

# HAAA Executive Update

## Key Points

- ◆ May 2016 decreased 4% in Occupancy however RevPar increased about 4%.
- ◆ Bed Tax collections up 10.67% year to date.
- ◆ Some staff Attended ground breaking ceremony for Veterans Memorial Bridge.

## ADMINISTRATION

- Worked toward a smooth transition with Executive Director changes
- Completed and sent out May 2016 STR Report
- Edited 2016/17 Marketing Plan and Budget

## FINANCE



- Attended advisory committee budget meetings, analyzed actual expenditures history for all departments and prepared draft budget, translated to county budget documents
- Processed \$871,000 in accounts payable in the month of June
- Researched FLSA new overtime ruling and prepared recap and timeline for implementation, researched how FLSA impacts timekeeping system and prepared for converting to online system

## GROUP SALES

- **Meetings/Sports Leads issued:**  
Sports: 5  
Military: 1  
Religious: 4  
Education: 2  
State Assn: 1  
Social: 2  
Corporate: 1
- **Meetings/Sports Definite business:**  
Sports: 1  
N. Assn: 1  
St. Assn: 1  
Social: 2  
Military: 1  
Corporate: 1
- **Meeting/Sports site visit:** 6
- **Meetings/Sports tradeshow:** Helmsbriscoe ABC Conference, 45 meetings \*ongoing follow up  
Shriners Imperial Session 2016, tradeshow booth, provided collateral for over 1,000 attendees, hosted CVB sponsored reception, destination presentation with area VIPs in attendance
- **Tour & Travel leads issued:** 2
- **Tour & Trade meetings/sales calls:** 6
- **Tour & Travel tradeshow:** Attended USTA's IPW (travel trade buyers), 110 appointments, client reception with New Smyrna Beach \*ongoing follow up
- International Association of Golf Tour Operators (IAGTO), 40 appointments \*ongoing follow up



### Action Items:

- Media Plan - enhance and move more into digital programs with strong ROI
- Conduct additional research in the UK market - and the effects of leaving the EU
- Research twin center opportunities with Space Coast / International market
- Research upcoming Fred Pryor Seminars to attend for continuing education
- Organize Convention Services groups through fiscal year and make sure ready for offsite with bridge construction
- Look into purchasing bulk gift cards for tradeshow give a ways

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- Develop Relationship with Stetson, ERAU and BCU AD and Coaches, work with traveling teams
- North FL Chapter MPI-Membership Drive for additional Daytona Beach hotel partners (assist Membership Committee with increased membership)
- Prospecting from Pre-Qualified Sales Leads from Walter Bernard & IMM (Future Site Visits & RFP's)
- Seek new Local Corporate Sales Calls for hotel meeting business-- Develop 1-Day Local "Sales Blitz"
- Identify point person at area universities for educational group business
- Organize MPI Education Day programs w/ HB Associates in the Northeast & Southeast state
- Establish incentive program that will attract new business; i.e. military reunions, fraternal organizations
- Support Wholesalers/Tour Operators who sell direct to clients upon arrivals through orientations or direct selling at their hotels by their personal reps
- Jump on board with Tour Operators own in house training initiatives which may be more strategically targeted in line with destination activity

## **PUBLIC RELATIONS**

### **Social Media**

- Shot series of Periscope videos pre-Memorial Day Weekend
- Utilized #FloridaNow to retweet Volusia County Tropical Storm Colin updates
- Created "sending love & light" to Orlando post/refrained from all other posts 6/13
- Participated in VISIT FLORIDA Twitter Chat about "Road Trips"

### **Media Relations**

- Assisted a variety of media, US and UK ad agencies, and Visit Florida with content, images
- Secured a host for the Fall FAM
- Secured a host for the VISIT FLORIDA bloggers from China
- Provided additional edits to Where Orlando's Daytona Beach section
- Coordinated three-day itinerary for two Visit Florida travel writers from China
- Attended Biketoberfest® Pocket Guide meeting at News-Journal
- Assisted vetting French/Belgium radio outlet
- Provided group of five vetted writers for LCB to share
- Responded to VISIT FLORIDA ecotourism lead and wrote response to editorial lead on July 4th happenings

### **Marketing and Digital Communications**

- Met with Greg re: Simpleview new capabilities
- Wrote Beach Blast
- Added new categories/tags to CRM and assigned to all blogs to facilitate workability of related content widget
- Added new Restaurant Review by Steve Dale to Accessibility section
- Provided Tourism Today e-newsletter stats to team
- Provided a testimonial to Barberstock photo service
- Continued updating Transportation section of DaytonaBeach.com
- Coordinating emergency communications capabilities through "alert module," landing page, partner survey and member hotline
- Updated Daytona Beach partner portal on VISITFLORIDA.org
- Wrote Father's Day blog
- Assisted Roxanne with Biketoberfest® Pocket Guide & Event Partner Form
- Building up "Deals" page by adding discounted attractions
- Added another new Restaurant Review by Steve Deal to Accessibility section
- Distributed July 4th consumer blast, press release, blog
- Created July 4th flyer and shared with partners

### **Sales Support**

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- Continued PR/editorial support to include Orlando Business Journal, FADMO newsletter re: Visit Florida Global Committee appointments
- Wrote five-day itinerary for Tour Operator Land
- Assisted New Youth River Ministry Conference with images
- Provided copy to Sales for Florida Business Journal
- Shot photos at group site visit, CRU Sunshine Summit Tour
- Assisted with Meetings Focus advertorial edits
- Discussed sports story with Tara re: Steve & Ryan Lochte and tie in w/swimming events
- Reached out to Sarah Beltrami/Ed Meadows of Central Florida Corvair Club for public component of upcoming meeting

## **Community Relations**

- Launched Tourism Today e-newsletter
- Attended the Lodging & Hospitality Assn meeting at The Shores Resort & Spa
- Received Daytona Beach Symphony Society 2017 brochures
- Congratulated Paradise and ERAU for being national District 4 Addy Award Winners
- Reached out to Kay McKenney re: two new Half Wall Breweries opening
- Reached out to Ocean Center for future monster truck events to promote in UK
- Reached out to Destination Daytona re: New Smyrna Speedway Biketoberfest® race
- Met with predecessor to go over Ad Fed secretary duties

## **MARKET DEVELOPMENT**

- Lunch with Diamond Resort Marketing Representatives to understand current efforts; provide destination data and contacts from Group Sales
- Met with Vann Data to discuss IT/Server options going forward with construction. Implemented server shock absorption system and new firewall allowing VPN
- Met with City Manager to discuss the Special Event Permit Fees the CODB charges
- Finalized sponsorship packages for the Symetra Committee "Ride for Success" motorcycle run
- Held Biketoberfest® Committee Meeting. Master Plan approved. Sent cover letter to the CODB requesting to be placed on the City Commission Agenda on July 6<sup>th</sup> for Commission approval
- Negotiated a new Biketoberfest® Sponsorship with a local disability attorney. Spoke with Gilead Sciences which is an American biopharmaceutical company about Biketoberfest® Sponsorship, interested in promoting the drug for Hepatitis C
- Typed up a letter regarding potential Biketoberfest® sponsor opportunities for Brian Holt (Official Gear Company) to distribute as he attends various motorcycle rallies across the country
- Finalized a new 3 year Biketoberfest® Sponsorship agreement with Geico, providing them more banner presence during the event
- Made minor changes to the Market Development Marketing Plan and resent to Lisa for inclusion in the overall marketing Plan
- Met with the DBNJ to discuss the Biketoberfest® Pocket Guide. This is a zero cost model to the CVB and has a revenue sharing model from the ad sales
- Met with MSpark to discuss potential digital and print opportunities for new fiscal media plan. Referred to Paradise for negotiation
- Asked Paradise to act as our direct liaison to 3<sup>rd</sup> party vendors while Sharon is recovering in the hospital
- Spoke to Paradise, Trish and the HAAA Chair regarding the tragic event in Orlando. We agree that our media plan should remain intact and continue as planned
- Finalized plan to cover for Sharon while she is in the hospital. Amber will facilitate invoices, back-up and check request preparation. Jennifer will facilitate Biketoberfest® logistics. Lisa will facilitate Advertising Committee

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- Sent an email to the Biketoberfest® Committee notifying them of one change on the Master Plan and that we will go before City Commission on 7/6 for Master Plan approval
- Attended HAAA Budget meeting. Presented Market Development annual budget for 16/17 including Paradise Media Spend by media type
- Discussed Tent, sponsorship and signage requirements with Jen S. She will be handling the logistics in Sharon's absence
- Had Monthly Simpleview Conference call. They will do some research on the bounce rate being slightly higher but we suspect it is because of the increase in mobile traffic
- Received finalized Special Event Funding request for Bike MS. Will be placed on the agenda for July Ad Committee and HAAA
- Received finalized Special Event Funding request for December to Remember. Will be placed on the agenda for July Ad Committee and HAAA
- Spoke to producer of South Beach Classics, a TV show on Discovery going into its 4th year. Very interested in doing their premier show on Biketoberfest® 2016
- Met with Evelyn Fine to discuss Focus Groups for upcoming Fiscal Year. We recommend Boston, Philadelphia, and either Chicago/Dallas or Toronto
- Conference call with Paradise to discuss specifics regarding the media plan for 2016/17
- Meeting with Jennifer S. Greg, Tonya and Roxanne to discuss all of the creative efforts, social media efforts and promotional/give-a-way/contests required for Biketoberfest®
- Attended DB Half marathon meeting to discuss efforts to develop accommodation packages
- Greg worked on video for Shriner's with Linda McMahon
- Created a work order sheet with Jennifer Sims
- Fixed a multitude of website page elements, like navigation and listing widgets
- Sent a broadcast blast for 2016 Pin Pass to Pin Pass list
- Pages Built for Restaurant Categories: Barbeque, Coffee Shop, Continental, Deli, Diner & German
- Created website pages: Explore More of Volusia County and Bakeries
- Adding Stackla widget on Biketoberfest® home page – verified Stackla/Instagram icon change
- Created and updated Biketoberfest® Page Headers
- Created 2 versions of Biketoberfest® Poster
- Started working on all Collaterals for the Biketoberfest® Welcome Tent
- Started creating a Podium for the Biketoberfest® Press Conference
- Started creating the 2017 Biketoberfest® Logo Sign
- Started the Alerts module conversation
- Took a webinar on The New Extranet 4.0
- Fixed our Youtube Playlist – Removed Speedon't
- Fixed Youtube embed on Restaurant page as well as listings widget
- Collected Consumer Co-Op Information from Partners and sent to Paradise
- Collected Biketoberfest® Co-Op Information from Partners
- Jennifer delivered Biketoberfest® Master Plan packets to City Hall
- Created listing of lodging with availability for Coke Zero 400 – Sent to partners and put online
- Go To Webinar on: the New Extranet 4.0 with Simpleview
- Attended a Communications for Women Seminar
- Met with News Journal to discuss 2016 Biketoberfest® pocket guide
- Put together a list of supplies/signage for Biketoberfest® Welcome Tent
- Jennifer requested a quote from FastSigns for the Biketoberfest® Hop-Up Graphic
- Jennifer requested a quote for the Biketoberfest® Welcome Center tent from Nelson's Tents
- Jennifer filled out and submitted Banner Permit applications to the city for Biketoberfest®
- Jennifer requested a quote for the banner printing and hanging from Permacraft

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## Visitor Information Center – Daytona International Speedway

In June, the most noted visitor states included of origin were Florida, Georgia and North Carolina. International visitors included Indonesia, Brazil and Germany. 28 Visitors provided their email address.

## Visitor Information Center – Destination Daytona

In June, Florida, Georgia and Ohio were the most popular states of origin. International visitors included Germany, England and Canada. 53 visitors provided their email addresses.

## CVB Outreach

In this reporting period Olsen met with Deborah Bailey with the Quality Inn Speedway, Tammy Williams with Zoom Air and Laura Radford with the Holiday Inn LPGA.