

HAAA Executive Update

November
2017

New Stats

- ◆ Bed Tax collections for the month of October were \$522,811, a 18.08% increase over October 2016
- ◆ October Average Daily Rate increased 4% over October 2016
- ◆ October 2017 Occupancy increased 21% over October 2016

Administration

- Attended the TEAMS sports conference in Orlando with the CVB sales team and area partners
- Participated in the Arts & Culture Committee meeting
- Attended Destinations International educational sessions toward the Certified Destination Marketing Executive (CDME) accreditation
- Participated in the Halifax Area Advertising Authority (HAAA) Board meeting in which the destination's new advertising campaign theme and media plan was approved
- Met with the Daytona Beach News-Journal staff and submitted a Community Voices column explaining the research and strategy behind the new ad campaign
- Met with CVB directors and held a strategy meeting on new projects and moving forward
- Held a CVB full-staff meeting
- Realigned some CVB positions for greater efficiency and broader staff support
- Volunteered with the Speedway's Checkered Flag Committee at the Over the Edge event, in which key local leaders repelled off the International Motorsports Center office building – scary stuff! ☺
- Conducted tourism related interviews on local radio and TV stations
- Represented HAAA at the Lights for Literacy gala honoring Mayor Henry

Finance & Human Resources

- Transitioned staff to AUE Staffing Inc. as leased employees, for payroll, benefits and HR services
- Coordinated AUE orientation and HR sessions for employees
- Accrued eligible expenses for fiscal year 2016-17
- Worked with James Moore & Co on annual audit
- Arranged for staff presentation on the new MassMutual 401(k) plans
- Processed payroll through TimeClockPlus and new Apex payroll system

Group Sales

Leads Distributed/Meetings:	13	Estimated Economic Impact: \$1,596,616
Definite Bookings/Meetings:	10	Estimated Economic Impact: \$ 636,388
Leads Distributed/Sports:	7	Estimated Economic Impact: \$1,486,200
Definite Bookings/Sports:	3	Estimated Economic Impact: \$ 168,000
Tourism Inquiries:	13	

Site visits

- USA Volleyball
- OnPoint Swim Camps
- Christian Church Foundation with planner Jim Cullumber

- America Outdoor Association—Outfitter Expo Dec 2018
- Marine Helicopter Medium Reunion
- Florida Surveying & Mapping Society
- Gay Days, Inc.
- Integrated Media Marketing tour of Hard Rock Hotel Daytona Beach, and One Daytona

Tradeshows and industry events

- Attended Ontario Motor Coach Association (OMCA) tradeshow in Toronto
- Conducted Sales Calls in Toronto
- Hosted a pre- World Travel Market luncheon, operators in attendance: JAC travel, Virgin Holidays, Travel Republic, Destination Golf, Ocean Holidays, TUI, Travelpack, Eagle Golf Tours, Your Golf Holiday, and Funway Holidays. Media in attendance: Selling travel, Travel Bulletin, Peter Ellegard (freelance), and two Travel Weekly associates
- Conducted a Thomas Cook United Kingdom training session with 3 sessions of 6-8 agents in attendance
- Attended World Travel Market (WTM) with 28 trade appointments
- Attended TEAMS, with 32 appointments and partners in attendance including: the Tortugas, The Plaza Resort and Spa, West Volusia Advertising Authority, the Ocean Center and Southeast Volusia Advertising Authority
- Attended United States Specialty Sports Association (USSSA) 50th Convention hosted at the Hilton Daytona Beach Oceanfront Resort
- Attended CMP Conclave in Washington, DC. Attended all networking events & Educational Seminars for CMP CEU (Continuing Education Credits), met with Board of Directors to discuss future bid to host CMP Conclave
- Attended Florida Society of Account Executives monthly luncheon
- Attended Society of Government Meeting Planners Central Florida monthly reception
- Attended Connect Florida, 28 appointments
- Attended Connect Georgia
- Attended Society of Government Meeting Planners Gainesville monthly luncheon

Meetings attended

- Conducted an meetings/sports industry partner meeting with Integrated Media Marketing (IMM)
- Met with City of Deland, re: sports facilities
- Met with West Volusia, re: TEAMS follow up
- Conducted Bi-Weekly Group Sales Department Sales Meeting
- Attended Hark Rock Hotel Daytona Beach meeting with Kathy Masterson & new Sales staff
- Held a Christian Meetings & Convention Association (CMCA) Education Committee conference call with Education Committee to review final entertainment, guest speakers and education break-outs
- Attended National Association of Intercollegiate Athletics (NAIA) Football Championship meeting
- Visited 15 Tour Operators in Orlando, Golf Pac, Tourico, Group Travel Network, New Creative Tours, New Golden Horse Tours, ATI, Action Travel, Maxim Tours, Kaluah Tours

Conference call meetings/Prospecting

- Participated on Conference Call Innovations Consulting re: Congress site visit and details.
- Conducted conference call with Florida Winter Cup and Ormond Beach Sports Complex
- Conducted an RCMA Emerge conference call with the Ocean Center
- Participated in the Shriners Executive Committee Monthly Meeting-conference by phone. Reviewed 2018 Imperial Session schedule of events, discussed definite 2018 events, January and April 2018 Shriners Pre-Convention Meeting at Hilton, Bandshell events and CVB-hosted VIP Pre-Week Events, etc.

FAMs

- Continued followed-up with all Sunshine Summit (FAM) Planner attendees, and reviewed RFPs
- Finalized details for VISIT FLORIDA's Florida Encounter's meeting planner FAM in December, with 8 attendees confirmed

Industry shows booked

- Conducted follow-up on Boomers in Groups hosted in October 2017
- Continued planning for Rendezvous South February 2018
- Continued planning for U.S. Sports Congress

Convention Services

- Conducted monthly convention services meeting
- Provided convention services for the Daytona Magic Convention, Historic Sportscar Racing Series, Florida Association of School Psychologists Annual Conference, Florida African American Student Association Leadership Institute, Florida Council on Crime and Delinquency Quarterly Meeting, Neighborhood Alliance Church Women's Beach Retreat, Crimestoppers Board of Directors Meeting, Florida Grant Developer's Network K12 Winter Conference, Florida Winter Cup, Florida Holiday Challenge, National Bowl and World Karting Association, United States Specialty Sports Association National Annual Convention, International Senior Softball Association Winter World Championships, FCS Bowl, Globe Bowl, Tropical Bowl, National Association of Intercollegiate Athletics Football National Championship, D2 All American Bowl, USA Bowl, Acer's Conference, Daytona Beach Youth Volleyball and Florida Winter Volleyball Festival
- Provided tradeshow support for Miami Sales Mission, Tallahassee client event, Connect Faith, World Travel Market, Connect Florida, Your Military Reunion Connection, Atlanta Fall Classic Golf Tournament, United States Specialty Sports Association, Ontario Motorcoach Association (OMCA), OnPoint Swim, Christian Church Foundation, Connect DC, Connect Florida and TEAMS

Administrative

- Conducted Bi-Weekly Group Sales Department Sales Meeting
- Attended Hark Rock Daytona Hotel meeting with Kathy Masterson & new Sales staff
- Continued audit of all lead reports for accuracy and fiscal year 2016-2017 numbers
- Continued work on Integrated Media Marketing (IMM) upcoming newsletter deployments to all markets
- Finalized all appointments for American Bus Association (ABA) 2018
- Continued work on Miami Sales Mission which takes place 12/12 – 12/15/17
- Ongoing review of fiscal year 2017-28 United Kingdom, Ireland, and Germany sales and media activity with HAT Marketing
- Conducted an interview with a new CVB Tourism Ambassador
- Continued efforts to register and confirm details for remainder of fiscal year 2017-18 tradeshow, all markets
- Continued efforts for fiscal year FY 2016-2017 budget wrap up
- Conducted World Travel Market follow-up on potential marketing opportunities for the United Kingdom, Ireland, and Germany
- Coordinated details for the Tallahassee client event meeting with partners
- Coordinated the details for Florida Encounter Pre FAM meeting
- Coordinated details for the Florida Encounter sponsorship
- Coordinated details and conducted an RCMA Emerge meeting with partners
- Conducted a conference call with Connect to review sponsorship opportunities
- Coordinated Connect Georgia and Connect DC sponsorship details

Communications

- Press Release: Discover the Unexpected (updated)
- Press Release: Magic of Lights (submitted to Visit Florida for international press release)
- Press Release: International Softball Association Tournament
- Press Release: shared Volusia County's press release on Artificial Reef Celebration with members of the Florida Outdoor Writers Association
- Coordinated with Visit Florida on an editorial opportunity for Daytona Beach to be featured in two 2-page articles in two issues of METRO, a commuter publication distributed to 4.4 million commuters in NYC, Philadelphia and Boston
- Responded to media coverage of new CVB campaign theme
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: News-Journal; Drive I-95 (Magic of Lights); Canadian Traveller 2018 Florida Visitor Guide; Golf News Magazine (UK); PREVUE Magazine; Marie Poupart/Quebecor Media; Brooke Fehr/Where Daytona Quick Guide; and The Brandon Agency
- Coordinated with Visit Florida on an editorial opportunity for METRO, a commuter publication distributed to 4.4 million commuters in NYC, Philadelphia and Boston
- Social media/PR support to: West Volusia tourism bureau; Society of Decorative Painters and NAIA
- NAIA: attended organizational meeting; finalized CVB messaging in 2017 NAIA Football Program; provided CVB advertising to ESPN-3, wrote several press releases; edited Welcome Letters; and kept host and fan hotels apprised of NAIA social media sharing opportunities
- Supported CVB Group Sales and CVB Sports by providing talking points for FSAE presentation in Tallahassee; extensive content for Orlando Tour Travel (online and for RTO Summit); editing a revised Sports sales sheet; and sought out new golf images from five courses for HAT Marketing/UK golf tour operators
- Created Individual Media Visit itineraries for Marcio Nel Cimatti, Brazilian travel journalist; Finding Florida Podcasters and shared Finding Florida Podcast Facebook post re: dining and off-the-beaten path attractions which reached 9k+ and generated 60+ recommendations from our visitors
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Attended a CVB meeting with Hard Rock Hotel Daytona Beach sales staff to learn more about the property amenities and meeting spaces
- Updated DaytonaBeach.com content including: created content for a new Daytona International Speedway landing page; updated ONE DAYTONA content; uploaded new images to the Media Gallery; updated content and offers for NASCAR Racing Experience (formerly Richard Petty Driving Experience); added Bike Week logo to BikerBeach.com pages; added 2018 SportsEvent Readers' Choice Award logo to Sports page; posted new CVB Sports logo on sports pages; attended Simpleview Webinar on using new Advanced Blog Editor; worked with Simpleview to help generate higher quality user content through Stackla
- Biketoberfest®: updated Biketoberfest.org with new dates, logo and mobile lay-out; updated Facebook, Twitter and Instagram with new graphics
- Edited 16 blogs (4 per week) from The Brandon Agency; reviewed images and posted the blogs on DaytonaBeach.com per schedule
- Monitored 2017 Fall Social Media Campaign (IZEA) on a weekly basis (runs through mid-December); posted two IZEA-supplied blogs to DaytonaBeach.com
- Attended VISIT FLORIDA Canadian Media Mission in Toronto (11/1); met with 46 Canadian travel writers, reports, bloggers and social influencers. Presented to group which included Governor Scott, Canadian Consulate for Florida, and Ken Lawson
- Strategized on Visit Florida/Heart Radio (UK) promotion opportunity with Marketing and Group Sales
- Contributed information and deliverables to the CVB's DAYTONA 500 promotional plan outline
- Produced monthly event calendar and distributed it to all tourism partners
- Scheduled social posts and provided analytics through November including Danica Patrick campaign and the new social media plan with The Brandon Agency
- Attended HAAA Ad Committee meeting 11/9

- Attended HAAA Board meeting 11/14
- Represented CVB at monthly meetings for Tiger Bay Club, Florida Public Relations and Daytona Ad Fed
- Arts, Culture, Heritage Tourism Committee: The Q4 meeting was held on 11/2/17. Introductions were made for new Committee Chair Libby Gallant and new Committee Member Dave Castagnacci. Minutes from the last quarterly meeting held in August were approved. A digital paid social media campaign to help promote arts and culture to potential visitors was presented and discussed. The Committee unanimously voted to proceed with the plan which will be funded from the ACTH approved 2017/2018 budget.
- Strategized with directors on next 30/60/90 day goals, process improvements and AUE transition
- Appeared on the Big John Radio show 11/16 to talk about tourism
- Reviewed DaytonaBeach.golf page with Kay Galloway and Chris King to provide input and brainstorm on ways to build out content and improve the site
- Worked with Volusia County Community Information to produce an educational flyer on the importance of seaweed to our beaches and explain why the seaweed is not removed from the beach. The CVB distributed the flyer to our tourism partner via email and asked them to post it for staff and guests.

Marketing & Design

- Reviewed content for November email blast to 300,000 households; requested Turkey Run prize pack for giveaway
- Updated Sports Fact sheet with new facility information
- Created Sports Daytona Beach display backdrop
- Requested rights-usage on all photos, videos, models and photographers that were contracted with Paradise Advertising and PUSH Advertising
- Reviewed Daytona Beach logo trademark; submitted logos to Volusia County for annual renewal
- Notified area partners about VISIT FLORIDA Canada 20% promotion
- Removed 10,000+ unsubscribe requests from Aweber
- Processed Lifeguard event funding request for 2017-18 budget
- Hosted Advertising Committee meeting to review 2017/18 media plan, focus group results and creative update
- Participated in conference call with Chris King about DaytonaBeach.golf website changes; reviewed website for edits/corrections
- Met with Kersey and Brandon Agency to review Bike Week social media plan and SEM
- Reviewed 100K Pre-and Post-Facebook like ads (boosted)
- Reviewed and edited weekly blogs from Brandon Agency; set edit and approval processes
- Posted ten blogs to the DaytonaBeach.com
- Designed and submitted TIS ad for Travel Weekly
- Designed and submitted M&C ad for Emerage
- Reviewed VF Heart Radio proposal for UK market
- Reviewed and edited November email blast to 150,000 households
- Participated in call with Simpleview about PPC program for Bike Week and Biketoberfest 2018; requested a separate contract from consumer campaign
- Inquired about film permits for The Brandon Agency
- Signed media authorizations for 2017/18 consumer media plan
- Participated in four weekly status calls with The Brandon Agency
- Reviewed UK media/Alamo booklet opportunity with Kevin Chippindale
- Requested destination video update for Connect Georgia; creative ideas suggested
- Imported multiple reader service inquiries from a variety of publications into Simpleview
- Followed-up on multiple trademark infringements for Biketoberfest®
- Added 15 Canadian deals to the “Thank you for entering” page on CanadianSandDollars.com
- Compiled Biketoberfest® sponsor analytics; sent Thank You package to sponsors
- Created a spreadsheet to track Room Nights & Rounds for GolfPac Travel & Tee Times USA

- Compiled list of 61,000 emails from Arts & Culture database
- Updated two Consumer Show landing pages
- Participated in six Simpleview Webinars
- Received Mail Chimp training The Brandon Agency
- Identified 23 motels with missing photos on DaytonaBeach.com; took property photos
- Identified 16 properties on booking.com that may not be collecting bed tax
- Sent promotions memo requesting attraction and dining donations; secured Central Florida Nature Adventures, Tanger Outlet, Ocean Deck, Donnie's Donuts
- Reviewed Visit Florida.com website for destination and partner errors; submitted to edits
- Shipped box of Biketoberfest® pins, poker chips and pocket guides to Laconia Rally Office
- Ordered new JetBlue signage for two upcoming shows in New York City
- Provided list of restaurants that are open on Thanksgiving to VICs
- Met with Berl Inn B&B; signed them up for VIC brochure program and consumer show website listings; updated property info on DaytonaBeach.com
- Monthly review and edits to DaytonaBeach.com business listings
- The Visitors Information Center (VIC) at Daytona International Speedway reported Ohio, Pennsylvania and Florida as the most popular states of origin; and Canada, England and Germany as the most popular international destinations; 30 email addresses were collected
- VIC at Bruce Rossmeyer's Daytona Harley-Davidson reported that Florida, Connecticut and Pennsylvania were the most popular states; International visitors included Canada, Germany and Brazil; 27 email addresses were collected