

# Executive Update

February  
2017

## New Stats

- ◆ Bed Tax collections for the month of January are \$590,773
- ◆ Collections increased this fiscal year to date by 2.55%
- ◆ January Occupancy increased about 3% in January 2017 from January 2016
- ◆ January Average Daily Rate increased about 7% in January 2017 from January 2016

## Administration

- Sent out our Market Research RFP to all requesting research firms
- Sent out our Advertising Agency contract Letter of Intent to more than 40 advertising firms
- Attended bi-weekly staff meetings
- Attended County Council meeting to request activation of reserve spending approval of \$572,275
- Posted job description for Marketing and Design Director position

## Finance

January  
Bed Tax  
Revenues UP  
0.92%

- Rolled out new process to email accounts receivable invoices to partners for future billings for participation in the 2017 Spring-Summer Newsletter
- Refined the payroll services and benefits timeline and procedures
- Completed United Way campaign and updated voluntary payroll deductions
- Processed accounts payable payments totaling \$474,575
- Held first staff Lunch & Learn session with motivational presentation by Coach Steve Ridder from Embry-Riddle on leadership, teamwork and bringing a sense of purpose to our daily activities
- Attended Volusia/Flagler SHRM meeting on predictive index and “How to Attract, Hire and Retain the Best Employees”
- Enrolled in UCF program for SHRM certification classes
- Completed timekeeping and PTO reconciliations
- Created additional form for executive director criteria performance appraisal
- Reinitiated acknowledgement of staff birthdays and work anniversaries on a monthly basis

## Group Sales

Leads Generated: 26  
Definite Business: 6  
Tourism Inquiries: 21

- Coordinated an Industry partner gathering at the Copper Bottom Distillery
- Coordinated a presentation for the Meetings Advisory Committee, Florida Brew Tours, Zeno’s Taffy, and an industry partner tour of the Direct Mail Express (DME) sports facilities
- Visited 18 tour operators with Tour & Travel messaging
- Conducted a site visit with New Creative Tours
- Continued to finalize details and partner participation for our AAA Sales Mission
- Conducted meetings to discuss Added Value VIP Shop and Dine 4Less card
- Met with Joseph Volleyball with Joseph Volleyball Company Tournament and had a post event meeting with the Ocean Center and operations team
- Met with Debbie Cotton and Trish Mucciolo of the Ormond Beach Chamber regarding future partnerships

- Participated in the National Association of Sports Commissions Membership Conference Call and completed the appointment portal for the March 26-30 symposium
- Conducted a meeting to update the sports website component on daytonabeach.com
- Conducted a conference call with Oceanwalk Shoppes re: NCA 2017 partnership and logistics
- Conducted a site visit with Soccer Management Company Florida re: Winter Cup 2017
- Conducted a site visit with Soccer by Design for a Soccer Tournament in February 2018
- Conducted a meeting with Hilton Daytona Beach Oceanfront Resort, Westin Resort, and Plaza Resort & Spa re: US Sports Congress 2018, and completed the bid book for the 2018 program
- Conducted a site visit with 5v5 Soccer Volusia County and Hilton Daytona Beach Oceanfront Resort for a July 2017 Beach Soccer event
- Conducted a meeting and site visit with National Wrestling Collegiate Association for the 2017 Annual Convention and Leadership meeting at the Hilton
- Met with Association of Volleyball Professionals (AVP) and the Hilton to discuss future events in Daytona Beach
- Met with City of Daytona Beach to discuss future opportunities for Municipal Stadium
- Worked on Shiners Pre-Convention PowerPoint
- Coordinated convention services (signage and amenities) with incoming groups
- Worked with HAT Marketing on the 2017 and 2018 production spreadsheets
- Entered contacts from tradeshow into the Simpleview database, and sent database to Integrated Marketing Media
- Continued conducting interviews for Tourism Ambassadors
- Coordinated tradeshow details and collaterals
- Assisted partners with room pick-up in the Partner Gateway Portal
- Entered Florida Sports Foundation grants for National Wrestling Coaches Association and Professional Association of Athlete Development Specialists
- Worked on post event report for both National Association of Intercollegiate Athletic Football Championship and Tropic Bowl
- Toured the Mobile Golf Academy
- Worked with The City of Daytona Beach on the National Association of Intercollegiate Athletic Football Championship
- Worked with The City of Daytona Beach Shriners Imperial Session 2017
- Worked with The City of Daytona Beach National Cheerleading Association Championships
- Calculated economic impact reports for Shriners 2017, National Association of Intercollegiate Athletic Football Championship and National Cheerleader Association Championship
- Attended the Meeting Planners Incorporated Tampa Bay chapter monthly luncheon
- Attended the Your Military Reunion Connection tradeshow and had 20 appointments
- Attended the Central Florida Society Government Meeting Planners monthly luncheon
- Conducted a site visit with the director of conventions for Alpha Phi Alpha for 2017
- Attended the Meeting Professional Incorporated Orlando chapter monthly luncheon
- Attended the Rendezvous South tradeshow and had 18 appointments

## Communications

- Press Release: Daytona Beach Area Hotels Filling Up Fast for Speedweeks
- Press Release: Be a Tourism Ambassador
- Edited/approved final proofs for Spring 2017 CVB newsletter (print, email, website, drop date 3/1)
- Approved final proof of new Orlando Rack Card; circulation target: early to mid-March
- Supported Sales dept. with Danica Patrick video roll out, media inquiries, social media
- Produced and distributed BEACH BLAST, a monthly eNewsletter sent to partners on marketing and advertising opportunities
- Produced and distributed TOURISM TODAY, a bi-monthly eNewsletter sent locally to partners, government and community leaders and other interested individuals on CVB news and accomplishments
- Provided public relations support and assisted a variety of media, US and UK ad agencies with content, images including: News-Journal, WFTV TV9, Paradise, Shermans Travel, Kid Tripster, Southern Biker, Megan Padilla/Travels with Meg; Travel Weekly, Facilities and Destination

Magazine; Volusia County, Nanci Theoret, Authentic Florida, Florida Rambler, Daily UK Mail; Hat Marketing's OTT e-blast; 1380 AM WELE; 1150 WNDB AM

- Continued sharing partner mentions in articles to raise awareness, encourage sharing, with great results
- Obtained high aerial drone footage of the Ponce de Leon Lighthouse and Museum and a produced Lighthouse video; posted on DaytonaBeach.com and shared with Paradise
- Reviewed Paradise's video shoot location draft list, provided input
- Submitted contract for approval to work with an outside resource to provide golf-focused public relations, content, blogs, and host golf FAMs (April-Sept)
- Sent out RFP for Spring 2017 Social Media Campaign (March-May), Reviewed proposals received (4), presented recommendation; submitted scope of work from selected firm (IZEA) for approval
- Worked with Visit Florida on (3) Regional FAMs and (1) individual media visit opportunity
- Participated in Visit Florida Twitter Chat on "Romance" travel
- Represented CVB at: Bass Pro Shops grand opening ceremony at One Daytona; Motor Sports Hall of Fame of America grand opening; International Speedway Corporation Public Affairs networking event; Tiger Bay Club meeting; Zeno's Candy Factory grand opening; Lodging & Hospitality Association meeting; Copper Bottom Craft Distillery Tour with partners; and Daytona Beach Ad Fed Board meeting
- Held conference calls with Carrie Moore of Daytona Beach Racing and Card Club and Tambyr Reed of the Hilton, re: tips and tools to get the most out of CVB partnerships
- Produced a monthly event calendar for all tourism partners
- Monitored the Lodging & Hospitality Association's "Military Thank You" program; 41 entries received so far
- Produced minutes for the Arts & Culture Committee's January meeting; followed up with committee members for their contributions to the Share The Heritage brochure
- Scheduled social posts through February
- Worked with Shriners on items including: added as admin to Shriners Facebook to add public events we can share to CVB Facebook; updated One Daytona content for Shriners website; worked with Coastal Media/SEE Magazine on a "Welcome Shriners" cover and ¼ page in June-Dec Issue; updates on events open to public and sharing with Chamber and County
- Monitored media on industry issues including: Bike Week, Visit Florida, tourism economic impact, the East ISB Corridor, tourism marketing funding, and lodging availability/cost during the weekend of the Daytona 500,
- Distributed information to all CVB partners from Visit Florida, re: how to support the Florida tourism industry
- Supported sales by reviewing/editing Paradise pieces including: "Family Fun" eNewsletter, Family Circle, Atlanta Journal Constitution content, consumer eNewsletter (Golf), and AAA Living South Co-Op
- Reviewed TravMedia annual contract for renewal
- Created/edited/updated content on DaytonaBeach.com including: "behind the scenes" Danica Patrick videos; Travel Trade; Share The Heritage; Daytona 500/ Speedweeks/lodging availability; Area Map; 4 new West Volusia Advertising Authority videos -- added to (5) pages and a blog; updated (31) sports venues and (9) pages of Sports content
- Participated in Simpleview monthly conference call; received additional Media Gallery training
- Broadened CVB Image library by: working with UCF photography students on class assignment; reaching out to additional photographers for Daytona Beach festival images; December holiday images; obtained new images for Tanger Outlets and Coke Zero from partners

### **Market Development**

- Conference call with GolfPac to discuss the authorized placement (non-paid media) of the Danica golf video on their social media for Daytona Beach golf
- Spoke with South Beach Classics and confirmed, per the contract, we will have our B roll 4 weeks after the episode airs on March 1<sup>st</sup>
- Met with Hampton Inn Daytona Beach Shores Oceanfront regarding participation in the golf program, indicated they would participate

- Worked with staff on launching the Danica Patrick video landing page on the website
- Attended the Daytona Beach Half Marathon sponsors reception at DBIA
- Met with Paradise to discuss the production of our additional videos, subject matter, and schedule
- Conference call with Simpleview to discuss a new product called One There, allows a visitor to the website to purchase tickets to various venues during their planning/booking stage or while in market, sent email to gauge partner interest
- Received all 3 PRM property applications for the golf program on GolfPac, sent applications to GolfPac to load onto daytonabeach.golf
- Reviewed Market Development financial and spending detail reports for January, provided feedback to Finance
- Held a conference call with Hot Leathers to discuss including Biketoberfest® save the date flyers in all of the Hot Leathers shipments
- Started Biketoberfest® sponsorship communication with Russ Brown Motorcycle Attorneys, Daytona Beverages, Wrangler, and RAM Truck
- Met with the Atlanta Journal Constitution to discuss future advertising opportunities
- Worked with the Chamber to share assets for current and future bike events sponsorship with Gieco, thus reducing our hard costs moving forward
- Worked with Pin & Patch to design our 25th Biketoberfest® pin for our give-a-way program in exchange for email
- Facilitated RoomKnights training and information session at the airport for partners
- Sent the Biketoberfest® Master Plan Application to the City for approval
- Created the Spring/Summer Flipbook for website
- Reviewed a proposal from the American Motorcycle Association (AMA) to engage in a trade deal for advertisement, we declined due to the requested deliverables
- Reviewed final Spring/Summer Newsletter and had team send to printer, mailing to 100,000 households
- Presented to the DBNJ sales staff regarding the new visitor guide ad sales
- Revised the Advertising Agency Request For Qualifications (RFQ) cover letter and RFQ and sent to the Executive Admin/ED for review along with a list of agencies
- Revised the Advertising Agency Request For Services Qualifications (RSQ) and sent to the Executive Admin/ED
- Worked on the draft for the 17/18 fiscal budget, all departments are completed with the exception of the ad agency, once accounting provides the Market Development budget number for the new fiscal year this can be completed
- Spoke about the importance of tourism and economic impact to our community at the Regulatory Compliance Services Responsible Vendor Training at The Shores Resort & Spa
- Visitor Information Center – Daytona International Speedway: In February, the most noted visitor states of origin were Florida, New Jersey, and Pennsylvania, International visitors included Canada, New Zealand and Brazil
- Visitor Information Center – Destination Daytona: In February, Florida, New York and Pennsylvania were the most popular states of origin, International visitors included Brazil, Canada, and Germany
- Boston Globe Travel Show – February 10 -12: The attendance at this 2.5-day show was 19,925, the register to win at the booth produced 212 consumer leads, and three tour and travel leads were collected
- Travel & Adventure Washington DC – The attendance at this two-day show was 20,587, the register to win at the booth produced 214 consumer leads, and four tour and travel leads
- Travel & Adventure Chicago – The attendance at this two-day show was 24,798, the register to win at the booth produced 298 consumer leads and one tour and travel lead
- New York Times Travel Show – Attendance at this three-day show was 30,099 which is the highest attendance in the show’s history, the register to win at the booth produced 372 consumer leads, staff also made sales calls at three Liberty Travel and AAA offices, 24 tour and travel leads were secured