

Latest Stats

- Bed Tax collections for the month of August were \$620,584, a 18.23% increase over August 2017
- August 2018 Average Daily Rate decreased 3% over August 2017
- August 2018 Occupancy increased 12% over August 2017

Administration

- Conducted a Human Resources Committee meeting
- Traveled to Toronto to meet with the Sunwing team re: marketing initiatives
- Participated in the Lodging & Hospitality Association's Employee Appreciation Luncheon
- Attended the Airport's official Sunwing media announcement with County officials
- Joined the CVB Leadership Team at the Florida Governor's Conference on Tourism in Orlando
- Coordinated a meeting with County budget staff, Southeast Volusia and West Volusia CVBs re: peer-to-peer (ie. AirBnb) rentals and related tax collection strategies
- Scheduled a meeting with AUE Staffing re: costs, services, accuracy and changes in healthcare offerings
- Conducted the HAAA Board meeting
- Strategized with Leadership team on budget and expense timing
- Researched other CVBs' 501C6 status and advantages/disadvantages as a working model
- Participated in Tourism Partner Day at the Ocean Center
- Participated in the Rotary Club of Daytona Beach's weekly meetings
- Participated in a conference call re: upcoming issues as a new member of the Florida Association of Destination Marketing Organizations' public relations committee
- Logged into a Destinations International webinar on membership benefits
- Held a CVB Leadership Team biweekly meeting on various pertinent topics
- Joined CVB staff and tourism partners at the Chamber ribbon cutting for the new GameTime facility
- Coordinated a meet-and-greet with CVB and Chamber staffs

Finance & Human Resources

General

- Attended Lodging and Hospitality Association's Employee Appreciation Luncheon
- Reviewed Insurance coverage for rental cars
- Attended Tourism Partner Day
- Attended Directors meeting
- Stored old files and prepared for new fiscal year

Human Resources:

- Processed payrolls
- Amended 401k qualifiers
- Completed Workers Comp claim updates
- Attended HR Committee meeting
- Attended AUE meeting re: Accuracy and overall service
- Prepared monthly performance reviews for supervisors

Finance

- Updated cash flow projection
- Completed daily log of bank accounts

- Prepared July Financials for September HAAA Board Meeting
- Completed monthly AR aging and collections
- Created Active Contracts binder
- Attended cash flow and budget meeting with Directors
- Updated accounting software with FY19 Budget
- Met with The Brandon Agency re: marketing budget
- Created agreement with Cleaning Service for FY19
- Prepared October invoices for Brochure Distribution Program
- Prepared merchant Service fees analysis

Group Sales / Meetings, Sports, Tour & Travel

	Leads								
	Meetings			Sports			Tour and Travel		
	FY16/17	FY17/18	Growth	FY16/17	FY17/18	Growth	FY16/17	FY17/18	Growth
Distributed	178	232	30%	55	64	16%	117	162	38%
Booked	48	58	21%	36	24	-33%			
Partner Assists *	10	16	60%	6	19	217%			

	Estimated Economic Impact								
	Meetings			Sports			Tour and Travel		
	FY16/17	FY17/18	Growth	FY16/17	FY17/18	Growth	Tour and Travel opportunities are distributed to ALL industries		
Distributed	26,653,535	56,853,316	113%	8,429,000	26,126,300	210%			
Booked	3,332,540	7,177,583	115%	4,537,000	4,513,200	-1%			
Partner Assists *	992,476	1,085,391	9%	630,000	10,830,500	1619%			

* Partner Assists are Ocean Center referrals and/or convention services for hotel partners.

Note: The CVB does not negotiate contracts (i.e. bookings). The CVB brings opportunities to qualifying hotels and venues and offers support and incentive dollars to help business go definite. However, the CVB has no control over the final decision.

Site visits

- Conducted site visits with: 365 Jeep, Florida Chapter of Food Nutrition and Service, Florida Association of Retired Troopers, American Tours International, Game Time, Pegasus Travel, Daytona Beach Invitational, National Junior College Athletic Association Men's Soccer Championships 2018, Southeast Tourism Society, National Junior College Athletic Association, National Junior College Athletic, Association (NJCAA) Soccer Championship, American Black Chiropractic Association, American Meetings Network, Inc.

Tradeshows, industry events attended

- Attended Florida Outdoors Writers Association, Professional Fraternity Association, La Cita, SPORTS 2018, Destination Southeast, University of Florida Planner Roundtable, Meeting Professionals International North Florida Chapter monthly luncheon, Society of Government Meeting Planners monthly luncheon, VISIT FLORIDA Governor's Conference 2018 (GC18)

Meetings attended

- Met with Orlando based tour operators: Action Travel, Expedia, Fl. Dolphin Tours, Magic Star Vacations, Kaluah, AAA/Heathrow, Le Holidays, New Creative Tours, Maxim Tours, City Tours, Thomas Cook, Pegasus, Personal RGE Tours, Meeting Point North America, Hotelbeds, Golfpac, Tourico
- Met with Luis Pratt- Martinez. President of Hostage Negotiators re: June 2019 event
- Met with Jim Graff with the USS Chares Ware Reunion re: 2018 reunion at the Marriott Residence Inn
- Met with VISIT FLORIDA re: Marketing Council meeting
- Met with Jennifer Pendargrast of Canadian Traveler during GC18 re: agent training sponsorships
- Met with Leah Geary of Expedia during GC18 re: Expedia's bleisure travel initiatives
- Met with Karen Rames during GC18 re: travel agent programs

Conference call meetings

- Conducted conference calls with: UCHAPS, Association of Fraternity Sorority Advisors, LaMont Associates, Marine Corps League
- NAIA (National Association of Intercollegiate Athletics) National Football Championship re: 2018 Championship planning

Prospecting calls/emails

- Prospecting calls/emails with: Military Reunion Network, Marine Corps League, American Executive International, Florida Healthcare Auxiliaries/Volunteers, Inc., Gamma Phi Beta sorority, Florida Department of Law Enforcement, National Beta Club, Florida Department of Health, United States Marine Corps, Florida Court Clerks & Comptrollers and MC Classic Car Club of Jacksonville

IMM/prospecting

- Association for the Study of Higher Education
- Center for Occupational Research Development

FAM

- Planned for and met with Sunwing re: Site visit for November 20 FAM for approximately 180 guests (travel agents and media)

Industry shows booked/event planning

- October AAA Sales Mission re: coordinated appointments and partner participation
- Orlando Tour Operator Appreciation Reception
- Southeast Tourism Society planning meeting
- Florida Huddle re: planning meeting with ONE DAYTONA and Hard Rock Hotel Daytona Beach
- US Sports Congress re: Presidents reception planning
- Florida Outdoor Writers Association re: CVB-hosted reception
- Tallahassee Holiday Client Event re: coordinated event details and partner participation

Convention Services/Tradeshaw and event planning

- Provided convention services for the following incoming groups: Volusia County Sheriff's Office Death Investigation Conference, Daytona Magic Convention, US Sports Congress, National Junior College Athletic Association (NJCAA) Soccer Championship, National Association of Intercollegiate Athletics (NAIA) National Football Championship, USS Charles R Ware, Fourth District Ad Fed Fall Conference, Florida State Poets Association Annual Conference, Scrap Booking Retreat, Daytona Beach Classic, Florida Brownfields Association Annual Conference, USS Chikaskia and USS Mispillion Reunion, Seniors Summit, Florida Association of Property Appraisers Conference, Elite 8, Daytona Beach International Basketball Rally Site Visit, National Association of Intercollegiate Athletics (NAIA) National Football Championship

Shriners

- Archived Shriners files and reports; reviewed hotel room rebate data

Administrative

- Prepared weekly/daily sales department reports
- Reviewed mileage/credit card reports
- Entered/reviewed CVENT leads into Simpleview
- Met with Integrated Media Marketing (IMM) re: reduce budget FY18/19
- Met with Tim Buckley re: to discuss FY18/19 and Ocean Center/CVB partnership
- Reviewed FY18/19 budget re: spread for upcoming fiscal year
- Held Group Sales bi-weekly staff meeting re: FY17/18 fiscal year wrap up, convention services, travel schedule and identified collateral items to be updated with assistance from Communications
- Met with David Wright and Maureen Mahue of Sunwing re: travel agent webinar
- Met with Carrie Egerton and Sarah Rasheid of Tanger Outlets re: partnership opportunities
- Worked with CVENT Passkey re: housing opportunities for destination
- Attended HAAA agenda review meeting

- Reviewed Hat Marketing re: invoices, FY17/18 and FY18/19 production spreadsheets and VISIT FLORIDA promotional materials
- Met with Brandon Agency re: view first draft of sports video; discuss media plan and budget adjustments
- Updated Group Sales Internal Policies and Procedures
- Updated Definite Booking Report re: color coordinate data by sales manager
- Prepared November tradeshow forms
- Attended Tourism Partner Day
- Completed Group Sales employee reviews

Communications

- Release – Daytona Beach 26th Annual Biketoberfest® Rally, October 18-21, 2018
- Release – Nonstop Flights from Toronto to DAB for Peak Winter, Spring Golf Season
- Distributed a press release on behalf of Daytona Stadium
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: HAT Marketing; golf travel writer Bill Bauer; News-Journal; Dreamscapes; Lonely Planet; Toronto Star; Drive I-95; Associations, Conventions and Facilities magazine
- Followed up on distribution of Shriners 2018 Summary Report and responded to media inquiries
- Prepared itineraries and welcome packets, confirmed logistics, provided content and images to a number of travel journalists including: HAT Marketing/Katie Keegan; Brooks Holt; Alison Jones
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Assisted in holding the CVB's Tourism Partner Day (9/21) and presented to partners at the event
- Worked on the (4) CVB-managed TripAdvisor geo pages with image albums, Points of Interest collections and articles (ongoing)
- Attended Sunwing press conference at Daytona Beach International Airport (9/10); assisted Sunwing with destination content for Sunwing.ca; planning for November 20 media FAM
- Attended VISIT FLORIDA Governor's Conference on Tourism (GC18)
- Attended Florida Outdoor Writers Association Tourism Industry Showcase; prepared presentation file and prepped CVB speakers with talking points
- Attended: Ad Committee Meeting; HAAA Board Meeting; Florida Public Relations Association meeting; CVB Sales team meeting; CVB Directors monthly meeting; Rotary Daytona Beach meeting; joint staff meeting with Chamber and CVB; Advertising Federation-Daytona Beach; NAIA organizational meeting; Halifax Heritage Byway organizational meeting; Lodging and Hospitality Association's Employee Appreciation Luncheon
- Produced and distributed Biketoberfest® press release; worked on press conference logistics including securing JUMP START™ Demo Rider Experience; edited/proofed 2018 Pocket Guide; added 50+ Pocket Guide events to Biketoberfest.org event calendar; created/edited sponsor video for Daytona Beach Racing & Card Club
- Monitored CVB's five social media channels and engaged with followers a minimum of once daily (twice daily on Facebook and Biketoberfest®); participated in call with The Brandon Agency, re: social media calendar; added three videos to YouTube and DaytonaBeach.com; invited dining partners to participate with CVB in VISIT FLORIDA Twitter Chat; wrote, curated and mapped four weeks of social media content for CVB's Facebook, Twitter and Instagram channels
- Edited 14 blogs from The Brandon Agency; reviewed images and posted blogs per schedule to DaytonaBeach.com
- Participated in on-air interview on WELE Radio Show with Big John
- Monitored media/industry topics including: hazardous algae bloom (HAB); visitor safety; vagrancy/panhandling; new development in the market; Biketoberfest®; tropical weather forecasts
- Supported Group Sales re: edited sales manager profile sheets; produced advertorial; updated sales media kit, Travel Agent Online Training materials, group welcome letter and other collateral
- Scheduled a CVB presentation on tourism research and marketing with the Florida Public Relations Association Volusia/Flagler Chapter

- Renewed BurrellesLuce agreement for 2018/2019 re: media clipping service
- Renewed a 6-month agreement with Stackla (user generated content) to align it with quarterly Barberstock (media gallery) agreement in anticipation of a vendor change in FY18/19
- Secured new agreements with Cision and PR Newswire for 2018/2019 re: media database and press release distribution services
- Provided content for new DaytonaBeach.Golf pages; Updated DaytonaBeach.com with Sunwing nonstop flights from Toronto; worked to resolve items/issues on DaytonaBeach.com including: placing video in Header Slides and Collection Templates, opening Open Graph images on social channels, and headline copy overlaying listing images
- Assisted in rebranding Group Visitor Information document and snapshot events calendar flyer
- Monitored VISIT FLORIDA partner portal for event and deal expirations; reached out to photographer Jeremy Johnston for image to submit to VISIT FLORIDA Twitter
- Shared clippings and results from media assists with partners including articles, blogs, publications and awards
- Participated in bi-weekly website review and development meetings with Marketing
- Produced monthly event calendar and distributed it to all tourism partners
- Edited monthly consumer email content from The Brandon Agency
- The Arts, Culture and Heritage Tourism Advisory Committee will hold its Quarter 3 meeting on November 7, 2018

Marketing & Design

- Participated in Sunwing call to discuss marketing, PR, media schedule, consumer shows; reviewed travel agent flyer for Sunwing promotion; approved ads/flyers for Sunwing; requested a register-to-win promotion at National Women's Show in Toronto
- Submitted Sales business cards to printer; included sales team photo on the back
- Approved 2019 Biketoberfest® logo
- Signed agreement with Hot Leathers; downloaded logo for department use
- Reviewed Biketoberfest® 2018 Pocket Guide provided by the News-Journal; made design edits and map changes; modified cover design and copy points; submitted CVB's full page ad that promotes 2019 Bike Week and Biketoberfest® dates; approved all advertisers artwork
- Arranged for the News-Journal to print the 2018 Biketoberfest® poster and deliver it along with the Pocket Guide
- Designed 2019 Biketoberfest® wallet card which includes a calendar highlighting 2019 Bike Week and Biketoberfest® dates; submitted files to printer
- Updated radio copy and PSAs for Biketoberfest® 2018 with WHOG 95.7
- Emailed the CVB's Biketoberfest® Committee about approvals for the Master Plan; followed up with three businesses that were not approved; contacted City of Daytona Beach re: denial letters
- Updated Biketoberfest® 2018 Lodging Availability list (pdf and online at Biketoberfest.org)
- Updated Biketoberfest® 2018 Pin Pass thank you page
- Updated the Riverfront Park banner ad for Biketoberfest® 2018 on the website
- Updated trailer parking for Biketoberfest® 2018 on the website
- Collected information on events using the name Biketoberfest® without permission – sent information to county legal re: cease and desist notifications
- Submitted a sports image for Sports Planning Guide cover design consideration
- Finalized Sports Daytona Beach profile sheet; submitted to printer; provided ship details for TEAMS
- Updated and finalized Sales Fact Sheet; provided proof to department
- Designed new Welcome Letter for Sales team including US Sports Congress, Florida Huddle and Southeast Tourism Society
- Reviewed and edited new Sales and Sports video
- Worked with The Brandon Agency on photoshoot and video collection; met on site to review with photographer
- Reviewed and edited WonderFall TV spots; suggested voice over change; requested event footage be added; approved September WonderFall email blast; approved Wonderfall pre-roll and TV spots; created WonderFall campaign landing page on DaytonaBeach.com

- Edited script for videos re: Beach Street Dining, Daytona Beach Golf, Pier Fishing and Seafood Dining, Overall Dining
- Renewed American Advertising Federation Daytona Beach Chapter membership
- Attended VISIT FLORIDA Governor's Conference 2018 (GC18)
- Met with staff about Tourism Partner Day event; updated presentation; reviewed co-op opportunities; created vendor table signs; compiled materials; set up AV and Food/Beverage with the Ocean Center; sent reminder email to RSVP list
- Added FY18/19 Consumer Show schedule to the New Partner page in Partner Gateway
- Worked on FY18/19 Consumer Shows re: secured five additional partners; contacted all FY18/19 consumer show partners re: website description/offers; created new partner listing website offers for Great Tasting Tours, Best Western Seabreeze, Holiday Inn & Suites, Holiday Inn Express, Hyatt Place, Daytona Beach Zipline Adventure; updated contact and invoicing information for participating partners
- Created landing page so consumers can sign up for the CVB eNewsletter at consumer shows
- Priced out the cost for a wall wrap at the Destination Daytona Visitor Information Center location
- Submitted golf ad, logos, photos for new golf brochure; requested golf map from IMM
- Scheduled Visitor Guide and Arts and Culture Map deliveries to Florida Welcome Centers
- Pulled August analytics on the top 25 blogs on DaytonaBeach.com
- Updated the Top 10 Markets 2016-2018, including Budget Spend Report
- Collected Co-Op information for Programs 1A, 2A and 4A
- Reviewed Bike Week 2019 budget against invoices; requested missing invoices for processing
- Participated in conference call with Site Improve
- Participated in Simpleview webinars: CRM Administration and Everything You Need to Know About Map Publisher
- Participated in monthly website and keyword analytics call with Simpleview
- Added 23 Tourism Ambassadors to the Simpleview database
- Participated in a site visit at GameTime at ONE DAYTONA; added contact information into Simpleview; created partner listing; invited general manager to Tourism Partner Day; and sent Visitor Information Center application
- Added five new contacts in Simpleview from business cards received at Tourism Partner Day: DME Delivers, Fairfield Inn, Peabody and two contacts at Hard Rock Hotel Daytona Beach
- Added the FY18/19 Consumer Co-Op deck to Partner Gateway
- Provided all CVB staff with out-of-office email and voicemail instructions re: working remotely
- Attended Fall Atlanta Home Show September 7-9; collected 60 leads
- Updated 16 golf course descriptions; contacted local courses for course information and photos
- Contacted partners re: VISIT FLORIDA radio promotion opportunity
- Updated partner listings on DaytonaBeach.com