

Executive Director Update

In the past month...

May 13, 2015- June 10, 2015

We have been extremely busy with IPW and Collaborate back to back in Orlando. There were 27 FAM attendees from IPW and 10 from Collaborate at IPW. In addition, our representatives in UK and Germany had two staff members in attendance and we had three.

Twenty leads were issued and 15 pieces of business were turned definite.

The 2015/16 Budget and Marketing Plan were the main focus leading up to our Budget Workshop on June 16th. The Budget Workshop will give HAAA board members a chance to give suggestions and edits to lead up to the final Budget and Marketing Plan which will be presented to HAAA at the July board meeting.

Looking ahead...

Shriners Convention in Houston is July 4-8, 2015. Then there are focus groups in Houston on July 8th, Dallas on July 9th, Charlotte on July 22nd, NYC on July 29th and 30th, and in Tampa on September 2nd and 3rd right after the Governor's Conference.

This is a very busy time that will advance what we have in our pipeline of business.

Tom's Meetings

May 13th- JoAnn Hoffman, Meeting Masters

May 14th- AJC Outing

May 18th- Kevin Bowler, Symetra

May 18th- Bike Week conference

May 23rd- Friends of the Bandshell Reception

June 2nd- IPW Orlando

June 4th- Senior Staff budget meeting

June 6th- IPW FAM Daytona

June 8th- Daytona Tortuga's Press Conference

June 9th- TDC Meeting @ Ocean Center

June 9th- Monthly meeting with Ocean Center and Daytona Hilton

June 9th- Meeting with Paradise

June 10th- HLA Meeting

Administration

Tom Caradonio

- * Tom held bi-weekly staff meetings
- * Lisa prepared monthly STR report
- * Lisa created the monthly Executive Director Report



- * Lisa prepared the staff monthly calendar
- * Lisa and Tom attended Senior Staff budget/marketing plan meeting
- * Lisa coordinated Tom's daily schedule
- * Lisa met with CareerSource for follow up on training
- * Lisa attended Advertising Committee Meeting
- * Tom attended Rotary every Monday
- * Tom attended HLA Meeting
- * Lisa began creation of new Marketing Plan
- * Lisa completed public records request
- * Lisa worked with CareerSource for reimbursement of training costs
- * Tom attended Eggs & Issues

Finance

Trish Ruffino

Received checks from the State of Florida for "unclaimed property" in the amount of \$1,259 as a result of filing paperwork to collect old accounts owed to the CVB and HAAA from Marriott, Medieval Time and Island One. Highly recommend all board members and partners research their Tax ID's (company and personal) at www.fltreasurehunt.org to see if there is money to claim. It may go out in a Beach Blast in the future.

Another \$3,000 check arrived from CareerSource for reimbursement of training costs for four staff members who attended the Simpleview Summit in Arizona last month. Lisa initiated bringing in this program.

Worked on analysis for budget numbers. Provided department managers with updated year-to-date actual vs. budget financial detail. Reviewed Admin budget data. Analyzed resources to enhance what we provide in the County budget packet.

Got input from Charles H. on record retention and culled unnecessary files.

Coordinated updating and revising Finance Department Policies and Procedures for auditors

Completed paperwork requirements for American Express and Concur Expense Reporting program. Set up profiles and accounting codes for departments and specific expense buckets.

Questioned a charge from Gateway Bank for deposit tickets, they credited us back for them

Determined Windstream will only honor current contract in place for phone service through March 2016.

They were unwilling to give any loyalty credit or discounts. We will put this to rest for now and ask all competitors to re-quote in January 2016.

Prepared financials for May and reconciled asset and liability accounts.

Gwen Hall, Finance Assistant

- Successfully implemented the on-line credit card payment processing procedure
- Processed payroll and fulfilled petty cash requests
- Updated PTO leave time reporting for senior staff
- Prepared employee evaluations, performance review paperwork and reporting for management
- Processed 177 Accounts Payable invoices, 12 on-line payments, 29 Accounts Receivable billings and 20 A/R invoices for incoming checks.

Media Relations

- LCB provided story ideas for Russell Williams, writer of *Off the Beaten Path*, a coffee table book featuring the destination
- Tonya and LCB worked with Paradise on their shot list for nightlife and dining options
- Tonya and LCB worked with North Avenue Studios on their shot list for the Culture After Dark video
- Tonya and LCB provided five event and contacts to showcase, per the CVB's buy with ABC
- LCB invited additional writers for the CVB's Fall Media FAM
- Tonya and LCB prepared for the Int'l Pow Wow's Media Marketplace and post-event FAM tour
- LCB attended Media Marketplace and did follow-ups with all key media represented
- Tonya and LCB escorted members of the post-IPW FAM during their June 4-7 tour of Volusia County's major offerings
- LCB did additional follow-up with Charlotte contacts from the Media Meet-Up by Pineapple PR
- Tonya registered for Pineapple PR's Media Meet-Up in Atlanta and Outdoor Writer Association of America's conference in Knoxville
- Tonya and LCB hosted a Tampa-based, family blogger from Trekaroo
- LCB attended Visit Florida's Family Blogger Conference in Orlando, and did follow-ups with each writer
- LCB worked with Alberto Lapenta of Linkviajes.com re: a possible media visit to showcase the destination to Latin American markets
- LCB sent information on the Cici & Hyatt Brown Museum of Art to the UK's "Which? Travel"
- Tonya and LCB worked with the *Atlanta Journal Constitution* re: a July 4 weekend feature
- Tonya worked with journalist Marie Poupart of La Journal de Montreal on a destination story
- Tonya and LCB continued to work with Outdoorsy Diva's Lauren Gay re: scheduling a visit to the destination
- Tonya and LCB hosted EverydayLife and Golden Ticket writer Rebecca Bryant and her son for an individual blogger visit
- Tonya and LCB worked to schedule The Anti-Bridezilla's Dorian Smith-Garcia for an upcoming visit
- LCB connected with The Planet D's Dave and Deb, Canadian bloggers, re: joining us for a group or individual FAM later in the year
- LCB worked with Lauren from Visit Florida to get the CVB's Bandshell image used on VFs events calendar in June
- LCB continued to monitor progress on the latest Arts & Culture videos, and helped synchronize shot lists with Paradise
- Tonya collected competitive data on social influencer programs like IKEA, for department review and fall launch
- LCB participated in Volusia County's Hurricane Exercise and VISIT FLORIDA's Emergency Communications webinar
- Tonya distributed VISIT FLORIDA's Emergency Communications webinar materials to local partners via the Beach Blast
- LCB assisted News Producer Brittany Bremer of France 2 (French Television's Washington DC Bureau,) for a June 11 shoot

- LCB attended the Bellair Community Group's monthly meeting at the Schnebly Center, with Tom Caradonio as presenter
- LCB attended an internal budget meeting, in planning for next year's activities
- Tonya, LCB and sales staff met with HAT Marketing re: UK representation
- Tonya and LCB participated in a VISIT FLORIDA webinar on promotions opportunities
- LCB participated in a meeting with Florida Department of Transportation officials re: conveying hotel inventory message on major interstates during emergency situations and/or evacuations
- Tonya provided images to American Quilter's Society, UK Charter Travel, RuRuBu Japanese Guidebook to Orlando

A Sampling of Media Clippings

- *Atlanta Journal Constitution*, Overlooked Beaches, <http://on-ajc.com/1Eh7M9s>
- *Orlando Magazine*, Daytripping from Orlando, <http://bit.ly/1Jkxqlx>
- *Outside Magazine*, Fat Biking, <http://bit.ly/1EQs2C7>
- *Tampa Mama/Trekaroo*, Kids on Vacation, <http://bit.ly/1KQwlg8>

Radio & TV Clippings summary via TV Eyes

For the month of **May**, there were **5,247** mentions of Daytona Beach across all US Cable Channels, major markets in the United States, and a select few Canadian and UK stations. The US Cable Channels alone represent 51 broadcast companies from Al Jazeera America to VH1, including all major news outlets as well as Golf, Travel Channel and The Weather Channel.

- **Total International Viewership (USA, Canada, UK):** 38,370,445
- **Total International Publicity Value:** \$2,127,046.20
- **Total Local Viewership (Orlando/Daytona Beach DMA):** 68,280,929
- **Total Local Market Publicity Value:** \$4,285,674.51
- **Partial Publicity Value of Select CVB Events, Properties, Broadcasts:** \$69,785.98
 - **Select Mentions Here includes stories broadcast on:**
 - CBS Sports:** NCA Cheer & Dance Championships, <http://bit.ly/1Gklks1>, value undetermined
 - CBS Sunday Morning:** Lesa France Kennedy & Son, <http://bit.ly/1AKjM8n>, \$5,665.50
 - WABC-NY:** Marine Science Center, <http://bit.ly/1AKeKJa>, \$35,774.20
 - WESH-ORD:** Volusia County/Daytona Beach Boardwalk Expansion, <http://bit.ly/1KMzHq4>, \$15,380.82
 - WFTV-ORD:** Westin Hotel <http://bit.ly/1ANzfo6>, \$8,743.98
 - WOFL-ORD:** Good Catch Seafood Festival, <http://bit.ly/1IPKTQj>, \$4,221.48

Sales Support

- LCB attended the Tourist Development Council's quarterly meeting
- LCB attended the County's Half-Marathon Marketing Sub-Committee meeting
- LCB contacted a B-CU student re: the possibility of a summer internship
- Tonya continues to support the sales group's social media efforts: created Facebook posts to engage with reunion groups and tweets to announce groups in market or CVB-sponsored events
- Tonya and LCB proofed eblast copy
- Tonya updated Meetings & Conventions' Florida Guide listing
- Tonya wrote press releases for NAIA Golf Championship, Church of God, Florida Football Alliance, Blue Grey Events, Inc., Lady Renegades.
- Tonya provided Plaza Resort & Spa sales member with info to access online content
- Tonya distributed a release on behalf of The Bacon Beatdown



Marketing & Digital Communications

- Tonya, Greg and LCB worked with Social HUB on the look of its widget onto our site
- Tonya wrote the monthly Beach Blast
- Tonya and LCB attended a seminar on the Sunshine Law
- Tonya continued enhancing website – Hiking and Biking
- Tonya wrote releases (Memorial Day, Daytona Tortugas/Turtle Nesting Season, Summer Highlights, Free Summer Concert Series & 10 Free Things to See and Do)
- Tonya wrote blogs and consumer blasts (Summer Events, Father's Day and Free Concert Series)
- Tonya is populating the PR Module in Simpleview with all current writer data

Community Relations

- LCB participated in the Daytona Beach Rotary club weekly meetings
- LCB made an appearance on Big John's WELE-1380AM radio show with Bob Davis and Gary Brown re: the status of the tourism industry and upcoming CVB initiatives
- LCB participated in the Habitat for Humanity Executive and Board of Directors meeting
- LCB participated in United Way Executive and Board of Directors meetings
- LCB volunteered at the Habitat for Humanity golf tournament
- LCB continued to monitor media coverage on the beach driving issue
- Tonya attended FPRA and Daytona Ad Fed luncheons

Social Media

- Tonya and LCB sought proposals from blogger influencer programs.
- Tonya participated in a Visit Florida travel chat on Family Travel and these are the results:
"This was our best chat of all time. According to the tracking platform, Nuvi, there were **398** unique authors and **2145** mentions of #FLTravelChat - with a reach of **3,206,935** and a spread of **3,977,138** during the day of the chat. Here's how Nuvi defines reach and spread:

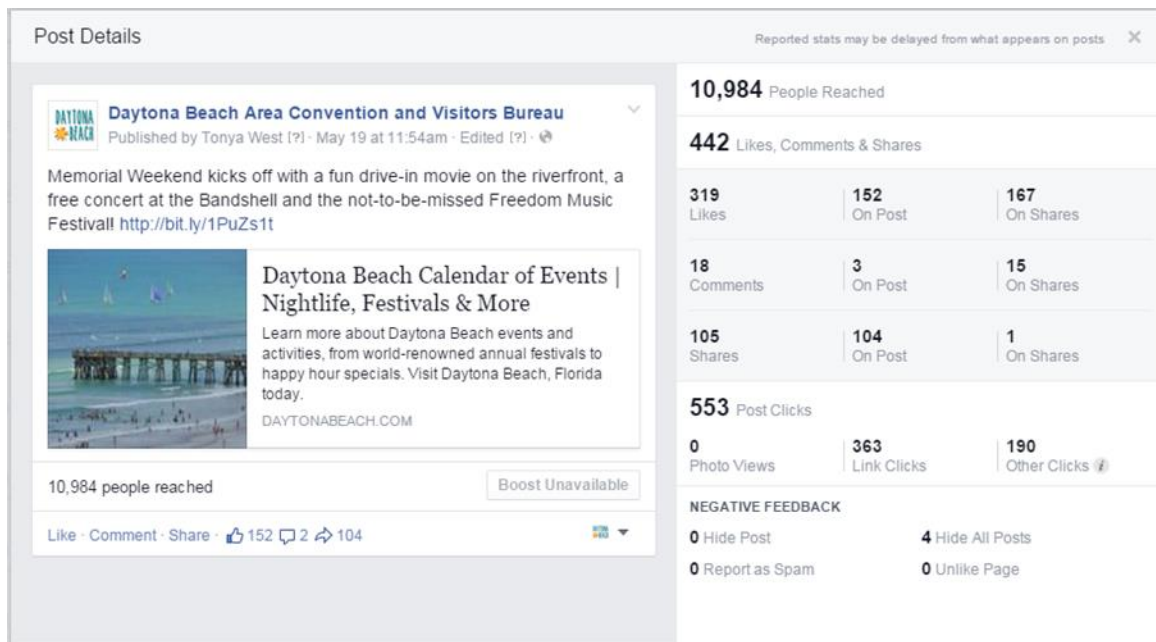
Original mentions had a potential of reaching 3,206,935 people in the selected time range.

Those mentions spread to 3,977,138 additional people via Re-Tweets and Shared.

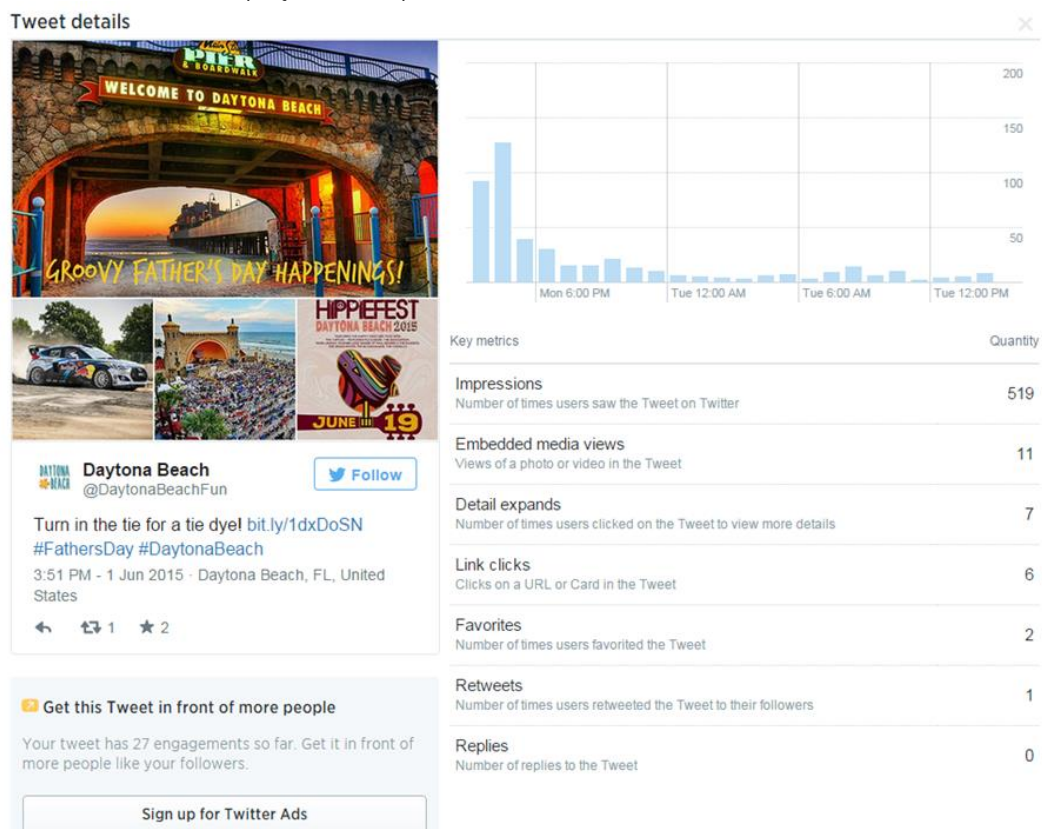
Reach is estimated by dividing the original post impressions by the average number of posts per unique author.

Spread is estimated by dividing the retweet and reshare impressions by the average number of posts per unique author.

CVB Facebook, 89,637 up by 313, Top Post:



CVB Twitter, 6,159 up by 180, Top Tweet:



CVB Instagram, 884 up by 369

Same "Groovy Father's Day Happenings" image generated 51 likes

Meetings/Conventions

May 13, 2015- June 10, 2015

Site visits:**National Association:**

- Sun 5/17 Asson of Progressive Rental Organizations Conf. 5/18-21

Corporate:

- Brenda Frinks-Sun City Events & Entertainment

Sports:

- Elite Alliance 2015 event

Meetings:**National Association:**

- Attended Pre-Con Meeting at Hilton Hotel/ Hilton Staff & Ocean Center Staff
- Sun 5/17 Co-Host with Ocean Center- VIP Board Dinner with APRO Staff at The Cellar Restaurant

Fraternal:

- Conference Call-Shriners Housing Committee

Religious:

- Pre-Event Client Lunch/ Meeting with Rev. Karl Anderson

Sports:

- NAIA Golf,
- NAIA Football
- Premier Soccer Academy
- Florida Sport Foundation 21-23
- Offense Defense Conference call, OD meeting with COBD

Leads issued:

National Association: 1

Corporate: 2

State Association/Government: 2

Social: 3

Military: 1

Educational:

Fraternal: 1

Religious: 3

Sports: 7

Definite:

National Association: 1

State Association/Government: 3

Social: 1

Military: 2

Educational: 1

Fraternal: 1

Religious: 1

Sports: 5

Ocean Center Leads:**Convention Services assists:****National Association:**

- APRO 2015 Convention

State Association/Government:

- Recycle Florida

Social:

- Sons of Allen retreat
- Three walk in family reunions



Religious:

- Florida Conference UMC

Sports:

- NAIA Golf Registration Sunday 4-9pm, NAIA Opening Ceremonies Registration 4:30-7:00pm
- Offense Defense Conference call, OD meeting with COBD
- Lunch meeting with Elite Alliance review of services for tournament week.

Prospecting calls:

National Association:

- The National Grange-Stephanie Tiller, Sr. Meeting Planner

Corporate:

- Anhiesher Busch Bi-Low/ Winn Dixie Sales Incentive Event Oct. 2015 60+ Total Rooms

State Association/Government:

- Independent Funeral Directors of Florida
- Florida Association of School Administrators
- Recycle Florida
- FCCMA, Fl. Assoc of City Clerks

Educational:

- Florida A&M University

Fraternal:

- African American Shriners
- Phi Beta Sigma's Divine Nine

Religious:

- Zero Point Global/ Annual Leadership Fall Conference 2015/ 80 Room Nights Total

Shows/events attended:

State Association/Government:

- FSAE Power Luncheon
- SGMP Capital Chapter & Central Florida Luncheons
- Capital Events Inc. Tradeshow

Corporate:

- HelmsBriscoe ABC Conference *various markets

Client Event/FAM: upcoming/planning stages

Religious:

- Assist in preparation for Denver/CO Springs Lunch/outing with Denver/Colorado Springs based planners June 22-25, 2015

Corporate:

- Collaborate Marketplace Pre FAM June 9 – 11, 2015
- North Florida MPI Lunch & Learn/ MPI June Awards Dinner Banquet

Military:

- Planning for Your Military Reunion Connection, October 28-31, 2015

Association/Corporate:

- Ongoing planning for Meeting Masters Golf Championship November 2015

3rd party/Independent meeting planner development

- Attendance at the Helmsbriscoe ABC Conference May 18 -20, 2015



- Planning for Florida HelmsBriscoe Orlando and Tampa sales mission prior to the fiscal year end.

Tour & Travel

May 13 – June 8, 2015

Site Visit:

- 1

Meetings:

- Tour & Travel conducted 12 meetings/Orlando based receptives and operators

Leads/tourism inquiries issued:

- 4

Shows/Events attended:

- IPW Pow Wow – Orlando - 5/31 – 6/3/15 – 92 scheduled appointments – partners, Kathy Masterson/Holiday Inn Resort, Brandon Little/International Speedway, Lucinda Gaudio/Plaza Resort & Spa, Barbara Kopalo/DBR.
- IPW PowWow Client event 6/2 at Woods downtown Orlando, 23 attendees
- IPW PowWow FAM, 25 attendees buyers and media from China, Taiwan, Brazil, Argentina, Columbia, Germany, France ,and the UK

Shows/Events/Sales missions upcoming:

- IAGTO June 14 – 17, 2015
- Canadian Sales Mission, ongoing planning for a September/October mission, training and joint sales mission for Air Canada in Toronto and Montreal, Marketplace for Travel Brands
- Jet Blue Vacations, New York office and Salt Lake City call center

Market Development

Shawn Abbatesa

Shawn Abbatesa, Director of Market Development:

- ❖ Held weekly staff meeting with team
- ❖ Reviewed website Analytics on a weekly basis
- ❖ Conference Call with Paradise to discuss the remaining E-Newsletters 5/18
- ❖ Attended Organization Staff Meeting 5/18
- ❖ Attended 75th Bike Week meeting with the Chamber 5/18
- ❖ Attended HAAA 5/19
- ❖ Attended Leadership Daytona CEO Challenge Presentation Meeting 5/19
- ❖ Met with Career Source to conduct Follow-up for Leadership Daytona 5/20
- ❖ Met with Tom to discuss the Market Development Marketing Plan 5/21
- ❖ Attended Leadership Daytona Sports Day at LPGA 5/22
- ❖ Attended Budget Meeting with Senior Staff 5/26
- ❖ Attended Leadership Daytona CEO Challenge Presentation Meeting 5/26
- ❖ Conference call with Paradise to review remaining marketing plan 5/27
- ❖ Attended Leadership Daytona CEO Challenge Presentation Meeting 5/27
- ❖ Monthly conference call with Simpleview 5/28
- ❖ Attended Leadership Daytona CEO Challenge practice run for Presentation 5/28
- ❖ Presented the CEO Challenge presentation to LPGA Commissioner, Michael Whan, Florida Hospital, Halifax Health and Masko/TopFlight on 5/29
- ❖ Attended Leadership Daytona Class XXXV Graduation 5/29
- ❖ Attended YPG Board Meeting 6/3

- ❖ Attended YPG Q2 Power Lunch, John Albright guest speaker 6/3
- ❖ Attended Budget/Marketing Plan meeting 6/4
- ❖ Conference Call with Seavin Winery, Sweet Ride Wine for Biketoberfest Sponsorship 6/8
- ❖ Attended TDC Meeting 6/9
- ❖ Weekly Conference Call with Paradise 6/11
- ❖ Held Booking Engine Summit for Partners with Regatta 6/12

Greg Price, Digital Services Manager:

- ❖ Prepared Hi-Re art for PR projects
- ❖ Gathered videos for PR projects
- ❖ Worked with Paradise to update video on our YouTube channel
- ❖ Created the flipbook for the online version of the 2015-2016 Visitors Guide
- ❖ Updated all pages that point to the online version of the Visitors Guide, including opt-in pages
- ❖ Took part in our Monthly Simpleview Team call
- ❖ Distributed the 2016 Bike Week logo to media companies for joint CVB/Chamber promos
- ❖ Converted media files for Advertising accounting
- ❖ Created eThank You Card for CMCA FAM
- ❖ Researched and purchased a new Projector for presentations
- ❖ Worked with and provided Images and access for Biketoberfest Facebook promotions to Simpleview
- ❖ Created CMCA – Garden Of The Gods Invite
- ❖ Created CMCA – Salt Grass Steakhouse Invite
- ❖ Created and installed new opt-in form through Aweber
- ❖ Worked with and trained Jennifer Kies how to download opt-ins requests for Visitors Guide by mail from Aweber
- ❖ Worked on Shriners map for M&C
- ❖ Started talks with Chamber for 2016 Bike Week traffic flow and promotion links
- ❖ Created IPW Buyers invite for M&C
- ❖ Started training on Linked In prospecting for M&C
- ❖ Created Collaborate Partners Invite for M&C
- ❖ Provided videos for M&C sales team
- ❖ Provided reports for weekly Analytics meeting
- ❖ Created and sent Beach Blast
- ❖ Created and sent Consumer eBlasts for: Mother's Day, Summer!, and Father's Day

Jennifer Kies, Market Development & Data Base Coordinator:

- ❖ Sent Consumer Co-Op Deck to all Industry Partners
- ❖ Sent Sports & Meetings Co-Op Deck to all Industry Partners
- ❖ Assisted Meetings & Conventions on their Sports & Meetings Co-Op Deck.
- ❖ Sent Meeting & Sports co-op Program 7B and 8F to Paradise.
- ❖ Sent Consumer co-op Program 12G to Paradise.
- ❖ Created 2015 Biketoberfest® Co-Op Deck
- ❖ Sent 2015 Biketoberfest® Co-Op Deck to all Industry Partners
- ❖ Coordinated delivery of new visitors guide with the News Journal.
- ❖ Sent email to hoteliers and attractions about Regatta our new booking engine.
- ❖ Helped schedule training for Regatta booking engine on June 12th.

- ❖ Created and sent availability request to all hoteliers for the Coke Zero 400
- ❖ Created and sent summer deals request to all hoteliers
- ❖ Created a Local User Group in Simpleview
- ❖ May 13th – Met with Seavin Wine to discuss Biketoberfest® Sponsorship.
- ❖ May 18th – Had a conference call with Paradise to go over eNewsletters
- ❖ May 20th – Monthly phone call with Mark Rubenstein at Simpleview
- ❖ June 4th – Weekly phone call with Paradise
- ❖ June 11th – Weekly phone call with Paradise
- ❖ June 12th – Regatta training at Daytona Beach Resort
- ❖ Continuing to update our Consumer Database
- ❖ Processed and deposited incoming checks for deposit
- ❖ Imported all inquiries received by reader service, phone, email and letters into the database for travel information request mailings
- ❖ Sent all travel information requests to the News-Journal for fulfillment
- ❖ Added and updated new member partners in Simpleview
- ❖ Added all co-ops since 2013 to the Member/Partner section of Simpleview.

Roxanne Olsen, Manager of Special Markets & Partner Programs:

I-95 Welcome Center

The CVB exhibited at Yulee welcome center 8 days in the month of May. 617 Visitor Guides were distributed along with nine hotel partner brochures. 38 email addresses were collected.

Visitor Information Center (VIC) – Daytona International Speedway

In this reporting period the most popular visitor states of origin were Florida, Tennessee and Massachusetts. International visitors that signed the guest register included Brazil, Netherlands and Australia. 26 email addresses were collected.

Visitor Information Center (VIC) – Destination Daytona

This location reported that Florida, Georgia and Missouri were the most popular states of origin with visitors that signed the guest register. International visitors included China, Germany and Brazil. 50 email addresses were collected from visitors.

Consumer Show – RECAP UPDATE

Southern Women's Show – Raleigh NC – April 24 – 26 – Over 600 show attendees signed up to win the Daytona Beach getaway prize donated by the Sun Viking Lodge.

Southern Women's Show – Nashville TN – April 30 – May 30 – Over 680 show attendees signed up to win the Daytona Beach getaway prize donated by the Holiday Inn Resort.

Sharon Bernhard, Advertising Coordinator:

Advertising:

- ❖ Code invoices for projects, making sure proper back-up is obtained.

2015 Bike Advertising:

- ❖ Continue to work with publications for updated space needed for advertising.
- ❖ Code invoices for projects, making sure proper back-up is obtained.
- ❖ Compiling Biketoberfest® master list of when ads are due to publications.