

New Stats – HAAA Taxing District

- ◆ Bed Tax collections in February were \$1,171,472, an increase of 8.18% over March 2018
- ◆ March 2019 Average Daily Rate was flat compared to March 2018
- ◆ March 2019 Occupancy decreased 1%, over March 2018

Administration

- Represented the CVB at weekly Daytona Beach Rotary Club meetings
- Held a new Board Member orientation session
- Worked with all departments on the website refresh project
- Worked with County staff on employment models and solutions
- Welcomed the Chinese Women's Softball team at Jackie Robinson Ballpark
- Met with Sales staff and Bill Boggs re: the StuntFest event during the cheerleaders competition
- Toured the new Marriott Autograph hotel, The Daytona
- Worked with the News-Journal team for input on several storylines
- Participated in the Lodging & Hospitality Association monthly meeting
- Participated in a Mid-Florida Housing Partnership Board of Directors meeting
- Held CVB Leadership Team meetings
- Held a CVB All-Staff meeting for team comradery
- Strategized with the CVB team re: research needs for 2019-20
- Met with staff re: sports funding guidelines
- Met with P1 Aquacross and took in some great racing at the Hard Rock Hotel Daytona Beach
- Participated in CVB committee meetings
- Participated in a Biketoberfest® Master Plan Review meeting
- Met with the CEO Alliance re: potential projects
- Participated in a Tourist Development Council meeting at the Ocean Center
- Attended the Brown & Brown flag-raising ceremony at its new Downtown headquarters location

Finance & Human Resources

Human Resources:

- Processed biweekly payrolls
- Reviewed AUE Employee Handbook
- Reviewed payroll and benefits
- Reviewed HAAA policies and procedures
- Audited PTO accruals and carry over hours

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 Convention Development Tax (CDT) grid, graphs and factors
- Prepared February Financials for the HAAA Board
- Began budget process with all departments

Group Sales / Meetings, Sports, Tour & Travel

Leads Distributed/Meetings: 14	Estimated Economic Impact: \$3,244,052
Definite Bookings/Meetings: 5	Estimated Economic Impact: \$1,431,560
Partner Assists/Meetings: 3	Estimated Economic Impact: \$367,500.00
Leads Distributed/Sports: 5	Estimated Economic Impact: \$2,528,000
Definite Bookings/Sports: 1	Estimated Economic Impact: \$48,000
Partner Assists/Sports: 2	Estimated Economic Impact: \$3,270,000
(Assists are Ocean Center referrals and or convention services for hotel partners)	
Tourism Leads: 19	Trade opportunities distributed to ALL Industry partners

Site visits

- Conducted site visits with: HelmsBriscoe, Jackson Management Group, Via-Exito, Inc., Dance 411, Women's Retreat and Men's Retreat, United Flag Football League, Florida Marching Band Championship, American Black Chiropractic Association and TENT Expo

Tradeshows, industry events attended

- Attended Florida Society Account Executives (FSAE) monthly luncheon, Meetings Professionals International (MPI) Global Meetings Industry Day, National Pro Fast Pitch, Association of Chief Executives, Sports Industry Exchange, Christian Meetings & Conventions Association (CMCA) Spring Showcase, The Conference for Women, RTO Summit East and Sunwing product launch

Meetings attended

- Met with: Vietnam Veterans of America Daytona Beach Chapter 1048, World Karting Association, Daytona Ice Arena, Stetson University, United States Sports Congress, Youth Spring Football, Florida Football Alliance, Florida Marching Band Competition, Alltours Agent Training, AAA-Bay Hill, American Tours and Travel, Group Travel Network, Progress Tours, Premier Group Travel, American Tours International, Virgin Holidays, Straight A Tours, Gold Pac, Tourico, Expedia, Magic Star Vacations, Eaglerider, My Vacation Tours, Maxim Tours, Super Holidays, Mark Travel, AAA-Winter Park
- Met with Copper Bottom Distillery re: hosting events

Conference call meetings

- Conducted conference calls with: Florida Association of Pupil Transportation, Designer Events, Super Scrappers, Educational Credit Union Council, Alpha Kappa Alpha Sorority, Association of Black Nursing Faculty, Communities in Schools, Information Technology Senior Management Forum, Metal Treating Institute, The Leadership for Queens, Association of Educational Office Professionals, Yellow Ribbon- Mother Daughter, Habitat for Humanity-Volusia County, Kappa Alpha Psi Fraternity, Yellow Ribbon Army, Vietnam Veterans of America- Volusia County, University of Florida, National Stepping Association, Alpha Phi Alpha Fraternity, Florida Trucking Association, Recycle Florida, Florida Association of Retired Troopers, Conference Direct Team Meeting and Florida College English Association

Prospecting calls/emails

- Prospected and followed up with the following: Atlanta Sales Mission, Meeting Professionals Tech Summit and Pastor Bernie Elliott

FAM

- Coordinated a one day Coke Zero Sugar 400 FAM for six Jetset Tours agents in conjunction with Virgin Atlantic

Industry shows booked/event planning

- Continued planning with Butch Newell re: Florida Outdoor Writers Association Annual Conference in Daytona Beach September 2019, a collaboration with Southeast and West Volusia bureaus

- Reviewed Group Family Travel Industry show opportunities for Select Traveler in 2021 and Small Market Meetings in 2023

Convention Services/Tradeshaw and event planning

- Convention Services: National Cheer & Dance Association (NCA & NDA), Jeep Beach, National JROTC Fitness Challenge, USA BMX Florida State Championships, Association of Chamber of Commerce Executives (ACCE), Florida Migrant Education Program (FMEP) Statewide Training, Gateways Pesach, Florida Literacy Conference, Delta Airlines Tennis Tournament, Pirates of the Curl-Ribbean Bonspiel 2019, Site Selection Plus Underground Distribution Meeting, Florida African American Student Association, Cru, 32nd Annual International Aquatic Fitness Conference, Moot Court, FC Power League, Administrative Assistants Conference, Florida Football Alliance Championship, Florida Trucking Association Championships, Florida Association of Colleges & Employees Annual Convention, Bacon Beatdown, Sports & Entertainment Alliance in Technology (SEAT) Conference, Florida Rural Letter Carriers Association, Florida High School Marching Band Championships, Puzon Family Reunion, Florida Society of Account Executives (FSAE) luncheon, National Association of Intercollegiate Gymnastics Clubs (NAIGC), 2019 LPGA Amateurs Scramble Open, Florida Records Management Association, Florida Water Quality Association Annual Convention, Florida State Association Supervisor of Elections Annual Summer Conference, RoboBoat, ShowBiz National Talent Dance, Transportation Research Board Summer Meeting, Florida Athletic Coaches Association, Mt. Calvary Baptist Church-Smile Trip, National Showgirl Pageantry, Peach Belt and Taekwondo National Championship, Student Life and Abernathy Family Reunion
- Event Planning: Continued planning for Tallahassee client event in May, Connect Marketplace client event and International Pow Wow (IPW) client event
- Distributed meeting surveys and room pickup requests
- Distributed email to all facilities and hoteliers for convention services support

Administrative

- Conducted and attended Meetings & Conventions Advisory Committee Meeting, Sports Advisory Committee Meeting, and Tour & Travel Advisory Committee Meeting
- Continued to work on the fiscal year 2019/2020 group sales budget and marketing
- Hosted dinner for National Cheerleading Association
- Attended Simpleview website refresh orientation call; provided details for Meetings webpage
- Reviewed tradeshow booth details for International Pow Wow (IPW)
- Coordinated and attended Convention Services meeting
- Worked on required information for Smart Meetings publication
- Provided ROI report for Destinations International accreditation
- Reviewed actuals for Group Sales
- Coordinated bid proposal for the Alpha Phi Alpha's Southern Regional Convention 2021
- Coordinated details for Meetings Professional International Sunshine Education Summit (MPI SES) sponsorship
- Worked with Florida Association of Collegiate Registrars & Admissions Officers (FACRAO) on items to promote conference in 2020
- Reviewed April tradeshow forms

Communications

- Media Release – Industry Leaders to Celebrate National Travel & Tourism Week on May 8
- Media Release – Endless Adventures media release (updated)
- Prepared for quarterly meeting of the Arts, Culture and Heritage Tourism Advisory Committee (5/2)
- Provided public relations and editorial support, and assisted a variety of media, ad agencies (UK and US) with content and images to: Funway Holidays; Virgin Holidays, VISIT FLORIDA; News-Journal; Smart Meetings
- 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
- Reviewed and edited consumer eNewsletters with marketing and The Brandon Agency
- Worked on the 2019 National Travel & Tourism Week Celebration event re: media release, invitation reminder, Audio/Visual, collaborated with New Smyrna Beach and West Volusia bureaus on presentation, confirmed details with speakers, finalized handouts, event signage and staffing
- Participated in meeting with two News-Journal re: sales tax data, tourism trends
- Represented the CVB at: monthly Lodging and Hospitality Assoc. meeting; Daytona Lagoon media event/grand re-opening; Daytona Tortugas' professional women's softball media event
- Presented on behalf of the CVB at the quarterly Tourism Development Council Meeting (4/26)
- Attended: CVB Directors meeting; HAAA Agenda review meeting; Ad Committee meeting; HAAA Board Meeting; Meetings & Conventions Advisory Committee meeting; CVB staff meeting
- Attended Florida Public Relations Association mini-conference in Daytona Beach (4/4)
- Participated in conference call with Mid-Florida Marketing & Research re: 2019/2020 scope of work
- Attended BurrellesLuce webinar on new MyNewsDash platform
- Edited five new blogs from The Brandon Agency; reviewed images and posted blogs per schedule to DaytonaBeach.com; updated May 2018 blogs
- DaytonaBeach.com content and the Website Refresh Project: attended website project kick-off meeting and requirements meeting, provided content requested; attended orientation meeting; worked on Simpleview team FAM tour itinerary; added content for Ponce Inlet Historical Museum and three Ponce Inlet Beach Racing historic markers; added Beijing Shougang Eagles season and Daytona SC soccer season to calendar; refreshed Daytona Stadium listing; added May groups to calendar; worked on creating new Access Groups in Barberstock – Travel Media, Travel Trade, Community; Updated Coke Zero Sugar 400 and requested new voice over; added 2020 tourism events to calendar; added new Bandshell video to YouTube and the Bandshell webpage and events
- Monitored media/industry topics including: red tide; tourism-related legislation; arts and culture tourism; beach safety; tourism trends; peer to peer rentals; beach access/ocean conditions; economic development; college spring break, hotel development, spectator sports
- 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
- Worked on multiple press trip requests (potential and upcoming) including: Wildamaze Chinese key opinion leaders (May 8-11); Raymond Cua, The Traveling Foodie, a Toronto-based travel adventurer, vlogger, writer, and social influencer (May 12-14); Tammi Roy, Canadian social influencer and travel writer (May 13-16); Film shoot for Evasion, a French-Canadian TV show (May 6); Jimmy Jacobs, Saltwater Fishing magazine editor (June 3-7)
- Collaborated with West Volusia tourism bureau to host Canadian social influencers Allie & Sam to provide an afternoon at the beach during their stay in DeLand
- Participated in conference call with Butch Newell, executive director of Florida Outdoor Writers Association, re: September FOWA conference itineraries and activities; designed/submitted one-page editorial to Florida Outdoor Writer's Association newsletter
- Conference call with Meltwater re: 2019/2020 proposal for media database, media monitoring and newswire distribution services
- Review/proof revised Orlando Rack Card
- Worked on 2019/2020 budget
- Responded to three Visit Florida editorial leads; updated destination's key 2020 events on VISIT FLORIDA consumer website; Facilitated production for VISIT FLORIDA "Daytona Beach in 60 Seconds" video shoot
- Helped staff CVB information/welcome desk re: NCA/NDA National Cheer & Dance Championships

Marketing & Design

- Participated in weekly status calls with The Brandon Agency (TBA); media plan, market research, sales and sports social pages, 2019/2020 budgets, videos, blogs, status reports, airline service,

Snapchat sponsorships, Sprout license, analytics, filming, photos, Advertising Committee & HAAA Board presentations, agency contract and addendum

- Emailed partners regarding co-op programs 1H, 2H & 4H; collected offers for 4G co-op
- Processed monthly invoices, mileage and expense reports, downloaded and organized back-up files for TBA advertising invoices
- Provided May Consumer Promotion Pop-up information to TBA
- Requested Spring Turkey Run video for CVB use
- Participated in research discussion with TBA, reviewed what type of data collection was needed from partners
- Participated in online training for Sprout Social, updated YouTube channel to include videos in most recent/current order, created Sports Social Media Calendar of past events, completed Stackla setup and reviewed training materials, transitioned Facebook and Twitter accounts monitoring and engagement with fans to Marketing Specialist
- Reviewed March social media report and researched best practices for implementing Facebook and Instagram Live into strategy
- Monitored and responded to social media messages, comments and engagements
- Designed social media card and #LoveDaytonaBeach cutout signs
- Confirmed Challenge DAYTONA's tourism event request presentation dates and locations, reviewed applications and provided feedback
- Created ONE DAYTONA digital signs for Delta Tennis group
- Participated in call with Simpleview re: website refresh project, contacted partners to confirm Simpleview FAM appointments, collected assets for website refresh discovery phase, provided website suggestions from Tour & Travel, Sports, and Meetings & Conventions committees
- Participated in Simpleview webinars: Website Optimization, Email Authentication Foundations
- Imported reader service responses from multiple publications into Simpleview; imported email list for Tourism Week Invitation
- Met to review upcoming deadlines and Ad Committee reports
- Spoke with Billy Vance of American Airlines; reached out to hotel partners to gauge interest
- Generated February and March website analytic reports, Top 20 blogs and website visits Top 10 Markets in March 2019
- Discussed strategy for adding sports facility listings to website; tagging activities and locations, populating listings based on search
- Integrated 2019 Visitors Guide into website; created flip book, updated image and links
- Created three landing pages for: hype video, Florida Resident Deals; May The 4th Be With You promotion, accommodations with kitchens/kitchenettes; checked website links for 147 attractions, updated user-generated website images using Stackla
- Created Pinterest page for Daytona Beach and started to populate it using website content
- Attended Daytona Tortugas baseball game, engaged livestream to Instagram page and collected images
- Supported Jeep Beach re: designed "Welcome Jeep Beach" program ad; attended events, created list of Facebook and Instagram Live opportunities
- Followed-up with Pro Watercross re: contracts, beach permits; requested events for website and Facebook
- Prepared P1 AquaX social media activation; submitted :30 Daytona Beach TV spot for P1 AquaX television show
- Finalized May Social Media Map for Facebook, Instagram and Twitter; created digital model release form/waiver for social media videos and photos
- Met with: iHeart Media re: sweepstakes/promotions, Blueconic re: technology offerings, Cyndi Radcliff re: Accuweather, Cycle World, Outdoor Magazine, Bonnier publication opportunities, Top Golf Media Strategies, Tomorrow Pictures re: video production, Clear Channel re: airport advertising

- Participated in meeting with Mid-Florida Marketing & Research re: 2019/202 market research needs; updating visitor profile survey instrument
- Participated in Web Wednesdays; added events to home page, updated copy on rotating images
- Responded to Expedia Group re: hotel bookings past and future
- Participated in CVB Directors meeting
- Supported National Travel & Tourism Celebration re: designed Florida Resident Deals flyer, Economic Impact of Tourism sheet, welcome signs, invitation, landing page, Partner Gateway
- Emailed partner memo re: Dave Warren Scholarship Fund
- Reviewed Florida Resident Deals radio and TV scripts; provided edits/feedback
- Participated in CVB First Friday meeting; assisted with showing CVB videos
- Met with Kaleb Lee re: “Cooler Weather” song release
- Reviewed Biketoberfest® creative campaign; provided feedback/edits
- Coordinated and mailed Biketoberfest® Master Plan packets; reviewed submissions, met with the City of Daytona Beach re: applications; met with Daytona Regional Chamber staff re: proposed Master Plan guidelines for Bike Week & Biketoberfest®
- Updated all levels in Biketoberfest® sponsorship deck; submitted Platinum Sponsorship deck to GEICO Insurance
- Reviewed and edited monthly consumer e-newsletters with TBA
- Met with department staff re: 2019/2020 Marketing Plan and Budget; requested details for each budget code and schedules
- Changed automatic “Thank You” email; updated photos and copy points
- Reviewed and edited Gen Z, Motorcycle Rallies and Ponce Inlet videos
- Sent weekly Visitors Guide requests for processing/mailing
- Participated in VISIT FLORIDA Twitter Chat focused on Girlfriend Giveaways
- Reviewed website listings; updated links, logos, phone numbers and photos
- Added Facebook links for Dunn’s Attic and Auction House, Maui Nix Surf Shop, Treasure Cove Consignment and Whim Wham Art Studio
- Monitored event calendar listings on VisitFlorida.com
- Met with Vann Data re: monthly support plans
- Participated in Travel & Adventure Show in Dallas (March 30-31); attendance 15,387 (up 15%), generated 142 leads
- Added new tourism partners: Metro Diner, Salty Farms Seafood Restaurant, Daytona Biker Church, Cakery Creations, Jimmy Hula’s, Tippy Taco Cantina, Scuba Lynn’s RV Adventures, Natural Concepts Revisited, Curley Cream Rolled Ice Cream, Bonkerz Comedy Club
- Rolled out CVB Tourism Ambassador volunteer opportunities to multiple local organizations, club, and groups
- Met with tourism partners: The Villa B&B, Holiday Shores Beach Club, Atlantic Shores Motel, Daytona Beach Zipline Adventures, Copper Bottom Distillery, Scuba Lynn’s RV Adventures and Mayan Inn
- Submitted 2018 blog report re: June, July and August for needed updates and review
- Monitored questions about the area on the TripAdvisor Daytona Beach Travel Forum
- Represented the CVB at reception at the new Bonefish Grill on International Speedway Blvd. and Daytona Lagoon Grand Re-opening/ribbon cutting
- Collected data from Visitor Information Center at Harley Davidson: top three U.S. states of origin Florida, New York and Pennsylvania; international visitors were Canada, England and Germany, 38 email addresses collected
- Collected data from Visitor Information Center at the Speedway: Florida, Mississippi and Indiana; international visitors were from Canada, France and Australia, 26 email addresses collected