

New Stats

- ◆ Bed Tax collections (CDT) decreased 2.7% , at \$506,429 in October 2019, compared to \$520,373 in October 2018
- ◆ Average Daily Rate decreased about 4.7% at \$113.07 in October 2019, compared to \$118.66 in October 2018
- ◆ Occupancy decreased about 6.9%, to 54% in October 2019, compared to 58% in October 2018

Administration

- Attended the Dayton Regional Chamber's annual luncheon at The Shores Resort & Spa
- Participated in weekly Rotary Club meetings
- Met with County staff re: airport projects
- Attended the Daytona Regional Chamber's Eggs & Issues breakfast re: wages
- Held CVB Leadership meetings with directors
- Participated in the Arts & Culture and the Advertising committee meetings
- Participated in the HAAA Board Meeting
- Attended the County's quarterly economic development update
- Attended the Ormond Beach Chamber's Women2Women luncheon
- Welcomed Tabitha Nanney to the CVB staff in an operations role
- Conferenced with Marketing and Expedia re: potential agreements
- Participated in the HAAA Board agenda review meeting with staff and chair
- Met with airshow promoters
- Participated in the Lodging & Hospitality Association meeting
- Met with various accommodations partners for input
- Met with Speedway staff re: Coke Zero Sugar 400 promotion strategies
- Attended the Chamber 101 session with Daytona Regional Chamber
- Met with Speedway staff re: lobby renovations
- Attended Ron Watson's Celebration of Life event at the Motorsports Hall of Fame of America
- Did a tourism interview on WELE Radio
- Interviewed candidates for the financial assistant position
- Worked with the HR Committee to prep for upcoming meeting

Finance & Human Resources

Human Resources:

- Processed biweekly payrolls
- Reviewed Payroll and Benefits
- Reviewed candidates for the open financial assistant position

Finance

- Reviewed cash flow projections and bank accounts daily
- Performed all accounts payable functions
- Updated CDT grid, graphs and factors
- Processed financial transactions for September and October 2019 financials
- Continued to review budget vs. actual transactions for comparison purposes
- Prepared and distributed weekly financial reports to executive director and directors
- Completed year-end accounting work for November audit

Group Sales / Meetings, Sports, Tour & Travel

Leads Distributed/Meetings: 13	Estimated Economic Impact: \$2,065,643
Definite Bookings/Meetings: 9	Estimated Economic Impact: \$2,435,761
Assists/Meetings: 0	Estimated Economic Impact: \$0
Leads Distributed/Sports: 1	Estimated Economic Impact: \$560,000
Definite Bookings/Sports: 0	Estimated Economic Impact: \$0
Partner Assists/Sports:	Estimated Economic Impact: \$0
(Assists are Ocean Center referrals and or convention services for hotel partners)	
Tour and Travel Leads: 5	

Site visits

- Higher Education Warehouse Forum Association, Barbershop Harmony Society, Marine Corps League, Daytona Beach Invitational and USA Judo, local disc golf courses

Tradeshows, industry events attended

- Meeting Professionals International Georgia Fall Classic, CMP Conclave, Florida Encounter, TEAMS, World Travel Market (WTM) and pre-WTM luncheon by HAT Marketing, Ontario Motor Coach Association (OMCA), Miami Sales Mission, Florida Society Account Executives (FSAE) monthly luncheon

Meetings attended

- Daytona Tortugas, Masumeen Cup, Florida Marching Band, VISIT FLORIDA CMO Gerardo Lianes and his team re: winter campaigns, Kissimmee and Central Florida's CVBs re: future partnerships as twin/multi center destinations for the UK and Ireland markets, Helen Burman of Travel Destinations, Efrain Vargas with Daytona Beach Resort & Conference Center, Pat Quigley with The Shores Resort & Spa, Pat Sullivan with Home2Suites, Tim Buckley re: Ocean Center upcoming business, pending bids and reporting, JoAnne Magley and Alfredo Gonzales with Daytona Beach International Airport re: Sunwing Airlines

Conference call meetings

- Lifeway Ministries-Student Life, Meeting professionals International/North Florida Chapter, Florida Sports Foundation, Florida Association of Basketball Coaches, Soccer in the Sand, Daytona Beach Invitational, CP Trip Service Inc. Managing Director Charles Zhao re: Chinese market in Toronto

Prospecting calls/emails

- New Golden Horse Tours, New Creative Tours, Maxim Tours, Super Holidays, Pegasus, Virgin Holidays, AAA Bayhill, Expedia, Eaglerider, City Tours, EBG, Four Seasons, Northpoint The Walk Youth Conference, Orange County Bar Association, Pruvit Ventures – Keto Diet program, Building Officials Association of Florida, Lindermann Family Housing, Mustangs of Daytona, Ozum Corporation, Students Working Against Tobacco, Florida Department of Education - Educational Strategies and Student Engagement Institute, Florida Department of Health- Purchasing and Contracts Workshop, Florida A & M University Alumni Association, Florida Society of the Sons of the American Revolution, Mustangs at Daytona 2020, Florida School Nutrition Association, Entrepreneurs & Professionals Network, Florida Department of Transportation, Florida Association Retired Troopers, Women's Serenity Weekend, Florida Press Association, University of Florida Institute of Food, Agricultural Sciences, Paul Mitchell Salon, Florida Department of Transportation, IAWA Aerospace + Defense Leadership Forum, American Guild of Organists, Association for the Study of Higher Education, Programs of All-inclusive Care for the Elderly Association, North American Handmade Bicycle Show, Women in Aviation, Florida Department of Children and Families, Cothran Development Strategies, Florida Virtual Schools, local disc golf courses

Familiarization Tours (FAM)

- Tour Guide FAM (Nov. 15-17)
- Helmsbriscoe Associate FAM (Nov. 15-17)

Convention Services

- Daytona Magic Convention, ACBL Regional Tournament, American Academy of Podiatric Practice Management, Sister-2-Sister Fall Retreat, Florida High School Marching Band Championships, Daytona Beach Invitational

Group Sales Coordinator

- Daily one on one meetings and training; Tallahassee December Holiday Dinner RSVPs; Florida Encounter contacts; distributed Florida Encounter and TEAMS eNewsletter; coordinated tradeshow registrations/travel for Meetings, Sports, and Tour & Travel; updated/distributed upcoming Fairshare opportunities; coordinated items for Connect Faith, TEAMS, Florida Encounter tradeshows; provided coverage for Convention Services

Administrative

- Worked with Candies Coachworks for Destination Basketball
- Assisted with the Florida Basketball Coaches Association
- Met with Operations Coordinator to discuss group sales and policy for group sales opportunities over 10K
- SEE Magazine for the 2020 Marine Corps League
- Post event report for Florida Sports Foundation grant re: Beijing Eagles
- 360 Cruise research

Communications

- Media Release: Top Running Races Turning Daytona Beach into a 'Race-cation' Destination
- Media Release: What's New in 2020 for Daytona Beach
- DaytonaBeach.com Website Refresh Project: new site went live 11/19; continued content review/editing
- Worked on community program: finalized plan; secured agreement with Authentic Reputations re: Partner Listening Campaign; Selfie contest planning meeting scheduled
- Golf: reviewed/edited advertorial with HAT Marketing (UK) for Golf News and Women in Golf; worked with Kingfish Communications re: Florida Golf Alliance (advertorial), Top Reasons Daytona Beach Golf Scene has to be Thankful (blog), and explored a potential golf FAM (January 2020)
- Produced/reviewed/edited editorial for: Daytona Beach Half Marathon website; DREAMSCAPES Winter/Spring; Travel Matters; SportsEvent Magazine; Destinations Florida
- Provided PR response/support to: City of Daytona Beach; Visit West Volusia; Hometown News; HAT Marketing; ONE DAYTONA; Museum of Arts & Sciences; Daytona Beach International Airport; Stetson Mansion
- Reviewed/edited weekly consumer eNewsletters with Marketing and the Agency
- Researched/reviewed/edited four blogs from The Brandon Agency; reviewed images and posted blogs per schedule to DaytonaBeach.com; shared ideas for new blogs;
- Monitored media on tourism-related issues: red tide; crime; short-term vacation rentals; tropical weather; beach conditions; VISIT FLORIDA funding; fall festivals; content generated from hosted media/FAMs; travel trends; local holiday events; holiday travel
- Produced and distributed BEACH BLAST, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Hosted FAMs and Individual Media Visits, in collaboration with VISIT FLORIDA, New Smyrna Beach and West Volusia, including: two Mexican TV media (11/1-4); seven German travel media FAM (11/8-11); German multimedia radio host/blogger (11/6); Chinese key opinion leader (11/12-15)
- Worked on itineraries for: UK FAM (12/8-10); Florida Outdoor Writer Travel Blogger contest winner Bridget Beury (12/15-17)
- Conducted radio interview for German travel multi-media website
- Attended: HAAA Agenda review meeting (11/11); Ad Committee Meeting (11/12); HAAA Board meeting (11/20); bi-weekly CVB Directors meeting; monthly staff meeting
- Attended strategy meeting re: Coke Zero Sugar 400 move to August 29, 2020
- Participated in 2019/2020 content strategy meeting with the Agency (video, blog, consumer email)
- Facilitated the quarterly meeting of the Arts, Culture and Heritage Tourism Advisory Committee (11/7)
- Represented CVB at the Lodging and Hospitality Association monthly meeting (11/13)
- 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
- Continued adding holiday festivities to DaytonaBeach.com, updated holiday events news release, and shared with all tourism partners
- Attended Florida Public Relations Association webinar re: Internal Crisis Communication
- Registered with VISIT FLORIDA and Destinations Florida re: Tourism Day, Tallahassee (January)
- Reviewed final voice over and footage re: new Daytona Beach Heritage video
- Crisis Management and Continuity of Operations plans updated re: staff contact information

Marketing & Design

Administration

- Updated Simpleview Reports re: contacts for Member/Partner, Definite and Assist Reports for Group Sales
- Reviewed/update new Visitors Guide and fulfillment contract with the Daytona Beach News-Journal
- Attended meetings: Code Four (promoter) re: air show; NPR advertising opportunities, Expedia advertising

Marketing & Design

- Adjusted pay-per-click (PPC) campaigns to help promote upcoming events (Turkey Run, DAYTONA 500, Daytona Beach Bike Week), increased PPC during January-March for London markets
- Edited/approved monthly consumer eNewsletters re: Cold in Toronto = Hot Rates in Daytona Beach, Merry Little Christmas, Happy Thanksgiving, Holiday Stocking Stuffers
- Designed Instagram collections re: Arts & Culture, Beach, Attractions, Outdoor Adventures, Events, Food+Drink, Sunrises
- Spoke with DME video re: video content and b-roll
- Spoke with promoter Tim Pendergest, re: potentially hosting new car and/or bike event
- Finalized SkyNav 360° location and schedule list, business contacts, weather and tide chart review
- Contacted Volusia County about Daytona Beach Half Marathon: requested 2019 report and 2020 marketing campaign re: tourism event funding support; submitted destination copy, image for website, contacted lodging partners re: special rate offers for participants
- Reviewed and/or edited videos including: Daytona Beach in 48 Hours, Need for Speed, Iconic Photo Locations, Awards/Accolades, Bike Week
- Reviewed and/or edited creative for The Villages print co-op ad, Thanksgiving social posts, Conversant weather-triggered ads, Women & Golf, Golf News, Travel Matters, Orlando Sentinel co-op banner
- Participated in weekly status call with The Brandon Agency, discussed email/blog/video annual planning calendar, b-roll footage from Ormond Garage, Ocean Art Gallery, Maui Nix, budget increase for Nov/Dec Deals promotions (Veterans, Florida and Georgia Residents), Orlando Sentinel co-op buys
- Participated in monthly status call with Simpleview; reviewed October's website analytics; discussed Airbnb search volume
- Participated in the Toronto National Women's Show (11/15-18); collected 300+ leads, provided a learning/discovery report about the market; sent a eNewsletter to all register-to-win signups
- Shot photos/video for upcoming social media posts re: Halifax Art Festival, Veterans Day, Thanksgiving
- Researched VISIT FLORIDA's UK Tier 1 marketing opportunity, confirmed deliverables and provided presentation deck for HAAA Board review
- Approved 3-D booth design for production re: "World's Most Famous Beach"

DaytonaBeach.com

- Continued Website Refresh Project; prepared for go-live 11/19; gathered/edited content and images, reviewed navigation and section, links, blogs, videos, updated photo selections
- Updated content for Daytona Beach Arts Map and Share the Heritage; generated and posted new flipbooks
- Created pages for Florida Resident Deals, Georgia Resident Deals, Veterans Deals, Facebook Deals (free co-op for partners), Media Releases (added new widgets), Arts & Culture
- Updated the Thank You pages for Meetings, Travel Trade, Sports RFPs and for Toronto National Women's Show
- Created FIT rate request form
- Created a landing page for Orlando Sentinel digital banner ads, November events page, December events page
- Added new tourism partner listings: Blue Springs Brewery, Nature Adventures of Daytona; updated 14 existing listings

Biketoberfest®

- Reviewed Biketoberfest® media recap sheet
- Developed planning calendar with the Agency for Biketoberfest® creative, media plan, photoshoot/filming (during Bike Week)
- Recapped HAAA Board discussion re: motorcycle events, attracting younger demos, event logo design, markets, types of bikes

Analytics

- Generated reports for review/or committee packets including: Top 20 blogs for Oct 2019, Top Golf pages Oct 2019; Biketoberfest® 2019 vs, 2018; Tourism Today Total and Unique Pageviews Oct/Nov 2019

Social Media

- Broadcasted live #WaveWednesday from the beach re: Facebook and Instagram pages
- Created December Daytona Beach CVB social media calendars re: Facebook, Instagram, Twitter; added Instagram stories
- Maintained/updated content, monitored and responded to all requests, and engaged with consumers on Daytona Beach CVB Facebook, Instagram, Twitter, Pinterest and TripAdvisor
- Maintained/updated content, monitored and responded to all requests, and engaged with consumers on Daytona Beach Sports Facebook, Instagram and Twitter

Webinars/Training/Education

- Participated in Sprout webinar: Welcome to Sprout-Robust Reporting & Analytics

Visitor Information Centers (VIC)

- Collected 21 email addresses from the Visitor Information Center at Bruce Rossmeyer's Harley-Davidson at Destination Daytona; top visitors came from Florida, Maryland and (tie) New York, Pennsylvania and Texas, while most international visitors came from Canada, England and Germany
- Collected 12 email addresses from the Visitor Information Center at Daytona International Speedway; top visitors came from Michigan, Ohio and Texas, while international visitors came from Canada, England and Switzerland