

HAAA Executive Update

New Stats

- ◆ Bed Tax collections for the month of December were \$425,171
- ◆ Collections increased this fiscal year-to-date by 3.32%
- ◆ December Occupancy increased about 18% in December 2016 from December 2015
- ◆ December Average Daily Rate increased about 19% in December 2016 from December 2015

ADMINISTRATION

- Met with management at Hanger 15, Daytona Escape Room, and Ocean Walk Shoppes
- Toured the new Westin
- Sent out our Market Research RFP to 15 requesting firms
- Attended bi-weekly staff meetings

FINANCE

December
Bed Tax
Revenues
UP
10.58%

- Researched current payroll services/professional employer organizations (PEO) and benefits administration and developed timeline for project
- Had Zach Chalifour of James Moore & Co present final audit report to HAAA Board
- Closed out fiscal year 2015-16
- Arranged presentation of annual United Way campaign for staff
- Obtained membership for staff in Florida HIA (Hospitality Industry Association)
- Reviewed first quarter budget-to-actual expenditures
- Processed and filed Form 1099s
- Continued identifying improvements for timekeeping system

GROUP SALES

Leads Generated: 21
Definite Business: 7

- Conducted the first interview for the convention services position
- Conducted a Tour & Travel Advisory Committee meeting with guest speakers from Tourico Tours and HAT Marketing, with a Speedway tour following the meeting
- Conducted a Sports Advisory Committee meeting with a Speedway tour following the meeting
- Conducted a Meeting Committee meeting, with guest speaker Chris Collinson of Connect meetings discussing the recent purchase of the company and increasing cost of attendance
- Continued conversations regarding the Added Value program, and met with partners Ponce Inlet Water Sports, Tanger Outlets, Beach Mobility and Hidden Treasures Ponce Inlet
- Planned and hosted VIP a reception for JetBlue Incentives winners
- Finalized all booth details for the upcoming Religious Conference Management Association (RCMA) tradeshow and conducted a final planning meeting to review details with partners
- Hosted Pre Florida Huddle FAM with United Kingdom buyers
- Hosted Post Florida Huddle FAM with German and Mexico buyers
- Attended Florida Huddle with 47 appointments and a hosted a wine and cheese reception for buyers, with approximately 60 in attendance
- Attended the American Bus Association (ABA) event in Cleveland, with 32 appointments
- Conducted 9 Orlando tour operator sales calls

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- Worked toward coordinating a June golf FAM in association with International Association of Golf Tour Operators (IAGTO,) a Canadian FAM, and a Asian buyer FAM
- Had a discussion with Westin Director of Sales Kathy Masterson, identifying the interest and the benefit of adult tennis tournaments which have the possibility of producing a higher ADR and usage of our tennis facility
- Had a discussion with The Shores Resort & Spa Director of Sales Chris Pranis regarding starting a quarterly local partner gathering to showcase venues and attractions within destination
- Hosted Society Government Meeting Planners (SGMP) monthly evening reception
- Attended Florida Society of Associate Executives (FSAE) monthly luncheon
- Conducted 5 sales calls Tallahassee
- Hosted Florida Society of Associate Executive monthly roundtable
- Met with a Greek organization at Bethune-Cookman University
- Conducted a site visit with Armstrong State University for a 2019 event
- Conducted a site visit for Florida Alliance of Arts education in 2017
- Conducted a site visit for USS Alamo for 2018
- Conducted a call with City of Daytona Beach regarding National Association of Intercollegiate Athletics (NAIA) and held a recap meeting with the Local Organizing Committee (LOC) to review the 2016 event and discuss future (2017) Championships
- Coordinated and conducted a site visit planning meeting with Daytona State College with William Dunne for the National Junior College Athletic Association (NJCAA) Men's Soccer Championships in 2018, 2019 and 2020
- Conducted an internal sports meeting to review all new business and events
- Met with the Junior Varsity Volleyball Tournament planner re: the Florida Winter Fest event
- Conducted a conference call and site visit with Gayotto Sports re: sports course options
- Met with the Plaza Resort and Spa's Sports Sales staff to review current and new business opportunities
- Conducted a conference call with Major Beach Soccer re: its June 2017 event
- Met with Terry Sullivan of All American Bowl and volunteered to assist at event
- Conducted a conference call with John Graham with Football Championships Sub-Division (FCS Bowl) and arranged a site visit
- Met with Jim Jankowski and Brian Keur of the Daytona Beach Tortugas to discuss new partnership opportunities
- Conducted a conference call with Greg Thomas of International Sports Sciences Association (ISSA) and held a site visit
- Met with Direct Mail Express (DME) facility's Dan Panaggio to discuss 2017 Special Olympics and other opportunities
- Conducted a site visit with John Bisigano of the 5v5 Soccer series
- Conducted a site visit for the Life Focus Ministries Empowerment Summit
- Conducted a site visit for VIP Shriners at the Marina Grande condominium
- Conducted a site visit for the fall 2017 VIP Mastermind Experience
- Conducted a Board of Directors Luncheon during a pre-planning site visit for the Christian Women's Connection 2017 Conference
- Prepared and attended a Shriners International pre-convention planning meeting in Orlando and secured venues for the CVB-hosted VIP pre-week activities that included ladies tours and VIP evening dinners
- Conducted a conference call with Shriners International Headquarters and the Plaza Resort & Spa to discuss the host hotel room block
- Reviewed the revised overflow hotel spreadsheet provided by Shriners Housing Chairman Art Horton

COMMUNICATIONS

- Press Release: 2017 Festival Line-Up
- Press Release: Discover the Unexpected (updated with new hotel development news)
- Press Release: Soakin', Relaxin', Groovin' and Grillin' – Daytona Beach is Totally Your Speed
- Supported Sales department with Danica Patrick strategy, media inquiries and social media

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- Produced and distributed BEACH BLAST, a monthly newsletter sent to CVB partners on marketing and advertising opportunities
- Created social media training sessions as part of Partner Gateway (extranet) launch and prepared for post-Lodging & Hospitality Association March 8 training
- Reviewed final results of most recent IZEA Social Media #WeekDayGetaway fall campaign and applied analysis to formulate request for quote for March campaign
- Provided public relations support and assisted a variety of media, US and UK ad agencies with content, images including: Daytona Beach News-Journal, WKMG TV6, WFTV TV9, WNDB Radio, SportsEvents Magazine, TravelZoo, SportsEvents Magazine, Family Vacation Critic, Atlanta Journal Constitution, Shermans Travel, Southern Living, Barrhead Travel, Funways, AuthenticFlorida.com, and Visit Florida
- Rolled out the Festival Capital of Florida initiative which includes a media release, a calendar, SE and W Volusia inclusion, a blog, homepage and event page content, and a new URL (FestivalCapitalOfFlorida.com)
- Continued working with Visit Florida on two regional FAM opportunities (with St. Augustine, Jacksonville, and Amelia Island)
- Coordinated press trips for Lisa O'Driscoll with TravelingMom.Com, Beautiful Budget Life, FunMoneyMom.com, and Marc Smith with 30 Day Adventures
- Attended the Daytona Beach News-Journal sales kick-off meeting for the 2017 Visitors Guide
- Attended a planning meeting for the printed CVB consumer newsletter, and wrote and edited 12-pages of editorial
- Represented the CVB at: the Florida Public Relations Association, Lodging & Hospitality Association, and Ad Fed board meetings
- Edited the Paradise consumer "More R&R is Good" e-blast and repurposed it for a DaytonaBeach.com blast, blog and home page alert
- Uploaded eight Paradise :15 spots on YouTube and placed on 14 pages on DaytonaBeach.com
- Scheduled social posts
- Wrote/edited a new countywide rack card to be distributed in Orlando the market
- Received information from Shriners, re: media story angles, in preparation for future releases
- Visited four hotel partners as part of the CVB's WOW Wednesday
- Attended a quarterly CVB budget review
- Monitored media on industry issues including Visit Florida, tourism industry funding, AirBnB, College Spring Break, and tourism economic impact studies
- Assisted sales by providing copy to Site: Florida and Caribbean, edited a Ferrari Group piece and a Barrhead Travel piece
- Attended a hard hat tour of the new Westin Daytona Beach Resort & Spa
- Helped to organize and promote the Lodging & Hospitality Association's new U.S. Military Program, offering 370+ prize packages donated by area hotels for 3-night stays in the fall of 2017
- Updated DaytonaBeach.com content including: Danica Patrick videos; 2017 festivals and events; About Us; Tourism Ambassador Program; Military Thank You Drawing; Racing Historical Landmarks; FestivalCapitalOfFlorida.com; Top 10 Reasons to Visit; Attractions, Shopping; Shriners public events; and Sports
- Assisted post-Hurricane Matthew Ponce Inlet partners:
 - Distributed blog with featuring Ponce Inlet partners and shared input to help raise awareness that the majority of Ponce Inlet businesses are open
 - Met with Ponce de Leon Lighthouse Program Manager Mary Wentzel and her staff to strategize on how the CVB can share resources (i.e. lighthouse aerial video footage); maximize CVB social media and event calendar; and obtain additional publicity to help recover from post-Matthew downturn in visits
- Held an Arts & Culture Committee meeting: reviewed/discussed the *Share The Heritage* brochure draft, distributed committee applications for renewal, reviewed the attendance policy, and set the next meeting for 3:30 p.m. April 4 at the Cici and Hyatt Brown Museum of Art

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MARKET DEVELOPMENT

- Held a conference call with the Jacksonville Jaguars to discuss potential marketing partnership opportunities
- Reviewed weekly website analytics, with all indicators performing above industry standards
- Met with senior staff to review the reserve fund request proposal
- Held a conference call with GolfPac/Tee Times to discuss strategy to get more hotel properties involved in the program
- Reviewed Google AdWords analytics for December
- Worked with Paradise on a new DaytonaBeach.com landing page for new digital marketing efforts
- Attended and participated in the Leadership Daytona Alumni Council's Elevate Daytona event at the News Journal Center
- Met with the Daytona Beach News-Journal to discuss the new Visitor Guide
- Held a conference call with RoomKnights (formerly Regatta) to discuss how to increase bookings, a partner meeting in the destination, and the new digital technologies coming soon
- Went on a hardhat tour of the new Westin property with other staff members
- Spoke to South Beach Classics regarding our episode (scheduled to run March 1) and our B-Roll/vignettes
- Met with Paradise to request the creation of the 25th Annual Biketoberfest® ad and discussed a budget for the creation of related assets and production
- Met with LCB regarding the Golf Marketing Program and developed a plan to get more properties participating
- Held an Advertising Committee meeting and recommended funding for: Friends of the Bandshell Summer Concert Series and P1 Aqua Cross, and reviewed a recommendation for use of reserve funding
- Met with staff and Kay Galloway to plan the new Spring/Summer Newsletter, to be designed with more content and a longer shelflife
- Met with finance and staff to review the October, November, and December advertising invoicing vs. budget
- Met with Barry Sanders of the Brandon Advertising Agency and discussed their abilities as an agency
- Met with the multiple properties to discuss the golf program and their participation with wholesale rates and specials, with five new properties signing on
- Gathered historical information regarding the CVB's last advertising agency RFP process and timeline
- Spoke to the Daytona Beach News-Journal about possible distribution of our left over Visitor Guides through several of their sister papers in key markets
- Presented the Market Development portion of the reserve request at the HAAA meeting
- Created the 2017 25th Biketoberfest® Marketing Plan with department staff and finalized the 25th Biketoberfest® marketing ad
- Met with Paradise and staff to discuss the Danica Patrick plan for marketing through the contracted channels to maximize the ROI
- Attended the HLA annual golf tournament, on behalf of the CVB
- Met with the Halifax Art Festival to discuss HAAA Special Event Funding for this year's event
- Held a monthly conference call with Simpleview and staff, with all indicators performing above industry standards
- Reviewed the new rack card promoting the destination, and received feedback from the SE and W Volusia ad authorities before going to print
- Held Extranet training for all partners
- Held RoomKnights training for all hotel partners
- Visitor Information Center: Daytona International Speedway - In January; the most noted visitor states included of origin were Florida, Illinois, and New York. International visitors included the Canada, England and Brazil
- Visitor Information Center: Destination Daytona - In January; Florida, Ohio and Pennsylvania were the most popular states of origin. International visitors included Brazil, Canada, and Venezuela