

# HAAA Executive Director Update

In the past month...

July 15, 2015- August 14, 2015

Focus Groups, Conventions and the Shriners were the main activities of the month. We only have Tampa area focus groups left as Houston, Dallas, Charlotte, and NYC have already been completed.

We worked ASAE, the Shriners Houston Convention, Fraternal Executives Association, FSAE and Successful Meetings University during the past month.

Our website traffic to Biketoberfest® is up 92% over last year and Bike Week is up 87% over last year. The Fall Newsletter was finalized and will go out last week of August 2015.

We met with the County, Airport and Jet Blue in NYC to discuss promotion of the new service beginning January 7, 2016.

We also hosted several publications and bloggers, distributed media releases and made final edits to the ACHT committee "Daytona Beach After Dark" video.

Looking ahead...

Florida Meeting Showcase in Tallahassee, Connect in Pittsburg, Florida Governor's Conference in Tampa as well as our last Focus Groups, and FADMO in Key West.

Ramping up preparations for Biketoberfest® and finalizing Fall & Winter schedules.

Tom's Meetings

July 16<sup>th</sup>- Spoke to Hunter's Ridge Women's Club

July 17<sup>th</sup>- ATLEX Luncheon

July 22<sup>nd</sup> & 23<sup>rd</sup>- Charlotte Focus Groups

July 28<sup>th</sup>- 31<sup>st</sup>- NYC Focus Groups

August 6<sup>th</sup>- Tallahassee Speaker Series

August 7<sup>th</sup>- Meeting with Paradise

August 8<sup>th</sup>- 11<sup>th</sup>- ASAE, Detroit, MI

August 12<sup>th</sup>- Budget meeting w/ County

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 coordinated Tom's daily schedule
- \* Lisa attended "Managing Emotions Under Pressure" seminar
- \* Tom attended Rotary every Monday



- \* Tom attended HLA Meeting
- \* Lisa coordinated meeting to host Congressmen DeSantis
- \* Lisa worked on the new Marketing Plan
- \* Lisa attended Power of the Purse
- \* Lisa completed public records request
- \* Tom attended Eggs & Issues

## Finance

Trish Ruffino

- Communications with County Budget office staff regarding reporting and information at mini budget workshop presentation in Deland
- Met with Bernadette Britz-Parker of James Moore to discuss accounting topics and get approval of reconciliation form and prep for audit
- Added "buckets" of minutes on telephone service to bring down monthly usage charges
- Removed unnecessary reports which were being charged on the phone bill
- Continued work on setup of Concur online expense reporting system
- Prepared financials for July and reconciled asset and liability accounts

## Gwen Hall, Finance Assistant

- Prepared benefit packets and conducted open enrollment meeting for staff
- Processed payroll and fulfilled petty cash requests
- Updated PTO leave time reporting for senior staff
- Prepared three annual performance reviews and three six-month progress evaluations, reporting for management
- Processed 137 Accounts Payable invoices, 9 on-line payments, 3 Accounts Receivable billings and one wire transfer to the UK for AP invoice.

## Public Relations

Lori Campbell Baker

### Media Relations

- LCB fielded a proposal by Power Media Solutions' Destination Paradise TV show
- LCB researched travel options for journalist Marcia Frost
- Tonya and LCB finalized travel arrangements and itinerary suggestions for Dave and Deb from The Planet D
- LCB and Tom Caradonio met with News-Journal reporter Jim Abbott re: tourism issues
- LCB invited the travel editor from Simply Buckhead Magazine (Atlanta) to experience the destination
- Tonya and LCB participated in Simpleview training webinars
- LCB did an interview with Florida Times Union re: Jacksonville's own American Beach, as it relates to our ad campaign
- LCB signed and returned the contract for IZEA key influencer campaign and coordinated details
- Tonya and LCB wrote copy for the CVB's Fall Consumer Newsletter
- LCB assisted a News-Journal reporter with a piece on "cheap thrills" in the area
- LCB assisted a journalist from Smart Meetings Magazine on a Daytona Beach historical piece for the October issue

- LCB provided information to Micaela George, editor of Little Angel and Girl Power, re: tween-friendly destinations
- LCB assisted a News-Journal reporter with on HAAA's financial commitments to the Ocean Center
- LCB worked on final touches to the Out & About SW Florida video segment
- LCB worked with the editor of Crossings Magazine (Canada) on potential editorial on the destination
- Tonya and LCB worked on text blocks for HAT Marketing's UK and Ireland outreach efforts
- LCB pitched the editor of local publication East Coast Currents on a sports feature around the Daytona Beach Half Marathon
- LCB assisted a News-Journal reporter on a story about the Lifesaving Championships
- LCB provided North Avenue Studios with final edits on the Arts & Culture Committee's "culture after dark" video
- Tonya and LCB worked with the winning journalist from our Outdoor Writers Association of America giveaway re: a media visit
- LCB met with the MOAS Guild's marketing representative re: publicizing the Halifax Art Show
- Tonya and LCB wrote media releases on Biketoberfest® and the Daytona Blues Fest's STS Top 20 Award
- Tonya and LCB participated in a docent-led tour of MOAS' Coca-Cola gallery changes
- LCB attended the Lifesaving Championships competition
- LCB worked with County staff on copy for the Half-Marathon website and attended meetings
- LCB and Linda McMahon worked with Paradise on a HAT Marketing ad for TravelBiz
- LCB provided stats to a representative from ARCA racing re: annual visitation numbers
- LCB created an Ale Trail collection of microbreweries and taphouses for DaytonaBeach.com
- LCB tallied room count lists for all three ad authorities, for the Hotel and Lodging Association
- Tonya ordered a camera for the Summer Splash Photo Contest prize package
- Tonya created an itinerary for writers from Delta Style magazine
- LCB coordinated with St. Augustine's PR counterpart and VISIT FLORIDA re: hosting a Conde Nast journalist
- Tonya and LCB attended the United Way Power of the Purse luncheon
- LCB distributed coverage resulting from the International Pow Wow post FAM
- LCB wrote (and solicited) blogs for the fall e-blast, and Tonya posted all, with photos
- LCB edited several e-blasts from Paradise
- LCB followed up with numerous journalist leads from the past several months
- LCB distributed coverage from the Out and About SW Florida TV shoot at the Cici and Hyatt Brown Museum of Art
- Tonya worked with Greg Price to design a new CVB ad for the Society of American Travel Writers (SATW) membership directory
- LCB fielded an inquiry from the St. Augustine Record re: whether visitors are booking Daytona Beach hotels for St. Augustine's 450<sup>th</sup> Celebration
- Tonya provided images to Bonjour USA & Blue Time, CBRE Hotels
- Tonya and LCB coordinated visits for Delta Style Magazine, US News & World Report
- Tonya reached out to the partners for a News-Journal Biketoberfest® Staycation package and
  - #DaytonaBeachSummerSplash photo contest package
- LCB assisted a News-Journal reporter with a story on the Shriners gathering in Houston

## Sales Support

- LCB drafted 100 words of copy for translation to German, for HAT Marketing
- LCB distributed information to staff and HAT Marketing re: Thomas Cook's new direct flights from London to Orlando
- LCB worked with County staff on including the CVB logo and booking information on the Half-Marathon website
- LCB attended the County's Half-Marathon Marketing and General meetings
- 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 for various meetings groups
- Tonya and LCB continue to work with Jet Blue Holidays on promoting new flights
- Tonya wrote Connect Sports Creative ad, Sports Events Twitter post
- Tonya provided social media support while CVB attended FSAE, Shriners, FEA, CMCA
- Tonya provided support to Shriners, FLO CON 2016
- Tonya wrote a Supporter Spotlight piece for Outdoor Writers Association of America
- Tonya wrote a press release for Athletx Baseball Youth Nationals
- Tonya completed post show follow up for Outdoor Writers Association of America
- LCB met with Mar Y Sol Latin American Festival promoters re: an upcoming event

## Marketing & Digital Communications

- Tonya, Greg and LCB continued to work with Social HUB on postings to our site
- Tonya wrote the monthly Beach Blast
- Tonya continues to populate the PR Module in Simpleview with all current writer data
- LCB made plans to attend the Florida Governors Conference on Tourism in Tampa

## Community Relations

- LCB and Tom Caradonio made an appearance at Rep. David Santiago's One Volusia gathering at the Speedway
- LCB participated in the Daytona Beach Rotary club weekly meetings
- LCB participated in the Habitat for Humanity Executive and Board of Directors meeting
- LCB participated in United Way Executive and Board of Directors meetings
- Tonya attended FPRA and Daytona Ad Fed luncheons
- Tonya and LCB participated in quarterly Arts & Culture Committee meeting, finalized 2nd video
- Tonya and LCB represented the CVB at United Way's Power of the Purse Luncheon

## Social Media

- Tonya and LCB worked out final details for the IZEA blogger influencer program
- Tonya participated in a VISIT FLORIDA Twitter Chat about Florida Road Trips and these are the results:
- According to VISIT FLORIDA'S tracking platform, Nuvi, there were **218** unique authors and **1,017** mentions of #FLTravelChat - with a reach of **2,714,483** and a spread of **1,151,109** during the day of the chat. Here's how Nuvi defines reach and spread:

Original mentions had a potential of reaching **2,714,483** people in the selected time range.

Those mentions spread to **1,151,109** 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 INSIGHTS: 90,386, up by 321, July's Top Post:**

Post Details Reported stats may be delayed from what appears on posts ✕

**Daytona Beach Area Convention and Visitors Bureau**  
Published by Tonya West [?] · July 5 at 9:00am · Edited [?] · 🌐

Birds' eye view of our intracoastal waterway - the Halifax River - and our beach. #LoveDaytonaBeach



17,312 people reached Boost Post

617 Likes 23 Comments 111 Shares

👍 Like    💬 Comment    ➦ Share

**17,312** People Reached

**940** Likes, Comments & Shares

<b>760</b> Likes	<b>617</b> On Post	<b>143</b> On Shares
<b>69</b> Comments	<b>40</b> On Post	<b>29</b> On Shares
<b>111</b> Shares	<b>111</b> On Post	<b>0</b> On Shares

**901** Post Clicks

<b>368</b> Photo Views	<b>0</b> Link Clicks	<b>533</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>25</b> Hide Post	<b>14</b> Hide All Posts
<b>0</b> Report as Spam	<b>1</b> Unlike Page

→ **CVB TWITTER INSIGHTS, 6,851 up by 430, 52,000 impressions, July's Top Tweet:**

Tweet activity ✕

**Daytona Beach** @DaytonaBeachFun  
PHOTO CONTEST! Win passes to @DISUpdates @ZoomAir\_ & much more! <http://bit.ly/1VvCVSH>  
#DaytonaBeach SummerSplash <http://ow.ly/i/bZNeI>

**Reach a bigger audience**  
Get more engagements by promoting this Tweet!

Impressions	1,391
Total engagements	16
Link clicks	7
Profile clicks	5
Retweets	2
Detail expands	2

→ Tweets with the highest engagements included mention of the lighthouse – one was an actual proposal atop the lighthouse and in both instances they tweets referred to the #DaytonaBeachSummerSplash photo contest.

→ **CVB INSTAGRAM INSIGHTS, 1246 up by 199, July's Top Image:**  
We reposted an image a visitor submitted to the #DaytonaBeachSummerSplash contest – 86 likes so far.



**discoverdaytonabeach**

86 likes 4d

discoverdaytonabeach #DaytonaBeachSummerSplash photo contest entry! Thank you Kim Waters Tanner! Enter to win a 2-night stay with lots of extras! Details on DaytonaBeach.com: <http://bit.ly/1VvCVSH>

nay.landman Beautiful picture! Can't wait to come back for a drive along this awesome shoreline in paradise 🚗🏠🌳🌴🌊

beach\_girl\_75 I am there right now !!

discoverdaytonabeach Thank you @nay.landman! So cool @beach\_girl\_75 ... Share your pix with us :) #DaytonaBeachSummerSplash

beach\_girl\_75 I will;)

beach\_girl\_75 I have the same picture like you posted!!! love it here!!! took a lot of pictures!!!

Add a comment...

→ **BIKETOBERFEST FACEBOOK INSIGHTS, 103,178, up by 9434, July's Top Post:**

Post Details

Reported stats may be delayed from what appears on posts

**Biketoberfest**  
Published by Tonya West [?] · July 9 at 2:30pm · 🌐

Cross the bridge. In the end we only regret the chances we didn't take.

31,439 people reached **Boost Post**

1.1k Likes 25 Comments 240 Shares

Like Comment Share

**31,439** People Reached

**1,787** Likes, Comments & Shares

1,457 Likes	1,127 On Post	330 On Shares
77 Comments	31 On Post	46 On Shares
253 Shares	240 On Post	13 On Shares

**1,347** Post Clicks

432 Photo Views	1 Link Clicks	914 Other Clicks
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**NEGATIVE FEEDBACK**

34 Hide Post	19 Hide All Posts
0 Report as Spam	0 Unlike Page

- Radio & TV Clippings summary via TV Eyes
- For the month of July, there were 8,059 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): 25,223,818
- Total International Publicity Value: \$3,487,695

- Total Local Viewership (Orlando/Daytona Beach DMA): 43,225,148
- Total Local Market Publicity Value: \$12,922,643.09
- Partial Publicity Value of Select CVB Events, Properties, Broadcasts: \$425,563
- Select mentions include stories broadcast on:

WFTV ABC	Outlet Mall Approved	<a href="http://bit.ly/1lqWSTF">http://bit.ly/1lqWSTF</a>	\$19,262
WOFL FOX 35	The Wave I-95 Sculpture	<a href="http://bit.ly/1SZDXHF">http://bit.ly/1SZDXHF</a>	\$7,548
Discovery Channel	Speedway & Shark After Dark	<a href="http://bit.ly/1DzCmBr">http://bit.ly/1DzCmBr</a>	\$282,106
CFL TV 27	Ferris Wheel removed	<a href="http://bit.ly/1K7tnnV">http://bit.ly/1K7tnnV</a>	\$12,454
Comcast Sports Net	Heartland Poker Tour	<a href="http://bit.ly/1JRkqmw">http://bit.ly/1JRkqmw</a>	n/a
WFTV ABC	Lightning Detection System	<a href="http://bit.ly/1hnS4Wp">http://bit.ly/1hnS4Wp</a>	\$19,800
WFTV ABC	Soft Sand	<a href="http://bit.ly/1T0vtAe">http://bit.ly/1T0vtAe</a>	\$40,672
CFL News 13	Sea Turtle Precautions	<a href="http://bit.ly/1T0vDHR">http://bit.ly/1T0vDHR</a>	n/a
CFL News 13	New Marina & Riverfront Development	<a href="http://bit.ly/1gj8o9V">http://bit.ly/1gj8o9V</a>	n/a
WFTV ABC	Homeless Advocates Seek 100 Beds by Christmas	<a href="http://bit.ly/1J1oTVi">http://bit.ly/1J1oTVi</a>	\$7,917
WOFL FOX 35	Homeless Advocate Beaten & Car Jacked	<a href="http://bit.ly/1KUP1P6">http://bit.ly/1KUP1P6</a>	\$35,804

A Sampling of Media Clippings, includes recently hosted media: *Macaroni Kid/NYCEast* Daytona International Speedway tour highlight of visit, <http://bit.ly/1TMahuH>  
*Planet D Adventure Travel Bloggers*, Top Four Motorsports Experience, <http://bit.ly/1HvY30i>



The CVB invited Deb Corbeil and Dave Bouskil from *The Planet D Adventure Travel Blog* to visit Daytona Beach in July. The CVB provided a jam-packed itinerary and, with thanks to partners, provided accommodations and passes to area attractions. The duo, named American Express Canada 2015 Ambassadors and Expedia.com ViewFinders, took amazing photographs of their adventures, shared them with their social networks throughout the visit, and are pitching story ideas to Expedia.

*Turismo S/A* (Post IPW FAM story from Brazil), Things to Do in Daytona Beach, <http://bit.ly/1ho1gtI>

*Cool Mom's Cool Tips*, Travel to Daytona Beach, <http://bit.ly/1LWiom2>

*Out and About/SW Florida*, Daytona 2015 Full Show, <http://bit.ly/1Mfw2St>

*Bay News 9*, Museum of Arts & Sciences, <http://bit.ly/1KUPHE4>

US Frontline News, Old is New...Daytona Beach in Florida (Japanese), <http://bit.ly/1KUPXTC>

## Destination Sales

Linda McMahon

## Meetings/Conventions

July 15, 2015 – August 14, 2015

### Site visits:

**State Association/Government:** Patrick Vinzant – Fl. Thoroughbred Breeders & Owners

### Meetings:



**Sports:** NAIA Football with CODB,

**Department Meeting:** Plaza Resort and Spa Sales Meetings, Wyndham Sales Meeting

**Leads issued:**

**National Association:** 2

**Corporate:** 4

**State Association/Government:** 7

**Educational:** 1

**Fraternal:** 2

**Religious:** 1

**Sports:** 7

**Definite:**

**Corporate:** 2

**State Association/Government:** 1

**Social:** 2

**Educational:** 1

**Sports:** 1

**Ocean Center Leads:**

**Corporate:** 1

**Convention Services assists:**

**Social:** 5 Family Reunion

**Sports:** National Lifeguard Championships

**Prospecting calls:**

**State Association/Government:** Florida Cleft Palate-Craniofacial Association, Florida Association of School Psychologists, Florida Association for Staff Development, Florida State Guardianship, Little People Association of Central Florida, Florida Association for Home & Community Education, Florida Association of Women Lawyers

**Social:** Corvette Club of Florida

**Military:** RS Jacksonville All Hands Meeting/Marine Corps Ball, 82<sup>nd</sup> Airborne Community, Florida Office of Statewide Prosecution

**Fraternal:** University of Florida – FAME program, Oversees Brats Organization

**Sports:** USA Running, American Vaulting, National Gay Basketball Association, Golf Course Builders Association, Bowling Properties Assoc. of America, Minor League Baseball

**Shows/events attended:**

**State Association/Government:** Florida Society of Executive Association July 13 -15 St. Petersburg, FL

**Fraternal:** Fraternity Executive Association July 7-11 – Scottsdale, AZ

**Client Event/FAM:** upcoming/planning stages

**Association / Specialty / Sports:** Connect Marketplace, August 26 – 28, 2015 Pittsburg, PA

**Sports:** US Olympic Sports Link

**3rd party/Independent meeting planner development**

**Tour & Travel**

June 9 – July 10, 2015

**Site Visit:**

**Meetings:**

The Tour & Travel department completed (20) meetings for potential / booked business

**Leads/tourism inquiries issued:**

- 6

**Shows/Events attended:**

SYTA – 8/28 – 9/1/15 – Branson, Missouri – 75 appointments requested, 20 Buyers requested CVB

**Shows/Events/Sales missions upcoming:**





AAA Sales Mission – 9/15 – 9/16/15 – Jacksonville (3 locations) and Savannah, Georgia (1 location)

## Market Development

Shawn Abbatesa

### Shawn Abbatesa, Director of Market Development:

- ❖ Held weekly staff meeting with team
- ❖ Reviewed website Analytics on a weekly basis
- ❖ Attended Chamber Eggs & Issues 7/17
- ❖ Held 75<sup>th</sup> Bike Week Meeting with staff to discuss the media plan 7/20
- ❖ Attended HAAA Meeting, following special event requests were approved: Daytona Beach Half Marathon, Symetra & Blues Festival 7/21
- ❖ Attended DBNJ Biketoberfest® Pocket Guide Meeting with staff 7/22
- ❖ Conference call with Paradise to discuss digital performance 7/22
- ❖ Conference call with Paradise to discuss new fiscal media plan 7/23
- ❖ Met with local golf courses & staff to discuss golf marketing 7/24
- ❖ Launched new responsive website and Regatta Booking engine 7/27
- ❖ Attended Fall Newsletter meeting with staff and Kay Galloway 7/28
- ❖ Conference call with DBNJ to discuss Biketoberfest® Pocket Guide distribution outlets 7/30
- ❖ Met with Southern Stone/WHOG to discuss in-kind sponsorship for Biketoberfest® 7/30
- ❖ Attended YPG Part II Summer Educational Series – Understanding Financials 7/31
- ❖ Attended YPG Board Meeting 8/5
- ❖ Met with the CEO of ARC Volusia regarding becoming a Board Member of the organization 8/6
- ❖ Attended Chamber Lunch Series – State CFO 8/6
- ❖ Attended new Executive Chef reception at The Shores 8/6
- ❖ Attended USLGA Reception at Lydecker residence 8/6
- ❖ Attended new fiscal media/co-op planning meeting with Paradise 8/7
- ❖ Attended Leadership Daytona Class XXXV Lunch & class recap/survey 8/12
- ❖ Attended Visit Florida Advertising & Internet Committee Conference Call 8/12
- ❖ Met with Blues Festival Coordinator Pam C. to discuss event/marketing efforts 8/13
- ❖ Attended DBNJ Pocket Guide Sales kick-off at Destination Daytona 8/13

### Greg Price, Digital Services Manager:

- ❖ Designed Buttons for Meeting event
- ❖ Unloaded new video from Paradise to our YouTube page
- ❖ Created the Thank You email for the Meetings event
- ❖ Designed Version 2 of the Calendar magnet to be given out at Biketoberfest
- ❖ Simpleview training, testing and troubleshooting of new responsive website
- ❖ Updated Partner pictures on DaytonaBeach.com
- ❖ Worked with Regatta and Group sales to get more attractions involved in the new Booking engine
- ❖ Working with Regatta on a new booking feature for our Facebook page
- ❖ Provided News Journal with Analytics for the Biketoberfest micro-site
- ❖ Created the Power Point of the Budget for County
- ❖ Updated Biketoberfest.org ads
- ❖ Created Lifeguard Championship program ad
- ❖ Helped PR create the new Ale Trail page under Things To Do

#### Jennifer Kies, Market Development & Data Base Coordinator:

- ❖ Sent 2015 Biketoberfest® Co-Op Deck to all Industry Partners
- ❖ Built the 2016 Bike Week Co-Op Deck
- ❖ Sent 2016 Bike Week Co-Op Deck to all Industry Partners
- ❖ Sent Consumer Co-Op Program 6F, 6G & 12I to Paradise
- ❖ Sent Biketoberfest® Co-Op Programs 3B & 4B Paradise
- ❖ Attended a Bike Week/Biketoberfest® Save the Dave Magnet Meeting 7/23
- ❖ Attended training for our CMS 7/14 – 7/17
- ❖ Attended a Bike Week Media Planning Meeting 7/20
- ❖ Attended a Biketoberfest® pocket guide meeting with the News Journal 7/22
- ❖ Had a meeting 7/28 to discuss the 2015 Fall Newsletter
- ❖ Sent out the participation form for the Fall Newsletter to all Industry Partners
- ❖ Sent out Request for Quote to local printers for Fall Newsletter
- ❖ Pulled 75,000 Florida & Georgia names from database for Fall Newsletter
- ❖ Worked with participating partners to get all collaterals for the Fall Newsletter
- ❖ Sent all partner information to Kay Galloway for Fall Newsletter
- ❖ Got all Fall Newsletter ads approved and sent to Kay Galloway
- ❖ Sent out emails for PR & Consumer Promotions
- ❖ Sent out Biketoberfest® Availability Email
- ❖ Sent out Biketoberfest® Calendar request Email.
- ❖ 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 7 times in the month of July. 952 Visitor Guides were distributed in this busy month along with six hotel partner brochures. 48 visitors provided their email address on the guest register. Six accommodations have their materials distributed to visitors that visit the Daytona Beach kiosk. In July, two area hotels received reservations from visitors to the Welcome Center.

##### Visitor Information Center (VIC) – Daytona International Speedway

In July, the most popular visitor states of origin were Florida, Texas, Georgia and Illinois. International visitors that signed the guest register included the Germany, France and Canada. 41 Visitors provided their email address on the guest register. A Visitor Information Center sandwich board has been ordered for placement at the front door of the Speedway lobby. Requested by VISIT FLORIDA, the signage will serve to direct visitors inside for assistance with questions about the area.

##### Visitor Information Center (VIC) – Destination Daytona



This location reported that Florida, Tennessee and Virginia were the most popular states of origin. International visitors included Germany, Canada & the U.K. 68 email addresses were collected from the visitor register.

#### Consumer Promotions

The CVB promoted the destination at the Super Expo, a new consumer show at The Villages on July 17.

#### CVB Outreach

In this reporting period Olsen assisted Ben White with Jet Stream Flyboarding and Ryan Regan with Vast Oceans SUP. In addition, Olsen accompanied Annette Larson with VISIT FLORIDA by providing a tour of both of the Visitor Information Centers. Olsen also shared copies of the monthly location reports for both VIC's and Yulee. VISIT FLORIDA is currently researching an accreditation program for all VIC's in the state.

#### **Sharon Bernhard, Advertising Coordinator:**

- ❖ Medical Leave of Absence. Amber Tishler conducting her duties.

#### Advertising:

- ❖ Work daily on incoming invoices, verifying them to the estimate and/or Media Calendar.
- ❖ Make sure Paradise production cost stay on track.
- ❖ Code invoices for projects, making sure proper back-up is obtained.
- ❖ Worked with Paradise on resolving invoices that were not being sent or addressed to HAAA.

#### Biketoberfest® and Bike Week:

- ❖ Spoke to bike publications for rates, specs and timing; insertion orders for publications being generated.
- ❖ Met with Shawn & J. Kies to review Bike media kits sent in & plan insertions for 2016 Bike Week.
- ❖ Sent out signed insertions for media kits to bike contacts and Paradise for 2016 Bike Week.
- ❖ Create Media Calendar for 2016 Bike Week.
- ❖ Send out all Print and Digital specs to Paradise for all 2016 Bike Week Advertising.
- ❖ Worked on 2 year Calendar to promote future Biketoberfest and Bike Week event dates, that will be put out at the Welcome Tent during 2015 Biketoberfest.
- ❖ Biketoberfest follow up meeting with the News-Journal team on July 22<sup>nd</sup>.
- ❖ Compiling Bike Week master list of when ads are due to publications. Sent this information to Jennifer Kies for her to send out co-ops for Bike Week.
- ❖ Created HAAA insertion order for 2016 Bike Week Advertisements.
- ❖ Worked with Lori Campbell Baker (LCB) on updating the content for the 2015 pocket guide. Either emailed businesses their previous listing or calling them if I have no email.
- ❖ Created Binder for next fiscal year's Bike Advertisements.

#### Miscellaneous:

- ❖ Attended SimpleView CMS Webinar Training July 14-17.
- ❖ Working with Tonya West on a day to day basis on updating Event Calendar on Daytona Beach website.
- ❖ Answer all incoming calls in the afternoon and direct to appropriate personnel.
- ❖ Completed Star Report for Lisa Bordis.

