

# DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU

## Procedures for Halifax Area Ad Authority (HAAA) Tourism Event Marketing Support

### I. INTRODUCTION

The Daytona Beach Area Convention and Visitors Bureau (CVB) has set aside HAAA funding to provide out of area marketing support for those ***events that exhibit the highest positive tourism potential***. These funds are specifically designated to assist qualified applicants with event marketing and advertising initiatives outside of the Daytona Beach area which in turn have the ability to show a ***direct effect on hotel/lodging occupancy*** during designated time frames, as well as create documented ***positive image building publicity*** for the Daytona Beach area.

The CVB shall consider applications for HAAA support, provided the approved procedures are followed and an assigned, numbered Tourism Events application is completed and returned in a timely manner.

### II. APPLICATION PROCEDURES

In order to receive consideration of HAAA funding, applicants must first schedule a conference with the CVB's President & CEO to review and evaluate the proposed event program specifics for compatibility with HAAA marketing goals and objectives. Provided the applicant meets the criteria and becomes eligible for HAAA funding considerations, the President & CEO will then schedule a review and presentation of the application with the Advertising & Technology Marketing Advisory Committee. If approved, that advisory committee will then propose the event to HAAA, which maintains all final funding considerations.

### III. CONSIDERATIONS

HAAA provides funding support for qualifying events that utilize specific marketing and advertising program placements outside of Volusia County in order to capitalize on visitor opportunities. Priority will be given to those applicants who understand and exhibit the ability to enhance the destination's overall marketing goals and initiatives, which primarily focus on attracting visitors to the Daytona Beach area for overnight stays.

### IV. EVENT FUNDING ALLOCATION GUIDELINES

Support for events meeting the established HAAA general event criteria shall be used specifically for advertising, collateral production, Web site development and/or direct mail costs based on the following descriptions and limits:

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- A. Established/Annual Events are those that have been in existence for five or more years, have significant impact on overnight visitations and have area-wide economic impact. These events are considered on an annual basis, utilizing the general event criteria and the following funding level guidelines:
1. Events that are less than four continuous days, and utilize less than 3,000 room nights: \$15,000 maximum\*
  2. Events that are four continuous days or more, and utilize more than 30,000 room nights: \$35,000 maximum\*
- B. New/In-Development Events are those that are first-time events in the destination or are emerging events that have been in existence less than five years which exhibit a high potential for increased overnight visitation and area-wide economic impact. These events shall be considered on an annual basis utilizing the general event criteria and the following funding level guidelines:
1. Events that are less than four continuous days, and utilize less than 3,000 room nights: \$20,000 maximum\*
  2. Events that are four continuous days or more, and utilize more than 30,000 room nights: \$35,000 maximum\*

### V. GENERAL EVENT CRITERIA

All event applicants seeking consideration for HAAA Tourism Event funding support must demonstrate the following general event criteria within the application and during the presentation process:

- A. **OVERNIGHT ACCOMMODATIONS** - Applicants must present proven or estimated direct sales impact that the event will have on area lodging room usage. Events are required to be a minimum of two full days with differing activities planned each day. Events with no proven overnight room sales history will be considered only if the media value supports the overall HAAA investment and goals.
- B. **EVENT TIMING** - Tourism events that receive funding must occur during targeted periods of the year. The highest consideration will be given to those events occurring from August through January, excluding existing high-volume event time frames-such as Biketoberfest®, Daytona Turkey Run, etc. Events occurring in April, May and June will be considered as mid-level. Lowest priority will be given to events occurring in February, March and July.

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- C. IMAGE BUILDING** - Applicants shall submit proof of positive, image building publicity materials from previous events or those of the same nature that are being proposed for the Daytona Beach area. Applicants are required to describe all planned media activity that the event may generate for the Daytona Beach area. Funding in this area will be considered based on media demographics, ratings and advertising equivalency measures. Proof of performance will be required through sources such as consumer responses, visitor inquiries, web traffic, etc. Community and residential support shall also be considered when reviewing any applying event, to ensure compatibility with the destination image and goals.
- D. LONG-TERM GROWTH** - Applicants are asked to present a long-term growth plan for the proposed event. Applicants that exhibit a professional ability to produce annual activities and present the long-term growth potential for the event in the destination will receive greater consideration.
- E. BUDGET/SPONSORSHIPS** - All applicants are asked to submit a marketing plan as well as a budget that outlines the events expected income and expenses. Events that pay for 50 percent or more of their overall marketing expense and include the CVB in all related event materials will receive greater consideration for HAAA funding. Events with corporate sponsors should disclose those sponsors in advance of funding considerations to assure an appropriate representation of the destination. HAAA reserves the right to exclude any sponsors from its paid advertising.
- F. PROVEN STABILITY** - Applicants must submit a historic record of experience in producing events with a significant tourism magnitude. The highest consideration will be given to those applicants with the most experience and references in event marketing. Additionally, applicants must demonstrate the success and stability of the proposed event through submission of reports, media, or reference materials from previous or similar activities.

### **VI. PROMOTIONAL SUPPORT**

For events not meeting the HAAA general event criteria, the CVB may provide promotional support for the event within the following CVB department areas:

- A.** Mentions or listings within specific destination advertising placements
- B.** Inclusion on the destination's main consumer and cultural Web sites
- C.** Public Relations inclusions in stories, newsletters, e-news blasts, etc.
- D.** Direct mail and/or toll-free phone line/Internet response services
- E.** Hospitality industry, CVB staff and/or HAAA committee support

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#### VII. IMPORTANT INFORMATION

To ensure maximum promotional and room sales benefits for the destination, applications for event support must be submitted at least four months prior to the event date. All event organizers are encouraged to submit their requests in a timely manner. **No event funding will be authorized within 60 days of an event.**

Any applicant requesting support from HAAA for events that utilize a housing bureau, host hotel(s) or a hotel sponsor must be willing to accept accommodation proposals on an area-wide basis through the CVB and provide equal opportunities for all hotels/lodgings in the Halifax Area Taxing District to be included. No HAAA funds will be released or assigned to an event that does not agree to utilize this system.

All marketing materials that are contingent upon HAAA-allocated assignments must be the original net invoice from the approved supplier made directly to HAAA through the CVB's President/CEO. No event support will be allocated for events that do not feature the CVB's toll free information phone number, Web site, and/or a destination promotional message in a prominent manner. No event funds are available for local advertising or promotion, and no cash grants are made to any organization.

Applicants for all events supported by HAAA are required to submit and present a final evaluation of the event within 90 days of the event's completion. Evaluations must include:

1. Number of hotel/lodging rooms and establishments utilized during the event.
2. Examples of publicity received, along with the media value for the destination.
3. Advertising response, including costs per insertion and Web site evaluation reports.
4. Impact on the community, describing how the event was received by residents.

Event applicants that do not provide a final evaluation may be required to return any/all funding received to HAAA and may be prohibited from receiving future funding until the evaluation is completed.

Continued support for any event shall be at the sole discretion of HAAA. Events must re-apply for funding considerations annually. HAAA reserves the right to revoke any and all support should the event promoter fail to perform as originally agreed upon.

For information, questions or to set up an appointment, call Shawn Abbatessa, at (386) 255-0415 ext. 113 or [sabbatessa@daytonabeach.com](mailto:sabbatessa@daytonabeach.com)

\*NOTE - All event funding approvals and levels will remain the final decision of HAAA, which can amend support outside of these guidelines, if so determined, at any time.