



New Stats – HAAA Taxing District

- ◆ Bed Tax collections (CDT) decreased 3.78%, at \$880,233 in April 2019, compared to \$914,792 in April 2018
- ◆ Average Daily Rate was nearly flat, at \$130.01 in April 2019, compared to \$129.76 in April 2018
- ◆ Occupancy increased nearly 2%, to 73% in April 2019, compared to 72% in April 2018

Administration

- Represented the CVB at weekly Rotary Club meetings
- Represented the CVB at monthly meetings of the Mid-Florida Housing Partnership Board
- Worked with department heads on initial marketing plan and budget details
- Reviewed business and industry forecasts for upcoming trends and opportunities
- Did an on-screen interview with Canada’s Evasion TV re: the destination’s many new assets
- Participated in various CVB Advisory Committee meetings
- Presented at the Lodging & Hospitality Association’s National Travel & Tourism Week event
- Attended the SE Volusia CVB’s National Travel & Tourism Week celebration
- Participated in Big John’s WELE-1380 AM radio show
- Attended the Chamber’s Eggs & Issues event for elected officials representing the destination
- Held biweekly strategy meetings with the CVB’s Leadership Team
- Attended the opening of the Bandshell Summer Concert Series
- Crafted a job description for an operations function at the CVB

Finance & Human Resources

Human Resources:

- Processed biweekly payrolls
- Reviewed AUE Employee Handbook
- Reviewed Payroll and Benefits
- Reviewed HAAA Policies and Procedures
- Reviewed PTO accruals and carry over hours
- Continued discussions with AUE re: HR procedures

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 grid, graphs and factors
- Prepared March Financials for the HAAA Board
- Continued budget process for FY 2019-2020 with all departments
- Processed financial transactions for April 2019 financials
- Reviewed March 2019 and April 2019 budget vs. actual transactions prior to final financial reports

Group Sales / Meetings, Sports, Tour & Travel

Leads Distributed/Meetings: 30	Estimated Economic Impact: \$9,513,970
Definite Bookings/Meetings: 4	Estimated Economic Impact: \$2,283,588
Partner Assists/Meetings: 1	Estimated Economic Impact: \$450,000
Leads Distributed/Sports: 2	Estimated Economic Impact: \$1,650,000
Definite Bookings/Sports: 2	Estimated Economic Impact: \$2,590,000

Partner Assists/Sports: 0

Estimated Economic Impact: \$0

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

Tourism Leads: 16

Trade opportunities distributed to ALL Industry partners

Site visits

- Conducted site visits with: Branch Gymnastics, Golf Costa Rica, Four Seasons, National Bible Bowl, Lowndes-All Attorney Retreat, Daytona Beach Alumni Chapter of Alpha Phi Alpha, Florida Mustangs, Florida Retired Troopers Association and Florida Department of Marines

Tradeshows, industry events attended

- Sunwing Agent Training, National Association of Sports Commissioners (NASC) Sports Symposium, Meeting Professionals International (MPI) North Florida Chapter luncheon and meeting, Florida Society Account Executives (FSAE) monthly luncheon, May client appreciation event in Tallahassee, Society of Government Meeting Planners (SGMP) Central Florida luncheon and HelmsBriscoe Annual Business Conference

Meetings attended

- Met with: Charters of Freedom, Thomas Cook Orlando, Alltours agent training, Kaluah Tours, AAA Bay Hill, Golden Horse Tours, Group Travel Network, Lee Holidays, New Creative Tours, Magic Star Vacations, Meeting Point North America, Hotelbeds, Gator Tours, City Tours, Eaglerider, Nippon Travel, AAA Winter Park, Golfpac Travel, Tourico, Virgin Holidays, American Tours International, Action Travel, Destination Travel Service, Joseph Volleyball and Florida Trucking Association
- Met with Dan Bodnar re: potential 2020 health conference in conjunction with Daytona State College

Conference call meetings

- Conducted conference calls with: Aquatic Exercise Association, USA Gymnastics and Arrowhead Conferences
- Hosted conference call with City of Daytona Beach Police Department re: National Gun Fighters Motorcycle Club

Prospecting calls/emails

- Prospected and followed up with: Florida Trucking Association Annual Conference, USS Ship BELKNAP, Alpha Kappa Alpha Sorority, YMCA Professionals Network, National Council Corvette Club, 4th Infantry (IVY) Division Association, Alpha Phi Alpha Fraternity, Florida Ports Council, Vietnam Veterans of America, Florida Head Start Association, Your Military Reunion Connection, Women Transitioning in Business Mastermind, Southeastern Louisiana University, University of Florida Conference Department Office of Professional & Workforce Development and Florida Police Chiefs Association
- Continued to work on several city-wide requests for proposal which include multiple hotel proposals for bid presentations

FAMs

- Finalized details for JetSet Tours re: bringing their top eight agents to the Daytona Beach area on the day of the Coke Zero Sugar 400 race

Industry shows booked/event planning

- Continued planning with Butch Newell re: Florida Outdoor Writers Association (FOWA) Annual Conference in Daytona Beach in September; a collaboration with Southeast and West Volusia CVBs
- Worked on agreement with Wilbur Boathouse re: FOWA hosted reception by Daytona Beach Area CVB
- Followed up with Daytona International Speedway re: Lake Lloyd fishing excursions for FOWA
- Resent Group Family Travel Industry show opportunities for Select Traveler in 2021 and Small Market Meetings in 2023 to Ocean Center and Hilton Daytona Beach Oceanfront Resort

- Worked with Southeast Volusia CVB on collaboration sponsorship provided by Daytona Beach CVB re: IPW (International Pow Wow) luncheon sponsorship and client event
- Finalized all details for Tallahassee client appreciation event in May
- Continued planning for Connect Marketplace client event

Convention Services

- Florida Trucking Association Championships, Taekwondo Nationals, Challenge Daytona, Gator Baseball, Florida Hostage of Negotiators, Florida Records Management Association, National Bible Bowl, Rotary District 6970 Conference, Annual Florida Apprenticeship Conference, Florida Farm Bureau, FC Power League, Florida Football Alliance, LPGA Amateurs Scramble, Blitz Karate, Florida Association of Colleges and Employers Annual Conference, Florida High School Marching Bands Championships, CEO Gaming, Christmas Expo, Florida Association of Collegiate Registrars & Admissions Officers (FACRAO) Summit, Early Coalition Board Meeting, Sports & Entertainment Tech Conference (SEAT), Marine Fabricators Conference and family reunions
- Sent out lead for hotel rooms re: XCEL State Championship and football team coming in to play Stetson University
- Sent out surveys and room pick-up requests

Administrative

- Conducted and attended Meetings & Conventions Advisory Committee and Tour & Travel Advisory Committee Meetings and Budget Workshops
- Finalized fiscal year FY 2019/2020 Group Sales budget and marketing plan
- Finalized tradeshow booth details for International Pow Wow (IPW) , secured IPW attendee list
- Coordinated and attended Convention Services meeting
- Attended National Travel & Tourism Week Celebration
- Reviewed actuals for Group Sales
- Sent out Christian Meetings & Conventions (CMCA) Spring Showcase 2019 meeting planner eBlast
- Attended Skillpath Seminar education program – Conference for Women
- Secured final site visit agenda and travel for Industrial Fabrics Association-Marine Fabricator's 2020 and Association of Marina Industries 2021-2023 conference
- Requested room nights and worked on contracts for Sunwing
- Worked on obtaining room night numbers from tour and receptive operators
- Worked on Ocean Center promotional fund documentation and economic impact calculation
- Reviewed booking reports
- Worked on maternity leave plan for Convention Services Coordinator
- Reviewed pending activities with Sports Manager
- Reached out to Tim Buckley, Ocean Center re: discuss plan at upcoming sports shows
- Met with new owners of the Mayan Inn
- Attended CVB Directors meetings
- Attended HAAA Board Meeting
- Met with Connor Rand, Daytona Stadium Business Development Manager
- Worked on back-up for incentive dollars FY 2018/2019
- Worked with Northstar Meetings on upcoming FY 2019/2020 marketing proposals and sponsorships
- Worked with Communications and HAT Marketing re: Virgin Holidays and Metro campaigns (UK)
- Reached out to partners for support re: Army National Guard Yellow Ribbon function
- Worked with Simpleview on Cvent integration
- Worked with Cvent re: upcoming membership and marketing initiatives
- Pulled TAG Report for leads generated by tradeshow for budget workshops
- Provided information to City of Daytona Beach Police Department re: Celebration of Speed
- Began review of HAT Marketing production spreadsheet re: updates and deadlines
- Attended conference call with Sarah Hanson, HAT Marketing re: review FY 2018-2019 activity and upcoming invoices
- Attended Simpleview website refresh Style Guide meeting

- Registered Lynn Miles for Meetings Professionals International World Education Conference (MPI WEC)
- Coordinated with The Brandon Agency re: International Pow Wow (IPW) video
- Worked with Communications re: Small Market Meetings media request
- Reviewed National Intramural and Recreational Sports Association (NIRSA) Soccer Championship Bid 2020

Communications

- Media Release – Endless Adventures in Daytona Beach (updated)
- Media Release – Your Vacation, Your Vibe – Bandshell Summer Concert Series Delivers Free Fun
- Media Release – Tourism Economic Impact, Jobs Celebrated in Volusia County
- VISIT FLORIDA editorial lead: Family-Friendly Beaches, Water Parks and Water Sports
- Biketoberfest® - prepared press release template; updated event page; helped finalize event copy
- Produced National Travel & Tourism Week Celebration program (5/8) in coordination with Bob Davis, Lodging and Hospitality Association of Volusia County and the Southeast and West Volusia tourism bureaus; represented the CVB at the tourism week celebrations held by Southeast Volusia and the West Volusia bureaus
- Updated the CVB Crisis Management Plan and Continuity of Operations Plan; distributed to all CVB staff; attended VISIT FLORIDA hurricane preparedness webinar
- Coordinated Lori Campbell Baker's on-camera interview with Evasion, a French-Canadian TV show filming in Daytona Beach for a show to air in Quebec in April 2020
- Reviewed and responded to golf media requests re: Fall FAM; individual visits; TV show opportunity
- Provided public relations and editorial support, and assisted a variety of media, ad agencies (UK and US) with content and images re: News-Journal; Funways Holidays (UK); Virgin Holidays (UK); Corporate & Incentive Meetings magazine; HAT Marketing (UK); Hometown News; West Volusia Beacon; VISIT FLORIDA; My American Holidays; Jetset Holidays Golf Day Brochure; Daily Mirror (UK); Tour and Travel – Japanese JTB Publishing; Emerging Destinations Magazine; Where Traveler Magazine Orlando; Barbara Connet, Marine Fabricators Conference 2020; Daytona Lagoon; The Plaza Resort & Spa
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Worked on FY 2019-2020 Marketing Plan and Budget
- Facilitated the quarterly meeting of the Arts, Culture and Heritage Tourism Advisory Committee (5/2)
- Attended meeting with Daytona International Speedway re: Coke Zero Sugar 400 (August 2020)
- Reviewed and edited consumer eNewsletters with marketing and The Brandon Agency
- Attended bi-weekly CVB Directors meeting
- Edited eight blogs from The Brandon Agency; reviewed images and posted blogs per schedule to DaytonaBeach.com; updated/refreshed 2018 blogs for upcoming months
- DaytonaBeach.com and the Website Refresh Project: Participated in two-day immersion FAM for Simpleview web development team; participated in the Findings meeting to review data, ideas and project timeline (5/2); created Travel Trade image access group with meta data in Barberstock; created Daytona Beach Ale Trail Guide landing page mock up; updated Boardwalk and Pier page; Daytona Lagoon blog
- Monitored media/industry topics including: National Travel & Tourism Week; peer-to-peer rentals; industry and economic trends (2020); spring break; listicles and accolades (ours and the competition); red tide, tourism-related legislation, arts and culture tourism, beach safety; Memorial Day events in other markets
- Shared clippings and results from media assists with partners including articles, blogs, publications and awards
- 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
- Hosted FAM for Travelling Foodie Raymond Cue, a popular Toronto-based social influencer; worked on multiple press trip requests (potential and upcoming); processed meal reimbursements for completed hosted media visits
- Photographed Miami Grill ribbon cutting and Art in the Park for Instagram stories; photographed Aquatics Education Association events at Daytona State College and Plaza Resort & Spa for image library

- Met with Frank Gromling, Ocean Art Gallery re: CVB tourism partner benefits, advisory committees
- Participated in June monthly social media call with The Brandon Agency

Marketing & Design

Administration

- Created new budget workbook and edited department's marketing plan for 2019-2020; submitted department's revised budget to finance; finalized agency of record FY 2019-2020 media, production and commission budget
- Reviewed department job descriptions; submitted revised job description for Partner Liaison & Visitor Experience open position
- Reviewed March general ledger detail budget reports and bi-monthly budget to actual reports
- Attended Advertising Advisory Committee, HAAA Board agenda review and CVB Directors meetings
- Reviewed Crisis Management Plan and Continuity of Operations Plan
- Provided list of additional destination markets for STR Report competitive set (research)
- Assisted Group Sales with packing, shipping, banners, signs and thumb drives for upcoming shows
- Processed event funding request for Jeep Beach 2019
- Sent weekly Visitors Guides requests for processing/mailing

Marketing & Design

- Compiled leads from consumer golf shows – sent to The Brandon Agency to import, segment and send out triggered Welcome email
- Approved digital and traditional radio scripts, monthly email templates
- Confirmed video edits and budget for IPW; reviewed final IPW video
- Participated in visitor personas meeting
- Revised consumer e-newsletter approval process
- Requested agency's input for the 2019-2020 Marketing Plan
- Reviewed and edited email blasts; Kid Kraddick, Memorial Day – Kick off to Summer, July 4th, golf
- Reviewed new videos re: Ponce Inlet, Ale Trail, Arts & Culture
- Reviewed agency's contract addendum; submitted to Volusia County legal to update
- Participated in social media reporting review; discussed April results and strategy for next month
- Reviewed and provided updates for September blog posts
- Met with Daytona International Speedway re: Coke Zero Sugar 400 August 29, 2020 date change; discussed media and creative strategy
- Emailed lodging partners about upcoming register-to-win free marketing opportunities
- Collected June and July partner co-op information
- Participated in weekly status calls with The Brandon Agency
- Reviewed image proof sheet from social influencer Travelling Foodie Raymond Cua; selected images for potential purchase
- Developed a plan for industry photo requests; pulled a selection for Barberstock access
- Created business cards for two CVB staff; submitted files to printer

DaytonaBeach.com

- Participated in Simpleview web development team FAM; attended Website Refresh Project Findings meeting; Participated in digital Style Guide meeting with Simpleview
- Created and tagged kitchen/kitchenette subcategory for website listings
- Created landing pages for the Detroit Southern Women's Show, TripAdvisor and Facebook co-ops, hype video/social media page, Biketoberfest® register-to-win prize
- Updated website content including landing pages to include Florida Resident Deals, partner listings and amenities, staff information, header images on the Events page, selfie locations, Biketoberfest® event listing and social media channels

- Added content in Simpleview's CRM including additional sports facilities, partner accounts and photos, new 2019-2020 committee tags
- Signed partners up through Partner Gateway
- Created copy for breweries as part of the Daytona Beach Ale Trail Guide update
- Hosted Web Wednesday to review website content, photos, website refresh tasks

Analytics

- Pulled analytics on Arts & Culture pages for May ACHT Advisory Committee meeting, April 2019 analytics on the Top 10 Cities that visited the website, year-over-year analytics on Biketoberfest®, Bike Week related webpages within DaytonaBeach.com, Biketoberfest® 2014 through 2018 website traffic, top 10 regions that visited the website in April, and 2018 analytics for the Marketing Plan
- Created March and April 2019 Golf and Simpleview reports for meeting packets
- Requested an All The Rooms sample report for March 2019 data for comparison to AirDNA report
- Participated in monthly SEO call with Simpleview

Biketoberfest®

- Met with City of Daytona Beach staff re: review 2019 Biketoberfest® Master Plan applications
- Met with Chamber staff re: discuss proposed 2020 Bike Week/Biketoberfest® Master Plan revisions
- Submitted Biketoberfest® trademark violations to Volusia County legal
- Prepared for upcoming Biketoberfest® Advisory Committee meeting
- Met with ONE DAYTONA re: discuss ideas and logistics for 2019 Biketoberfest® Welcome Tent
- Continued discussions with GEICO re: 3-year sponsorship; provided 5-year statistics for Bed Tax collections, attendance, social media and database
- Contacted Russ Brown Motorcycle Attorneys re: Biketoberfest® sponsorship opportunity
- Added Biketoberfest® videos to Biketoberfest® YouTube channel

Social Media

- Created June social media content calendar for Facebook, Twitter and Instagram
- Created June social media content for Biketoberfest® Facebook, Twitter and Instagram
- Prepared Sports Daytona Beach social media pages in anticipation of a June launch
- Broadcasted live; #WaveWednesday videos on Facebook, videos on Instagram
- Updated Biketoberfest® Facebook, Twitter and Instagram pages with 2019 event information
- Added monitoring platform for reporting, updated User Generated Content on the website using Stackla for homepage, Ponce Inlet Lighthouse, meetings pages
- Participated in VISIT Florida Twitter Chat re: Family Travel(#FLTravelChat, #LoveDaytonaBeach)
- Attended NASCAR Day; took photos and video for social media posts
- Monitored, responded and posted to social media messages, comments and interactions daily on Facebook, Twitter, Instagram, TripAdvisor and Pinterest pages
- Completed steps for Instagram Verification, which will allow for linking directly to deals, events, etc., completed setup for rights via response on Stackla, allowing Daytona Beach Area CVB to request permission to use consumer's photos
- Filmed video and took photographs at 31 Supper Club re: upcoming newsletter and social media

Webinars/Training/Education

- Participated in: Scaling Brand Safety on YouTube, Facebook and Instagram: Best Practices to Go Beyond Whitelists, Digital Visitation Driver: Boost Destination Awareness with Facebook Ads webinar, Simpleview call to review better targeting for User Generated Content for new pages on the website, How Travel & Tourism Brands Can Influence Visitors with User-Generated Content webinar
- Attended Southeast Tourism Society's (STS) Tourism Marketing College in Dahlonga, GA reL Tourism Marketing Professional (TMP) designation (year two of three)

Visitor Information Centers (VIC)

- Provided training to CVB Visitor Information Center (VIC) staff at the Speedway re: U-Pin-It program
- Collected data from the VIC at the Speedway re: top three states of origin include Florida, Georgia and New York; international visitors were England, Australia and Canada; 18 email addresses were collected
- Collected data from the VIC at Harley Davidson re: top three states of origin include Florida, North Carolina and Vermont; international visitors were Canada, Australia and Ireland; 73 email address were collected