

HAAA Executive Update

February
2019

New Stats

- ◆ Bed Tax collections in January were \$657,263 a 7.04% increase over January 2018
- ◆ January 2019 Average Daily Rate increased 4% over January 2018
- ◆ January 2019 Occupancy was flat compared to January 2018

Administration

- Met with new and existing County Council representatives
- Attended an event at 31 Supperclub for the new Sunwing service from Toronto
- Represented the CVB at weekly Daytona Beach Rotary Club meetings
- Participated in various HAAA committee meetings
- Conducted several interviews to fill the financial controller position
- Participated in a CVB Leadership Team presentation at the Lodging & Hospitality meeting
- Met with County staff and SE and West Volusia CVB executive directors
- Attended the last of Destinations International required classes for Certified Destination Marketing Executive status
- Held a CVB Leadership Team strategy meeting
- Volunteered with the Speedway's Checkered Flag Committee during Speedweeks
- Participated in the ECHO Gallery Committee meeting as a member
- Did a tourism-related interview on WELE-1380 AM radio
- Participated in a ribbon cutting event at Argosy Park
- Participated in a transportation planning seminar at ERAU
- Presented a "What's New" update to a group of 3rd party planners at the Hilton
- Attended a hospitality trade show at Daytona Beach Resort & Conference Center

Finance & Human Resources

General

- Attended Directors meetings
- Attended HAAA Board meeting
- Trained Staff Accountant on daily tasks
- Updated Processes and Procedures manual

Human Resources:

- Processed biweekly payrolls
- Prepared monthly performance reviews for supervisors
- Audited Payroll and Benefits
- Posted Finance Director job description
- Interviewed candidates for Finance Director position
- Assisted James Moore with Payroll Audit
- Prepared offer letter for marketing specialist position
- Prepared termination letter for visitor information center on-call employee
- Posted all-in-one labor law job posters at visitor centers
- Audited PTO accruals and carry over hours
- Assisted employees with electronic W2s

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 December Financials for the HAAA Board

Group Sales / Meetings, Sports, Tour & Travel

Leads Distributed/Meetings: 7	Estimated Economic Impact: \$637,201
Definite Bookings/Meetings: 5	Estimated Economic Impact: \$448,720
Partner Assists/Meetings: 1	Estimated Economic Impact: \$1,500
Leads Distributed/Sports: 2	Estimated Economic Impact: \$495,000
Definite Bookings/Sports: 2	Estimated Economic Impact: \$900,000
Partner Assists/Sports: 2	Estimated Economic Impact: \$420,000
(Assists are Ocean Center referrals and or convention services for hotel partners)	
Tourism Leads: 14	Trade opportunities distributed to ALL Industry partners

Site visits

- Conducted site visits with: Mount Calvary Baptist Church Youth Smile, Racing Promotion Monthly Workshop 2019, Association of Professional Dog Trainers 2022, American Public Transportation Association, United States Tennis Center, Strickland BMX Park, Daytona Ice Plex, and Puzon Family Reunion

Tradeshows, industry events attended

- Attended Independent Planners Education Conference (IPEC), Golf Consumer Show, Sunwing Agent Training, Alltour Agent Training, Religious Conference Management Association Emerge 2019, Destination Showcase, Meetings Professional International Plan Your Meetings, Marine Corps League Bid Presentation, 2019 HelmsBriscoe Eastern Region Partner Exchange, 2019 Hospitality Trade Show and Your Military Reunion Connection (YMRC)

Meetings attended

- Met with Air Canada, Travelbrands, Marine Corps League, Conference Direct Associates & Federal Conferences, Meetings Plus, Mark Salesses of Shepard Expo, Bill Boggs and Kim Newell re: National Cheer and Dance Association 2019, Stewart Doty with Racing Promotions Monthly Workshop, Bob Davis re: Marine Corps League National Convention video, Chief Craig Capri and the Daytona Beach Police Department Motor Unit re: Marine Corps League National Convention video, Mayor Derick Henry re: Marine Corps League National Convention video and Jude Fisher with Delta Tennis re: event details and assistance

Conference call meetings

- Conducted conference calls with: Virgin Holidays, Japan American Tours, Eaglerider, Lee Holidays, New Creative Tours, Alltours, Tourico, Meeting Point North America, Tours International, US Sports Congress, Fed Cup, Marine Corps League, Aquatic Exercise Association, Mustang Daytona Beach
- Conducted conference call with Beth Taylor re: Coakley Williams Hospitality Conference Industry/Market Panel Discussion

Prospecting calls/emails

- Prospecting calls/emails with: Destination Showcase, Religious Conference Management Association Emerge 2019, USA Jump Rope, NAIA Competitive Cheer and Dance, LAX bash, Tuff Mudder, advance Software Analysis Football, Amateur Athletic Union Football, Amateur Athletic Union Volleyball, Amateur Athletic Union Volleyball, Amateur Athletic Union Volleyball, Amateur Athletic

Union Wrestling, Amateur Athletic Union Baseball, Amateur Athletic Union Softball, Florida Association of Pupil Transportation, Crain Communications, Florida Local Government Information Systems Association, Florida Certified Professional Auditors, Florida Trust for Historic Preservation, Florida Society of Accounting & Tax Professionals, Florida Tourist Development Tax Association, Oldsmobile Club of America, University of Florida, and Florida Native Plant Society

Familiarization (FAM) tours

- Coordinated with HAT Marketing re: VISIT FLORIDA FAM for Gold Medal Travel
- Began a rough draft itinerary for the Florida Society of Account Executive (FSAE) FAM
- Worked on rough draft FAM itinerary for DNATA VIP FAM

Industry shows booked/event planning

- Continued to work on tradeshow details for Southeast Tourism Society
- Worked with VISIT FLORIDA re: obtain attendees list with contacts and video footage

Convention Services/Tradeshow and event planning

- Convention Services: The Arc Florida Annual Convention, Transportation Research Board Summer Meeting, Florida Exotic Pest Plant Council, Florida Marine Contractors Association, Pershing Rifles, National Cheer and Dance Association, ACE Gymnastics, Racing Promotions Monthly, Daytona Beach Half Marathon, Association of Professional Dog Trainers 2022 Annual Conference and Tradeshow, School of Governmental Finance, Harris Family Reunion, Church of the Nazarene Retreat and Conference, Florida Tourist Development Tax Association, Florida Society of Account Executives Central Florida Power Lunch, Florida Association of Building Inspectors, New York Troopers, Boys and Girls Club of Volusia/Flagler, Florida Association of Court Clerks and Comptrollers, Cross Connection Control Conference, MG Classics of Jacksonville, USA BMX Florida State Championship, Florida Migrant Education Program Identification & Recruitment Office, Florida Literacy Conference, Aquatic Annual Conference, FC Power Championships, United Way Help Me Grow Conference, American Quilters Society, National JROTC Fitness Challenge, SEE Underground Distribution Committee and Puzon Family Reunion
- Event Planning: Continued planning client event for International Pow Wow (IPW), continued to search for ideas for possible May event in Tallahassee with partners, and finalized Destination Showcase hosted luncheon with the Ocean Center

Administrative

- Attended daily stand-up all staff meetings
- Processed invoices, mileage and credit card reports
- Reviewed MPI Global Industry Day and Atlanta Sales Mission Fairshare opportunities
- Created a new Incentive Funding form and reviewed applications received
- Reviewed Booking Reports
- Prepared/shipped materials for February tradeshows
- Sent follow-up email re: Florida Huddle, Destination Showcase, and Independent Planner Education Conference
- Reviewed financials re: Budget vs Actuals
- Completed tradeshow registration for upcoming shows
- Worked on Advisory Committee Applications for next year
- Entered/reviewed CVENT leads into Simpleview
- Worked with Tag Your Brand on new promotional items
- Sent out room pick up to hoteliers
- Sent out surveys to meeting planners/sports rights holders
- Gathered collaterals for the Marine Corps League National Convention bid presentation
- Worked with Simpleview on Group Sales Goals Report and Definite Booking Report
- Worked with CVENT on upcoming tradeshow

- Assisted with Tourism Today topics for Group Sales Department
- Completed new incentive letter and form for meetings and sports
- Worked with Marketing re: images for HAT Marketing tradeshow booth; ABTA Golf advertorial
- Assisted with materials for Sunwing training
- Assisted Communications with CVENT portal
- Assisted Hilton Daytona Beach Oceanfront Resort re: hosting Southeast FAM
- Met with Sports Advisory Committee Chair John Phillips re: Committee structure, mission
- Met with partners re: Florida Society of Account Executives (FSAE)
- Prepared for 3/13/19 meeting with Tim Buckley and Ocean Center team re: remaining fiscal year opportunities and FY 2019/20 partnerships
- Approved Phase 3 of Thomas Cook Beaches program

Communications

- Media Release – Five Quirky Hidden Gems in Daytona Beach
- Media Release – Family Fun Adventures in Daytona Beach This Spring
- 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 Regional Chamber of Commerce (Bike Week 2019); Fox News (DAYTONA 500 pre-race show); News-Journal; several industry trade publications re: Group Sales; Dave & Buster's; Spectrum News 13; Hometown News; Bethune-Cookman University, Volusia Cultural Arts Council; Spring Turkey Run; Ormond Beach Rentals; Magic Island Art; SkyScanner.ca; Dine and Cruise; Cinematique; Ocean Center, Museum of Arts & Sciences; VISIT FLORIDA; BrasilTuris (Brazil's largest travel publication); WeGoPlaces.com; NASCAR Racing Experience; and CEO 2019 Fighting Championships
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Produced and distributed *TOURISM TODAY*, a bi-monthly eNewsletter sent locally to partners, government and community leaders and other interested individuals on CVB news and accomplishments
- 2019 Visitor Guide: Reviewed/edited editorial copy, continued to seek Instagram users' images for back cover
- Worked with Marketing re: redesign of CVB's Orlando Rack Card; contacted Southeast Volusia and West Volusia tourism bureaus re: confirm if they want to continue to be included (at no cost)
- Started planning for 2019 National Travel & Tourism Day Celebration (5/8) with: Bob Davis-LHA invitation; CVB-handouts, giveaway item; LCB-media release
- Facilitated the quarterly meeting of the Arts, Culture and Heritage Tourism Committee (2/7)
- Assisted with requests for CVB information, data and documents
- Worked on the CVB-managed TripAdvisor pages
- Attended: Florida Public Relations Association local chapter February meeting, Pat Rice presenter
- 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 customization re: added tourism partners as feature videos, added featured playlists on home page, added social links to channel art; continued editing videos' closed captions (60/130 complete)
- Edited 10 new blogs from The Brandon Agency; reviewed images and posted blogs per schedule to DaytonaBeach.com; "ever-greened" seven April 2018 blogs already posted on website
- Worked with Chris King re: golf blogs/releases; golf travel writer FAM and individual press trips
- Monitored media/industry topics including: college spring break, red tide, new panhandling ordinance; DAYTONA Speedweeks, tourism-related legislation, and new developments
- Updated pages and content on DaytonaBeach.com re: Museum of Arts & Sciences; Cici and Hyatt Brown Museum of Art; Daytona International Speedway; Museum of Arts & Sciences, NASCAR Racing Experience and ONE DAYTONA/Jantzen Girl; Jackie Robinson Ballpark; Daytona Lagoon; Riverfront Shops of Daytona Beach; Ponce Inlet Lighthouse user generated photos; Media Releases and Media Coverage pages; new Arts & Culture main page; participated in bi-weekly website review

and development meetings with Marketing; participated in Simpleview monthly conference call; received new social media platform training from The Brandon Agency

- 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
- Supported Group Sales re: created community welcome video for Marine Corps 2020 national conference bid; edited Funway Holidays 2019-2020 campaign materials; added new flexible meeting venues, team photos, sports events and links to website; updated 2019 Group Visitor document; added videos/images/colorized text to Online Travel Training modules; added videos to Travel Trade itineraries (blogs); completed Cvent quarterly update (Meetings & Conventions)
- Edited Atlantic Journal Constitution advertorial and consumer eNewsletters with The Brandon Agency
- Participated in job candidate interviews re: marketing specialist and finance director
- Participated in CVB presentations re: Lodging and Hospitality Assoc. (2/6) and Arts & Culture Committee (2/7)
- Reviewed updated digital version of the Arts & Culture brochure
- Edited editorial for Florida Outdoor Writers Association member magazine
- Worked on multiple press trip requests and upcoming visits
- Reviewed proposed list of The Brandon Agency-produced list of videos with Marketing
- Collaborated with West Volusia tourism bureau re: host Chinese Key Opinion Leaders (KOLs) VISIT FLORIDA media FAM (3/1) to Daytona International Speedway, ONE DAYTONA and the beach
- Reviewed/edited HAAA Board Meeting Minutes and Action Items
- Coordinated with Southeast Volusia tourism bureau re: DBA CVB banner displayed at water quality meeting in New Smyrna Beach
- Renewed CVB membership with Florida Outdoor Writers Association

Marketing & Design

- Reviewed first proof of the Visitors Guide from the Daytona Beach News-Journal; submitted additional images; clarified advertisers that should appear on Visitors Guide map and provided changes; proofed advertiser ads; submitted editorial changes, added listings and intro copy, edits to layout; proofed hotel matrix
- Met with Daytona Stadium re: upcoming events and Bike Week
- Processed, reviewed and approved monthly invoices, credit card statements and mileage reports
- Submitted department opportunities for Beach Blast; reviewed and edited Beach Blast e-newsletter design
- Imported new and updated partners to MailChimp for Tourism Today and Beach Blast mailings
- Reviewed monthly consumer eNewsletters; provided edits and graphics
- Finalized artwork for Marine Corp button; participated in Marine Corp video
- Spoke to bicycle travel writer; provided information to Communications
- Prepared for Biketoberfest® Committee meeting; created packets, meeting minutes, agenda, notifications, set-up, hosted and attended; created an action item report following the meeting; emailed members about committee application
- Participated in planning session with The Brandon Agency re: Biketoberfest® 2019 media plan and creative assets
- Updated information re: motorcycle trailer parking venues - added new venues, updated trailer parking section on webpages; and faxed information to CVB Visitor Information Centers
- Provided list of 25 filming location ideas to Threshold 360 re: Southeast Tourism Society (STS) Connections conference
- Presented at Lodging & Hospitality Association breakfast meeting
- Participated in weekly calls with The Brandon Agency
- Submitted department statistics for Tourism Today
- Saved and organized invoices and backup from The Brandon Agency
- Proofed the December 2018 – January 2019 Campaign Update from The Brandon Agency
- Reviewed the current visitor profile survey questions with CVB staff and The Brandon Agency
- Provided input to Miles Media re: future co-op programs with VISIT FLORIDA

- Submitted Sports logo to Sundance for promo artwork
- Continued recruitment re: Marketing Specialist open position
- Contacted Maui Nix re: updated/new footage for surf shop video
- Supported Group Sales re: designed International Media Marketplace (IMM) booth; submitted proof for review; uploaded art files
- Participated in a video call with Luster re: hashtag photo capabilities
- Reviewed U-Pin-It agreement for Visitor Center and sent memo to Daytona International Speedway
- Confirmed Quilt Week contact for event filming at Ocean Center
- Talked with AJ Handler re: Pro Watercross event funding request
- Met with staff to discuss Orlando Rack Card redesign
- Participated in Web Wednesday; reviewed analytics, photos, top performing pages
- Received/reviewed City of Daytona Beach's event funding request re: Friday night concert series at the Bandshell; reviewed Spectrum media plans for both City of Daytona Beach's Friday night concert series and Friends of the Bandshell Saturday night concerts
- Reviewed radio commercials; asked for new voiceover and re-reads
- Designed two-page spread ad/editorial for ABTA Golf publication; provided proof to sales for review; submitted artwork
- Designed table top register-to-win banner for consumer shows
- Added the Kidd Kraddick Radio Promotion information to the Partner Gateway and created promotional landing page for Beach Blast
- Converted PDF files posted on DaytonaBeach.com re: ADA compliant
- Processed weekly requests re: visitors guide by mail
- Imported reader service responses from multiple publications into Simpleview
- Created Simpleview and Golf reports for December HAAA non-meeting packets
- Participated in Simpleview webinars: Three A/B Test Strategies to Try in 2019; Member/Partners Amenities Refresh; How digital passports can work for your destination; participated in Arrivalist webinar Digital Ad Fraud: What Destination Marketers Are Doing to Protect Themselves
- Updated multiple contacts for area hotels in Simpleview
- Added events and contacts to the Tourism Events User Group
- Uploaded the new Sports and group (religious) videos to YouTube
- Updated lodging availability landing pages and PDFs for DAYTONA Speedweeks/DAYTONA 500 and Bike Week on website
- Updated website with committee meeting locations; dynamic content panel and header slider images (on home page); new Meetings & Sports videos; created online flipbooks for new Daytona Beach Golf Brochure and updated Arts Map and posted to website; Market Research; and Clicktivate video
- Pulled the website analytics re: January Top 10 Markets and Top 20 Blogs
- Updated content on the Wide. Open. Fun. Landing page
- Created a new home page for the Arts & Cultural section of the website and updated image boxes
- Created landing pages for the Facebook co-op (Program 1E), TripAdvisor co-op (Program 2E), and collected co-op information for Programs 1F, 2F and 4F
- Created a call-to-action link for blogs
- Created How To sheets re: adding images and text to the new Media Release page; adding titles to WORD and PDF documents for ADA Compliance; entering deals into Partner Gateway
- Set-up laptop for Accounting Department
- Pulled year-over-year comparison analytics on Speedweeks (2018 vs 2019)
- Coordinated with Vann Data re: Online Security Training for CVB staff
- Attended dept. meeting re: leads generated from consumer shows
- Coordinated consumer promotion opportunity with Winn-Dixie in Jacksonville
- Visited businesses for Partner Outreach efforts including: Courtyard Daytona Beach Speedway/Airport, Days Inn Daytona Beach Speedway, Extended Stay America, Hampton Inn Daytona Beach Speedway, Hilton Garden Inn Daytona Beach Airport, Woodspring Suites, San Marina Motel, Sahara Motel, La Bella, Chateau Mar, Driftwood, Daytona Inn Beach Resort, and The Health Nut Café
- Provided Visitor Guides to Marine Corps Logistics Base in Albany Georgia for March 20 travel show
- Monitored questions about the destination on TripAdvisor's Travel Forum page

- Participated in AAA Travel Expo in Columbus February 8-10 (collected over 300 leads), Chicago Golf Show February 20 – 22, and Philadelphia Golf Show (collected over 500 leads)
- Added new Tourism Partners including: Dave & Busters, The DAYTONA Autograph Collection Hotel, Foxtail Estate, The Health Nut, Juetta West Shop, Dahlia Mexican Kitchen, Red Pig Brewery and Sugar Works Distillery
- Attended a luncheon at LandShark Bar & Grill re: meet new general manager, national VP of Marketing and regional sales coordinator
- Submitted May 2018 Blog recap report to Communications
- Collected data from Visitor Information Center at Speedway re: top three states for visitors were Wisconsin, Michigan and Pennsylvania; international visitors were Canada, Denmark and UK; collected 27 email addresses
- Collected data from Visitor Information Center at Harley Davidson: top three states for visitors were Pennsylvania, Florida and Michigan; top international visitors were Canada, England and Germany; collected 47 email addresses