- Attended inaugural ribbon cutting Silver Airways flight to Fort Lauderdale
- Met with Linda Bowers, Marriott Residence Inn re: sales initiatives, and will continue to meet with area partners in preparation of fiscal year 2019/20 planning

- Worked with Hilton Daytona Beach Oceanfront Hotel and Ocean Center re: coordinate registration for Cvent Connect
- Created task list for Group Sales Coordinator and conducted a re-evaluation
- Prepared for Committee Meetings: Meetings & Conventions, Sports, and Tour & Travel
- Processed Mileage and Credit Card reports
- Processed invoices
- Entered/reviewed CVENT leads into Simpleview
- Worked with Tag Your Brand on new promotional items
- Sent room pick-up to hoteliers
- Sent surveys to meeting planners
- Reviewed November 2018 financials
- Worked on HAT Marketing requests
- Worked on permit to be submitted to the City of Daytona Beach for National Cheer and Dance Association (NCA/NDA) flag pole banner
- Submitted tickets to Simpleview re: add incentive dollars to booking report
- Created a new trace for the sales manager re: partner outreach
- Sent CVB Communications traces re: groups to include in Spring Family Beach Break press release
- Coordinated RCMA Emerge booth décor

Communications

- Media Release – Family Fun Adventures in Daytona Beach This Spring (two versions: long-form and short-form)
- Media Release – 2019 Daytona Beach Annual Events
- Media Release – Florida Huddle 2019 Showcases Volusia County
- Media Release – As Winter Descends, Daytona Beach Golf Heats Up
- Media Release – Endless Adventures in Daytona Beach (updated)
- Produced 10 audio segments welcoming race fans and providing CVB information about things to do, places to see, where to stay for the NEWS-JOURNAL's new pop-up online streaming radio station airing during DAYTONA Speedweeks
- 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: Facilities Media; Celebration of Speed; Group Tours Southeast/West magazine; The Brandon Agency; SkillsUSA; Ormond Beach Performing Arts Center; Southeast Volusia and West Volusia tourism bureaus; Bandshell; Riverfront Shops of Daytona Beach; HAT Marketing (Essentially America); Visit Orlando (Biketoberfest®); AQS QuiltWeek; Daytona International Speedway (Pro and Amateur Supercross); Reach the Beach; Spring Turkey Run; Florida Federation of Colorguards; National Cheer and Dance Championships; P1 AquaX; Daytona Beach Grand Prix; Jeep Beach; Pokemon Championship; American Motorcyclist Association DAYTONA TTI; Daytona Lagoon Waterpark and Family Entertainment Center; Ocean Center; ONE DAYTONA; News-Journal Center; Ponce Inlet Lighthouse; USA Today; Drive I-75; Evolve Magazine; Hard Rock Hotel Daytona Beach; Streamline Hotel; Museum of Arts & Sciences
- Florida Huddle 2019: Reviewed media targets; proofed lanyards; participated in Media Marketplace (full appointment schedule, met with 20 travel/trade media reps); hosted a countywide FAM for 38 international travel media over 1.5 days along with Southeast Volusia and West Volusia tourism bureaus; attended opening and closing receptions; shared Florida Huddle media list with Southeast Volusia and West Volusia bureaus
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Worked on the CVB-managed TripAdvisor pages
- Drafted January/February 2019 PR Planning Calendar
- Reviewed The Brandon Agency's content for upcoming Arts & Culture digital campaign
- Attended VISIT FLORIDA's Canadian Media Reception and the launch of its "Moments of Sunshine" Canadian campaign in Toronto; met with 55 travel journalists (Jan. 14-16)
- Participated in a radio interview with Big John on WELE re: tourism
- Proofed VISIT FLORIDA's Sunwing Inflight Magazine copy

- Presented CVB update at the quarterly Tourism Development Council meeting (1/28)
- Added 100 international media contacts to the CVB database re: Florida Huddle 2019 and Canadian Media Reception
- Attended: CVB Directors meeting (1/31); HAAA Board Agenda review meeting; HAAA Board meeting (audio)
- Assisted with Southeast Tourism Society's (STS) Travel Media Meetup (TMM) re: media accommodations; re: Southeast Volusia and West Volusia tourism bureaus re: co-presenting at TMM (in Daytona Beach following STS conference in March)
- 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; participated in VISIT FLORIDA Twitter chat; communicated new #LoveDaytonaBeach logo roll out
- Edited five blogs from The Brandon Agency; reviewed images and posted blogs per schedule to DaytonaBeach.com
- Monitored media/industry topics including: new air service starting in January into DAB (Sunwing Airlines, Silver Airways); checked for red tide developments daily, updated CVB staff and DaytonaBeach.com as needed
- DaytonaBeach.com: added 2019 Bandshell Summer Entertainment Series concert line-up; worked with Simpleview to resolve responsiveness issue with wider images/video; created new page lay outs for Top Reasons to Visit, Free Things to Do
- Participated in bi-weekly website review and development meetings with Marketing
- Videos: completed cross referencing YouTube channel with DaytonaBeach.com; uploaded videos to Barberstock; edited 10 videos' closed captions (60/130 complete)
- VISIT FLORIDA Partner Portal maintenance: added five new deals; reached out re: Visitor Information Center and Meetings Listings verification errors
- 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 map; sought Instagram users' images for back cover
- Participated in marketing specialist candidate interviews
- Worked on CVB presentations re: Lodging and Hospitality Assoc. (2/6) and Arts & Culture Committee (2/7)
- Edited Arts & Culture brochure for online update
- Worked with West Volusia tourism to support their itinerary for a VISIT FLORIDA media FAM (3/1)
- Sent edits and image to Norwegian Cruise Line images for its Daytona Beach "Rock and Racing" cruise package information
- Requested CVB staff submissions for TOURISM TODAY (next issue publishes mid-Feb)
- Status/planning call with Chris King re: golf press releases, blogs, FAMs; edited/posted two golf blogs on DaytonaBeach.com
- Conducted updating/maintenance on CVB Image Library (internal)
- Provided Sales with information for Sports Advisory Committee re: submitting events to CVB calendar; CVB social media handles
- Met with Carrie Moore of DME re: tools available to promote events re: CVB Partner Portal, event calendar, social media channels and handles, and the Chamber's Bike Week calendar

Marketing & Design

- Provided edits to upcoming email blasts including: Valentine's Day, DAYTONA Speedweeks and Sunwing airlift to the Canadian market; added consumer-focused events at Peabody Granada Grand Festival, Quilt Week; added a cultural email blast; designed new bubble graphics for BEACH BLAST
- Promoted 2019 Visitor Guide opportunities to partners re: free co-op, special event availability, free hotel matrix listing - via January issue of BEACH BLAST and Partner Gateway
- Reviewed media gallery and videos in Barberstock platform; deleted, added, and requested new images
- Met with Frank Molnar re: Arts District, hotel investors, ADR/OCC/REVPAR data

- Met with Donny's Donuts re: social media crossover, media FAMs, opportunities with sweepstakes
- Interviewed Marketing Specialist candidates
- Reviewed and approved Clicktivate interactive video, created a special landing page, added to DaytonaBeach.com home page
- Uploaded Freestyle Jet Ski competition images
- Reviewed and approved February Facebook and Instagram ads and videos
- Provided Terry Stape with contact for SportsVolusia.org re: edits to Daytona International Speedway's listing
- Reviewed and edited Sports Daytona Beach geo-fence digital ads
- Designed booth display and podium for Destination Showcase
- Followed-up with Southeast Tourism Society about Threshold 360
- Attended the State of the County luncheon and Ormond Mainstreet Branding forum
- Attended and participated in HAAA Board meeting
- Submitted new image to HAT Marketing for Funway inclusion
- Participated in a call with Pulsepoint, a native content digital company
- Reviewed Ad Committee action item list; attended and participated in Advertising Advisory Committee meeting
- Registered and submitted ADDY entries for American Advertising Federation Daytona Beach design competition
- Submitted 2019 Visitors Guide map changes
- Reviewed Mid-Florida Marketing and Research's annual scope of work; confirmed budget numbers
- Participated in a call with Simpleview re: pop-up survey, upcoming website refresh and presentation to HAAA Board
- Participated in Simpleview Webinar: Image Management Best Practices
- Participated in monthly Simpleview status call re: review website traffic, SEO, PPC and trends
- Created a Tourism Events user group in Simpleview; added event applications and contacts
- Reviewed register-to-win hotel stay request for Bike Week and Biketoberfest®
- Met with staff to review HAAA Board meeting agenda
- Created ¼-page ad for Daytona Beach FREE Visitors Map promoting events calendar
- Designed consumer show cards for Atlanta's Spring Home Show and the Southern Women's Show in Novi, MI
- Selected headlines and images for Taboola ad placement
- Finalized Daytona Beach Golf brochure; approved for printing
- Participated in weekly status call with The Brandon Agency; reviewed digital dashboard, creative, blogs, videos, assignments, budgets, pre-planning
- Reviewed wall wrap for Destination Daytona Visitor Information Center; provided final edits
- Met with Flamingo Magazine; review possible stories, events and co-op ideas
- Participated in Web Wednesday re: website refresh including timeline and committee inclusion, ADA compliance; reviewed December analytics
- Met with Freddie Smith with Jeep Beach re: media and advertising placements, economic impact study
- Created a Welcome Letter for SkillsUSA bid packet and generated a PDF file
- Designed #Huddle19 Selfie Contest Winner graphic to showcase the two winners
- Reviewed and finalized third-party email promoting Spring travel
- Met with Konnect (ad agency) re: Dave and Buster's grand opening, facility, becoming a tourism partner, and in inclusion on DaytonaBeach.com and in 2019 Visitors Guide
- Attended the New York Times Travel Show (35,568 attendance, 10% increase over 2018); Travel & Adventure Show in Chicago (27,863 attendance, 12% increase over 2018); Boston Globe Travel Show (17,168 attendance, slight decline over 2018 due to weather)
- Contacted and worked with lodging partners re: submitting hotel property information for free matrix listing in the 2019 Visitor Guide
- Pulled website data on the Greek Festival, Bandshell Concert Series, monthly calendar, UK visitor data, blogs
- Pulled and recorded website data on Top 10 Markets that visited the DaytonaBeach.com in December
- Processed department invoices, mileage reports, expense reports

- Submitted the updated 2019 Biketoberfest® Master Plan application to the City of Daytona Beach for review and approval
- Prepared for the Biketoberfest® Advisory Committee meeting re:agenda, meeting minutes, media report, 2018 recap sheet, confirmed attendance, meeting notice
- Updated the Tourism Event Funding spreadsheet
- Emailed lodging partners about a register-to-win promotional opportunities for Daytona Bike Week and Biketoberfest®
- Updated Daytona Beach.com re: updated images; added pages for beach, resources landing page, events page, 404 error page; updated header slides; reviewed/converted PDF files for ADA Compliance
- Researched monthly average temperatures for Daytona Beach and created a new chart for website
- Collected Program 1E, 2E and 4E co-op information; worked on the Program 2D landing page for TripAdvisor co-ops
- Assisted group sales with Florida Huddle 2019 activities and deliveries; sent Florida Huddle volunteers details on parking, badges, etc.
- Created a spreadsheet to track 2019 Visitors Guide requests
- Purchased URL's for the destination
- Updated lodging availability list landing pages and PDF files for Rolex 24, DAYTONA Speedweeks and DAYTONA 500, Daytona Bike Week
- Sent Visitors Guide requests to Daytona Beach News-Journal for fulfillment
- Added the Biketoberfest® Wrap Up Meeting to the Advisory Committee Meeting page on the website
- Emailed tourism ambassadors regarding upcoming volunteer opportunities
- Coordinating U-Pin-It Digital Map program for the Visitor Information Center at Daytona International Speedway
- Conducted 11 Partner Outreach visits re: meet their sales team; distribute tourism event calendars, Daytona Beach stickers, Quilt Week rack cards, etc.
- Monitored questions about the destination on TripAdvisor's Daytona Beach Travel Forum
- Collected data from Visitor Information Center at Speedway re: top three states for visitors-New York, Pennsylvania and Indiana; top international visitors-Canada, Australia and Brazil; collected 32 email addresses
- Collected data from Visitor Information Center at Harley Davidson re: top three states for visitors-Florida, New York and Pennsylvania; international visitors-Canada, Germany and Denmark; collected 39 email addresses