

# Halifax Area Advertising Authority

**DATE:** July 15, 2020  
**FROM:** Lori Campbell Baker, Executive Director  
Daytona Beach Area Convention & Visitors Bureau  
**RE:** Executive Update – June 2020

Need some really good news? Yes, we're SO with you!

Just as we were all looking forward to some world-class racing August 28-29, the Speedway added a huge new line-up to the month's festivities.

NASCAR recently announced that, in addition to the late August doubleheader weekend featuring the Coke Zero Sugar 400 and the Wawa 250 Powered by Coca-Cola, Daytona International Speedway will host NASCAR's three top national series, along with the ARCA Menards Series, on August 14-16.

All on the Speedway's 3.56-mile road course. Yes, this is historic!

Here's the roster of road course events, to add to your planning calendar:

- Friday, August 14 - ARCA Menards Series at 5 p.m. ET (MAVTV); Distance TBD
- Saturday, August 15 - NASCAR Xfinity Series at 3 p.m. ET (NBCSN); 182 miles (51 laps)
- Sunday, August 16 - NASCAR Gander RV & Outdoors at 12 Noon ET (FS1): 153 miles (43 laps)
- Sunday, August 16 - NASCAR Cup Series at 3 p.m. ET (NBC): 231 miles (65 laps)

A limited number of fans will be able to attend the highly anticipated doubleheader on Sunday, Aug. 16, featuring the NASCAR Cup Series as well as the NASCAR Gander RV & Outdoors Truck Series.

Please join us in thanking the folks at NASCAR and the Speedway for their ongoing support of our destination with top-notch event programming and community impacts throughout the year. We're excited about these new race additions, which will garner worldwide, positive media attention - and we look forward to working with our many local tourism partners to help make these events successful.

Meanwhile, take a look at the efforts, initiatives and activities listed below, and let us know if you have any input or questions. The CVB staff continues to build upon our ongoing marketing efforts during this pandemic crisis, to position our destination for a safe and strong comeback.

Sunny Regards,

LCB

## Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in May 2020:
  - Bed Tax Collections (CDT) decreased 32.4% at \$476,138 compared to \$704,402 in May 2019.
- Per the STR Report, in May 2020:
  - Hotel Occupancy (OCC) decreased 32.6% to 44.4%, compared to 65.9% in May 2019

- Hotel Average Daily Rate (ADR) decreased 6.3% to \$104.83, compared to \$111.86 in May 2019
- Per Mid-Florida Marketing & Research, in May 2020:
  - OCC rate decreased 36% to 44%, compared to 68% in May 2019
  - ADR was nearly the same at \$119.11, compared to \$188.96 in May 2019
  - Revenue Per Available Room (RevPar) decreased 36% to \$51.92, compared to \$81.26 in May 2019

### Finance & Human Resources

- Reviewed cash flow projections and bank accounts daily for planning purposes
- Reviewed budget vs. actual transactions for directors to review and adjust
- Reviewed revenue estimates for proper planning of cash disbursements daily
- Continued to review cost savings in all areas due to reductions in estimated revenue

### Group Sales / Meetings, Sports, Tour & Travel

|                                   | # Leads Distributed | # Definite Bookings | # Assists* |
|-----------------------------------|---------------------|---------------------|------------|
| <b>Meetings &amp; Conventions</b> | 13                  | 9                   | 5          |
| <b>Sports</b>                     | 8                   | 0                   | 0          |

*\*Assists are referrals and/or convention services for hotel partners*

### Site visits

- Hosted the following site visits: Military Order of the Purple Heart Florida State Convention April 2021; Antenna Management Technique Association 2021 - Hilton Daytona Beach Oceanfront Resort to host guest rooms, venue site tour, breakfast and group lunch meeting, off-site venue tours conducted for an evening 150+ person event at ONE DAYTONA, Daytona International Speedway, Museum of Arts & Sciences and Ponce Inlet Lighthouse

### Tradeshows, industry events attended

- Attended Virtual Meeting Professionals International (MPI) North Florida Chapter Board Retreat re: 2021 business plan, budget review, board roles, MPI Board 101 workshop, TONS Representative report
- Participated in Virtual Meeting Professional International (MPI) Global Meetings Industry Day
- Attended 2-day Meeting Professional International (MPI) Chapter Leaders Virtual Summit event hosted by MPI International with over 500 new chapter board members from US, Europe, Asia and Hong Kong attending.
- Sponsored (previously paid) Georgia area Meeting Professional International (MPI) Tech Summit, 90+ meeting planners

## Meetings attended

- Attended the following meetings: Meeting Professional International Carolina chapter webinar, South Florida Meetings Professionals International chapter webinar, Glenn Hausman webinar and Greater Broward Meeting Professional International webinar
- Participated in monthly ZOOM meeting with Ocean Center staff re: review 2020/2021 sponsorships and travel/tradeshows schedules

## Conference call meetings

- Hosted conference calls with: Northstar Meetings Group re: EsportsTravel Summit and Destination Southeast bid, HAT Marketing, Florida Society of Account Executives (FSAE), Marine Corps League, Florida Office of the Attorney General National Conference on Preventing Crime, Florida Network of Arts Administration, We Are For Better Alternatives, Alpha Phi Alpha, Military Order of the Purple Heart, Central Florida District Dental, Gay Days, Building Officials Association of Florida, Regional Dance Association, USA Powerlifting, John Cowman Airshow, Formula One Powerboat Racing, Payne Boxing, Gazelle Sports, USA Gymnastics, International Slow Pitch Softball and HelmsBriscoe
- Participated in weekly conference calls with Ocean Center, Hilton Daytona Beach Oceanfront Resort, National Association of RV Parks & Campgrounds staff, and the contact for Conference Direct re: COVID 19 updates and social distancing meeting space requirements for November 2020 Annual Conference

## Prospecting calls/emails

- Prospected the following: Florida Nursing Student Association, Foster Adoptive Parent Association, American Cheese Society, U.S. Poultry & Egg Association, Florida Association of Periodontists, Florida Trail Riders, Florida Trial Court Staff Attorneys Association, International Carwash Association, Southern Textile Research Conference, Family Life Coaching Association, Boston University School of Medicine, District Administration Leadership Institute, Snow & Ice Management Association, Heroes Aren't Hard to Find, Creation Entertainment, Workers Compensation Claims Professionals Association, Emergency Medicine Learning & Resource Center, Empower Florida, Florida Surveying and Mapping Society, Florida School Counselor Association, Florida School Nutrition Association, Military Reunion Network, Institute for Safety Research, School Counselor Association, South East Regional Folk Alliance, Ratchet + Wrench Management Conference, Florida Association of Museums, Florida School Counselor Association, Everything Food Conference, US Army Conference, Chai4Ever non-profit organization, Prospecting State of Florida Postponed Events, Sunshine State Games, Sports and Events Tourism Association and Florida Sports Foundation

## Administrative

- Continued efforts on the Group Sales three-phase plan re: COVID-19
- Continued to conduct Zoom Group Sales Weekly Chat call with all partners, weekly calls include CVB updates from all departments, also hosted a partner call to include an industry panel which included: PSAV Audio Visual, Spectra Catering-Ocean Center, The Navigators faith-based planner and Helms Briscoe 3<sup>rd</sup> Party planner, and sports rights holder. Created power point presentation with photo & biography of each panelist.
- Continued work on weekly messaging to group sales database and additional prepaid tradeshow databases
- Continued work on scheduling our partner spotlight opportunities via our weekly message

- “Get Back to the Swing of Things” featuring: Jackie Robinson Ballpark photos and unique venues, LinkedIn post was shared and tagged to multiple planner contacts and organizations; soft sell messaging included “When you are ready, we are ready”
- “Sunny Skies Ahead” featuring: New Unique Venues—SkyNav Virtual Site Visit, submit RFP, additional virtual meeting planner guide tabs
- Worked on obtaining fair-share opportunities for “Partner Spotlight” features for all hotel partners, meeting venues including Daytona International Speedway and Ocean Center
- Continued work to enhance our LinkedIn, Cvent and website profiles; began soft sell spotlighting of the Ocean Center
- Continued efforts to obtain hot dates and deals to post on meeting planner sites, i.e. Cvent, Meeting Pro, Arrowhead, etc.
- Conducted budget workshops with the Meetings/Conventions, Sports, and Tour & Travel Advisory Committees
- Ongoing review of canceled or postponed tradeshow for potential refunds due to COVID-19
- Continued work on 2022 EsportsTravel Summit bid process
- Continued work on 2020 Destination Southeast bid process (adjusted dates to October 2022)
- Continued ongoing review of canceled or lost events for COVID-19 reporting
- Continued work to find new dates for groups able to reschedule
- Completed 2021 business plan for MPI North Florida Chapter TONS Representative board position

#### **Tour & Travel**

- Deployed messaging to the Tour & Travel database
- Continued ongoing research and conference calls re: International travel post Covid-19
- Researched potential opportunities including virtual tradeshow attendance, virtual agent trainings, potential onsite trainings, lunch & learns, virtual site visits, etc.
- Continued ongoing efforts to spotlight partners interested in the trade to showcase hotels/attractions for future business

#### **Partner Liaison**

- Followed up with hotel and attraction partners for COVID-19 updates
- Sent out webinar opportunities through Florida Hotel Small Lodging Association
- Sent out sales and marketing collaborative opportunities to all partners

#### **Communications**

- Coordinated COVID-19 Response for the CVB:
  - Represented the CVB during daily and weekly collaborative efforts with county, city, health, industry, and community agencies and leaders
  - Participated in weekly PIN conference calls (Volusia County Public Information Network)
  - Monitored local/state/national media, data, developments and news briefings
  - Listened to all Volusia County Council meetings
  - Updated the COVID-19 Travel Health & Safety Information on DaytonaBeach.com daily
  - Communicated regularly with CVB tourism partners and updated staff
  - Reviewed/edited marketing and sales communication, social media calendar, social posts and eNewsletters re: appropriate messaging
  - Worked on additional content for the CVB's Tourism Partner Toolkit webpage

- Responded to inquiries from media, tourism partners and consumers
- Monitored upcoming large events; contacted organizers; updated CVB calendar; tracked lost/postponed events; added rescheduled and future events
- Monitored media and responded to inquiries on behalf of the CVB
- Monitored area attractions for re-openings and updates
- Continued to work on the “Back In Business Safely”, the CVB/Chamber collaborative project - local support for local businesses
- Worked on the “Wash up. Back up. Mask up.” Countywide campaign in collaboration with the PIN, County government, cities, chambers and other agencies
- Attended ESF 18 statewide conference call re: 2020 Hurricane Season
- Attended Advertising Advisory Committee Meeting (6/3) and HAAA Board agenda review meeting (6/8)
- Worked on the 2020/2021 Marketing Plan and Budget with directors; presented the Communications portion at the HAAA Board meeting (6/17)
- Represented the CVB at the Volusia County Council meeting (6/16) in DeLand
- Monitored City of Daytona Beach commission meetings (6/17 and 6/26)
- Provided Communications update during Groups Sales/CVB weekly tourism partner calls
- Participated in call with Simpleview (website development) with Marketing
- Participated in CVB planning for Biketoberfest®; attended Biketoberfest® Advisory Committee Meeting (6/24); edited content for Biketoberfest® App
- Responded to VISIT FLORIDA editorial lead, produced press release re: Back In Business Safely campaign, provided local information about what is open - beach and other attractions
- Provided PR support for: VISIT FLORIDA, Stetson University, ONE DAYTONA, Daytona International Speedway/ISMA race; Volusia County Community Information, City of Daytona Beach, Daytona Lagoon, Ormond Mainstreet, Friends of the Bandshell
- Created content on DaytonaBeach.com re: Independence Day holiday and “Things to Do” in July
- Worked on CVB blog content (new, updated, scheduling)
- Completed quarterly update of Group Sales Meeting Planner collateral materials
- Monitored Media Gallery and Event Calendar requests; posted new events, updated existing events and tracked canceled/rescheduled events due to COVID-19
- Reviewed/edited BEACH BLAST eNewsletter sent to tourism partners re: marketing opportunities
- Reviewed/edited CVB consumer and sales eNewsletters
- Worked on the 2020/2021 Vacation Guide with Marketing and publisher
- Attended VISIT FLORIDA’s 2020/2021 International Marketing/PR Strategy presentation

## Marketing & Design

### Administration

- Participated in meetings: weekly status call with The Brandon Agency, weekly Group Sales call, Marketing’s Web Wednesday and Department meetings, Meetings & Conventions/Tour & Travel/Sports Budget Workshop, monthly SEO call with Simpleview (website development)
- Prepared for and attended Advertising Advisory Committee meeting (6/3)
- Prepared for and attended HAAA Board meeting (6/17)
- Reached out to hotel partners for COVID-19 updates and information

## **Marketing & Design**

- Created and distributed weekly hotel information survey
- Created and distributed BEACH BLAST, the CVB eNewsletter sent to partners to inform them about upcoming tourism marketing opportunities (published 6/10 and 6/26)
- Reviewed/edited/approved:
  - Staycation for Florida Residents eNewsletter
  - Daytona Beach deals you won't want to miss! eNewsletter
  - June deals co-op eNewsletter
  - What Type of Vacationer Are You? eNewsletter
  - Hit the beach this July eNewsletter
  - Weekly Group Sales emails
  - Website and lead ad creative
  - Orlando Sentinel Travel Page ad
  - Start Your Engines – paid social ad copy and digital banners
  - Pinterest ads
  - Florida Resident Rate social media ads
  - WESH Giveaway copy and creative
  - Orlando Sentinel Giveaway social ads and email copy
  - USA Network digital ads
- Finalized the 2020/2021 Vacation Guide; sent files to VISIT FLORIDA and AAA; printing in progress
- Uploaded videos to Vimeo for Marketing & Sales Teams
- Participated in content planning call with The Brandon Agency

## **DaytonaBeach.com**

- Updated Outdoors/Parks landing page, booking URLs and social media links for partners
- Updated landing pages for email campaigns, Biketoberfest® Vendor Information, July 2020 events and activities
- Emailed partners about new Business Continuity amenities now available to partners so they can feature their health and safety measures in their website listings on DaytonaBeach.com
- Updated Partner Gateway to include:
  - Webinars from the Rosen College of Hospitality Management
  - Orlando Sentinel co-ops to the Partner Gateway
  - Business Continuity Form
- Updated the Partner Toolkit to include new webinars and resources, social media posts, new assets available through the CVB Media Gallery
- Met with Group Sales to create a content plan for weddings
- Created deals for hotel partners including Streamline Hotel, The Cove on Ormond Beach, Daytona Beach Regency
- Reviewed blogs: Summer Playlist, Road Trips
- Updated CrowdRiff galleries for home page, sports page, Ponce Inlet Lighthouse page, Arts and Culture page, Museum of Arts and Sciences page, racing, fishing, Biketoberfest® /Bike Week and weddings
- Assisted SkyNav with partner outreach, dates/locations and contacts for filming in market

## **Analytics**

- Pulled and reviewed June reports including: top 25 markets to visit website (by week); top 20 blogs; pages with highest bounce rate; pages with highest exit rate; source/state/month; audiences (June 1-15), top 50 pages (June 1-15) and May 2020 month end reports

## **Social Media**

- Created content for Daytona Beach CVB Facebook, Instagram, LinkedIn and Twitter social media calendar creating posts appropriate for COVID-19
- Scheduled new content throughout National Fishing and Boating Week (June 6-14), broadcasted live #WaveWednesday on social channels, took new photos and images, National Doughnut Day, sunrises and beach video
- Adjusted social media calendar being conscious of current events
- Shared partner content across social media channels when appropriate
- Requested rights to use user photos from social media channels through CrowdRiff for social media, website, etc.
- Maintained/updated content, monitored and responded to all requests, and engaged with consumers on Daytona Beach CVB Facebook, Instagram, Twitter, Pinterest, LinkedIn and TripAdvisor

## **Biketoberfest®**

- Prepared and participated in Biketoberfest® Advisory Committee meeting (6/24)
- Prepared 2020 Biketoberfest® Master Plan: contacted vendors about their 2020 Master Plan applications; collected and reviewed vendor applications; and submitted vendor applications to the City of Daytona Beach for review
- Pulled User Generated Content (images) and began drafting social media posts for Communications review
- Connected with event sponsors
- Met with team to discuss 2020 Biketoberfest® – media plan, PR, App, Welcome Tent, budget, sponsorships and promotion
- Created a plan for CVB owned-assets deliverables, a plan for GEICO Biketoberfest® deliverables, and timeline
- Responded to Biketoberfest® social media inquiries

## **Webinars/Training/Education**

- Simpleview: Pre-Summit Snack: Data Cleanse: Decluttering Your CRM, The Landing Page Decoder, Engaging Your Community - An Extranet Tale, UX Quick Wins to Improve Your Website, and Pulse Check: How's Your Blog
- Arrivialist report training
- ADARA's Weekly Webinar Series
- VISIT FLORIDA's 2020/2021 International Marketing/PR Strategy presentation