

HAAA Executive Update

Key Points

- ◆ February 2016 produced a 4% increase in Occupancy and 4% increase in RevPar.
- ◆ There was an 11% increase in Bed Tax Collections, year to date.
- ◆ Full steam ahead preparing for the 2016/17 budget.

ADMINISTRATION

- Listed Executive Director Position in several places.
- Met with CareerSource to confirm program **awarding \$3,250.98 in reimbursement to the CVB** for staff attending Simpleview Summit in April 2016.
- Arranged staff full day training with County Legal and County Human Resource Department.
- Started gathering 2016/17 Advisory Committee applications.
- Created TDC report for April Meeting.

FINANCE

February
Bed Tax
Revenues UP
5%

- Communicating with County Budget on overage spend
- Working on preliminary budget
- Monitoring staff monthly ideas
- Familiarize with directors travel schedules, committees and commitments
- Attend HLA meeting
- Researching DMAP accreditation status
- Attend Shriners site visit to OC
- Connect with directors at SEVAA & WVAA

GROUP SALES

Meetings/Sports Leads issued:

Corporate: 5

Military: 1

National Association: 1

Fraternal: 2

Religious: 2

Government: 1

State

Association: 1

Sports: 5

1
**Definite
lead!**

Meetings/Sports Definite business:

National Association: 1

Meeting/Sports site visit: 10

Tour & Travel leads issued: 23

Tour & Trade meetings/sales calls: completed 36 meetings for potential / booked business

Tour & Travel Allegiant FAM 4/10-12

Action items for April:

ROI Report to track dollars spent on tradeshow, sponsorships etc. for FY 16.17 planning

Prospecting new tradeshow to attend in FY 2016-17

Locate and pull all databases received from tradeshow/DMAI archived list for Integrated Market Media (IMM) distribute market specific messages and clean email lists

SimpleView Summit - continue education on the CRM program

Create a Funding Request Application for Meeting Planners to complete to streamline the process

Outlook management for increased efficiency

Evaluate the collateral for the pre-stuffed family reunion bags and update

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- Research continuing education courses specific for Convention Services
- Continuing education - Skillpath seminars
- Florida Sports Foundation pre-FAM
- Colorado Springs sales Mission program and agenda
- Develop invitee list for Arrowhead Conferences Services (1) Day Local FAM
- Develop Invitee List for May 17th Orlando Client Reception, Corporate & Association Market Focus
- Establish plan to increase destination site visits *ongoing with details to follow
- Networking – identify more effective methods.
- Educate Hotel Partners on FIT's by inviting a Tour Operator to speak after a Committee meeting.
- Identify sponsorship opportunities for RTO Summit New York and for IAGTO

PUBLIC RELATIONS

- The department continued preparations for the April 26-29 CVB Spring Media FAM
- Tonya participated in the Simpleview training in Phoenix, AZ
- LCB coordinated a submission to Visit Florida for a social program involving Daytona Rising and One Daytona
- Tonya and LCB provided assistance to several travel journalists in covering the destination
- The department researched TrendKite PR monitoring expenses vs. our current ones
- Tonya and LCB wrote and edited several publications for print
- LCB worked with the News-Journal on stories about tax revenues, cheerleading impact, etc.
- LCB participated in community outreach, including Habitat for Humanity Board meeting, Daytona Beach Rotary Club golf tournament, Tiger Bay Club
- LCB oversaw the Arts & Culture Committee meeting and did follow-up tasks

MARKET DEVELOPMENT

- Phone conference with Jeff Hamilton of Golfpac to review and revamp Golf Daytona program.
- Met with Geico to review Biketoberfest Sponsorship. They want more exposure increasing the sponsorship level.
- Attended 75th Bike Week Press Conference and discussed our marketing efforts. Unveiled 2016 Biketoberfest Logo.
- Met with Amsoil to review Biketoberfest Sponsorship. They want to renew at a 3 year term
- Staff worked Bike Week tent, provide area info and collect info for database.
- Worked on the Biketoberfest Creative concept with the team. Discussed multiple ideas & layouts to suggest to Paradise for creative discussion.
- Conference call with Paradise to discuss Biketoberfest creative concepts. Waiting for paradise to provide concepts for review.
- Worked on our Biketoberfest Media buy and co-op offerings to partners.
- Met with the Halifax Art Festival promoters to explain the HAAA Special Event Funding Process. They are working on their application and intend to ask for \$5,000 in HAAA Special Event Funding. Target date for Advertising Committee and HAAA presentation is May.
- Met with the Blues Festival promoters to discuss this year's event, how our team can assist and provide the 15/16 HAAA Special Event application. Target date for Advertising Committee and HAAA presentation is May.
- Completed the HAAA average incremental media recommendation PowerPoint in collaboration with Paradise.
- Completed Golf marketing co-op with Visit Florida and DBIA to advertise direct flights from JFK on JetBlue. Specific to golf packages and campaign will drive consumers to daytonaBeach.golf.
- Approved various estimates and creative for our ongoing consumer campaign.
- Finalizing Podcast set-up, conducting test recordings and determining recording schedule.
- Working with PR to promote our Accessibility section of our website, we have discussed a few interviews with accessibility specialists for a future podcast.
- Working with PR and Simpleview to stay ahead of any possible ADA Compliance issues our website may have.
- Finalized the Brighthouse contract for new phone & internet service
- Attended HAAA Meeting, approved Wings & Waves funding request and provided an overview of the Spring Turkey run marketing efforts.
- Attended the Philadelphia Travel Show the 17th thru the 21st.