

HAAA Executive Update

Key Points

- ◆ June 2016 Occupancy increased by 4%
- ◆ June RevPar (revenue per available room) increased approximately 9%
- ◆ Bed Tax collections are up 10.88% year to date
- ◆ Key staff members attended the ground breaking ceremony for the Tom Staed Veterans Memorial Bridge

ADMINISTRATION

- Welcomed Kate Holcomb as the CVB's new communications director
- Confirmed focus groups with Mid-Florida Marketing & Research in Boston, Chicago and Philadelphia
- Conducted a TV interview with the County's Volusia Magazine and a radio interview with Volusia Today
- Conducted radio interviews on WELE and WSBB
- Continued an ongoing series of one-on-one Listening Sessions with staff, industry partners and community leaders
- Met with and toured Avista's three properties and gathered input on opportunities for the CVB to help grow business
- Coordinated a Visioning Session with key marketing and communications staff re: consumer efforts
- Participated as chair in the Visit Florida Global Communications conference call
- Participated in the United Way board of directors meeting
- Met with County staff to review HAAA's budget and marketing plan presentation to County Council
- Participated in the Daytona Beach Half Marathon meeting
- Toured former DBIA retail space slated for potential inclusion of CVB images and materials
- Participated in the Chamber Luncheon with County Council members
- Participated in interviews by a consultant on behalf of Team Volusia
- Attended the Q2 Update at DBIA
- Represented the CVB at United Way's Power of the Purse event
- Participated in the Hospitality & Lodging Association meeting
- Met with each department head to better understand their goals, activities and efforts to serve the industry

FINANCE



- Explored additional TriNet services, training and staff development options
- Set up timekeeping and attendance software system
- Developed timeline for FLSA new overtime rule research and implementation
- Reviewed bed tax audit results for Volusia County, by James Moore CPA firm

GROUP SALES

- **Meetings/Sports Leads issued:**
 - Sports: 8
 - National Assns: 2
 - Education: 1
 - State Assns: 5
 - Social: 2
 - Corporate: 2
- **Meetings/Sports Definite business:**
 - Sports: 5
 - State Assns: 2
 - Social: 2
- **Meeting/Sports site visit:** 3
- **Meetings/Sports tradeshows:** Shriners, FSAE



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- **Tour & Travel leads issued:** 13
- **Tour & Trade meetings/sales calls:** 21
- **Tour & Travel tradeshow:** JetBlue Call Center Training

Action Items:

- Distributed a follow-up survey to JetBlue after Salt Lake City and Orlando presentations
- Researched locations and set meeting dates for Advisory Committees: M&C, Sports and Tour & Travel
- Researched AAA office locations in Florida for Sales Mission
- Researched cost-effective giveaway items for tradeshow
- Created a "Past Tentative Report" for Sales Managers to update past sales leads
- Researched unique venues for client events for FY 2016-17
- Created a "One Year Ahead Tentative" report for sales managers
- Reviewed and updated information distributed on thumb drives
- Researched and planned sales missions for September to Tallahassee/Gainesville: Sports & State Association
- Planned NCA meeting dates for September Retention meeting, and Hotel meeting with all contracted for 2017 NCA
- Continued prospecting pre-qualified sales leads from Walter Bernard & IMM (Future Site Visits & RFPs)
- Researched and registered free webinar through Collinson Media-Connect to gain CMP Credit for recertification
- Researched new clientele going to the Professional Fraternity Associations show
- Prepared presentations for 3 pieces of business: Expat Women of Color, USS Ware, and Florida Outdoor Writers Assn.

PUBLIC RELATIONS

Staffing

- Kate Holcomb joined the staff as Director of Communications on July 25
- News release on Holcomb addition sent to local and industry media on July 29

Social Media

- Sought bids from social influencer companies for fall blogging program
- Shared a writer lead with Volusia County for Daytona Beach Half Marathon
- Confirmed attendance (Tonya) as a social media panelist for Florida Blog Con
- Registered (Tonya) for the Orlando Social Fresh conference

Media Relations

- Zika Messaging and Resources: Monitoring developments and collaborating with Volusia County PIOs (Community Information Officers, Dept. of Health), Lodging & Hospitality Assoc., and VISIT FLORIDA. Participated in Gov. Scott's briefing (via telecom,) provided several updates with pertinent information as it developed to CVB staff, partners, committees and HAAA, and shared with West and SE Volusia CVB directors.
- Explored a media mission opportunity with VISIT FLORIDA in Toronto (a key market,) and seeking ways to collaborate with St. Augustine Ponte Vedre Visitors Bureau at this mission
- Continued Fall Media FAM reach out and tracking of journalists
- Confirmed attendance at the Governor's Conference on Tourism (Sept 7-9 Orlando)

Marketing and Digital Communications

- 2016 Fall Newsletter, designed to boost shoulder season business, is in progress. Wrote editorial content with areas of focus including Fabulous Fall Festivals, Holiday Fun in the Sun, Shopping (Tanger Outlets opening), Dining, Golf, Signature Fall Events, and Plan Ahead (winter events).
- Assisted a variety of media, US and UK ad agencies, and Visit Florida with content, images
- Edited the August 2016 eNewsletter (consumer blast) with Paradise
- Wrote a Fall Festival blog for daytonabeach.com
- Produced the August/September issue of Tourism Today

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- Kate wrote content for new “Medical Care” page on daytonabeach.com to let visitors know our community is served by two exceptional health systems (links to Florida Hospital and Halifax Health), as well as a diverse medical community that provides medical care, emergency and many specialties at levels that are usually found in larger metropolitan areas
- Assisted with Consumer brochure edits
- Revamped Fall Festival content on DaytonaBeach.com
- Assisted in creating a system to capture new emails from Simpleview to add to Beach Blast/Tourism Today lists
- Assisted in creating and implementing an “Attractions Region Report” to identify partners needing location tags
- Repurposed Paradise content into July consumer blast
- Wrote and distributed Beach Blast
- Assisted in creating a Biketoberfest® Prize Give-Away memo

Sales Support

- Attended 2016 Biketoberfest planning meeting
- Attended meeting with Brian Greene, Director of Marketing for SKYZONE, the indoor trampoline attraction opening in Daytona Beach (Oct. 2016) and shared contact information with SE and WV CVB directors
- Assisted American Outdoors Association, USAir Tours, Florida Outdoor Writers Association, and Shriners
- Updated sales teams’ thumb drive content
- Secured host for Robin Draper, Florida Outdoor Writer Association Board Member, and prize package for the group’s September conference
- Participated in National Cheerleading Association meeting between CVB and hotel partners, Ocean Center, Volusia County and City of Daytona Beach
- Assisted profile for CONNECT, a sports meeting planner conference
- Developed copy points for LCB to deliver to the Florida Sports Foundation

Community Relations

- Attended a collaboration-themed meeting with SE and West Volusia CVB directors to learn more about current marketing efforts and how to increase initiatives
- Responded to travel and general inquiries via Facebook, email and phone
- Attended Arts & Culture Committee meeting
- Connected with new Volusia County Cultural Coordinator, Jessi Smith
- Visited and collected information on the new Veterans Museum and Brownie’s Dog Boutique on Beach Street.
- Attended Sweetheart Trail ribbon cutting
- Provided the Hospitality & Hospitality Association with the CVB’s Arts and Culture video for their new site
- Represented the CVB at Power of the Purse, United Way Women’s Initiative annual event
- Responded to community requests for 2015 Volusia County tourism statistics

MARKET DEVELOPMENT

- Attended Ad Committee Meeting: Reviewed two funding requests -- A December to Remember and Bike MS. Presented Paradise’s proposed 16/17 media plan and a media opportunity for Biketoberfest® with South Beach Classics, which airs on the Discovery Channel.
- Attended HAAA Board Meeting in which Ad Committee recommendations were approved
- Worked on design, quotes and production of the 24th Biketoberfest® Poster
- Met with Dana Hay from Madden Media to discuss retargeting in the 16/17 media plan
- Finalized PowerPoint for the County Council Presentation
- Coordinated the merging of two staff positions, and created a plan of action including training and development, timeline, job description and pay scale
- Received fully-executed, three-year Geico Biketoberfest® Sponsorship contract.
- Reviewed weekly website analytics Jennifer. Trained Jennifer how to read the analytics and what to look for along with the industry standards and metrics and reporting opportunities
- Met with Adam Zappia from the Atlanta Journal Constitution re: potential media buys, as well as digital and native content opportunities for the new fiscal year

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- Participated in the monthly Simpleview conference call
- Spoke to Andrew Booth at Daytona International Speedway to confirm holding the Biketoberfest® Press Conference at the facility on the new Harley-Davidson/Thunder Ally Stage, located under the FPL Solar Pavilion in the midway.
- Researched which major Florida destinations have medical tourism listed on their websites
- Participated in the Daytona Beach Half Marathon meeting at DBIA
- Received the fully-executed Russ Brown Motorcycle Attorneys' Biketoberfest® sponsorship contract
- Worked with Regatta booking engine to provide Volusia County with a reduced commission rate (5% instead of 10%) for the 2017 Half Marathon stand-alone booking engine
- Received the fully-executed Biketoberfest® Merchandise contract from show company Bad Endorsements
- Met with the new GM of the Tanger Outlet Mall and discussed all of the opportunities for the CVB to assist and help get their messaging out
- Met with the owners of the new attraction; "Sky Zone" to discuss how the CVB can assist in their efforts
- Planned and scheduled the Fall Newsletter with co-op partners
- Processed all consumer and Biketoberfest® co-op invoices and required deliverables
- Imported all Reader Services and produced reports to be run monthly going forward
- Visitor Information Center – Daytona International Speedway: In July, the most noted visitor states included of origin were Florida, Illinois and Pennsylvania. International visitors included Canada, France and England. A total of 50 email addresses were collected.
- Visitor Information Center – Destination Daytona: In July, Florida, Georgia and Ohio were the most popular states of origin. International visitors included Canada, Germany, and Switzerland. A total of 61 visitors provided their email addresses.
- CVB Outreach: Met with Deb Smith with SEE Magazine, John Brinkley with the new Veterans Museum and Education Center, Alvin & Eddie, the proprietors of Brownie's Dog Boutique, Cameron Vintson, Events Manager with Marina View Event Center, and Laura Radford with the Holiday Inn LPGA