

# Halifax Area Advertising Authority

**DATE:** October 13, 2020  
**FROM:** Lori Campbell Baker, Executive Director  
Daytona Beach Area Convention & Visitors Bureau  
**RE:** Executive Update – September 2020

With adversity comes innovation.

One of the greatest parts about working in this industry is introducing consumers, travel professionals – even Florida and local residents - to the best of the best that the Daytona Beach area has to offer. Through these efforts, we're able to support local businesses which helps them to support their employees.

Typically, our efforts attract visitors for overnight stays from around the country and all over the world. The "bed tax" paid by these visitors on their overnight stays fully funds our marketing efforts (local residents are not taxed for this fund). The bed tax paid by visitors also helps pay down the bonds for the Ocean Center.

During the pandemic, we have learned new ways to use technology and ways for our tourism partners to help us out. And they've come through in a big way.

The CVB held a virtual familiarization tour (FAM) in September. It was, in a word, phenomenal. In lieu of bringing dozens of meeting planners, sports rights holders, travel agents and tour operators from around the world to experience the area in person, something not possible during the pandemic, our Sales Team Zoomed them in and provided them with a virtual high-impact, glimpse into what we love to share about our destination every day.

We highlighted the beach, waterways and parks; the Speedway and other sports facilities; the area's history, arts and culture; attractions; places to meet and stay; eateries and more. We also featured assets from Southeast and West Volusia. It was a lot of work, and a lot of fun, and it's already netting a lot of solid results.

Not only have we received Requests for Proposals (RFPs) for new group business, we've also created some spectacular digital assets that are being repurposed for future endeavors.

A huge thanks to our local tourism and hospitality partners and our sponsors for their part in the Sunshine Summit Virtual FAM – and big kudos to our CVB Team for continuing to find new and inventive ways to drive business to our destination!

Sunny Regards,

LCB

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

- Per Volusia County, in August 2020:
  - Bed Tax Collections (CDT) decreased 0.1% at \$554,409 compared to \$555,029 in August 2019
- Per the STR Report, in August 2020:
  - Hotel Occupancy (OCC) decreased 11% to 50%, compared to 56% in August 2019
  - Hotel Average Daily Rate (ADR) increased 6% to \$108.19, compared to \$101.89 in August 2019
- Per Mid-Florida Marketing & Research, in August 2020:
  - OCC rate decreased 20% to 46%, compared to 58% in August 2019
  - ADR increased 9% to \$120.93, compared to \$111.04 in August 2019
  - Revenue Per Available Room (RevPar) decreased 13% to \$55.39, compared to \$63.87 in August 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
- Continue to accumulate information for audit scheduled in early November
- Continue to monitor estimated future cash flows daily

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

	# Leads Distributed	# Definite Bookings	# Assists*
<b>Meetings &amp; Conventions</b>	17	2	17
<b>Sports</b>	4	2	5

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

### Site visits

- Conducted site visits with: Gay Days, Inc., Hospitality Performance Network, Property and Evidence Association of Florida, U.S. Army Rec, and Our Little Miss Pageant - State of Florida

### Tradeshows, industry events attended

- Attended: Central Florida Society of Government Meeting Planners monthly meeting and Connect Sports

### Conference call meetings

- Conference calls/emails: David Wright, Religious Conference Management Association tradeshow re: Daytona Beach registration, booth and payment, Claims Prevention & Procedure Council, 10X Growth Conference, Central Florida Dental District, Florida Literacy Coalition, and Georgia Utility Contractors Association

### Prospecting calls/emails

- Prospected the following: Florida Academy of Physician Assistants, Council for Tribal Employment Rights, Health Information Sharing and Analysis Center, Association of Educational Office Professionals, Super Scrappers, AARP of Florida, People for the American Foundation, The Florida Historical Society, Florida Distance Learning Association, Florida Council for Affordable & Rural Housing, Corporate Counsel Women of Color, Florida Organization of Mothers of Twins Clubs, Gathering of the Eagles International, Statewide Graduation Keiser University, Camp Gladiator, Southeastern Association of Fish & Wildlife, Florida Association of Educational Data Systems, National Adult Day Services Association, Healthcare Businesswomen's Association, Florida Redevelopment Association, National Corvette Council Convention, Range Retail Business Expo, SING, NITV Federal Services, Sterling Events, RF-Smart Mobile, Florida Parent Teacher Association, Indie Pod Convention, Southeastern Employment & Training Association, American Express meetings, Illinois Hammerheads, International Slow Pitch Softball, USA Judo, Pro Footvolley Tour, Bethune-Cookman University, Embry Riddle Aeronautical University, Southeast All American Soccer, Prep Baseball Report, Pictona, United States Specialty Sport Association, F1 Tunnel Racing Series, Fred VanderPloeg – Weather Channel, North American Chinese Basketball Association, Florida International University, SportsBiz and Connect Sports

### Virtual Familiarization (FAM) Tour

- The Sunshine Summit FAM on September 23 was virtually attended by more than 120 meeting planners, rights-holders and tour and travel operators/receptives from the U.S. as well as Canada, England, Ireland, Germany, and Argentina. It included a countywide itinerary and was presented in partnership with Visit West Volusia, Visit New Smyrna Beach, Ocean Center, Daytona Beach International Airport, and many of our tourism partners including hotels, sports facilities, attractions and restaurants.

### **Convention Services**

- Services provided to: National Association of Tax Professionals Florida Chapter, United Church of God, Florida Association of Building Inspectors, Florida Athletic Coaches Association Baseball/Softball Clinic, Florida Athletic Coaches Association Coaches Spring Clinic, International Marina Boatyard Conference and Ministers' Retreat
- Continued to monitor group business on their cancelations or postponements and track in the canceled business economic impact report re: COVID-19
- Entered assists for those groups rescheduling due to COVID-19
- Continued to work with the Ocean Center on imputing their lost business for the CVB to track all economic impact canceled
- Worked with hotel partners on canceled and postponed groups due to COVID-19

### **Group Sales Coordination**

- Provided/collaborated with Marketing re: assets for social media posts
- Scrubbed databases re: unsubscribed users
- Reviewed/revised FY 2019/2020 and 2020/2021 travel schedule
- Designed "Partner Spotlight" for El Caribe and distributed to database
- Updated Cvent content and distributed Cvent leads to appropriate sales manager
- Adjusted/updated CRM leads, definite bookings, traces, etc. re: sales manager changes
- Distributed a fair-share opportunity to tourism partners re: Connect Marketplace
- Coordinated Meetings & Conventions, Sports and Tour & Travel Advisory committee meetings

### **Administrative**

- Continued efforts on the Group Sales 2/3 phase plan re: COVID-19
- Continued work on weekly messaging to Group Sales database and tradeshow databases
- Continued work on scheduling CVB Partner Spotlight opportunities in weekly messaging
- Continued work on LinkedIn, Cvent and website profiles
- Continued efforts to obtain hot dates and deals to post on meeting planner sites, i.e. Cvent, Meeting Pro, Arrowhead, etc.
- Ongoing review of canceled or postponed tradeshows for potential refunds due to COVID-19
- Presented at Tourism Partner Day (9/25)

### **Tour & Travel**

- Deployed messaging to the Tour & Travel database
- Continued ongoing research and conference calls re: international travel post COVID-19
- Continued ongoing efforts to drive future business by spotlighting partners interested in the trade to help showcase their hotels or attractions
- Worked with Tour Operator Land re: review/update destination information

### **Partner Liaison**

- Updated account and contact records in Simpleview member/partner
- Served as ZOOM meeting organizer/presenter for Tourism Partner Day (9/25)

## 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
  - Updated the COVID-19 Travel Health & Safety Information on DaytonaBeach.com
  - Communicated regularly with CVB tourism partners and updated staff
  - Reviewed/edited website content, marketing and sales communication, social media calendar, social posts and eNewsletters re: appropriate messaging
  - Worked on additional content for the CVB's Tourism Partner Recovery Toolkit webpage
  - Monitored media coverage, responded to inquiries (media, tourism partners and consumers)
  - Monitored upcoming events; contacted organizers; updated CVB event calendar; tracked lost/postponed events; added future events and updated rescheduled events
  - Monitored area attractions (virtual offerings, re-openings and updates)
  - Continued support of the "Back In Business Safely", the CVB/Chamber collaboration project
  - Continued support of the "Wash up. Back up. Mask up." campaign in collaboration with the PIN, Volusia County, cities, chambers and other agencies
  
- Biketoberfest®:
  - Reviewed/edited messaging on website and social media
  - Assisted with development of and revisions to proposed safety plan on behalf of merchants
  - Virtually attended Daytona Beach and Ormond Beach city commission meetings (9/9)
  - Produced/distributed news releases: Biketoberfest® 2020 Update, Attendees Urged to Visit Responsibly following vendor permit decisions by cities
  - Monitored media coverage and responded to media inquiries
  - Provided updates to staff and tourism partners and provided updated talking points
  - Worked with Marketing to monitor, respond to, and manage social media
  - Participated with Marketing to plan steps, develop tactics, implement tasks, and create deliverables re: next 30 days
  - Collaborated with Volusia County Community Information re: COVID-19 safety messaging
  - Monitored Volusia County Council Meeting re: permits (9/29)
  
- Monitored tropical weather forecast from National Hurricane Center, Volusia County Emergency Management and ESF18 communications, and kept CVB Staff updated as needed
- Provided PR support to: Biketoberfest® Committee and Master Plan applicants, The Brandon Agency, Daytona International Speedway, ONE DAYTONA, Daytona Beach International Airport, Ocean Center, Southeast Museum of Photography, Barberville Pioneer Settlement, Museum of Arts and Sciences, Hyderhead Brewery, City of South Daytona, City of Ormond Beach, Veterans Museum, outdoor dining
- DaytonaBeach.com: reviewed/edited: Art Lovers blog post; Outdoors, Golf, Fishing, Arts & Culture, Ale Trail webpages; Biketoberfest® homepage; new blog posts with The Agency; reviewed CVB calendar, searched community calendars, and edited/approved submissions as appropriate; added links to recent positive earned media coverage; reached out to partners for new images and updated Media Gallery
- Reviewed, responded and/or routed email messages sent to info@DaytonaBeach.com daily
- Attended monthly web development session with Marketing and Simpleview
- Monitored traditional, digital, and social media for tourism-related, CVB-related topics
- Wrote Blog post: "Add Education to Your Family Beach Vacation" featuring area experiences and resources for families wishing to combine travel with working/learning remotely; reached out to tourism partners for work/learn getaway information and packages
- Produced/distributed news release re: Add Education to Your Beach Vacation in Daytona Beach

- Worked on CVB blog content (new blog posts, updates to existing posts and scheduling) with Marketing and the Agency
- 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
- Produced CVB presentation for Tourism Partner Day; reviewed upcoming Communications opportunities with attendees (9/25)
- Attended CVB Group Sales virtual FAM (9/23)
- Attended (virtually) the Lodging & Hospitality Association of Volusia County meeting (9/10)
- Attended (in person) the Advertising Advisory Committee meeting (9/8)
- Attended (virtually) the Meetings & Convention and the Sports Advisory Committee meetings (9/10)
- Presented at HAAA Board Meeting (9/16)
- Attended web development meetings with Marketing
- Attended Destinations Florida virtual meeting re: “State of Florida’s Tourism Industry”
- Attended (virtually) Governor DeSantis/VISIT FLORIDA press conference in Daytona Beach re: Tourism Marketing Campaign Launch
- Finalized FY 2020-2021 contract renewals
- Worked on potential future hosted media visits with VISIT FLORIDA and tourism partners

## Marketing & Design

### Administration

- Meetings: Web Wednesday, weekly status call with The Brandon Agency, monthly SEO call with Simpleview, Marketing Department, Group Sales Sunshine Summit, Daytona Beach International Airport
- Prepared and participated in Ad Committee meeting (9/8)
- Prepared HR Committee meeting (9/8)
- Prepared and participated in HAAA Board meeting (9/16)
- Prepared and participated in Tourism Partner Day (9/25)
- Finalized contracts: The Brandon Agency, Simpleview Pay-Per-Click (PPC)
- Updated partners in Simpleview and MailChimp
- Imported reader service responses from multiple publications into Simpleview

### Marketing & Design

- Provided Free/Paid Marketing Opportunities to Tourism partners following Tourism Partner Day
- Participated in on-boarding process with See Source: provided lodging spreadsheet and updated points of interest boundaries
- Reviewed Challenge Daytona Tourism Events funding request
- Created and distributed weekly Hotel Information Partner Survey, shared survey results
- Emailed WESH contests winners and fulfilled winner certificates
- Revised Cox Media Group Radio proposal
- Participated in eNewsletter and blog planning call with The Brandon Agency
- Spoke with rep from Wolfpack.run App
- Created/Designed:
  - Full page ad for Florida Golf Alliance; submitted artwork
  - September Beach Blast email for tourism partners
  - Sun, Sand and Scenic Rides eNewsletter (Biketoberfest®)
  - So Long Summer? Fall in love with Daytona Beach 🌻 eNewsletter
  - Reel in the Fish (and Fun!) in Daytona Beach this Fall eNewsletter
  - So Long Summer, Hello Hot Fall Deals! 🔥 eNewsletter
  - 10 Days Until Biketoberfest® eNewsletter

- Reviewed/edited/approved:
  - Monthly Deals eNewsletter templates
  - Want to Win a FREE 2-Night Stay? Interest survey eNewsletter
  - 🐢 How to love sea turtles (responsibly) eNewsletter
  - 12 best pics to take in Daytona Beach eNewsletter
  - Atlanta Journal Constitution print ad copy
  - New I-95 billboard creative
  - Interest Specific Digital Banners & Paid Social Ads
  - Taboola, Sojern and Adara native placements
  - Banner ads for Conversant
  - The Villages Daily Sun print ad
  - Wide. Open. Fun. Pre-Roll & Video Updates new hotel deals
  - Virtual learning boosted post

### **DaytonaBeach.com**

- Updated: business continuity amenities, partner listings, navigation dropdowns for the Plan and Places to Stay sections (added deals), deal titles, Ale Trail Map, hotel day passes
- Updated landing pages: important emails, live web cam page, Food + Drink
- Created and updated new landing pages for upcoming campaign: golf, fishing, outdoors, arts & culture, racing and motorcycles, hotel deal page, Enter to Win
- Created outdoor dining tag, tagged all restaurants with outdoor dining, and added to the website and app
- Added blog: What you need to know about redfish season in Daytona Beach
- Added the tag Motorcycle Enthusiasts to the calendar widget
- Added the July 2020 OCC/ADR Report to the website
- Updated CrowdRiff galleries for pages: homepage, sports, Ponce Inlet Lighthouse, Arts and Culture, Museum of Arts and Sciences, racing, fishing, Biketoberfest®/Bike Week, various events, and selfies

### **Analytics**

- Top 25 markets to visit website (weekly for September 2020), Atlanta and Miami pageview, Philadelphia and Dallas pageview, top 25 blogs, top bounce rate pages, exit rate, and new user numbers

### **Social Media**

- Broadcasted #WaveWednesday from the beach on Facebook live
- Worked on Daytona Beach CVB Facebook, Instagram, LinkedIn and Twitter social media calendar creating posts appropriate for COVID-19
- Created and shared social media content on Sports channels
- Continued sharing 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®**

- Developed sample 2020 Safety Plan on behalf of Master Plan Applicants; delivered Plan to City of Daytona Beach staff, Biketoberfest® Committee members and interested individuals
- Prepared for Daytona Beach City Commission meeting (9/9); updated Committee members/Applicants
- Biketoberfest.org: updated content, photos, headers, links and vendor listings; removed REVER App; removed remaining 2019 sponsors; added 2020 collectible pin pickup locations
- Reviewed press release
- Created a list of available vending space in Ormond Beach

- Created signage for pin distribution and App, ordered plexiglass shield for Visitor Information Center counter, confirmed pin pickup staffing
- Created/shared social media post re: 2020 Biketoberfest® event update
- Responded to inquiries about event cancellation on social media platforms

### **Webinars/Training/Education**

- Attended:
  - Shifting Your Social Media Strategy, presented by Simpleview
  - Why Your DMO's Content Strategy Should Embrace Your Local Community by Simpleview
  - Future-proofing Digital Identity for a Privacy-First World
  - Get Your First-Party Data in Order-Before 2022 by Adara