

# HAAA Executive Update

## Key Points

- ◆ Bed Tax collections are up 8.89% year to date
- ◆ July RevPar (revenue per available room) increased approximately 11%

## ADMINISTRATION

- Renegotiated terms for office copier, lowering the rates back to the original rate from 2014. This will result in around \$700 in savings next fiscal year
- Confirmed that all CVB staff attended an annual Sunshine Law Seminar by County Legal

## FINANCE

July  
Bed Tax  
Revenues  
UP  
10.60%

- Analyzed Fair Labor Standards Act (FLSA) overtime regulation changes and performed duty and payroll testing on HAAA staff positions with compensation below the new exempt salary threshold of \$47,476 per year. Ruling goes into effect on December 1, 2016; we're on track with schedule for action items on this ruling
  - Reviewed wellness and training options for staff
  - Performed extensive comparison analysis of all departments' actual expenditures versus budget, working with Directors on any corrective measures needed in order to stay on budget
  - Forecasted administrative and operations expenditures through end of fiscal, compared to budget
- Attended Procurement & Purchasing meeting with County purchasing and budget personnel to confirm that current HAAA policies and procedures cover all the bases
- Attended County Council meeting for FY 16-17 budget presentation
- Toured Daytona International Speedway's new meeting and gathering spaces

## GROUP SALES

### Meetings/Sports:

Leads Issued: 32  
Definite business: 8

- Confirmed Shriners International Conference Pre-Week VIP Activities
- Reviewed 2017 and 2018 Shriners housing with chairs Art Horton and Bob Amico
- Attended Shriners monthly Executive Committee meeting (Orlando)
- Met with Ortancis Gaines for Shriners shuttle proposal by Mears Transportation - Orlando
- Attended Candies Transportation meeting with James Henry and staff for Shriners shuttle proposal
- Met with DOTS transportation to discuss needs for Shriners Imperial Sessions
- Attended meeting with Fredrika Pauling at Museum of Arts & Sciences re: Shriners VIP Pre-Week dinner event
- Attended meeting with Motorcorp Competition Chairs re: Shooting Day activities - site visit
- Attended SGMP Central Florida Luncheon
- Presented to Expat Women of Color for 2017
- Attended YMRC Military appointment show
- Sponsored Connect Marketplace registration and conducted appointments in the National Association, Corporate, Specialty, and Sports markets
- Conducted a D2 All American Bowl site visit for a Jan 3-7, 2017 event at Municipal Stadium
- Did a walk-through for the December 14-18, 2016 NAIA Football Championship event
- Attended the Florida Sports Foundation Board meeting at Daytona International Speedway
- Attended SportsLink August 24-25
- Met with DME and Stetson University re: the MTE Tournament for 2017

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- Met with Daytona State College's Will Dunne re: the NJCAA Soccer Championships 2018-2020 bid book
- Attended NAIA Local Organizing Committee meeting
- Attended webcast: Sales vs. Servicing -- a Sales Manager's Day

## **Administration:**

- Finalized Advisory Committee dates for: M&C, Tour & Travel, and Sports
- Created 2-year and 5-year estimated economic impact report
- Created a 5-year estimated economic impact report on sports and talking points, for the Florida Sports Foundation presentation
- Attended training on the CVB's new time tracking system
- Created several Report Cards for industry partners
- Created a Report Card schedule to send to all industry partners
- Sent out a Sunshine Law Seminar invitation to all three Sales Advisory Committees
- Created an Action Item Report for everyone in group sales and saved in their share drive folder
- Met with DBIA to discuss JetBlue, Allegiant, SunWing, and Shriners
- Started appointment setting/sales calls for World Travel Market
- Met with Tony Fabiano of MPI to discuss partnerships
- Met with Collinson to discuss advertising options
- Met with Pat Sullivan of Homewood Suites
- Met with Cheryl Hatcher to discuss Global MPI opportunities
- Completed Shriners welcome letter from Gary Bergenske, checklist to identify special handicap requirements, LGPA golf tournament application, Shriners hotel map, and Visitors Guide
- Updated training modules to be sent to JetBlue for their team training site
- Met with Integrated Media Marketing (IMM) to track ROI and analytics
- Reviewed Florida Sports Foundation funding requirements and identified groups and time commitments
- Had a lunch meeting with Angela Daniels of the Ocean Center
- Finalized Boomers in Groups at the Plaza Resort & Spa
- Attended a hard hat site visit of the new Westin with a planner for XSITE (an industry show)
- Requested and received analytics from OTT a UK travel agent training site
- Created a program to begin tracking each sales manager's prospecting numbers
- Created and obtained better measurements for the Tour & Travel market
- Attended a collaboration-focused meeting with NSB and West Volusia executive directors

## **Convention Services:**

- Completed a Bid Book for NJCAA
- Worked with the Florida Council on Crime and Delinquency, an upcoming group
- Coordinated and delivered amenities for various groups, including signs
- Attended the NAIA Meeting
- Prepared items for tradeshow

## **Tour & Travel:**

Tourism inquiries 15

- Attended the Student Youth Travel Association (SYTA) event
- Conducted Orlando sales calls on August 24 with the Westin's Kathy Masterson
- Visited 31 Orlando-area tour operators
- Created a list of buyers from IAGTO that are interested in doing a FAM before the 2017 IAGTO event
- Set up David Gilmore to address our hotel partners on FIT contracts which will take place October 6, 2016 at our committee meeting.
- Began making appointments for Ontario Motor Coach Association (OMCA)

## **COMMUNICATIONS**

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## Staff

- Congratulated Tonya West for her appointment to Florida Public Relations Association Volusia/Flagler Chapter's board of directors as VP of Public Relations

## Media Relations

- Assisted a variety of media, US and UK ad agencies, and VISIT FLORIDA with content, images including 2017 Florida Travel Guide, Successful Meetings, Smart Meetings, Travel Mole, Association News
- Worked on the Sept. 27-30 Fall Media FAM county-wide itinerary
- Participated in a VISIT FLORIDA conference call re: the December regional FAM with JAX and St. Augustine; collaborated on joint itinerary with NSB and West Volusia
- Sent the Biketoberfest® press conference "save the date" and wrote a media release
- Industry Issues:
  - Tropical weather
  - Water quality issues
  - Zika developments - Monitored media, participated in a VISIT FLORIDA/Gov. Scott briefing, collaborated with Volusia County Community Information and Dept. of Health PIOs, shared information with Lodging & Hospitality Association, partners and both NSB and West Volusia Visitor Centers
- Confirmed participation in the Oct. 18-19 VISIT FLORIDA Media Mission in Toronto, in collaboration with the St. Augustine Ponte Vedre Visitors Bureau
- Planned Volusia County-wide itineraries for Jennifer Parkerson of Trekaroo and David Sikes, outdoor columnist with Corpus Christi Caller Times
- Updated the CVB Crisis Management Plan

## Marketing, Digital Communications and Sales Support

- Participated in the CVB's internal FY16-17 strategy session, focused Consumer Marketing
- Developed campaign themes to include a new "Weekday Getaways" promotion
- Completed the 2016 Fall Newsletter and kicked off Fall messaging on DaytonaBeach.com
- Met with the Shriners PR team to strategize for 2017
- Met with DME Sports Director of Public Relations Joyce Coury
- Toured the new meeting spaces at Daytona International Speedway
- Wrote Beach Blast and produced a monthly event calendar for partners
- Worked on the Biketoberfest ® Pocketguide

## Community Relations

- Attended the Volusia County Council meeting re: CVB budget approval
- Attended Florida Public Relations Association meeting, re: Lori Campbell Baker receiving the 2016 Great Communicator Award
- Represented the CVB at an August Tiger Bay Club Meeting with speaker Vance Aloupis
- Worked with UCF instructor Stephen Spencer to provide a "real world" assignment for photography students attending the Fall semester at Daytona Beach campus
- Responded to community requests for information including: Peabody Auditorium regarding event information for brochure; Daytona State College student regarding film permitting and historical information on the beach
- Represented the CVB at the Lodging and Hospitality Association August meeting

## Social Media

- Selected IZEA for social media influencer Fall campaign which runs through December 2016
- Responded to inquiries and requests from bloggers
- Participated in a VISIT FLORIDA Twitter Chat about accommodations

## MARKET DEVELOPMENT

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- Worked with Wrangler Jeans to schedule a conference call to discuss possible Biketoberfest® sponsorship
- Researched which major Florida destinations have medical tourism listed on their websites
- Attended a Volusia County Half Marathon Meeting at DBIA
- Received a fully executed Russ Brown Motorcycle Attorney's Biketoberfest® sponsorship contract
- Worked with Regatta to negotiate a reduced commission rate (5% instead of 10%) for the 2017 Half Marathon stand-alone booking engine
- Received a fully executed Biketoberfest® Merchandise contract from Bad Endorsements, a shoe company
- Met with the new GM of the Tanger Outlets and discussed all of the opportunities for the CVB to assist and help get their messaging out
- Met with staff to discuss best use of the CVB's Orlando brochure rack space contract.
- Met with the owners of the new attraction; "Sky Zone" to discuss how the CVB can assist in their efforts
- Researched the amount of online hotel bookings that occur through the various outlets (OTAs, direct, CVB, etc.) to answer a partner booking engine question
- Met with Asst. County Attorney Elizabeth Murphy to discuss the South Beach Classics Biketoberfest® contract
- Had a conference call with Lorry Hood of Coastal Maps re: the possibility of a vanity cover for the 2017 Shriners
- Worked on the media plan for 2017 Bike Week
- Attended Daytona Regional Chamber Eggs & Issues with Speedway President Chip Wile as guest speaker
- Held a conference call with Paradise to review all Digital Media performance reports
- Toured the meeting space at Daytona International Speedway with various CVB and speedway staff
- Met with Visit Florida Regional Partnership Manager Brandy Hastings to discuss our destination marketing/listings on the VF website
- Attended an online seminar with Simpleview to walk through the new Alerts Module
- Attended s County Council meeting for HAAA Budget Presentation
- Met with Paradise re: co-op opportunities and partner pricing
- Received s fully executed Biketoberfest® Sponsorship Agreement from Randy Dye RAM Truck
- Attended consumer marketing strategic/brainstorming session with Market Development, Communications/PR, Tour & Travel, Executive Director and Kay Galloway
- Met with staff to discuss the 16/17 consumer media plan email campaign strategy
- Met with the Orlando Sentinel to discuss the various advertising opportunities
- Attended Visit Florida Global Media Committee Conference call, discussed international and domestic market segments
- Distributed a local Partner Survey
- Worked with staff to update the homepage with a seasonal fall message and move the Visitors Guide and Fall Newsletter to more prominent location on the homepage
- Provided the Halifax Art Festival with a Special Event survey to be conducted during the event
- Worked with Brandy Hastings from Visit Florida on the presentation to our partners during the Annual Co-op Summit in September
- Received a fully executed South Beach Classics Media contract for Biketoberfest®
- Tasked Paradise with creating the 2017 Bike Week print and digital ads
- Attended a Sunshine Law Seminar
- Coordinated a staff presence at the Southern Women's Show in Charlotte August 25-29 and garnered 231 contest entries
- Visitor Information Centers – Daytona International Speedway: In August, the most noted visitor states included of origin were Florida, Virginia, Ohio and Kentucky. International visitors included the U.K., Denmark and Belgium. 37 email addresses were collected
- Visitor Information Center – Destination Daytona: In August, Florida, Tennessee and Georgia were the most popular states of origin. International visitors included France, Canada, and England. 42 visitors provided their email addresses
- CVB Outreach: Met with Brian Greene with Sky Zone, John Brinkley with the Veterans Museum & Education Center, Brandy Hastings with Visit Florida and Josh with Blue Heron River Tours