

HAAA Executive Update

March
2017

New Stats

- ◆ Bed Tax collections for the month of February are \$885,018
- ◆ Collections increased this fiscal year to date by 0.89%
- ◆ February Occupancy decreased less than 1% in February 2017 from February 2016
- ◆ February Average Daily Rate increased about 10% in February 2017 from February 2016

Administration

- Hired Kay Galloway as Marketing & Design Director
- Promoted Alix Parker from our Visitor Information Center to full-time Office Coordinator
- Worked with County Legal on new research contract

Finance

February
Bed Tax
Revenues
down 2.47%

- Rolled out new time-saving procedure American Express expense report
- Continued to compile information for payroll and benefits contract
- Onboarded new hires: Kay Galloway – welcome back! And Maggie Winston, who joined us at the Speedway Visitors Information Center
- Reviewed and reenforced take-aways from Lunch & Learn motivational session with Coach Ridder
- Invoiced partners for Spring-Summer Newsletter participation
- Prepared summary of administration department contracts, agreements and related deliverables
- Met with AFLAC rep to review staff voluntary payroll deductions
- Processed accounts payable invoice payments of over \$862,000

Group Sales

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March 2017 activity
Leads Generated: 23
Definite Business: 11
Tourism Inquiries: 5

- Conducted site visit for Fraternal Order of Police Florida Region, pending contracts for Feb 2018 Board Meeting & June 2019 & 2020 Annual State Conference, total of 2,000+ Hotel Rooms
- Conducted a site visit breakfast meeting with Campus Cru 2020 Spring Youth Program with Cru Staff David Perkins and John Wagner
- Conducted a site visit with Florida Alliance of the Arts
- Conducted a site visit with Omega Psi Phi
- Conducted a site visit with Sigma Delta Theta Sorority
- Conducted site visit with the Soccer Management Company
- Conducted a site visit with United States Twirling Association
- Attended a lunch meeting hosted by Amy Barkley and Karen Decker-Shepard Expositions
- Attended MPI Georgia Tech Summit at which the CVB invited 5 Atlanta-based meeting planners as guests – more than 105 total attendees

- Attended March Meetings Professional International (MPI) North Florida Chapter Monthly Chapter Meeting,
- Attended Central Florida chapter Society of Government Meeting Planners luncheon
- Attended Society of Government Meeting Planners Regional Conference
- Attended Connect Meetings Diversity Conference with 34 appointments
- Attended National Association of Sports Commissions with 16 appointments and 2 client dinners
- Hosted Group Arrival at DAB Airport: Brunswick Sea Ray Boats Dealer Conference 2017
- Hosted Staff Welcome Lunch/ Attended Hilton Pre-Convention Meeting/ Attended Staff Closing Dinner
- Conducted a conference call with Helmsbriscoe to discuss National Administrative Association Conference to participate in the 2017 program
- Continued Religious Conference Management Association (RCMA) Emerge 2017 Lead Follow-ups
- Prepared & confirmed all details for the Shriners VIP Pre-Convention Meeting (17) Shriner VIP Attendees, including Shriners Tampa, FL Headquarters Staff
- Convention & Visitors Bureau Hosted (2) Dinners with all attendees, spouses, local VIP's & CVB staff members
- Site Tours of the Host Hotel-Hilton & Ocean Center were conducted
- Call with International African American Multicultural Summit to participate in July program
- Call with Florida State Guardianship Associates to participate in July program
- Conducted a call (conference) with National Association of Sports Commissions membership
- Conducted a conference call to discuss volunteer opportunities with National Association of Sports Commissions
- Conducted a conference call with United States Sports Congress Conference to discuss our opportunity to host 2018 industry show. Planned and conducted the site visit for United States Sports Congress
- Conducted a meeting with Tyrant Wrestling, Hilton and Ocean Center to discuss 2017-2018 events
- Conducted conference call with Branch Gymnastics and Ocean Center
- Completed National Association of Intercollegiate Athletics 2016 estimated Economic Impact Report update for Halifax Area Advertising Authority and City of Daytona Beach
- Interviewed new incoming Tourism Ambassadors
- Coordinated Tourism Ambassadors volunteers for Bike Week
- Provided convention services for the following groups: Sunshine State Conference Men's and Women's Championship, Dealers Conference, Reach The Beach Nationals , Delta Southern Region State Cluster, Fraternal Order of Police Florida State Lodge, Antenna Measurement Technique Association, National Cheer and Dance Association, Region 8 Men's Gymnastics Compulsory Championships, Church of the United Brethren in Christ USA Youth Staff Conference, AAU Taekwondo Florida State Championships, United States Sports Congress and Beach 5 Sand Soccer Series
- Contacted future groups regarding convention services
- Assisted family reunions and other incoming groups with welcome bag requests.
- Updated Simpleview with room pick up data
- Monitored all incoming CVENT leads and distributed to all appropriate sales managers, confirmed that all leads were entered into Simpleview with the appropriate tag
- Continued work on Shriners overflow housing
- Coordinated collateral for upcoming tradeshows: Independent Planner Education Conference (IPEC), Diversity Meetings, National Association of Sports Commissions (NASC) and Meeting Planners International Tech Summit (MPI).
- Worked with HAT marketing on a weekly basis.
- Visited 18 Orlando based Tour Operators
- Continued work on Tour & Travel AAA Sales Mission
- Met with 10 Daytona Beach area attractions and restaurants on Value added program
- Entered and contacted 25 business cards I received from Consumer tradeshows into Simpleview
- Worked on VISIT FLORIDA's Canadian Road trip, Power Point prepared for training of Air Canada agents
- Working on appointment scheduling for International Pow Wow (IPW) 2017

- Coordinated the International PowWow (IPW) 2017 client event
- Coordinated the Connect Marketplace 2017 client event
- Coordinated advisory committee meetings
- Conducted bi-weekly M&C sales staff meetings

Communications

- Press Release: Daytona Beach is Spring Family Beach Break Base Camp
- Press Release: Updated “Discover the Unexpected” release and CVB boilerplate paragraph with Travel Channel 2017 ranking Daytona Beach #1 in “Top 10 Attractions in Florida”
- Attended Tourism Day in Tallahassee Mar. 13-14 with Lori Campbell Baker and Georgia Turner; met with industry leaders, state representatives, senators and their staffs to discuss issues before them and the importance of supporting the tourism industry in Florida
- Monitored media on industry issues including: Bike Week, Spring Break, Visit Florida, tourism economic impact, tourism marketing funding and the East ISB Corridor
- Produced and distributed BEACH BLAST, a monthly CVB eNewsletter sent to partners on marketing and advertising opportunities
- Provided public relations support and assisted a variety of media, US and UK ad agencies with content, images including: Atlanta Journal Constitution, Family Vacation Critic, Trips to Discover, Southern Living, AAA Living South, WMFE 90.7 FM (*Intersection*), WESH TV2, WKMG TV6, Daytona Beach News-Journal, Convention South, Group Travel Leader, Florida Association of Destination Marketing Organizations, Visit Florida, Open Road Radio, USAE, Hometown News, and Florida Sports Foundation
- Hosted 5 Canadian travel journalists during their visit to Daytona Beach on 3/2 as part of a Visit Florida regional FAM
- Presented “Social Media 101: tips and best practices” at the March 8 Lodging & Hospitality Association meeting; continued sharing partner mentions in articles to raise awareness of CVB results and encouraged sharing via social media
- Met with Chris King, of Kingfish Communications, who will provide golf-focused public relations, content, blogs, and host golf FAMs, April through September 2017
- Met with IZEA, the company selected for the Spring 2017 Social Media Campaign (March-June)
- Renewed TravMedia annual contract (media database and press release distribution service) through February 2018
- Worked with Visit Florida, HAT Marketing and St. Augustine on opportunities for regional FAMs and individual media visits including: Holly and Monica Sisson, Canadian social influencers; 2TravelDads, Brazilian social influencer, Scottish Sun travel writer, and a UK FAM
- Represented the CVB at: Florida Public Relations Association, Daytona Beach Advertising Federation, and The Shores Resort & Spa new owners reception
- Produced monthly event calendar for all tourism partners
- Helped promote and monitor LHA’s “Military Thank-You” program, which has received 45 entries as of April 11th
- Compiled input from Arts & Culture Committee for a revised Share The Heritage brochure draft; will present to Committee at its April 4 meeting
- Scheduled social posts through March including following Paradise’s Danica Patrick re-posting schedule and continuing to share with the Danica Patrick team
- Participated in a Visit Florida Twitter Chat on Spring Family Beach Break
- Supported Shriners by editing the presentation and itineraries, responding to requests for content for ad copy, requesting and suggesting storyline ideas, covering photo op at First Ladies Luncheon; News-Journal article on the pre-conference planning March 23-24 at the Hilton; News-Journal Lead Letter to the Editor by Gary Bergenske (Sunday, April 2); talking with Shriner Hospital PR staff, and updating the Calendar of Events
- Provided PR support on behalf of Cheer and Dance (NCA/NDA), America Outdoors
- Created/edited/updated content on DaytonaBeach.com including: changed Stackla UGC messaging to include #DaytonaBeach and #25YearsBold (Biketoberfest ®); Sports RFP form went live and used as a call-to-action throughout updated sports section; added UCF photography students’ images;

created new pages with content for Ponce de Leon Inlet Lighthouse and Museum of Arts and Sciences; added internal links to Biketoberfest® microsite

- Scheduled (5) popular itinerary posts on the CVB Sales department's Twitter channel
- Updated the CVB profile on VisitFlorida.org with five listings and two deals; ability to upload new media is pending
- Repurposed Paradise golf-themed consumer eBlast and distributed to the CVB golf email list
- Staffed the CVB table in the Bike Week Official Welcome tent and took Bike Week photos
- Attended HAAA Board meeting
- Worked with LHA on May 10 Tourism Week Celebration promotion
- Contacted HotelNewsNow (HNN is the parent company of STR) regarding a STR data analysis error and received an immediate correction; HNN incorrectly included Daytona Beach in its March 14 article as being a destination that did NOT have an alcohol ban (beaches/public spaces)

Market Development

- Scanned payments, emailed to accounting department, processed invoices for NCC
- Called AAA North East office and assisted with shipment and registering
- Processed production and/or invoices for Southern Biker, WomenRidersNow.com, Thunder Press, and American Iron Magazine
- Reached out to partners about brochure distribution at the Tampa Home Show
- Participated in the AAA Travel Marketplace show in New York
- Collected backup and/or processed invoices for Toronto Star, AJC, Sojern, Miles Media, Travel Zoo
- Updated media and production estimates for Paradise
- Delivered supplies to the Visitor Information Center, including Biketoberfest® posters and wallet cards; and delivered Visitors Guides to Ocean Center
- Spoke to East Wind Condos about website inclusion
- Contacted Zeno's Taffy Shop about listing and photos
- Added Florida Brew Tours info/photo, and updated Boardwalk info to DaytonaBeach.com
- Sent co-op partners formatted ads for approval in Program 4, created landing page for co-op partners for Program 6, and collected partner info for Program 7E
- Updated Daytona 500 and Bike Week Availability Listings
- Created a Bike Week Tent Schedule for CVB staff to work during the event
- Pulled DaytonaBeach.com analytics
- Put together packets and mailed out the 2017 Biketoberfest® Master Plan
- Updated Administration Equipment Inventory List
- Created landing page/flip book and mailed participating partners a sample of the Spring/Summer Newsletter
- Emailed all partners requesting Deals for Weekly Getaways and updated the page on the website
- Created landing pages for DaytonaBeachAAA.com and DaytonaBeachSL.com, re: print ads
- Imported reader services responses into Simpleview
- Reviewed Adara media buy and discussed with Paradise possible media adjustment to support Jet Blue air service
- Met with Paradise team to review media schedules, production costs and commission expenses
- Connected with Golf Central Magazine and discussed possible future Daytona Beach tie-ins
- Reviewed and signed Visit Florida Facebook Canvas contracts
- Met with Jamie Barkley from the Chamber to discuss social media sharing/crossover between Bike Week & Biketoberfest®
- Explored all the benefits of Paradise's Digital OPS Ad and Ad Gear (third party service) for tracking and reporting abilities
- Reviewed January and February social media performance of Dania Patrick partnership
- Reached out to industry for Biketoberfest® & Advertising Committees
- Contacted Bike MS: PGA Tour Cycle to the Shore, Halifax Art Festival, and Tomoka Marathon about marketing support applications
- Reviewed and update remaining Special Event Funding budget
- Connected with Symetra Tour Championship for presentation to Ad Committee and HAAA board

- Finalized invitation design for National Tourism Week, and researched notepads/stickers as promo items
- Reviewed new photos submitted by Paradise and provided to Communications for Photo Library
- Printed 100,000 new Volusia County-focused Orlando Rack cards – available racks at two Turnpike locations (Turkey Lake and Fort Drum) and 500 locations in the Greater Orlando/Lake Buena Vista areas in Kissimmee and Orlando
- Reviewed Free Coastal Maps opportunity for Shriners welcome stations and key attendees
- Reviewed and updated contact info for the Procedures for Tourism Event Marketing Support Information
- Checked on status of the Visitors Guide with News-Journal and upcoming deadlines
- Sent an RSQ Addenda to Advertising Agencies notifying them of additional items needed in their proposal and information about presentation dates
- Reviewed monthly media and production invoices with staff and discussed possible efficiencies to the process
- Updated Biketoberfest® sponsorship summary and researched potential future opportunities
- Updated Biketoberfest® insertion orders, spreadsheets and media plan