

**DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU  
SPORTS ADVISORY COMMITTEE MEETING**

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Thursday, November 2, 2023 • 10:00 AM • Daytona Beach Area CVB Offices • Room: Conference Room  
140 South Atlantic Ave., Suite 500, Ormond Beach, FL 32176

**AGENDA**

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| <b>1. Call to Order</b>  | <b>John Phillips</b> |
| <b>2. Roll Call</b>  | <b>John Phillips</b> |
| <b>3. Public Participation</b>                                   | <b>John Phillips</b> |
| <b>4. Welcome and Introductions</b>                              | <b>John Phillips</b> |
| <b>5. Sports Event Funding</b>                                   | <b>John Phillips</b> |
| <b>a) *Clash Endurance Half Marathon &amp; 5K Funding Review</b> |                      |
| <b>b) *P1 AquaX Grand Prix Funding Review</b>                    |                      |
| <b>c) *Major League Pickleball Funding Review</b>                |                      |
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| <b>6. Adjourn</b>  | <b>John Phillips</b> |

» Requires Public Participation time prior to vote

\* Requires a vote from the Committee

**Mission:** The Halifax Area Advertising Authority's (HAAA) advisory committees are comprised of local area tourism industry partners who are well versed in their respective fields related to the committee's designation. These committees serve as a sounding board for HAAA - aiding them in the creation and execution of an effective destination marketing plan.

**Goals:**

- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.