

Latest Stats

- Bed Tax collections for the month of September were \$494,712, a 13.28% increase over September 2017
- September 2018 Average Daily Rate decreased 2% over September 2017
- September 2018 Occupancy increased 4% over September 2017

Administration

- Participated in the CVB's various committee meetings
- Participated in the Tourist Development Council meeting as a Board member
- Attended weekly meetings of the Daytona Beach Rotary Club
- Presented to the Lodging & Hospitality Association membership
- Participated in the Mid-Florida Housing Partnership Board meeting
- Coordinated with Career Source on a strategic CVB Leadership Team meeting re: personality assessments and best practices
- Joined a conference call re: Hurricane Michael recovery in Florida
- Met with staff and Mid-Florida Marketing & Research re: the December strategic planning workshop
- Worked with Finance on AUE accuracy issues
- Participated in a Destinations International webinar on membership benefits
- Presented during the Biketoberfest® Media Conference at Daytona International Speedway
- Sat in on a Simpleview webinar on ADA compliance
- Did radio interviews re: tourism topics on WELE-AM and WSBB-AM
- Worked the Biketoberfest® Welcome Tent and met lots of happy visitors
- Met with County Legal re: the Sunwing/VISIT FLORIDA marketing agreement
- Held a benefits enrollment and staff training session with AUE Staffing
- Participated in an event for the Speedway's Checkered Flag Committee
- Conducted an orientation and meet-and-greet for HAAA's newest Board member, Androse Bell
- Met with community leaders and DME Sports re: new initiatives
- Worked with staff to prepare for the CVB's Arts & Culture Committee meeting

Finance & Human Resources

General

- Participated in a strategic planning meeting with Mid-Florida Marketing & Research
- Attended Directors meeting
- Completed IT Security training with Vann-Data

Human Resources:

- Processed payrolls
- Updated Workers Comp claim
- Updated Employee Handbook
- Prepared monthly performance reviews for supervisors
- Prepared offer letter for HR assistant
- Trained HR assistant – AUE onboarding process
- Scheduled AFLAC visit to coincide with Open Enrollment for employee benefits
- Updated Emergency Management and COOP Plans with new hire information
- Counseled employees on new benefits options

- Researched cell phone usage law in Florida
- Researched tools and best practices for performance reviews
- Updated PTO totals for all employees

Finance

- Updated cash flow projection weekly
- Completed daily log of bank accounts
- Prepared August Financials for October meeting of the HAAA Board
- Prepared, reviewed and processed monthly AR aging and collections
- Updated Contracts Liability report
- Met with Directors re: Cash flow and Budget
- Completed all audit prep work for FY2018
- Updated Convention Development Tax (CDT) grid, graphs and factors

Group Sales / Meetings, Sports, Tour & Travel

Leads Distributed/Meetings: 19	Estimated Economic Impact: \$13,167,194.22
Definite Bookings/Meetings: 6	Estimated Economic Impact: \$870,614.50
Partner Assists/Meetings: 0	Estimated Economic Impact: \$
Leads Distributed/Sports: 9	Estimated Economic Impact: \$9,645,000.00
Definite Bookings/Sports: 0	Estimated Economic Impact: \$
Partner Assists/Sports: 1	Estimated Economic Impact: \$80,000
(Assists are Ocean Center referrals and or convention services for hotel partners)	
Tourism Leads: 12	Trade opportunities distributed to ALL Industry partners

Site visits

- Conducted site visits with: National Alliance of Independent Crop Consultants, Titan America, Pennisu Richardson/HelmsBriscoe, Federal Conferencing Inc., Federal Conferences, Inc., Corvette Caravan Club, Diaz Family reunion, Sunwing Airlines, Super Holidays

Tradeshows, industry events attended

- Jacksonville North Florida Chapter Meeting Professionals International (MPI), Meeting Professional Inc.(MPI) Orlando chapter, Central Florida chapter of Society of Government of Meeting Planners(SGMP), AAA Sales Mission, Receptive Tour Operator (RTO) Summit, Boomers and Groups, TEAMS 2018, National Association of Sports Commission Market Segment 4 Summit
- Hosted Orlando Tour Operator Appreciation Reception

Meetings attended

- New Golden Horse Tours, Florida Travel Network, Super Holidays, Virgin Holidays, City Tours, Tourico, AAA, Pegasus Travel, Sunsational Tours, FM Tours, New Creative Tours, Maxim Tours re: Tour & Travel sales calls
- USS Chikaskia and USS Mispillion Reunion re: convention services
- EnPro re: met with Sara Durkin to review upcoming meetings
- National Cheer Association (NCA) and National Dance Association (NDA) Championships re: pre-convention meeting with City of Daytona Beach, Hilton Daytona Beach Oceanfront Resort, Ocean Center, and National Cheer and Dance associations
- National Association of Intercollegiate Athletics (NAIA) re: discussion with Mike Higgins and Kellie Briscoe about logistics for upcoming football championship, also attended bi-weekly planning meetings
- Offense Defense re: discussed December's Offense Defense Football program with Herb Blanding
- DME re: attended meeting with Volusia County Economic Development, CEO Alliance, and DME to discuss a possible local organizing committee (LOC) to be created by DME to identify facility availability, sports programs, community support, funding, a follow up meeting to be scheduled

- Florida High School Athletic Association re: upcoming bids for Lacrosse and Soccer
- American Patriot League Press Conference re: update on new event

Conference call meetings

- Conducted conference calls with: UCHAPS, Association of Fraternity Sorority Advisors, LaMont Associates, Marine Corps League
- NAIA (National Association of Intercollegiate Athletics) National Football Championship re: 2018 Championship planning

Prospecting calls/emails

- Prospecting calls/emails with: Florida Association of Retired Troopers, UF Continuing Medical Education, Florida Society for Healthcare Risk Management & Patient Safety, National Council for Prescription Drug Programs, University of Florida Chemical Department, Family Café Youth Group, Massage therapy Association - Florida Chapter, Fire Sprinklers Association - Florida Chapter, Industrial Fabrics Association, United States Marine Corp League, Conference Direct, Florida Lake Management Society, Hospitality Performance Network, Florida State DeMolay Association, Super Senior International Pickleball Association, World Team Pickleball, National Association of Collegiate Esports, Premier Soccer Services, National Pro Soft Pitch Softball Kickball 365, Cap Classic Tournament Classic, Sunshine State Conference, USA Karate American Sports Fishing Association, World Championship Salsa Competition

FAM

- Continued planning for Sunwing re: November 20, 2018 travel agent and media FAM with approximately 180 guests

Industry shows booked/event planning

- Southeast Tourism Society 2019 re: coordinated details with Daytona International Speedway for CVB- sponsored evening for all attendees
- Florida Huddle 2019 re: Continued planning of event, created Run of Show document and held a conference call with VISIT FLORIDA, show registration and booth decor
- U.S. Sports Congress re: CVB sponsored Presidents dinner for approximately 60 attendees, food & beverage and entertainment, Sports Rightholders in-room amenities to include branded U.S. Sports Congress Daytona Beach water

Convention Services/Tradeshaw and event planning

- NJCAA (National Junior College Athletic Association) Soccer Championship, USS Chikaskia and USS Mispillion Reunion, NAIA (National Association of Intercollegiate Athletics) National Football Championship, Florida Department of Children and Families Control Training, National Association of Educational Procurement Regional Meeting, EnPro Board of Directors, Florida Winter Cup, Outfitter Expo, National Bowl, Florida Holiday Challenge, National Cheer and Dance Championship, EnPro Management Conference, Senior Summit, Golftech, Offense Defense, Titan America, Elite 8 Nationals, US Sports Congress, Florida Huddle, Southeast Tourism Society, Sunwing, Acer's Conference, Order of the Q, Florida Athletic Coaches Association Clinic, FCS Bowl, National Bowl, All American Classic, Tropic Bowl, Florida Winter Festival and Daytona Beach 100

Shriners

- Order of the Q (a division of the Shriners) booked for fall 2019 with 400-500 attendees at Hilton Daytona Beach Oceanfront Resort

Administrative

- Prepared weekly/daily sales department reports
- Facilitated advisory committee meetings: Tour & Travel, Sports, and Meetings & Conventions
- Attended Bubba Gump's Seafood Partner Appreciation reception with Meetings & Conventions sales staff
- Attended staff meeting with AUE for 2018/2019 benefits open enrollment
- Reviewed and finalized all approved PTO hours to be used by end of December 2018

- DME re: attended meeting with Volusia County Economic Development, CEO Alliance, and DME to discuss a possible local organizing committee (LOC) to be created by DME
- Mileage/credit Card reports
- FY2018/2019 budget re: weekly review of spread to compare anticipated costs
- Sunwing re: created and conducted a Sunwing travel agent webinar with David Wright of Sunwing Vacations; worked with CVB staff and County Legal on VISIT FLORIDA funding grant; met with Daytona Beach International Airport officials to discuss funding grant and FAM
- Hat Marketing re: invoices, FY2018/2019 production spreadsheet, World Travel Market
- Brandon Agency re: approved videos for Meetings, Sports, Tour & Travel, and the faith-based markets
- Simpleview re: worked on scheduled reports error, Cvent integration, Cvent webinar, entered/reviewed CVENT leads into Simpleview, entered FY2018/2019 goals for the new Group Sales Goals Report
- Conducted weekly administrative task training re: maintaining records of incentive dollars, travel schedule, fairshare distribution, Simpleview, executive update
- Tag Your Brand re: new promotional items
- Distributed room pick-up requests to hoteliers
- Distributed surveys to meeting planners
- Tradeshow forms re: November
- Group Sales staff reviews

Communications

- Media Release – 7 Travel Essentials for WonderFall Travel to Daytona Beach 2018
- Media Release – Central Florida Gets Psyched Up for Soccer
- Media Release – Daytona Beach Football Season Goes Long on Fun
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: Quilt Week; several meetings and convention publications; Bahia Shriners; NAIA Football National Championship; Daytona Stadium; Daytona State College; Florida Winter Cup; Meetings Today magazine; The Streamline Hotel; Daytona Beach Festival of Magic; Where Daytona Quick Guide calendar; Insurance & Financial Meetings Management magazine; Museum of Art – DeLand; Daytona Turkey Run; ONE DAYTONA; NJCAA; U.S. Sports Congress; Challenge Daytona Triathlon; Daytona Turkey Run; Daytona International Speedway; All American Bowl; Dreamscapes; Drive I-95
- Updated NAIA Football Championship event program copy for approval; shared NAIA social posts with committee and participating hotel partners; attended planning meetings
- Prepared itineraries and welcome packets, confirmed logistics, provided content and images to a number of travel journalists including: Brazilian bloggers with Turismo Etc. and Dicas de Viagem; Sophie Vokes Dugdeon with Hello! Online (UK); Michael Schoeck
- 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
- Worked on the (4) CVB-managed TripAdvisor geo pages with image albums, Points of Interest collections and articles (ongoing); continued working in the TripAdvisor BETA environment and provided input on behalf of the CVB
- Sunwing re: assisted in planning the November 20 familiarization (FAM) tour; reviewed/edited destination overview for Sunwing.ca; produced Travel Agents training presentation for Group Sales
- Presented on behalf of the CVB at the Tourism Development Council and the Lodging and Hospitality Association of Volusia County meetings
- Attended: Florida Public Relations Association monthly meeting; CVB staff meeting; CVB Directors' meeting; Volusia County ESF-18 Committee meeting; Tiger Bay Club monthly meeting;

American Patriots League press conference at DME Academy; LPGA Symetra Tour competition; American Advertising Federation – Daytona Chapter Conference

- Attended Bike Week 2019 marketing and public relations strategy meeting
- Biketoberfest® re: updated biker media and local media lists; produced the official kick-off press conference at Daytona International Speedway; helped staff the Official Welcome Tent; responded to media inquiries and conducted interviews; created Biketoberfest® Top Ride flyer; photographed Biketoberfest® press conference and event festivities throughout the area; updated Biketoberfest.org webpages with 2019 logo and dates
- Social Media: Monitored five social media channels and engaged with followers from one to three times daily; wrote, curated and mapped four weeks of content for CVB's Facebook, Twitter and Instagram channels
- Edited 9 blogs from The Brandon Agency; reviewed images and posted blogs per schedule to DaytonaBeach.com
- YouTube: added tags to 25 videos on the CVB YouTube channel and edited transcripts re: improve SEO
- Monitored media/industry topics including: hazardous algae blooms (HAB); Biketoberfest®; tropical weather forecasts
- Hurricane Michael re: participated in the ESF 18 state-wide emergency management conference call; produced post-hurricane messaging for DaytonaBeach.com and Biketoberfest.org; used CVB social media channels to deliver real-time images and video to help communicate to potential visitors that the weather is great and the beaches are amazing, Biketoberfest® is on, and Daytona Beach is ready and open for business
- Monitored red tide developments and media coverage daily; updated CVB staff with current messaging; reached out to colleagues at County, Beach Safety and other tourism bureaus; responded to media requests; kept messaging on DaytonaBeach.com and Biketoberfest.org updated
- Supported Group Sales re: reviewed Helms/Briscoe partner profile; edited image captions in CVent (event planning software); provided images/assets to VISIT FLORIDA for Florida Huddle 2019
- DaytonaBeach.com: received new images and content from Daytona International Speedway and updated DaytonaBeach.com and the VISIT FLORIDA partner portal; uploaded "Dining on Beach Street" video to YouTube and website; attended web cam conference call with Simpleview; worked on header slide video capability resolution
- DaytonaBeach.golf: produced, edited and reviewed content for new webpages; met with marketing to strategize on navigation and content
- Met with Chris King, Kingfish Communications re: FY2018/2019 golf public relations services, golf travel writer press trips, new webpage content, editorial calendar, brochure copy, etc.
- Shared clippings and results from media assists with partners including articles, blogs, publications and awards
- Participated in bi-weekly website review and development meetings with Marketing
- Entered multiple events into the CVB event calendar online; produced monthly event calendar PDF and distributed it to all tourism partners
- Edited monthly consumer email content from The Brandon Agency
- Facilitated the Quarter 3 meeting of the Arts, Culture and Heritage Tourism Advisory Committee on November 7, 2018. The digital ad campaign proposal was approved as presented and is scheduled to run January-March 2019.

Marketing & Design

- Reviewed Sunwing :30 promotional video; created a logo for agent event; submitted photos to be added to Sunwing website; created a Sunwing digital billboard for ONE DAYTONA's TV monitors
- Submitted Daytona Beach Area map changes to SEE magazine; updated map on DaytonaBeach.com
- Submitted area photos for World Travel Market booth display

- Biketoberfest® re: reviewed and edited Biketoberfest® Top Rides flyer; participated in activities including Official Welcome Center Tent set-up, coordinated volunteer shifts and volunteers, visited bike gathering and took photos for photo library; selected and uploaded images to image library; set up and attended the Press Conference; created welcome signs and hop-up; updated lodging availability list; created the Biketoberfest® Pocket Guide Flipbook and placed on website; mailed the Biketoberfest® prize pack to the winner; delivered Biketoberfest® t-shirts, pins and poker chips to Visitor Information Centers; Met with GEICO about future Biketoberfest® sponsorship; compiled a Biketoberfest® 2018 Recap sheet; included changes for next year's event for planning; communicated with News-Journal re: Pocket Guide sales and poster distribution
- Pulled website analytics for visits by country for September 2017 – October 2018
- Reviewed and edited CVB videos re: Rolex 24 at DAYTONA, 10 Free Things to do in Daytona Beach, Everything Daytona Beach has to Offer, Ocean Walk Shoppes, On the Water, Historical Homes, Four Wheel Rentals, Five Shopping Districts
- Finalized open position job description; posted job opportunity on CVB's website
- Reviewed Jet Jam Race sponsorship deck; submitted questions about timing and room nights
- Reviewed holiday email blast; updated images and added two events; requested headline change
- Participated in video call with Threshold 360 (tech company for 360 video content, social and website)
- Reviewed, approved and processed monthly invoices from The Brandon Agency
- Participated in weekly status calls with The Brandon Agency
- Reviewed general group sales video and new religious video with The Brandon Agency; provided feedback on footage selection and verbiage
- Reviewed new photography from The Brandon Agency; pulled select images for print, collateral and web use; coordinated with Communications for their selections
- Recapped A&E media campaign; reviewed budget expense; confirmed adjustments with The Brandon Agency
- Reviewed Arrivalist data with The Brandon Agency; reviewed year-end sizzle reel developed by The Brandon Agency; suggested music edits and add metrics to qualify the success of the campaign and year one of the relationship
- Reviewed final blog balance; provide input and added new topics
- Bike Week 2019 re: met with Janet Kersey and The Brandon Agency to review media schedule and creative ad concepts; reviewed and edited digital and banner ads; approved revised artwork; approved digital ads
- Reviewed and edited Conversant video ads; updated Escape to a WonderFall Getaway message