

HAAA Executive Update

Key Points

- ◆ Bed Tax collections are up 10.74% year to date
- ◆ August Average Daily Rate increased approximately 5%
- ◆ August RevPAR (revenue per available room) increased approximately 5%

ADMINISTRATION

- Prepared for pre- and post-Hurricane Matthew messaging with partners and media
- Created, consistently updated and disbursed a hotel assessment list
- Created a job listings page on daytonabeach.com, with position additions via Lisa, lbordis@daytonabeach.com
- Did interviews on various state and national media affiliates re: hurricane recovery
- Presented the CVB message and materials to the Daytona Beach Rotary Club

FINANCE

August
Bed Tax
Revenues
UP
12.55%

- Analyzed all fy 2015-16 actual expenditures and reconciled to revised budget A
- Accrued expenses for all departments to reflect in the proper period
- Engaged in year-end closing and documentation for Nov. 15 annual audit
- Reviewed PTO and Comp Time policies with staff to refresh HAAA practices
- Trained Ben Kapadia on HR and accounting procedures, and transitioned duties
- Continued research and participated in webinars on FLSA Dec. 1 overtime ruling

GROUP SALES

Leads - 20

Definite - 11

- Hosted a Tallahassee client event on October 4, with 6 planners were in attendance. Partners: The Shores Resort & Spa, Plaza Resort & Spa, Westin Daytona Beach, Hilton Daytona Beach, Residence Inn Marriott & Ocean Center
- Attended Florida Society of Association Executives Education Day on October 5, in Tallahassee. Partners: The Shores Resort & Spa, Plaza Resort & Spa, Westin Daytona Beach, Hilton Daytona Beach, Residence Inn Marriott & Ocean Center.
- Attended Central Florida Society of Government Meeting Planners October Monthly Luncheon
- Conducted a site visit on October 12, with the Florida Free Will Baptists Association Seniors Summit, a group relocated due to Hurricane Mathew
- Attended Mark Travel Marketplace on October 13, and visited 95 agents. Partners: Westin Daytona Beach, Plaza Resort & Spa, Daytona Beach Resort & Conference Center, Holiday Inn LPGA and Oceanside Inn
- Attended Orlando Tour Operator Appreciation Reception on October 13, with 40 tour operators in attendance. Partners: Daytona Beach Resort & Conference Center, Westin Daytona Beach, Plaza Resort & Spa and Holiday Inn LPGA
- Attended National Association of Sports Commissions, Mid-Market Conference October 24 – 26, in Indianapolis, IN
- Attended Connect Faith October 25 – 28, 2016 in Orlando, with 25 appointments. Partners: Ocean Center, Hilton, Daytona Beach Resort, Plaza Resort & Spa, Westin Resort, Shores Resort & Spa
- Visited 23 tour operators in Orlando
- Attended Connect Florida October 25 – 28, in Orlando, for 23 appointments and received 4 RFPs. Partners: Westin Daytona Beach and Hilton Daytona Beach
- Conducted National Association of Intercollegiate Athletics Football Championship Meeting
- Conducted National Junior College Athletic Association planning meeting with City of Daytona Beach and Daytona State College, with Daytona Beach on the short list of consideration

HAAA Executive Update

- Met with Ladies Professional Golf Association and Hilton on a bid for the Executive Women's Golf Association Cup Finals 2017
- Participated in SimpleView CRM Training, October 17 – 18
- Worked on our Extranet launch strategy
- Finalized fiscal year 2015 – 2016 wrap up
- Reconfirmed registrations for upcoming tradeshow
- Welcomed Life Focus Ministries at the Plaza Resort & Spa, October 28
- Developed and implemented a spreadsheet for HAT Marketing projects to streamline communication
- Created a new form to build Comp Time tracking, created an Excel document that auto-calculates
- Built a Paradise folder to house Meetings & Conventions and Tour & Travel creative and media
- Tasked administration/support staff with contacting all active Tour & Travel accounts for fy room night pick-ups
- Created and distributed post-Matthew messaging to all active tour and receptive operators in database, and requested advisements of any cancellations due to Hurricane Matthew
- Met with Shriner Gary Bergenske and Bahia Temple at Oceanside Inn
- Spoke with North Orlando CVB to for potential partnership on a twin-center program
- Continued research on added value programs including restaurants and attractions
- Confirmed World Travel Market appointment and training sessions
- Worked on Smart Meetings editorial
- Worked with the City of Daytona Beach's Hardy Smith to verify NAIA numbers for city commission
- Held a conference call with Conference Direct re: potentially hosting the Professional Fraternal Association
- Worked with Communications to update the M&C website
- Researched Sunwing Airline/Allegiant Airline/Spirt Airline opportunities – working with VISIT FLORIDA for potential funding will coordinate meeting with Daytona Beach International Airport. CVB and Volusia County
- Confirmed Boomers in Groups signed hotel contract and prepared for HAAA review/presentation
- Attended Shriners executive meeting in Orlando with CVB senior staff and Ocean Center
- Created a corporate/3rd party marketing initiative for better coverage in current fy
- Participated in a conference call with Tee Times/Golf PAC
- Prepared for 8 incoming groups for October
- Prepared for 4 upcoming tradeshow

COMMUNICATIONS

- Hurricane Matthew/Biketoberfest®:
 - Provided pre-storm, during, and post-storm emergency communications to visitors, staff, partners, media, Volusia County Community Information, Chamber liaison, Visit Florida and other industry organizations, as well as the public
 - Produced/implemented/monitored communication channels and tools including: email blasts, news releases, website alerts, landing pages, Volusia County Emergency Management updates, news media interviews, and social media monitoring and posts
 - Assisted with production and communication of Lodging Availability List
 - Assisted with Oct. 13 Biketoberfest® Kick-off Press Conference at Daytona International Speedway
 - Responded to numerous visitor/community/media/business requests leading up to and during Hurricane Matthew and Biketoberfest® on status of lodging, beach and area businesses
 - Scheduled Biketoberfest® Facebook posts, monitored and responded to visitor inquiries; achieved a reach of 192k on "Biketoberfest® is off to a good start" post with Main Street photos
 - Widely distributed a post-Biketoberfest® news release titled "Daytona Beach hotels are open and ready for business"; updated website content and alert with consistent messaging
 - Distributed a "Warm Holiday Fun in Daytona Beach" news release to pivot focus onto fall festivals and holiday fun while including "open and ready for fall visitors" messaging

HAAA Executive Update

- Participated in Visit Florida's Canadian Media Mission in Toronto week of Oct. 17; presented to 80 travel journalists and bloggers over three days; met with 30 individually, with follow-ups ongoing; collaborated with Jacksonville and St. Augustine visitors bureaus
- Continued to monitor the IZEA social media #WeekdayGetaway campaign, which continues into December
- Monitored/re-shared Captivate Media "US 1 Campaign" while &UK travel journalist was in market
- Assisted a variety of media, US and UK ad agencies, and Visit Florida with content and images -- including Hat Marketing for World Travel Market, VF's golf lead, VF's Travel Association Summit in Tucson, Ideal Magazine, Smart Meetings, Kayak, Captivate Digital Media, Allegiant In-Flight, Travel Weekly (Florida), Southern Living, CONNECT 2016 Leadership profile (on LCB), and Asian Hospitality Magazine
- DaytonaBeach.com:
 - Updated (5) pages on events/racing with content, images, videos and links
 - Updated (8) pages on meetings with content, videos, links, header images, SEO terms
 - Created new web pages for Ferrari World Finals and Country 500 events
- Produced and distributed issues of the CVB's Beach Blast and Tourism Today
- Prepared for the CVB's Extranet launch: added fy 2016-2017 CVB-generated newsletter, blogs and releases to populate partner benefit summary in Simpleview
- Updated individual media invitation list
- Provided PR support for Assisted Rainbow Association and Meetings Management
- Represented the CVB at the Florida Public Relations Association board meeting and Daytona Beach Rotary Club
- Continued to communicate with partners regarding participation in Fall 2017 military discount program
- Arts & Culture Committee – followed up with sub-committee members for their input on a revised Share the Heritage brochure mock up, drafted the December committee meeting minutes, and reprinted the Arts & Culture map to maintain required inventory for Daytona Beach area distribution
- Prepared itinerary for the Dec. 8-10 Visit Florida Regional Canadian Media FAM in collaboration with Jacksonville and St. Augustine

MARKET DEVELOPMENT

- Met with Ashwin from Regatta re: the company's new owner and received a fully-executed Regatta Assignment Letter, which will be on the Consent Agenda for the November HAAA meeting
- Met with Paradise re: the co-op media plan and strategy for Danica Patrick media buy
- Worked with Paradise and the Chamber on finalizing the 2017 Bike Week media buy with staff, finalized insertion orders, placed Facebook ads, and directed creative
- Finalized and disbursed the Biketoberfest® press release
- Reviewed the final co-op media deck from Paradise and held the Annual Partner Co-Op Summit at the airport
- Conducted a conference call with South Beach Classics: developed strategy for shoot locations and story-line; reached out to Shelly Rossmeyer for access to Destination and Brian Holt for access to Riverfront Park
- Coordinated the Biketoberfest® Press Conference at Daytona International Speedway
- Conducted the Advertising Committee meeting
- Held a phone call with Hot Leathers re: a promotional give-a-way and using Main St. store as staging area for South Beach Classics shoot
- Worked with Volusia County's Joanne Magley re: Half Marathon funding and sponsor recognition
- Spoke with Jim Abbott from the Daytona Beach News-Journal re: a Biketoberfest® Q&A piece
- Met with Mark Krom from Southern Stone to discuss the radio PSAs for Biketoberfest® and the live remote in the welcome Center Tent; discussed having Ted from South Beach Classics live on the WHOG in studio Friday morning during the event
- Conducted a phone call with Sean Belgrade at the Speedway to discuss marketing for Ferrari World Finals event
- Requested that all DaytonaBeach.com Regatta participating hotels be added to the Half Marathon Regatta booking engine
- Worked with County Legal on two cease & desist requests for Biketoberfest®; one for a billboard on Nova Rd. by Rue & Ziffra and one for a Groupon advertisement for an event at the fairgrounds
- Met with Vann Data to discuss current services and upgraded service opportunities

HAAA Executive Update

- Collected data from the Visitor Information Center at Daytona International Speedway: In September, the most noted visitors' states of origin were Florida, Tennessee and North Carolina; international visitors included France, Brazil and the U.K., with 26 total email addresses collected
- Collected data from the Visitor Information Center at Destination Daytona: In September, Florida, Kentucky and New York were the most popular visitors' states of origin; international visitors included Germany, England and Canada, with 45 visitors providing email addresses
- Attended the Southern Women's Show in Charlotte, NC - attendance at this this busy August 26-28 show exceeded 21,000, 350 Visitor Guides were distributed and over 200 show guests registered to win a three-day two-night stay Daytona Beach getaway donated by Holiday Inn & Suites
- Attended the Fall Atlanta Home Show - attendance at this September 9-11 exceeded 13,500, and the Daytona Beach booth featured a chance to win a Daytona Beach getaway compliments of the Oceanside Inn
- Participated in the Southern Women's Show in Orlando - this September 15-18 event welcomed more than 22,500 guests, with more than 400 Visitor Guides distributed and over 200 contest entries received for two Perry's Ocean Edge Resort certificates