

# Halifax Area Advertising Authority - Executive Update

June  
2019

## **New Stats**

- Bed Tax collections (CDT) increased 13%, at \$704,402 in May 2019, compared to \$622,844 in May 2018
- Occupancy increased nearly 17%, to 68% in May 2019, compared to 58% in May 2018
- Average Daily Rate decreased 3%, at \$118.96 in May, compared to \$122.64 in May 2018

## **Administration**

- Represented the CVB at weekly Daytona Beach Rotary Club meetings
- Participated in a Human Resources Advisory Committee meeting
- Represented the CVB on the Mid-Florida Housing Authority Board of Directors
- Began interviews for a CVB operations position
- Met with County Legal staff re: renewal of The Brandon Agency contract
- Held bi-weekly CVB directors meetings to review ongoing operations and opportunities
- Presented with CVB directors to the Florida Public Relations Association
- Met with CVB staff, Tim Riddle and the Florida Trucking Event staff at the Ocean Center
- Presented at the Lodging & Hospitality Association's monthly meeting
- Met with local business leaders re: a potential new concert event and Challenge Daytona triathlon
- Set meetings to review Roberts Rules of Order and an abbreviated reporting system
- Met with County staff re: upcoming opportunities and partnerships
- Held a HAAA workshop to review the Marketing Plan & Budget for 2019-20
- Met with The Brandon Agency on creative and digital strategy for 2019-20

## **Finance & Human Resources**

### **Human Resources**

- Processed biweekly payrolls
- Reviewed and updated AUE/HAAA Employee Handbook
- Reviewed Payroll and Benefits
- Reviewed HAAA Policies and Procedures
- Reviewed PTO accruals and carry-over hours
- Continued discussions with AUE re: human resource procedures
- Reviewed and updated job descriptions

### **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) analysis including graphs and other factors
- Prepared May Financials for the HAAA Board
- Continued budget process for FY 2019-2020 with all departments
- Processed financial transactions for May and June 2019 financials
- Reviewed May 2019 budget vs. actual transactions prior to final financial reports
- Reviewed June 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: 19	Estimated Economic Impact: \$4,230,837
Definite Bookings/Meetings: 9	Estimated Economic Impact: \$1,378,407
Partner Assists/Meetings: 2	Estimated Economic Impact: \$200,000
Leads Distributed/Sports: 2	Estimated Economic Impact: \$1,155,000
Definite Bookings/Sports: 0	Estimated Economic Impact: \$0
Partner Assists/Sports: 3	Estimated Economic Impact: \$900,000

(Assists are Ocean Center referrals and or convention services for hotel partners)

Tourism Leads: 10                      Trade opportunities distributed to ALL Industry partners

### Site Visits

- Conducted site visits with: Alpha Kappa Alpha Sorority, Florida TOPS (Take Off Pounds), Charles R. Ware military reunion, Association of Marina Industries - International Marina & Boatyard Conference (IMBC), Association of Marine Fabricators, Campus Crusade for Christ-Mission Capacity National Meetings

### Tradeshows, Industry Events

- Attended the following industry events: Meeting Professionals International World Education Congress (MPI WEC), Meetings Professionals International (MPI) Gala Awards Dinner, United States Travel Association's International PowWow (IPW), International Association of Golf Tour Operators (IAGTO), Military Reunion Network, Florida Marine Corps League State Convention, Grand Opening for THE DAYTONA Autograph Collection Hotel

### Meetings Attended

- Hosted client lunch for Jacksonville-based HelmsBriscoe planners
- Hosted client lunch with Florida Hostage Negotiators Board President
- Met with Alfredo Gonzalez re: American Airlines New York service and ideas to work with the Groups Sales department to bring destination awareness to the business traveler in NYC as well as identify operators that work with American Airlines in packaging Daytona Beach vacations
- Met with Connor Rand, DME re: upcoming sports programs at Daytona Stadium
- Met with organizers re: CHALLENGE DAYTONA Triathlon Festival
- Met with Karen Szemborski, Hilton Daytona Beach Oceanfront Resort re: Marine Corps League, sports and Connect Marketplace
- Met with: Miki Travel, Alltours, Trendy Travel, Meeting Point North America, Maxim Tours, New Creative Tours, AAA, Tourico, First Incentive Travel, Lee Holidays, Florida Travel Network and New Golden Horse Tours

### Conference Call Meetings

- U.S. Army Recruiting Command Jacksonville Battalion, VISIT FLORIDA
- HAT Marketing re: IPW and upcoming FY 2019/20 activities; consumer advertising in the UK; HAT and IPW buyer recommendations

### Prospecting

- University of Florida – Pharmacy Department, Florida Early Learning Coalition, Air Force F-106 reunion, American Society for Eighteen-Century Studies, Auxiliary Submarine Rescue, Diabulimia Helpline,

### FAMs

- Finalized JetSet Tours FAM details re: top eight selling agents in Daytona Beach area race day July 6

### Industry Shows Booked/Event Planning

- Connect Marketplace 2019 client event in Louisville, KY
- International Pow Wow (IPW) client event at the Anaheim Angels baseball game (travel trade/media)
- Worked with Ocean Center and Hilton Daytona Beach Oceanfront Resort re: Travel's Select Traveler and Small Marketing Meetings industry shows
- Worked on Florida Outdoor Writers Association Opening Reception

### Convention Services

- Florida Hostage Negotiators, Statewide Conference Claims, Florida Trucking Association, USA Weightlifting, American Black Chiropractors Association Convention, Florida Public Defenders

Association, Bacon Beatdown, Florida Athletic Coaches Association, Florida Rural Letter Carriers Association, Showbiz, RoboBoat, Florida Association of Colleges & Employers, Florida Farm Bureau State Young Farmer & Ranch Conference, Christmas Expo, Any Lab Test Now Regional Meeting, Volusia County Sheriff's Office Annual Meeting, ACE Gymnastics, Jet Jam Races, CEO Gaming, Puzon Family Reunion

- Worked with Daytona Beach Police Department on upcoming 2020 major events to add to their calendar

#### **Sports Sales Manager Coverage**

- Worked with Gerry Pitchford, Ormond Beach Sports Complex re: National Intramural and Recreational Sports Association (NIRSA) Soccer Championship Bid 2020
- Met with Connor Rand, DME re: review incoming groups and potential leads
- Worked with International Slow Pitch Softball on potential site visit
- Worked with Florida Flag Football League re: finalizing details to host event in Daytona Beach
- Worked with Daytona Stadium re: Florida High School Athletic Association (FHSAA) Football Championship hotel rooms
- Worked on USA Fencing 2021 bid in partnership with the Ocean Center
- Sent out bid for the National Collegiate Athletic Association (NCAA) Division III Field Hockey Championships
- Met with Daytona Tortugas re: review incentive funding for Beijing Eagles; new opportunities
- Reached out to Soccer Elite Tournaments re: possibly hosting an event in our destination
- Worked with US Sports Congress on potential CVB sponsorship details
- Continued to work with Florida Marching Bands Championship re: rooms, potential meet and greet in July
- Worked on Beep Baseball re: potentially host in 2021
- Worked on Fast Triathlon 2020 and 2021 re: potential opportunity for City of Daytona Beach, site visit
- Hosted conference call re: Port Orange Stallions potential new sites in 2020

#### **Group Sales Coordinator Coverage**

- Registered for American Bus Association and Connect Marketplace
- Mailed tradeshow materials for Military Reunion Network and International Association of Golf Tour Operators (IAGTO)
- Continued to work on incentive funding documentation and check requests FY 2018-2019
- Worked with Director of Sales re: DaytonaBeach.com content; website refresh project
- Finalized upcoming meeting dates for Sports, Meetings & Conventions and Tour & Travel committees

#### **Administrative**

- Worked on tracking room nights from tour operators FY year to date
- Coordinated booth preparation for American Society of Association Executives (ASEA) with Ocean Center and Hilton Daytona Beach Oceanfront Resort
- Attended joint meeting of Group Sales team and Ocean Center sales staff re: collaboration, site visits, Connect Marketplace client event, FAMs, sports and advertising opportunities
- Registered for Meeting Professionals International (MPI) North Florida Chapter luncheon meeting
- Met with Group Sales team re: recommendations/input on DaytonaBeach.com content
- Finalized draft of the Group Sales marketing plan and budget
- Attended CVB Directors meetings
- Requested room nights from Sunwing re: January-May 2019
- Conducted job interviews re: Sports Development Manager, Group Sales Coordinator open positions
- Revised Convention Services Coordinator job description
- Submitted Group Sales information re: Tourism Today
- Worked on content for SportsTravel Best Sports Events Host City nomination
- Worked with Cvent on upcoming 2019-2020 fiscal year initiatives
- Worked on Small Market Meetings media request
- Attended Simpleview bi-monthly conference call
- Met with Group Sales team re: review current/future incentive dollar requests
- Attended conference call with Cvent re: Cvent Connect tradeshow and Speed RFP

- Attended conference call with HAT Marketing re: International Pow Wow (IPW) follow up, upcoming activities, budget and 19/20 FY initiatives
- Attended conference call with The Brandon Agency re: FY 2019-2020 meetings, sports initiatives
- Attended website refresh project meeting re: navigations on the website with marketing and communications team
- Reviewed Northstar VISIT FLORIDA co-op opportunity

## Communications

- Media Release – CVB Sales Manager Lynn Miles Earns Recertification from Events Industry Council
- Media Release – Bandshell Summer Concert Series (regional distribution vis newswire)
- Media Release – Endless Adventures in Daytona Beach (updated)
- Media Release – Florida Outdoor Writers Association Travel Blogger Contest
- Updated Biketoberfest® event copy 2019-2021 and shared with Southern Biker Magazine; submitted Biketoberfest® 2019 event information to Florida Fairs and Festivals; reviewed Biketoberfest® social media posts through July
- Provided public relations and editorial support, and assisted a variety of media, ad agencies (UK and US) with content and images re: News-Journal; The DAYTONA Marriott Autograph hotel; Meetings Magazine; Hat Marketing; Coastal Communications; Funway Holidays; Orlando Attractions; Drive I-95; Edible Orlando
- 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
- Developed the Communications Department 2019-2020 marketing plan and budget
- Produced, and participated in, CVB presentation re: Florida Public Relations Association of Volusia/Flagler
- Reviewed and edited consumer eNewsletters with marketing and The Brandon Agency
- Worked with Florida Outdoor Writers Association to launch a Travel Blogger Contest
- Attended bi-weekly CVB Directors meetings; monthly CVB staff meeting
- Edited 8 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: Worked on site map review and changes; met with Group Sales re: content; met with Simpleview re: preview presentation for July 1 workshop; added links to recent media coverage webpage; updated Arts & Culture content; reviewed/edited new content for Daytona Beach Ale Trail; added new images to Media Gallery; updated DAB air service
- Worked on new TripAdvisor pages re: image headers
- Confirmed accommodations for VISIT FLORIDA German travel media FAM in November
- Monitored media/industry topics including: listicles; beach water quality/algae blooms; marine life/beach safety; arts and culture tourism; summer travel; CEO Gaming returning to Daytona Beach; beach access
- 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
- Participated in June monthly social media call with The Brandon Agency
- Reviewed/edited VISIT FLORIDA annual report; updated DMO information, event listings re: VISIT FLORIDA.org
- Researched data/produced messaging re: Sports/Travel Award Best Sports Event Host City nomination
- Participated in VISIT FLORIDA conference call re: statewide advocacy rallies planned for August/September
- Met with marketing re: #LoveDaytonaBeach campaign; Biketoberfest® messaging; fall consumer campaign;
- Worked on golf advertorial with Chris King and discussed Fall golf FAM
- Attended call with Cision re: training
- Attended HAAA Board Budget Workshop (6/17)

- Participated in meeting with Julia Truilo, re: Ormond Mainstreet
- Discussed tourism during on-air interview re: Big John Radio Show WELE 1380 AM
- Assisted UK TV production company with contacts re: potential filming in Daytona Beach
- Reviewed BurellesLuce renewal agreement re: 2019-2020 media clipping service
- Updated CVB's LinkedIn profile and posted CVB job openings
- Updated Group Visitor Information Document and Online Travel Training modules with Group Sales

## Marketing & Design

### Administration

- Processed mailed Visitors Guide requests weekly
- Updated Member Hotline instruction sheet, updated staff permissions in Simpleview, updated SoniClear software on meeting laptops
- Scheduled meeting with Daytona Beach News-Journal re: Biketoberfest® Pocketguide and Visitor Guide projects
- Engaged assistance from Tourism Ambassadors re: Florida Association of Hostage Negotiators group
- Requested invoices/backup for approved Tourism Event funding
- Produced and updated lodging availability list re: Coke Zero Sugar 400
- Developed 2019-2020 Marketing Department marketing plan and budget
- Collected partner information for July-December register-to-win giveaways
- Participated in conference call re: 2019-2020 Travel & Adventure Show schedule
- Worked with Pitney Bowes re: new postage machine installation
- Attended American Advertising Federation Daytona Beach monthly meeting
- Posted CVB job openings to DaytonaBeach.com and Indeed.com; sent job descriptions to Southeast Tourism Society and Destinations Florida (formerly FADMO)
- Set-up laptop for Accounting department use
- Prepared for Advertising Committee July meeting; met with new committee member re: orientation
- Met with Daytona International Speedway re: Coke Zero Sugar 400 moving to August in 2020
- Met with Communications re: community and local marketing image requests
- Met with Challenge Daytona re: December 2019 event
- Met with Halifax Art Festival re: November 2019 event
- Provided header images for new TripAdvisor pages
- Confirmed Travel Trade images for HAT Marketing
- Requested quote re: consumer show bags
- Created presentation background templates re: Marketing Plan and Budget presentation
- Met with Ormond Beach Main Street re: branding study results; CVB social media connections, content and video; CVB Partner Gateway
- Finalized Florida Golf Guide agreement; requested advertorial copy development for July
- Submitted entries to VISIT FLORIDA re: Flagler Awards
- Collected July and August partner co-op information
- Participated in weekly status calls with The Brandon Agency
- Hosted bi-monthly meeting to review website content and website refresh project deliverables; met with all departments on Advanced Site Map
- Reviewed and edited all consumer eNewsletters; register-to-win website pop-up, Clicktivate and Gen Z hype video
- Submitted copy, logo, image re: Play Florida Golf's Fall eNewsletter
- Reviewed The Brandon Agency 2019-2020 contract; submitted to Volusia County legal for review
- Spoke with The Zimmerman Agency re: current consumer advertising campaign and capabilities
- Reviewed 2019-2020 Meetings and Sports media schedule with The Brandon Agency; requested SkyNav information and pricing for possible partner co-op
- Collected destination testimonials for use in advertising and social media

### DaytonaBeach.com

- Created landing pages for TripAdvisor and Facebook partner co-ops, Coke Zero Sugar 400 Lodging Availability, Arts & Culture Events
- Added workshop and committee meetings notices, hotel deals to the hype video page, Arts & Culture events to the Events dropdown, social media icons with links to the Sports section

- Updated advisory committee descriptions, partner information, partner photos, Daytona Beach International Airport logo, and the consumer interests list in the CRM
- Tagged User Generated Content through Stackla to populate Home, Meetings, Sports and Biketoberfest® webpages
- Edited October blogs and Daytona Beach Ale Trail content
- Edited Media Gallery photo tags

#### **Analytics**

- Participated in monthly SEO call with Simpleview
- Pulled April and May analytics for Tourism Today
- Pulled May page click out analytics for partners who participated in the Florida Residents Deals page
- Pulled page analytics on Summer Concerts at the Bandshell
- Created May Simpleview & Golf analytic reports

#### **Biketoberfest®**

- Developed Biketoberfest® budget spreadsheets
- Confirmed City of Daytona Beach's pole rental and installation fees, banner locations, length of agreement
- Worked on Biketoberfest® sponsorship proposals and met with potential sponsors
- Prepared for Biketoberfest® Committee Meeting
- Prepared Biketoberfest® Master Plan; provided copies to committee members and notified applicants and the City of Daytona Beach about missing/updated information

#### **Social Media**

- Requested new social media icons for Biketoberfest® social media
- Met to review Sports Daytona Beach social pages and launch date, created Sports Daytona Beach profile logo
- Provided PDF copy of Social Media Card to Communications
- Provided beach images (wedding, sandcastles) for use in social posts
- Participated in monthly social media review and planning meeting with The Brandon Agency
- Participated in VISIT FLORIDA Twitter Chat re: small towns
- Created July social media content calendar for CVB Daytona Beach Facebook, Twitter and Instagram pages; Biketoberfest® Facebook, Twitter and Instagram pages; and Sports Daytona Beach's Facebook, Twitter and Instagram pages
- Broadcasted: live #WaveWednesday videos on CVB Facebook and Instagram pages weekly; live video from a Daytona Tortugas baseball game on the Sports Daytona Beach Facebook and Instagram pages
- Monitored and responded to social media messages, comments and interactions daily on all CVB social media platforms
- Posted content to CVB TripAdvisor and Pinterest pages
- Completed application steps for Instagram Verification on the CVB Daytona Beach page
- Attended: CEO Gaming Fighting Game Championships at the Ocean Center (collected content for weekend posts, broadcasted live from the event); grand opening of Bronx House Pizza; Bacon Beatdown
- Reviewed #LoveDaytonaBeach social media campaign ideas with The Brandon Agency and CVB Marketing and Communications teams

#### **Webinars/Training/Education**

- Participated in two VISIT FLORIDA webinars: How Younger Generations are Shaping The Future of Travel and Skift-Destination Marketing

#### **Visitor Information Centers (VIC)**

- Collected data from VIC at the Speedway re: top three states of origin include Rhode Island, South Carolina and North Carolina; International visitors were Spain, Germany and England; 9 email addresses were collected
- Collected data from the VIC at Harley Davidson re: top three states of origin include Florida, North Carolina and Georgia; International visitors were Germany, Brazil and England; 52 email addresses were collected