

HAAA Executive Update

JUNE
2017

New Stats

- ◆ Bed Tax collections for the month of May were \$658,887, a 7.71% increase over May 2016
- ◆ Average Daily Rate increased 3% over May 2016
- ◆ May 2017 Occupancy increased 9% over May 2016

Administration

- Attended Daytona Beach Rotary Club weekly meetings
- Prepared for Shriners with an “All hands on deck” employee message
- Attended Florida Association of Destination Marketing Organizations meeting in Clearwater
- Worked on the 2017/18 Budget and Marketing Plan
- Attended the Lodging and Hospitality Association Meeting
- Attended the Grand Opening of the Streamline Hotel
- Attended the International Association of Golf Tour Operators (IAGTO) lunch at LPGA Int'l
- Did a Shriners Media Day with WNDB-AM, WELE-AM and the Bellair Community Group

Finance

- Worked with directors on updated actuals, current fiscal year estimate, transfers between departments and the 2017-18 budget
- Distributed healthcare renewal rates from TriNet, along with updated census reports, to payroll companies for their bid review and questions
- Processed accounts payables in the amount of \$1,013,144
- Streamlined accounts payable processing by adding tax documents to the paperwork required for M&C incentive payments
- Facilitated the internal transition from Gateway Bank into (now) CenterState Bank
- Established a documentation process to prepare for the reporting that House Bill 1A will require, effective July 1, 2017
- Worked with Enterprise Rental Car management to resolve issues with service and billing
- Reviewed outstanding media invoices and media plan
- Completed a new hire for Visitor Information Center
- Began to coordinate back-up documentation for the Ocean Center invoice to HAAA (received June 2017) that covers FY 2015-16 expenditures
- Responded to an inquiry from County Revenue staff on videos to be shown at the Tourist Development Tax Association meeting in July
- Assisted with the review/revisions of the marketing plan, Crisis Management Plan and Continuity of Operations Plan (COOP)
- Sent to County Revenue staff a list of AirBnB properties to determine if bed taxes are being collected, along with article on Leon County reaching an agreement with AirBnB

Group Sales

Leads Distributed: 18

Definite Bookings: 9

Tourism Inquiries: 5

Site visits hosted:

- Joseph Volleyball
- Charles R. Ware military reunion
- Suwannee River Area Health Education Center
- Puzon Family Reunion group
- Daytona Magic group
- Corvette Caravan group
- 5linx group
- National Association of Interpretation 2020 Conference

Tradeshows, industry events attended:

- International Pow Wow (IPW) in Washington D.C.
- International Association of Golf Travel Operators (IAGTO) in Miami
- Conducted Site Visit Joseph Volleyball
- Colorado Springs Client event and dinner
- Fraternal Executive Association (FEA) tradeshow
- Meeting Professional International (MPI) Phoenix Award Show
- Conducted four (4) sales calls in Atlanta
- Conducted Daytona Beach “Destination” presentation to Fraternal Order of Police Florida Chapter to host Annual Conference 2019 & 2020

Meetings attended:

- Met with nine (9) tour operators in Orlando
- Conducted a local Sports Visioning meeting with area partners and sports facilities
- National Junior College Athletic Association Men’s 2018 Soccer Championships meeting regarding hotel selection
- Conducted meeting with area partners to organize planner lunch with hotel partners at Florida Society of Association Executives (FSAE) annual conference
- On-site client-planner meeting during the American Baptist Association 2017 Convention
- Co-hosted with the Plaza Resort & Spa an on-site client dinner for Global Community - National Academic Advising Meeting Planner and Staff during Summer Institute

Conference call meetings/prospecting:

- HAT Marketing re: International PowWow and fiscal year 2017-18
- Tourico Holidays re: potential marketing opportunities and International Association of Golf Tour Operators (IAGTO) FAM
- E-sports (gaming) opportunities including the XLive conference for 2017
- U.S. Sports Congress Conference call re: press release on the 2018 US Sports Congress in Daytona Beach at the Hard Rock Hotel
- Helmsbriscoe associates re: International Association Administrators Professional show in July
- Gay Days organizations

FAMs hosted:

- Hosted Pre-Fam for International Association of Golf Tour Operators

Industry shows booked!

- U.S. Sports Congress industry tradeshow
- Rendezvous South industry tradeshow

Shriners action items:

- Coordinated and met with Tourism Ambassadors volunteers
- Reviewed project timeline and finalized VIP pre-week activities
- Attended the Executive Committee meeting
- Conducted a transportation meeting
- Continued work on all VIP invitations to various Shriners activities
- Coordinated local VIP lists for various activities
- Determine the schedule for ambassadors and staff
- Produced laminated signs, welcome letters, and all amenities
- Met with Donovan with Marina Grande regarding July 4th evening program
- Conducted a meeting with Shriners hotels

Convention Services:

- Provided services for Joseph Volleyball site visits to include hard hat tour of Hard Rock Hotel
- Submitted a funding letter and application for Florida Winter Cup
- Submitted a grant application for Florida Winter Cup to the Florida Sports Foundation
- Conducted a meeting to review of all definite groups booked from June through September
- Trade shows/sales missions/sales calls: Florida State Guardianship Association, International Association of Administrative Professionals and International Multicultural & Heritage Tourism.
- Services provided for: South Eastern Meet Association, Statewide Claims Conference, Puzon Family Reunion, Building Officials Association of Florida Annual Conference, National Association for Interpretation, Taekwondo Nationals, National Wrestling Coaches Association, Florida Athletic Coaches Association, Major Beach Soccer, FL MIECHV Coordinated Intake and Referral Action Learning Collaborative Meeting, American Baptist Association, National Academic Advising Association, Fraternal Order Chief of Police, and Banks Cornelius

Administrative:

- Conducted the Meetings & Conventions, Sports and Tour & Travel budget workshops
- Conducted a Group Sales bi-monthly meeting
- Continued efforts in planning the Connect Marketplace client event
- Continued efforts in recruiting planner and buyers for the CVB's September "mega" FAM
- Continued an audit of all lead reports for accuracy
- Continued to work on the International Association of Golf Tour Operators (IAGTO) FAM
- Worked on the Integrated Media Marketing (IMM) upcoming newsletter deployments to all markets
- Completed Sam Pollack's annual employee review
- Researched and reviewed fiscal year 2017-18 tradeshows for all markets
- Finalized the invitation and master attendee list for an Orlando Lunch & Learn (Faith Based Market) with fair-share hotel partners
- Researched the database list and marketing strategy for Integrated Media Marketing (IMM) efforts toward tennis, gaming, and competitive arts

Communications

- Press Release: "Hard Rock and Streamline Among Newest Hotels in Daytona Beach" – sent to UK/HAT Marketing
- Press Release: "Top 5 Unique Things To Do this Summer in Daytona Beach" (features Coke Zero 400, National Lifeguard Championships, etc.)
- Golf: Worked with Chris King (golf PR) on two press releases for deployment; coordinated individual golf media visit (IMV) June 19-22; worked on potential golf Individual Media Visits (IMVs) in progress; and edited Madden Media/Paradise advertorial on golf vacation experiences
- Wrote and edited content for revised mini Visitors Guide (distribution to Shriners and other large groups)
- Provided Shriners PR support: photos, events, media inquiries, press releases, website content, editing sales materials, assisting with material assembly, and social media

- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: Volusia County (Shriners and Half-Marathon); BizBash (small meetings destination feature); HAT Marketing; Paradise; Madden Media; Daytona Beach News-Journal; Insight Guide; City of South Daytona (Roboboat event); WNDB 1150 AM; TravelHost Orlando Magazine; Sailforth Production (trail app); Florida Outdoor Writers Association; Cope Connections; Halifax Rowing Association; Sports Initiative; U.S. Chung Do Kwan (USCDKA) National Association (50th Anniversary is July 20-22); DatingAdvice.com (content ideas for a romance feature); Travel Impressions; Integrated Marketing Media; Montreal Gazette; several individual travel writer inquiries; new boardwalk amusement rides; Sloppy Joe's for Food Truck; and several new hotel and attractions developments
- Produced an editorial outline and timeline for Fall Newsletter
- Attended Biketoberfest® strategy meeting and started scheduled Biketoberfest® posts (the first Pin Pass post reached 27,000+ in 2 days)
- Monitored media on industry issues including: new hotel developments, tourism marketing funding, Visit Florida, 2017 hurricane season, Boardwalk/East ISB corridor, new hotels and attractions developments in market
- Strategized with directors to review the 2016/17 budget and work on the 2017/18 Communications Plan and Budget
- 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
- Produced two Consumer Blasts, the CVB eNewsletter distributed to ~75,000+ on CVB email opt-in databases
- Attended the HAAA Board budget workshop
- Hosted several FAM/Individual Media Visits (IMVs) including Mary Charlebois/Go Nomad; Leigh Mackay/New England Golf Monthly; Visit Florida/China Traveler Magazine; Jennifer Huber; and Jamie Farber
- Worked with Visit Florida and HAT Marketing on itineraries and plans for upcoming regional Individual Media Visits including: Scottish Sun newspaper and Good Morning Britain filming opportunity
- Reviewed the Stackla annual contract; discussed new features/renewal during conference call with Marketing & Design; agreed to a 6-month renewable contract while we seek input from the CVB's incoming advertising agency of record
- Continued to monitor IZEA's Spring 2017 Social Media Campaign (April-June,) with final numbers to be presented in July
- Held a conference call with Lou Mengsol of U.S. Sports Congress re: PR support for Dec. 2018 meeting at Hard Rock Hotel
- Represented the CVB at the grand opening reception for the Streamline Hotel and Bruce Rossmeyer's Destination Daytona Breakfast Ride-In
- Produced a monthly event calendar and distributed it to all tourism partners
- Formalized the CVB Image Use Guidelines for staff and added new language for users given access to the DaytonaBeach.com media gallery
- Re-scheduled the next meeting of the Arts, Culture and Heritage Tourism Committee to August 3 and received delivery of the new CVB Share the Heritage printed brochure
- Scheduled social posts through June; followed Paradise's Danica Patrick re-posting schedule and continued sharing with Danica Patrick's team
- Created, edited and/or updated content on DaytonaBeach.com including: redirecting the two motorcycle rally pages (Biker Beach and Biketoberfest®) to Biketoberfest.org to improve search; sports tourism and sports venues; digital version of the new 2017 Visitors Guide posted and content being repurposed into new blog posts; new page designed based on revised Share The Heritage brochure information; refreshed header images for Events and Watersports; updated content on Bandshell Concerts, Arts & Culture and Deals pages; and posted new press releases
- Participated in a Simpleview conference call re: the Dynamic Content Module
- Participated in a Visit Florida conference call, re: HB 1A and how it impacts DMOs – and met with CVB directors to review information and implement documentation procedures

- Participated in selecting and notifying the 2017 Florida Public Relations Association Volusia/Flagler Chapter's "Great Communicator" award winner Gary Davidson
- Assisted HR with internal messaging to staff, re: tracking Visit Florida-related transactions
- Finalized the CVB's role in the Lodging & Hospitality Association's Military Thank-You program – mailed notifications and referred questions/concerns from winners and hotels to Bob Davis
- Provided the New Smyrna Beach visitors bureau staff with content about the Daytona Beach area for the organization's new website
- Discussed 2017/18 social media strategy, and requested additional information on the role the new agency will play and the resources available
- Worked on CVB Crisis Management Plan and Continuity Of Operations Plan, and sent the final draft to directors for review
- Participated in Visit Florida's Hurricane Preparedness webinar
- Rallied CVB staff to #JackiesDugOut to take photos during the Tortugas First Day of Summer event

Marketing & Design

- Imported June's Reader Service responses into Simpleview
- Partner programs - collected partner information from Program 7G and sent to Paradise; sent co-op Programs 2B and 7E to partners for approval
- Converted the 2017 Visitors Guide and new Share the Heritage brochure into interactive flipbooks, with all websites and phone numbers linked to partners
- Pulled analytics on the 2017 Digital Campaign, Discover Daytona Beach Golf, Google Ad Words and specific URLs from the consumer campaign
- Made updates to the SportsDaytonaBeach.com site by adding a new Source Code for Simpleview, and modifying the "Find a Venue" form and facilities section
- Met with Vann Data to explore computer upgrades and the possible purchase of a new main server
- Completed work on the Military Appreciation Promotion: pulled all submissions, randomly selected 371 names, updated DaytonaBeach.com and mailed winner letters
- Created a Coke Zero 400 Availability page on DaytonaBeach.com
- Added Shriner's events and Coke Zero 400 info to the Partner Gateway
- Contacted Simpleview about conducting an audit on DaytonaBeach.com
- Updated the Arts Map on daytonabeach.com and linked all websites and phone numbers to partners
- Updated the CVB Computer Inventory list to include the machine name, user names, purchase date and date recommendations for replacement
- Updated Biketoberfest® Pin Pass link, QR code and sponsor info on biketoberfest.org
- Finalized the Biketoberfest® Master Plan with the City of Daytona Beach, made copies and delivered to the City for placement on the July City Commission agenda.
- Held an internal staff meeting to brainstorm Biketoberfest® ideas: poker run chip sponsor, social media influencers, Google ad words, Pay Per Click (PPC) programs, sweepstakes, posters, email campaigns, #25YearsBold, Chrome anniversary, Biketoberfest® Throw Back Thursday (TBT) and more
- Joined Cyclefish.com (34,472 members,) posted logo and date for 2017 Biketoberfest®, and added five event photos to the Biketoberfest® album
- Researched locations and mailing addresses of motorcycle dealerships in Florida for future pre-event promotional materials
- Reviewed and submitted edits for the Crisis Management Plan
- Provided Shriners support by packaging promotional items and baskets
- Edited DaytonaBeach.com: reviewed home page photos and added Coke Zero image and info, updated listing in the shopping and fishing sections, and updated images throughout the site
- Connected with local businesses about partnering for Cincinnati Sport Travel & Boat Show and the Southern Women's Show in Orlando

- Reached out to local golf partners and hoteliers about GolfPac program and Play Florida Alliance
- At our Visitor Information Centers: Destination Daytona collected 39 email addresses (most popular visitor origins were Florida, Georgia and Pennsylvania / most popular international origin markets were Brazil, France and Germany). Daytona International Speedway collected 42 email addresses (most popular visitor origins were Minnesota, Ohio and North Carolina / most popular international origin markets were England, Germany & France)
- Processed 59 invoices for the consumer media plan
- Updated a full-page ad for the Shriners 2017 program
- Reviewed and signed contracts with Florida Golf Alliance
- Participated in a conference call with The Brandon Agency about contract details
- Edited and modified the Shriners 2017 area map to include hotel information, key points of interest, parade route and transportation stops. Also created a 2018 Shriners map.
- Designed and edited the 2017-18 Marketing Plan
- Reviewed and edited the June e-news that is sent to 150,000 households – plus added an additional newsletter to the end of June to push Coke Zero 400 race and hotel stays
- Reviewed activity videos created by Paradise Advertising highlighting Shopping, Dining/Nightlife, Golf, Arts/Culture, Adventure, Fishing, and Eco/Parks
- Prepared for the June Advertising Committee meeting: notified members and public, prepared packets, collected tourism events applications and pulled Paradise reports and analytics
- Changed content and images to the Mini Visitors Guide, submitted digital files for the printing of 30,000 guides for Shriners and other groups throughout the year
- Spoke with Stephen Sweeney at Daytona International Speedway about the facility's Biketoberfest® / Fall Cycle Scene efforts
- Requested that Paradise create motorcycle vignettes from South Beach Classic TV show footage
- Discussed the contract, getting on board, discovery period, timeline with the Brandon Agency
- Reviewed and signed Paradise estimates and media bills
- Reviewed the first Amplified Storytelling – Summer Break – segment from Madden Media
- Submitted 2016-17 budget adjustment numbers and 2017-18 planning budget numbers
- Reviewed and edited a full-page ad for U.S. Lifeguard Association's National Lifeguard Championship program
- Participated in a call with Simpleview to review the June digital status reports
- Modified the SportsDaytonaBeach.com logo to reflect a renewed emphasis in 2017-18
- Edited the CVB consumer brochures for Atlanta, Charlotte and Charleston travel shows
- Spoke with pro surfer Shae Lopez about the Beach Week surfing event coming to Daytona Beach in August
- Met with staff to plan for Fall initiatives: newsletter, email blasts, Canadian Sand Dollar program, etc.