

HAAA Executive Update

New Stats

- ◆ Bed Tax collections for the month of November \$414,654
- ◆ Collections are up 4.07% month over month above last year
- ◆ Collections increased this fiscal year to date by 0.7%
- ◆ November Occupancy increased about 13% in November 2016 from November 2015
- ◆ November Average Daily Rate increased about 8% in November 2016 from November 2015

ADMINISTRATION

- Made plans to join Jay Cassens at the Routes 2017 airline conference in February
- Presented an update at the Lodging & Hospitality Association meeting
- Coordinated a HAAA Special meeting and HR Committee meeting
- Held a conference call with the One Daytona public relations team re: promoting the venue
- Attended a Choice International Hotels presentation to their ISB property
- Participated in the weekly Daytona Beach Rotary Club meetings
- Attended the groundbreaking ceremony for Daytona State College's new soccer complex
- Presented the Board's overage spending plan to Volusia County Council
- Did a radio interview on WELE-AM, Big John's Show
- Attended the NAIA Championship football game at Municipal Stadium
- Held a CVB directors' meeting
- Tours the new motorsports stadium as a new member of the Checkered Flag Committee
- Scheduled meetings with incoming Volusia County Council members and HAAA Chair Mike Kardos

FINANCE



- Completed calendar year end certifications on Affordable Care Act, 401(k) plan and merchant credit card processing compliance
- Analyzed reserves overage and created reports
 - Created analysis on Ocean Center promotional funding
 - Reviewed audit reports and documents, reconciled trial balance, and adjusted final budget to actuals for fiscal year 2015-16
 - Reviewed progress on goals and highlights for current and past fiscal year
 - Simplified payroll and HR worksheets

GROUP SALES

Definite Bookings: 7

Leads Generated: 15

1st Quarter comparisons:

2015-16 Q1 Definite: 19

2016-17 Q1 Definite: 25

2015-16 Q1 Tentative: 43

2016-17 Q1 Tentative: 61

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Tourism Inquiries: 19

1st Quarter comparisons:

2015-16 Q1 Tourism Inquiries: 6

2016-17 Q1 Tourism Inquiries: 20

- Conducted Meeting and Convention Advisory Committee Meeting
- Finalized group sales holiday hours and PTO time for year end
- Prepared for pre Florida Huddle United Kingdom and Ireland VISIT FLORIDA FAM
- Prepared for post Florida Huddle Germany VISIT FLORIDA FAM
- Met with USA Riesen to finalize group golf tournament sponsorships
- Conducted exit interview with convention services manager and coordinated department coverage
- Created messaging for convention services job opportunity
- Continued work on the Daytona Beach Added Value program via Kevin Brett
- Coordinated Tour & Travel committee meeting presentation by HAT Marketing, the CVB's United Kingdom/Ireland, and Germany representative
- Coordinated Tourico Tours presentation at the Tour and Travel committee meeting
- Coordinated a Connect Meetings (Collinson Media & Events) presentation by Chris Collinson to update meeting community on company changes and new opportunities
- Worked on and finalized with CVB Communications a United Kingdom's Golf News advertorial with Your Golf Travel
- Prepared for Florida Huddle Tour & Travel appointment show and sponsorship
- Visited 33 Tour Operators in Orlando
- Conducted a Miami Sales Mission with four (4) hotel partners
- Conducted meetings/site visits Meetings with four (4) Daytona Beach attractions
- Attended SPORTS Congress
- Conducted meetings and a site for National Association of Intercollegiate Athletics Football Championship
- Met with and conducted a site visit with D2 Athletics
- Met with World Karting Association
- Met with US Sports Congress re: possibility of Daytona Beach 2019
- Conducted a site visit with NJCAA with Daytona State College for 2018-2020 Soccer Championships
- Attended Society of Government Meeting Planners Capital Chapter monthly reception
- Attended and hosted Florida Society of Associate Executives luncheon
- Attended Central Florida Chapter of Society of Government Meeting Planners monthly reception
- Attended New York Chapter of Meeting Professional Inc. holiday gala
- Attended Florida Encounter
- Attended VISIT FLORIDA's Washington VIP meeting planner event
- Conducted a site visit with SeaRay Boats
- Conducted an American Baptist Association site visit and pre-planning trip for June 2017 event
- Conducted a site visit with Erin Ingler of Arrowhead Conferences & Events
- Conducted community meeting with Shriners Executive Planning Committee re: transportation, public relations, website, parade, and concert activities
- Conducted a meeting with Rob Coffman, CGMP Branch Chief Treasury-wide Strategic Meetings about future business
- Attended Orlando Chapter of Meeting Professional Inc. holiday gala
- Conducted a site visit with M Power International Summit

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COMMUNICATIONS

- Distributed a media release: Daytona Beach 2017 Marketing Plans Shift into High Gear
- Provided support for the Danica Patrick campaign and media inquiries
- Produced and distributed BEACH BLAST, a monthly newsletter sent to partners on marketing and advertising opportunities
- Monitoring IZEA social media #WeekDayGetaway campaign, which ended 12/31/16 (stats attached separately, and full summary and analysis scheduled for January report)
- Provided public relations support and assisted a variety of media, US and UK ad agencies with content, images including: *Prevue Magazine, Boston Herald, Golf News, Allegiant's In-Flight Magazine, Global Traveler; Eat, Drink and Save Money, Funways; News-Journal, WNDB 1150 AM* (LCB in studio guest), *New York Times Travel Show, Barrhead Travel and Ocean Holidays*
- Assisted Ponce Inlet attraction and restaurant partners by implementing a quick campaign to help raise awareness that the majority of businesses are open (post-hurricane):
 - Contacted all attraction and restaurant partners to confirm operational status, got feedback and quotes for use in digital content and media responses.
 - Created "Ponce Inlet – A Water Lover's Playground" blog posted on DaytonaBeach.com
 - Produced evergreen information on Ponce Inlet for Global Traveler blogger
 - Increased our own social media focus on Ponce Inlet
 - Reached out to Ponce Inlet partners to make them aware of the social media and digital content and encourage them to share it, link to it, using their social media
- Supported NAIA efforts: media release, social media, luncheon agendas, ticketing; attended committee meeting, press conference and game-day
- Working with VISIT FLORIDA on a regional FAM opportunity, as well as regional Individual Media Visits (to be coordinated with St. Augustine and Jacksonville)
- Responded to three (3) VISIT FLORIDA editorial requests: Unique Food Opportunities, Sports, Romance
- Renewed membership for Florida Outdoor Writers Association and updated CVB profile
- Participated in the Shriners Executive Committee meeting and contributed/confirmed action items in meeting summary with CVB and Volusia County
- Updated DaytonaBeach.com:
 - Created new page for Tourism Ambassador Program
 - Edited About Us section
 - Improved Hotel search
 - Updated Media Coverage
 - Updated Filming information
 - NASCAR, event names and ONE DAYTONA information updated using new content provided by DIS/ISC
 - Disabled fall and holiday blogs, updated holiday messaging on home page
 - Added three (3) new Steve Deal reviews to Accessibility section
 - Submitted tickets for: Arts and Culture page, Meetings social media, Stackla, Article Merge Template
 - Wrote four (4) blogs: Hotspots for Holiday Lights in Daytona Beach; Ring in the New Year like a Rock Star in Daytona Beach; Ponce Inlet: a Water Lovers' Playground; Discover The Romantic Side of Daytona Beach
 - Updated Freemanville Day on calendar per Alan Rosen, City of Port Orange
 - Assisted with Restaurant listings updates
 - Added several new partner accounts
 - Uploaded new LPGA International and Daytona International Speedway images to media gallery
 - Completed meta data in Barberstock media gallery
- Distributed New Year's Eve blog, and calendars for 2016 New Year's Eve and January 2017 Events to all partners
- Represented CVB at: LHA Annual Breakfast Meeting, Ad Fed Board Meeting, Florida Public Relations Association holiday event
- U.S. Military Program: Attended meeting with CVB staff, Bob Davis and hoteliers Barbara and Gary Brown to work out details. Under the umbrella of the Lodging & Hospitality Association (LHA), the program will launch by the end of

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January 2017 and offer prize packages for 3-night stays in the fall of 2017. CVB will provide a Webpage, entry template and help promote the program. The official notifications (winners, hotels) that will come from LHA are in progress.

- Arts & Culture Committee: Sub-Committee chair reviewed/approved the latest revised Share The Heritage brochure draft. Sent draft out to full committee, responded to their feedback. Produced large format color copies for next meeting, delivered advanced copy to Chair Carol Plating. Sent Jan. 10 meeting notice to all committee members.
- Submitted summary of 2015/2016 marketing plan goals vs actual to LCB
- Reviewed 2016/2017 marketing plan, prepared outline of department deliverables to help plan, track and reach our 2017 goals each quarter
- Renewed 2017 Burrell's media monitoring/clipping service agreement (through Paradise)
- Referred two (2) filming inquiries to Team Volusia
- Assigned Paradise reps with Facebook "page advertiser" status
- Shared travel editorial lead with New Smyrna Beach
- Solicited partners on behalf of Volusia County for accommodations as part of Daytona Beach Half Marathon prize package
- Responded to One Daytona's request for destination visual assets for a tenant pitch
- Distributed press release on behalf of Quality Inn
- Edited Paradise consumer blast (Racing, version 2)
- Scheduled social posts through January
- Created four (4) graphic banners: Biketoberfest® and NAIA Facebook and Twitter
- Solicited votes from all partners to help Daytona Beach win "Top Sports Vacation Spot" award through *Sports Events and Vacations Magazine*

MARKET DEVELOPMENT

- Prepared materials and attended the HAAA Special Meeting in which Market Development presented \$235,000 in collection coverage from 15/16 fiscal to go before County Council
- Compared our 2015-16 Marketing Plan goals to actuals and sent to ED as requested
- Provided editorial needs from the consumer media plan to Communications so we have an annual timeline with deadlines
- Confirmed with Daytona Beach International Airport that they will contribute \$10K to the Adara NY/Jet Blue co-op
- Held a conference call with Paradise to discuss additional details for the upcoming video shoot
- Worked on a Canadian Savings Program including deliverables, marketing efforts, and logistics, and provided ideas to ED to review
- Held Biketoberfest® follow-up committee meeting, discussed Master Plan timeline for 2017 and actions/marketing after Hurricane Matthew for 2016
- Worked with airport services for arrival of VIP for destination video shoot
- Called Windstream and resolved the CVB's billing issue and credit status
- Held weekly department staff meetings
- Reviewed weekly analytics with staff, all indicators performing above industry standards, Google PPC for Accommodations remains high due to buying competition during the holiday season
- Met with owners of GolfPac/Tee Times and LPGA to discuss the destination golf marketing efforts, FAM stay at Hyatt Place and a round of golf at LPGA International
- Worked with Paradise Production Team to produce destination videos for tourism marketing
- Held a conference call with Paradise to discuss the deliverables for the reserve fund transfer request, Market Development is estimating an additional \$534,000 towards consumer marketing efforts
- Attended Bike Week Task Force Master Plan meeting with the Chamber, reviewed the CVB Bike Week Marketing plan
- Met with staff and industry partners to discuss and finalize the Military Program and how we will create the landing page, capture data, and marketing of such

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- Held a monthly conference call with Simpleview to review analytics, all indicators performing well above industry standards
- Reviewed two (2) HAAA Special Event funding Requests; Friends of the Band Shell Summer Concert Series and P1 Aqua Cross – for presentation to Ad Committee & HAAA in January
- Worked on updating the CVB's technical inventory list
- Sent monthly State/Source Reports to Mid Florida Marketing & Research
- Visitor Information Center – Daytona International Speedway: In December, the most noted visitor states included of origin were Florida, North Carolina and Virginia. International visitors included the Canada, Denmark and Brazil
- Visitor Information Center – Destination Daytona: In November, Florida, Michigan and New York were the most popular states of origin. International visitors included Canada, and Germany and Italy