

Halifax Area Advertising Authority - Executive Update

July
2019

New Stats

- ◆ Bed Tax collections (CDT) were down less than 1%, at \$868,951 in June 2019, compared to \$876,143 in June 2018
- ◆ Average Daily Rate increased 2%, at \$131.45 in June, compared to \$128.75 in June 2018
- ◆ Occupancy decreased about 1%, to 76% in June 2019, compared to 77% in June 2018

Administration

- Participated in the Checkered Flag Committee for the Coke Zero Sugar 400 weekend
- Participated in the Welcome to Rockville media conference at Daytona International Speedway
- Conducted several candidate interviews for the CVB's Operations position
- Participated in weekly meetings of the Daytona Beach Rotary Club
- Conducted an Agenda Review meeting with the HAAA Chair and CVB directors
- Participated in the Advertising Committee meeting
- Toured the newly-renovated Best Western Seabreeze property
- Conducted daily stand-up meetings with full staff
- Participated in candidate interviews for the CVB's Partner Liaison position
- Participated in a Biketoberfest® & Visitors Guide meeting with the Daytona Beach News-Journal
- Prepped for Roberts Rules of Order refresher training for key staff and chair
- Worked on Performance Evaluations and strategic improvement plans
- Prepped for budget and marketing plan presentation to County staff
- Gave a presentation to the Florida Tourist Development Tax Association
- Participated in the HAAA Board meeting
- Held a CVB Leadership Team to review current operations and opportunities
- Conducted a radio interview on WELE-1380 AM
- Gave a presentation to the Bellair Community Group
- Scheduled meetings with various community members and business leaders
- Participated as a member of the Tourist Development Council
- Participated with staff in ADA Compliance training by AUE Staffing
- Participated in a testimonial video shoot to celebrate the Daytona Regional Chamber's centennial
- Participated in strategic educational sessions at the Destinations International (DI) Conference
- Graduated from DI's three-year program with a Certified Destination Marketing Executive accreditation! ☺
- Traveled to SW Florida with local community leaders on the Chamber's Intrastate Trip to review best practices and economic development insights

Finance & Human Resources

Human Resources:

- Processed biweekly payrolls
- Continued to review and update AUE/HAAA Employee Handbook
- Reviewed Payroll and Benefits
- Continued to review HAAA Policies and Procedures
- Reviewed PTO accruals and carry-over hours
- Continued discussions with AUE re: human resource procedures
- Continued to review and update job descriptions
- Reviewed applicants for open positions
- Coordinated CVB staff meeting with AUE re: ADA compliance training

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 (bed tax) grid, graphs and factors
- Prepared May and June Financials for the HAAA Board
- Continued budget process for FY 2019-20 with all departments
- Processed financial transactions for June and July 2019 financials
- Reviewed May, June and July 2019 budget vs. actual transactions prior to final financial reports
- Prepared and distributed weekly financial reports to all directors

Group Sales / Meetings, Sports, Tour & Travel

Leads Distributed/Meetings: 26	Estimated Economic Impact: \$7,867,668
Definite Bookings/Meetings: 6	Estimated Economic Impact: \$278,081
Partner Assists/Meetings: 1	Estimated Economic Impact: \$157,500
Leads Distributed/Sports: 2	Estimated Economic Impact: \$260,000
Definite Bookings/Sports: 0	Estimated Economic Impact: \$0
Partner Assists/Sports: 0	Estimated Economic Impact: \$0
(Assists are Ocean Center referrals and or convention services for hotel partners)	
Tourism Leads: 8	Trade opportunities distributed to ALL Industry partners

Site visits

- Conducted site visits with: North Point Ministries “The Walk”, Sleep Number Corporate Meeting, Lenay Gore, Association of Public Transportation, Life Focus Ministries Sister-to-Sister Retreat, Church of God In Christ Marriage Retreat, National Youth Music Convention, Florida Department of Marine Corps League, Florida TOPS (Take Off Pounds Sensibly), University of Florida and Joseph Volleyball

Tradeshows, industry events attended

- Attended: Meeting Professionals International (MPI) North Florida Chapter lunch meeting, Florida Society Account Executives (FSAE) Annual Conference, Your Military Reunion Connection (YMRC), Central Florida Society of Government Meeting Planners (SGMP) Education Day and Cvent Connect

Meetings attended

- Met with: Debbie Guilfoil - Sales Manager with Plaza Resort & Spa, Patty Devine - Sales Manager with the Wyndham Ocean Walk, Florida High School Marching Band Championship meet and greet, The Guestbook – Wade Linquist, Alltours agent training, Japan American Tours, Meridian Tours, Straight A Tours, Virgin Holidays, Action Travel, New Golden Horse Tours, Abreu Tours, Entertainment Benefits Group, Pegasus, American Tours and Travel, City Tours, 7M Tours, AAA Winter Park, Golfpac, Tourico, Expedia, First Incentive Travel and FM Tours
- Sunwing Airlines re: hotel contracts and Toronto sales mission that would include Sunwing and other operators

Conference call meetings

- Hosted the following conference call meetings: Ladies Oriental Shrine of North America, Alpha Phi Alpha Fraternity, Aquatic Exercise Association, Joe Capazello of Travel Group Family
- Hosted conference call with HAT Marketing re: fiscal year 2019-2020 planning for the UK, Ireland, and Germany
- Hosted conference call with Sunwing re: review of marketing activities and documentation
- Hosted conference call with Northstar re: VISIT FLORIDA co-op opportunity

Prospecting calls/emails

- Prospected: Air Force F 106 troops, Florida School Counselor Association, Professional Fraternity Association, Military Network Reunion, Hill Higher Education Events, Southeastern Employment & Training Association, JM Huber Corporation, Schmidt Family Foundation and Toyota Motor North America

FAM

- Finalized all details for Jetset FAM

Industry shows booked/event planning

- Continued to finalize details for Connect Marketplace 2019 client event in Louisville, KY to include: client event budget review, Accord 125 to list DBACVB as additional insurer, invitation, database of invitees, food & beverage and transportation
- Finalized details for Florida Outdoor Writers Association Opening Reception to include: obtaining an Accord 125 to list DBACVB as an additional insurer, transportation, offsite activities and food and beverage
- Continued working with Gregory Hunt, Executive Director re: Marine Corps League and upcoming planning visit
- Attended Marine Corps League luncheon/pre-convention meeting with the Florida Chapter

Convention Services

- Florida Farm Bureau Young Farmer & Ranch Conference, South Atlantic Region Undergraduate RoundUp, Florida Public Defender Association Summer Conference, Jet Jam Races, Sports & Entertainment Tech Conference, Council on Occupational Education, Annual Marriage Retreat, Transportation Research Board, Cru, Florida Tourist Development Tax Association, Taekwondo Nationals, Florida Health Care Activity Coordinators Association, New Spring Church – The Gauntlet, Aluminum Association of Florida, Reptile Breeders Expo, Brookside Annual Meeting, Orlando Curling Club, International Association of Electrical Inspectors, The Arc of Volusia, Habitat Florida Conference, Sleep Number and family reunions
- Sent out surveys and room pickup requests
- Reached out to groups that went definite for convention services planning

Sports Sales Manager Coverage

- Worked with Marketing team re: Sports Daytona Beach Instagram highlights
- Worked on Beep Baseball bid with facilities to potentially host in 2021
- Worked with the City of Daytona Beach re: Fast Triathlon 2020 and 2021
- Followed up with facilities re: International Slow Pitch Softball bid 2020, 2021 and 2022
- Hosted site visit with Joseph Volleyball
- Worked with facilities re: Zero Gravity basketball tournament
- Worked with DME re: potential rugby bid for Mid-Atlantic South Champions Cup Championship

Group Sales Coordinator Coverage

- Continued work on incentive funding documentation and check requests for current fiscal year
- Worked with Director of Sales on DaytonaBeach.com content for Meetings, Sports, and Tour & Travel
- Team assisted with deliveries to multiple hotels with convention services items for incoming groups to include: welcome signage, VIP in-room amenities, destination welcome table information, & attendee welcome bags
- Sent out incoming Cvent leads to appropriate sales managers
- Put together tradeshow items for Florida Society of Account Executives (FSAE) and Cvent CONNECT
- Worked with Northstar meetings re: sponsorship, advertising and tradeshow registration package for Destination Southeast 2019 and Independent Planners Education Conference (IPEC) 2020
- Attended Act-On Simpleview webinar to learn more about the program for tradeshow follow up

Administrative

- Participated in candidate interviews for operations position
- Conducted interviews for the Sports Development Manager and Group Sales Coordinator positions
- Met with Cvent representative, Lynsey Watts re: membership/advertising bundle and Passkey
- Worked on tracking room nights from tour operators from October 1, 2018 to present
- Began coordinating sales activities for the first and second quarter of fiscal year 2019-2020
- Coordinated onboarding process for Sports Development Manager to include site visits of primary sports facilities and partner hotels
- Attended CVB bi-weekly directors meeting; budget review meeting with CVB directors; HAAA Board meeting and Sunwing meeting
- Scheduled Connect Marketplace appointments for the Corporate, National Association, Specialty, Sports, and Tour tracks
- Attended website refresh design workshop
- Worked with ConventionsSouth re: planner guide
- Worked with HAT Marketing re: Thomas Cook Coastal Florida campaign

- Coordinated creative needs and deadlines for Women in Golf Magazine with The Brandon Agency
- Followed up with The Brandon Agency re: fiscal year 2019-2020 Group Sales media plan

Communications

- Media Release – Endless Adventures in Daytona Beach (updated)
- Media Release – Momentum Continues for Daytona Beach Hotel Openings and Renovations
- Reviewed/edited Biketoberfest® media release (draft pending sponsorship); confirmed location for Biketoberfest® press conference in October; collected messaging from partners; prepared two blogs
- Provided public relations and editorial support, and assisted a variety of media, ad agencies (UK and US) with content and images re: News-Journal; Dream Cruise; Orlando Date Night Guide; Volusia County Community Information Dept.; Travel Guide to Florida; Department of Health Volusia County; City of Daytona Beach; Ormond Observer; Welcome to Rockville; Daytona International Speedway; USA Weightlifting; "Best Sports Host City" (voting reminder); Tent Expo; Florida Marching Band Championships;
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Worked on fiscal year 2019-2020 Marketing Plan and Budget
- Prepared for August 1 quarterly meeting of the Arts, Culture and Heritage Tourism Advisory Committee; worked on initial proof of Arts and Culture Map brochure updates; welcomed/orientated new Committee member; distributed bi-monthly list of CVB-created arts and culture content to Committee members for their review/input
- Presented at the Tourism Development Council meeting (7/19)
- Produced three CVB presentations: Florida Tourist Development Tax Collectors Association (7/17); Bellair Community Group (7/18); 2019-2020 CVB Budget & Marketing Plan re: Volusia County Council
- Attended Central Florida Transportation Planning Group meeting in Orlando (7/31)
- Met with Tom Pokorny and Cheryl Coxwell re: Motorsports Trail concept/status
- Completed campaign brief and media authorization re: social media influencer campaign
- Produced 500-word advertorial for Northstar (Group Sales media buy)
- Worked with Chris King to produce 1000-word editorial re: Florida Golf Alliance
- Reviewed and edited consumer eNewsletters with marketing and The Brandon Agency
- Collaborated with New Smyrna Beach and West Volusia tourism bureaus re: Florida Outdoor Writers Association Annual Conference in Daytona Beach including Travel Blogger contest and conference attendees' itinerary of destination activities
- Attended bi-weekly CVB directors meetings and monthly CVB staff meeting
- Edited seven blogs from The Brandon Agency; reviewed images and posted blogs per schedule to DaytonaBeach.com; updated 2018 blogs for upcoming months
- DaytonaBeach.com and the Website Refresh Project: attended Design Presentation workshop (7/1); reviewed Advanced Site Map notes and Prototype revisions; reviewed/edited content in the Beaches section; Created blog URL direct report for Simpleview; added 2019-2020 season events for Peabody Auditorium and Daytona Beach Symphony Society
- Worked on Sports Daytona Beach news release (draft pending); reviewed new Sports social media pages
- Monitored media/industry topics including: fireworks; beach water quality; tropical weather; beach litter following July 4 holiday; seaweed blooms in Southeast Florida; Florida wildlife encounters; beach safety; arts and culture tourism; summer travel; new attractions/development; travel trends and research; motorcycle rallies
- Met with a professional photographer re: potential new images for CVB Library
- 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
- Reviewed/edited HAAA Board meeting minutes
- Participated in monthly social media call with The Brandon Agency
- Worked with VISIT FLORIDA re: community event they are planning in Daytona Beach on 8/27
- Attended Ad Committee meeting (7/9); Biketoberfest® publication meeting (7/11); HAAA Board meeting (7/17); and Welcome to Rockville press conference at Daytona International Speedway (7/6)
- Participated in interviews re: Operations position

Marketing & Design

Administration

- Submitted weekly visitors guide requests for processing/mailing; uploaded emails to database
- Processed department credit card, invoices, department hours, downloaded proof of performance for consumer advertising campaign
- Met with Holiday Inn LPGA director of sales re: set up Partner Gateway; spoke with Daytona International Speedway re: content for campaign
- Interviewed candidates for Partner Liaison open position
- Reviewed Sunwing media invoice; requested documentation and TV affidavits; finalized VISIT FLORIDA Sunwing invoice
- Participated and/or attended: HAAA Board agenda review meeting, monthly CVB directors meeting, department meeting, Web Wednesday, Ad Committee meeting, HAAA Board meeting, Arts & Culture Advisory Committee Meeting, weekly status call with The Brandon Agency, and website analytics with Simpleview
- Updated/ordered staff business cards
- Met with staff re: review County Council presentation of Marketing Plan; provided department highlights and budget detail

Marketing & Design

- Participated in meetings including: Advanced Site Map, Website Refresh Design and Presentation Workshop, Website High Fidelity Prototypes
- Met with the News-Journal re: 2019 Biketoberfest® Pocketguide and 2020 Visitors Guide
- Participated in call with Tee Times/Golf Pac Travel re: review 2018/2019 campaign results and 2019/2020 opportunities
- Compiled and submitted staff edits and suggestions for the Advanced Site Map and High Fidelity Prototypes associated with the Website Refresh Project
- Reviewed and edited monthly eNewsletters which promoted American Airlines NYC flight, Fall Festivals, Ponce Inlet, Food + Drink, WonderFall
- Participated in call with the agency re: WonderFall creative, TV script, media placements
- Edited and updated images in the Arts Map brochure
- Approved video re: 31 Supper Club Bees Knees artisan cocktail and recipe
- Requested quotes from local vendors for tradeshow bags; placed orders for upcoming tradeshows
- Created official email signatures for all CVB staff and one for Sports Business Development Manager
- Met with DME Visual re: review assembly for the World's Most Famous Beach consumer show display, Fast Signs to discuss consumer tradeshow booth and Visitor Center signage,
- Met with Golf Advisor/Golf Now and Tee Times USA to discuss golf marketing opportunities
- Developed social media table tents; requested print quote from local printers
- Researched other destination funding applications and guidelines, began updating Tourism Event Funding Application for 2019-2020
- Designed custom map for Marine Corps 2020 meeting, 1/3 page ad for Conventions South, full-page destination ad for Play Florida Golf, new transparency for VISIT FLORIDA Welcome Center (I-95), full page ad for Northstar meeting
- Designed new Daytona Beach Ale Trail logo and sticker
- Provided destination images to Daytona Beach International Airport for Sunwing ad buys
- Selected and provided destination video clips for Daytona International Speedway's Trip of a Lifetime content campaign
- Collected partner information for co-op programs

DaytonaBeach.com

- Added new accounts and partner information in CRM system
- Updated listings on the ONE DAYTONA landing page
- Created landing pages for the August Facebook co-op, WonderFall campaign, Sports Facilities pages
- Updated User Generated Content regularly, via Stackla, appearing on Home, Beaches, Arts & Culture, Ponce Inlet Lighthouse, Meetings and Biketoberfest® pages
- Updated the Coke Zero Sugar 400 lodging availability list

- Reviewed pdf documents for ADA compliance

Biketoberfest®

- Met with, and delivered the Biketoberfest® Master Plan to, the City of Daytona Beach staff
- Attended Daytona Beach City Commission meeting re: Biketoberfest® Master Plan
- Updated the Biketoberfest® Master Plan application to extended deadline submission per Daytona Beach City Commission request
- Submitted GEICO Biketoberfest® sponsorship agreement to Volusia County legal for review
- Updated Biketoberfest.org pages including Pin Pass, videos, sponsor pages
- Created landing pages for Biketoberfest® lodging availability list and Register to Win alert
- Created August Biketoberfest® social media calendar for Facebook and Instagram
- Met with Daytona Regional Chamber of Commerce and The City of Daytona Beach re: review proposed guideline changes for Bike Week and Biketoberfest®
- Provided the Biketoberfest® Advisory Committee with a recap of the Daytona Beach City Commission meeting, emailed lodging partners requesting lodging availability for Biketoberfest® 2019
- Reviewed the Promotional Display Space agreement with ONE DAYTONA for the Biketoberfest® Welcome Center
- Reviewed Biketoberfest® creative and confirmed diversity; reviewed/approved Rider Now Magazine and Women Riders Now eNewsletters
- Approved Biketoberfest® 2019 poker chip design
- Provided input on Biketoberfest® 2020 logo
- Participated in call with Law Tigers Motorcycle Lawyers and Politis & Matovina Law Firm re: sponsorship opportunities

Social Media

- Reviewed the agency's June organic social media report
- Created August social media calendars (Facebook, Instagram, Twitter) for Daytona Beach Area CVB and Sports Daytona Beach
- Added top June blog posts to Daytona Beach Area CVB Pinterest page
- Broadcasted live #WaveWednesday videos weekly on Facebook and Instagram
- Contacted Hull's Seafood re: setup video/photo shoot for blog posts and social media
- Created Discover Daytona Beach account on Giphy.com re: create "stickers" for Instagram accounts
- Submitted content for National Lighthouse Day celebration (August 7) to VISIT FLORIDA public relations and social media teams
- Updated social media profile pictures with new logos
- Attended Daytona Tortugas baseball game and posted to Sports Daytona Beach Instagram page
- Participated in VISIT FLORIDA Twitter Chat focused on scenic drives in Daytona Beach
- Maintained/updated content, monitored and responded to all requests, and engaged daily with consumers on Facebook, Instagram, Twitter, Pinterest, TripAdvisor for Daytona Beach Area CVB, Sports Daytona Beach and Biketoberfest® accounts

Webinars/Training/Education

- Participated in Simpleview Webinars including Act-On Marketing Automation and User Generated Content
- Participated a demo of Visit Widget and Falcon.io (social media monitoring platform)
- Participated in Sprout Social webinar: Customer Exclusive: How to Track Social ROI, Back to Basics

Visitor Information Centers (VIC)

- Updated the Daily Traffic Reports
- Collected emails from the VIC at the Speedway; top three states of origin include Florida, California and Tennessee; top international visitors: Denmark, Germany and Mexico
- Collected emails from the VIC at Destination Daytona; top three states of origin include Florida, North Carolina; top international visitors: England, Germany and Brazil