

Halifax Area Advertising Authority

Jim Bazemore
Perry's Ocean Edge Resort

George Karamitos
Maui Nix

Manoj Bhoola
Elite Hospitality

Sean Belgrade
International Speedway Corporation

Tom Blawn
Consulting Services

Steve Farley
El Caribe Resort & Conference Center

Chris Fagan
Ramada Inn Speedway

Michael Benedict
Benedict Advertising



Chair
Larry Fornari
DB Oceanfront, LLC



Vice Chair
Blaine Lansberry
*Bahama House\BW Aku Tiki\
Stead Family Hotels*



Secretary/Treasurer
Richard Larkin
*Hilton Daytona Beach
Oceanfront Resort*



Daytona Beach Area CVB

Board of Directors



Chair

Jim O'Shaughnessy

Hospitality Consulting Services

Vice Chair

Chris Fagan

Ramada Inn Speedway

Secretary/Treasurer

Frank Molnar

The M Group

Bob Davis

Hotel & Lodging Association
of Volusia County

Larry Fornari

DB Oceanfront, LLC

2010-11

Daytona Beach



Budget Overview

Halifax Area Advertising Authority

3 Year Budget Recap

	2008-2009 ACTUALS	2009-2010 ORIGINAL ESTIMATE	2010-2011 PROJECTED
INCOME & RESERVE FUNDS			
Convention Development Tax*	\$5,332,808	\$5,036,000	\$5,137,025
Reserve Funds at Fiscal Year End**	<u>\$734,238</u>	<u>\$726,238</u>	<u>\$726,238</u>
TOTAL INCOME & RESERVES***	\$6,067,046	\$5,762,238	\$5,863,263

*Convention Development Tax amount is net of the County of Volusia's 2% Administration Fee.

**Note: Not all reserve funds are available to expend.

*** In addition to these revenue sources, revenue is received from partners for co-op advertising opportunities (I.e. Visitors Guide, Websites, Print Media) which is NOT part of CDT revenue or reserve funds.

Halifax Area Advertising Authority Incorporating Daytona Beach Area CVB 2010-2011 Budget Recap

PROJECTED INCOME:

Bed Tax (+2%)	\$5,137,025
Co-op Revenue (-55%)	<u>\$245,200 *</u>
Total Income (-2.74%)	\$5,382,225

PROJECTED EXPENSES:

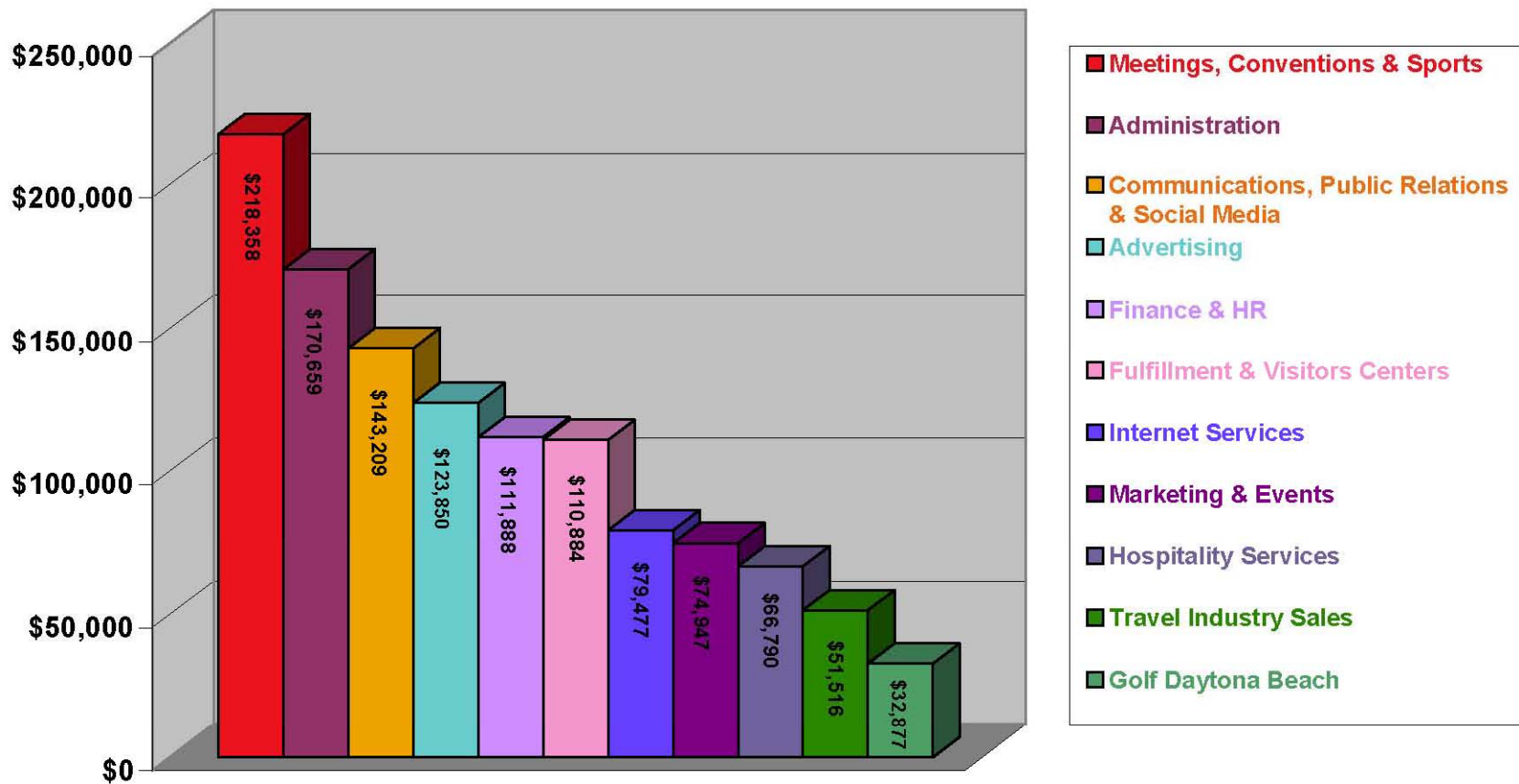
Admin/Payroll	\$1,498,040
Expenses Budgeted from DBACVB Reserves	<u>(\$77,000)</u>
Net Admin/Payroll Budget	\$1,421,040
Advertising/Promotions/Research	<u>\$3,961,185</u>
Total Budget (-2.36%)	\$5,382,225



* Includes revenue from partners participating in Co-op advertising opportunities (I.e. Visitors Guide, Websites and Print Media) which is NOT a request for funds from Volusia county budget dollars.

Daytona Beach Area CVB

Proposed FY 2010-11 Payroll Expenses by Department
Payroll Budget of \$1,184,460 = 22% of \$5,382,225 Total Budget
National Average = 37.3%

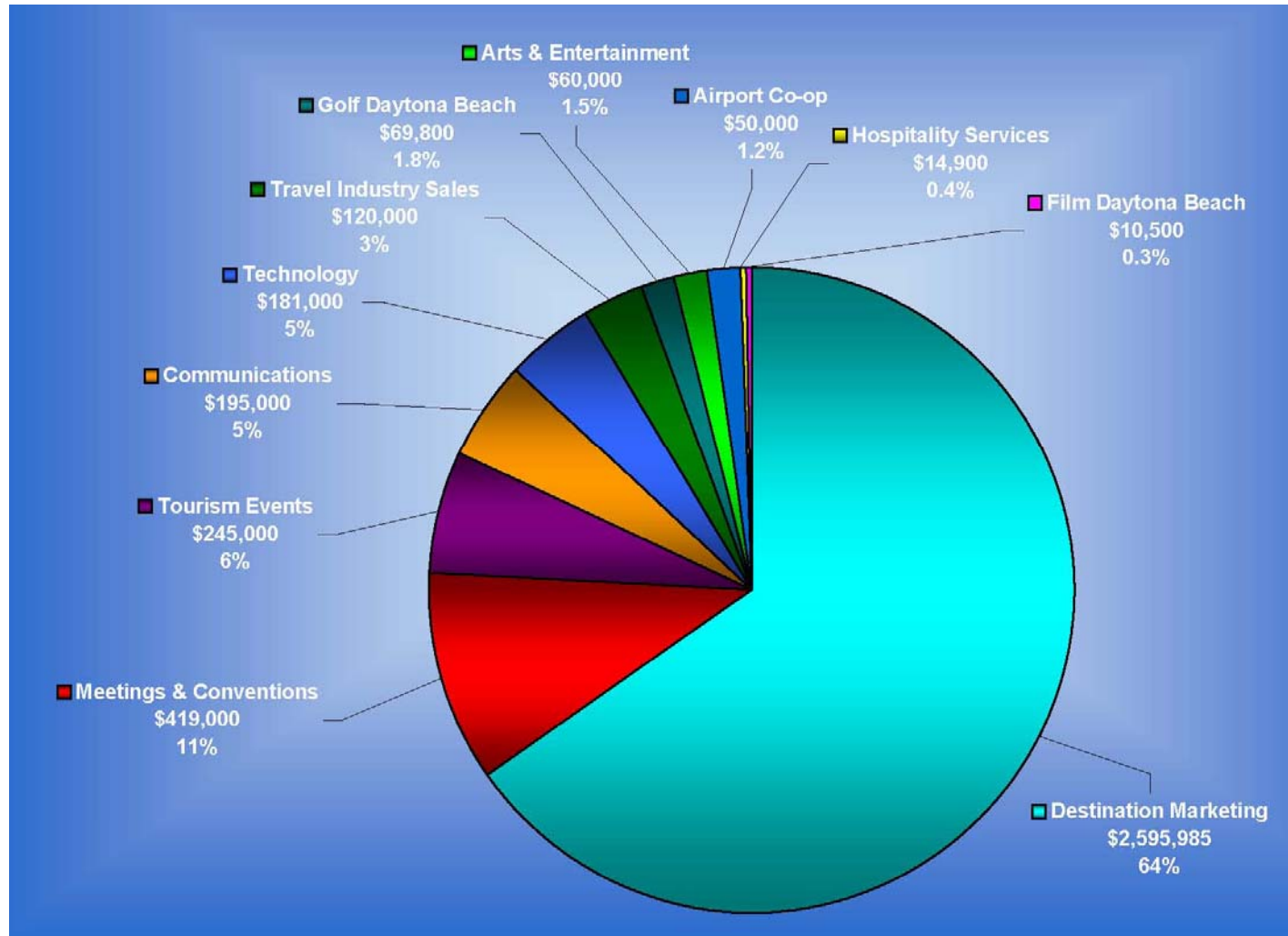


** Source: Destination Marketing Association International*

HAAA 2010-2011

Marketing Expense by Department

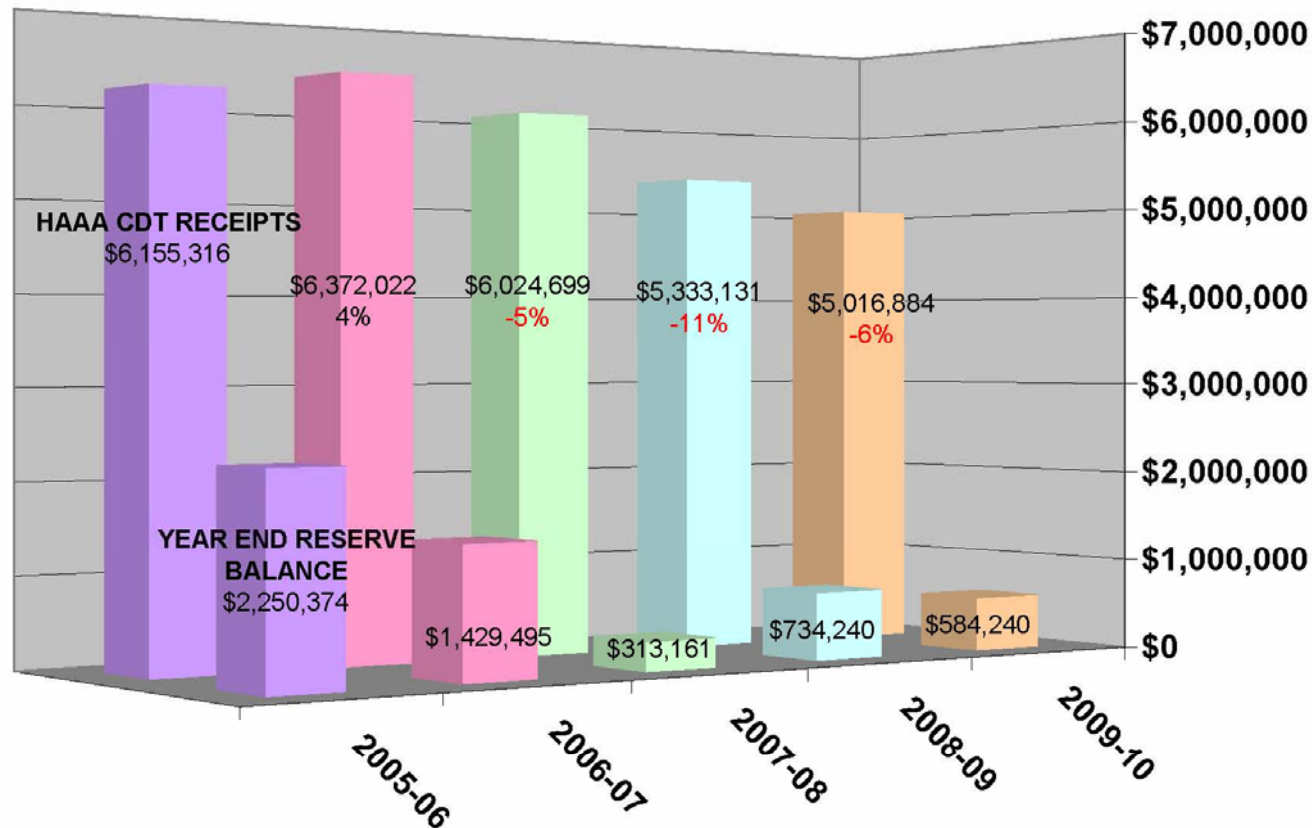
Proposed Budget Total = \$3,961,185



Halifax Area Advertising Authority

Five Year CDT & Reserve History

With % of change Year to Year





Workshop

May 17, 2010



What we heard from you:

- Develop New Stakeholder Relationships
- Leverage Resources: Both Financial and Human
- Expand Support for the Ocean Center
- Involve industry, businesses and citizens
- Cross-Pollinate

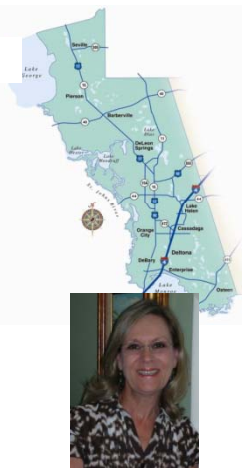
Develop a Larger Countywide View of Tourism



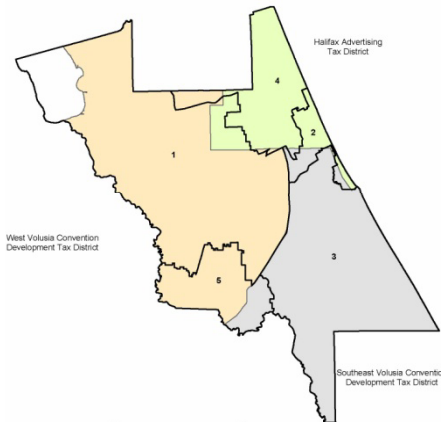
*Work more closely as a
countywide tourism team.*

The New CVB Tourism Leadership

Volusia County, FL



Renee Tallevast
Executive Director
West Volusia



Deborah Boyd
Executive Director
Southeast Volusia



Janet Kersey
President & CEO
Halifax East Volusia



Homegrown Leadership = Life-long investment in our success

HALIFAX DISTRICT HOSPITAL
DAYTONA BEACH, FLORIDA



Certificate of Birth

This Certifies that Janet Marie Remarich
was born to Julia Stella Remarich
in this Hospital at 6:30 o'clock, P.M. on Saturday
the 22nd day of November 1958.

In Witness Whereof the said Hospital has caused this Certificate to
be signed by its duly authorized officer, and its Official Seal to be
hereunto affixed.

E. Mallick M.D. ATTENDING PHYSICIAN
J. J. Yell ADMINISTRATOR

D. Madden
Nurse in Charge



FAMILY HISTORY

Father's full name Joseph Edward Remarich
Birthplace Plains, Pa. Date 12-25-28
Mother's maiden name Julia A. Stypulowski
Birthplace East Moravia, New York Date 5-2-30
Residence at time child was born 312 Mc Intosh Rd. Ormond Beach, Fla.
Sex of child female Weight at birth 8 pounds 6 ounces Length 21 inches

Baby's left footprint → Baby's right footprint

Mother's left thumbprint Mother's right thumbprint

This Document should be carefully preserved. It is an important record of the facts pertaining to your child's birth. The law requires that the original certificate of birth be filed with the Vital Statistics Office at _____ from which an official copy may be obtained.

Remarich 11/22/58 6:30 PM

Tourism Leadership Team

Volusia County, FL

- **Renee Tallevast**
Executive Director
West Volusia Tourism Bureau
- **Deborah Boyd**
Executive Director
Southeast Volusia Tourism Bureau
- **Janet Kersey**
President & CEO
Daytona Beach Area Convention and
Visitors Bureau
- **Bob Davis**
President & CEO
Hotel & Lodging Association
of Volusia County
- **Rick Karl**
Director
Aviation & Economic Resources
- **Don Poor**
Director
Ocean Center
- **Phil Ehlinger**
Director
Economic Development
- **Kevin Sweat**
Director
Volusia County Beach Patrol

*Volusia County Council & Staff, Ad Authorities, CVBs and the Industry - -
Working to Develop Our Highest Tourism Potential.*



New Team Initiatives



- * New Countywide Video by Deborah Boyd
- * Delta Vacations Opportunity by Renee Tallevast
- * DBIA Air Service Group by Rick Karl
- * “Bring Your Meetings Home”
 - Resident Program
- * Thanks 2 You, Volusia!
 - Resident Appreciation Program



Daytona 
Beach™

AREA CONVENTION & VISITORS BUREAU
Way More than a Beach.



Daytona Beach Area Market Segments

Leisure Travel

Quick Return

- Beach Vacations
- Family & Friends Get-away
- Special Occasion Travel
- Major Event Travel
- Attractions
- Golf
- Cultural/Historic
- Great Outdoors

Travel By Pros

Long Term Investment – 2/5 years

- Meeting Planners
- Travel Agents/Operators
- Professional Group Tours
- Professional Trade Groups
(State-Regional-Nat'l-Int'l)
- Professional Sports
Franchises

2010-11

Daytona Beach

Leisure Market Destination Advertising



Largest HAAA Allocation - Most lucrative market segment

Currently Highest Generator of Volusia County Bed Tax Collections
With 100% of Lodging Partners Selling Leisure Travel
Main Revenue Source – Small, Independent Lodgings

Marketing Allocation

Destination Campaign	\$1,699,785
Production/Collaterals	\$ 455,000
Fulfillment	\$ 368,000
Research	\$ 73,200
Subtotal:	\$2,595,985



Destination Advertising

Personnel Cost

\$ 236,098

Total Destination Allocation

\$2,832,083



Information Services
Jennifer Kies, Manager

- * Database Management
- * Visitor Response
- * Available Lodging Listings for Profile Events
- * Industry Needs



Advertising
Nikki Malloy
Advertising Manager

- * Oversee all CVB Advertising Publishing Efforts
- * Coordinate Industry Co-op Initiatives
- * Direct Department Budget Oversight

Mail Center
955 Orange Ave.
Jenny Parker, Manager



- * Oversee all Mail Center Operations
- * Shipping – Mailing - Inventory
- * Direct Department Budget Oversight

Professional Contract Team

- * Doe Anderson, Advertising Agency of Record
- * Kay Galloway, Media & Design Consultant
- * Dave Warren, Sandpiper Graphics - Art
- * Evelyn Fine, Mid-Florida Marketing & Research

2010-11

Daytona Beach

Advertising Advisory Committee

Chair: Gary Brown

Sun Viking Lodge



Members: **Angela Cameron** (Hilton Daytona Beach Oceanfront Resort), **Frank Molnar** (The M Group), **Tony Welch** (Tony Welch Marketing), **Larry Fornari** (Fornari Consulting), **Libby Gallant** (Daytona Beach Resort & Conference Center), **Sharon Norris** (Perry's Ocean-Edge Resort), **Stanley Obrochta** (Atlantic Ocean Palm Inn), **Chris Fagan** (Ramada Inn Speedway), **Susan Keaveney** (The Shores Resort & Spa), **Blaine Lansberry** (Bahama House), **Julie Giese** (Daytona International Speedway).

Meetings:

Bi-Monthly
In-depth Review of Plan Details/Measures
Trend Match
Enhancements Recommendations

Attended By:

Industry Members
Citizens
Local Agencies
Elected Officials
Interested Groups

2010-11

Daytona Beach

Destination Advertising Campaign

Fully-Integrated Media Plan Utilizing:

- Television – Print - Internet - Promotions - Public Relations

Target Markets:

- Florida - Southeast US – National –
Canada - UK



Target Segments:

- Family – couples –
• Boomers - Seniors



2010-11

Daytona Beach

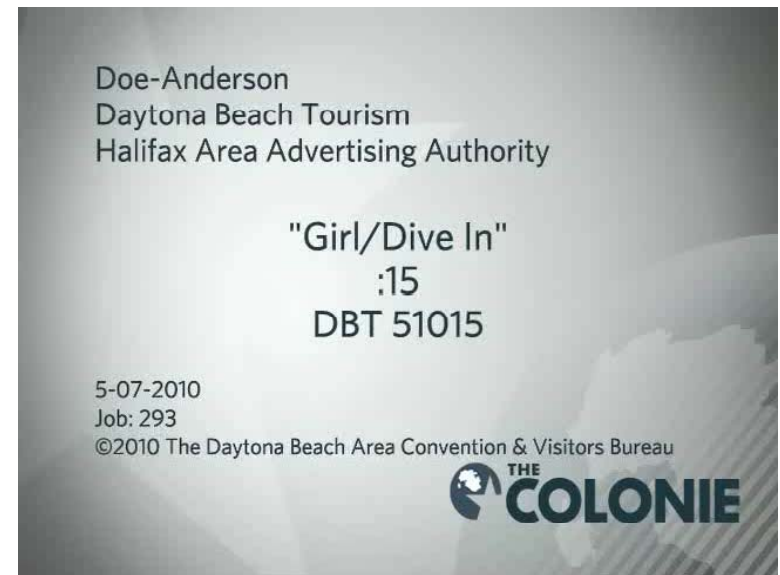
Television

Continues to be the prime driver of consumer interest.

2010 Daytona Beach ads:



- Ran in over 60 TV markets
- On nearly 30 networks
- In 14 states
- And a total of 11,794 spots



*Networks: Travel Channel A&E History Family
Animal Planet Turner Oxygen Fox Sports*

2010-11

Daytona Beach 

Destination Advertising

Traditional Media Print Magazines Media

123 print ads
in **50** publications
generating **55** million impressions
in the **U.S.** and **Canada.**



Publications Include:

- * AAA Going Places***
- * AARP Magazine***
- * Atlanta Magazine***
- * Better Homes & Gardens***

- * Ladies Home Journal***
- * Oprah Magazine***
- * Parents Magazine***
- * Good Housekeeping***
- * Women's Day***

- * People Magazine***
- * Readers Digest***
- * Southern Living***
- * Travel 50 +Beyond***
- * Vacations***

2010-11

Daytona Beach

Destination Advertising

Orlando Sentinel
Publication Date: 06/16/2010
This E-Shop(s) is provided as conclusive evidence that the ad appeared in The Orlando Sentinel on the date and page indicated. You may not create derivative works, or in any way exploit or repurpose any content.

Ad Number:	066213701	Client Name:	HALIFAX AREA ADV. AUTHORITY
Insertion Number:	066213701	Advertiser:	A Section/A 6/MET
Size:	6 x 21	Description:	A DAYTONA SUMMER FUN
Color Type:	3 Colors		

A6 | Orlando Sentinel Wednesday, June 16, 2010 11:00 AM



**WE BOUGHT
A REALLY BIG AD
BECAUSE THIS IS
A REALLY BIG DEAL.**

BEACH VACATIONS STARTING AT \$79 A NIGHT.

At Daytona Beach, you always get way more fun than you pay for. And this summer, the deals are even better. Rates start at just \$79 a night and there's tons of summer fun to be had with events all season long, including the mandatory Free Concert Series, beachside fireworks every weekend, the Grand Beach Seasonal Festival, Hippest and much more. It's the perfect beach vacation the whole family can enjoy. Find out more about our great deals and summer-long events at DaytonaSummerSale.com.

Daytona Beach SUMMER SALE



**FIREWORKS
ON AND OFF THE TRACK**

**RACING DOUBLEHEADER
WITH TICKETS STARTING AT \$10**

Coke 400

DARIUS RUCKER

DAYTONA
1-800-PITSHOP • DAYTONAINTERNATIONALSPEEDWAY.COM

Newspaper

NY Daily News
USA Today/USA Today Weekend
Atlanta Journal Constitution
Orlando Sentinel
Atlanta Neighborhood News
Hometown News
Lakeland Ledger
Ocala Star Banner
The Villages Daily Sun
Newspaper Groups – National
+More

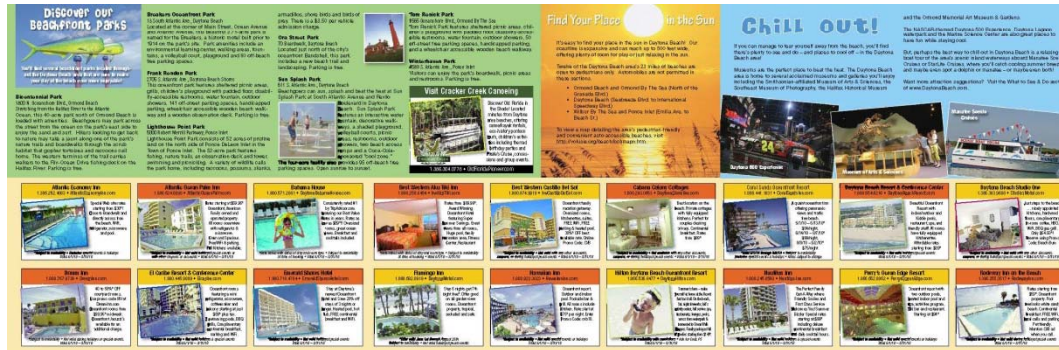
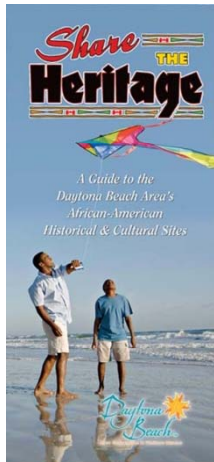
155 publications nationwide

Generating over 33,262,004 impressions

2010-11

Daytona Beach

Destination Advertising Special Promotions



Specialized print programs:

<i>*Spring Newsletter</i>	<i>75,000</i>	<i>*Sun Saver Coupon Book</i>	<i>75,000</i>
<i>*Summer Newsletter</i>	<i>100,000</i>	<i>*Visitors Guide</i>	<i>225,000</i>
<i>*2nd Summer Newsletter</i>	<i>281,335</i>	<i>*Canadian Sand dollar</i>	<i>281,335</i>
<i>*Fall Newsletter</i>	<i>45,000</i>	<i>*Share The Heritage</i>	<i>10,000</i>
<i>*NEW Ocean Inclusions</i>		TOTAL = 1,092,670	

2010-11

Daytona Beach

Destination Advertising

Online Marketing

Search – Online Advertising – E-News

Search Engine Marketing

Paid Search

(Google, Yahoo, Bing)

Search Optimization

Lead Generation

TravelInformation.com

Travel Spike Network

Email Marketing

Visit Florida E-newsletters

CVB E-newsletters

Special Event E-blasts

* **NEW Ocean Center Inclusions**

Online Advertising

AJC.com

DestinationTV.com

Expedia.com

GordonsGuide.com

Kayak.com

Orbitz.com

OrlandoSentinel.com

TravelAdNetwork.com

Travelocity.com

TripAdvisor.com

Video Egg

VirtualTourist.com

VisitFlorida.com

WeJustGotBack.com



E-News

Impressions:

42,371,000

2010-11

Daytona Beach

Destination Advertising

Billboard



- I-95 south of S.R. 40
- Orlando – Buena Vista, Orlando Lakes, Kissimmee
- Delivering 4,786,400 impressions

Rack Service: Visitors Guides

- Statewide Racks via Visit Florida
- Delivering 1,000,000+ impressions



Destination Advertising

International Market

Focus Canada

Print:

CAA Magazine
Canadian Geographic Travel
Canadian Newspaper

Toronto Star – Hamilton Spectator
Kitchner Record – London Free Press – The Record

Online:

Dreamscapes
GuestQuest

Radio:

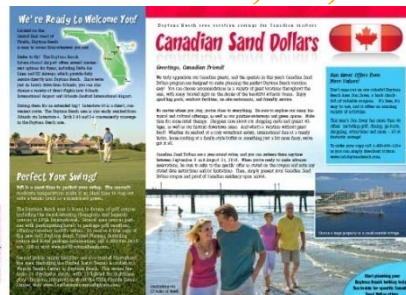
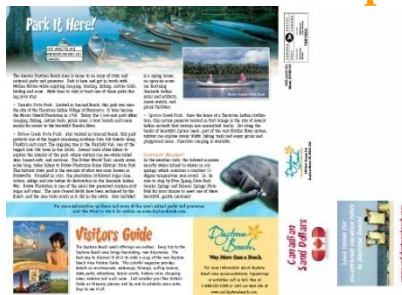
Chris Robbins Radio News

Promotions:

Canadian Sand Dollars

International Impressions

9,605,000



2010-11

Daytona Beach

New Advertising Initiatives

Visitors Guide

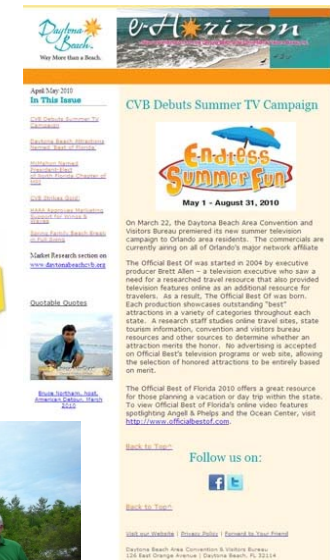
- ✓ Ocean Center Advertising
- ✓ Lovin' it Like the Locals Do – Photos
- ✓ Local Guest Feature Writers
- ✓ QR Codes
- ✓ Expanded Trails/Nature Sections

Print/Electronic Newsletters

- ✓ Ocean Center Events & Meetings
- ✓ Fly DBIA Messaging
- ✓ Natural Assets Promotions (Countywide)
- ✓ Fall Festival Season 2.0

National Retail Partnerships

- ✓ QR Code Promotions
- ✓ Cinema Media



Technology Services

Department Budget

Programs \$181,000

Personnel \$79,477

Total Technology 2010/2011 Budget = \$260,477

*Equipment not included

Professional Contract Team

- * Alternate Image
- * Doe Anderson
- * Z-Graph
- * JackRabbit Systems

Staff Support

- * Courtney Hewlett, Administrative Assistant

Industry Support

- * Advertising + Internet Committee - 11 members
- * Internet Technology Sub-Committee - 14 members
- * Bi-Monthly Marketing and Technology Meetings



Nick Conte
Director of Technology

- * Coordinate CVB website design and programs with departments
- * Oversee CVB equipment needs/services

Scope of Work

- * Support Online Advertising Campaign
- * Develop New Technologies
- * Measure Online Activities

2010-11

Daytona Beach

Technology Sub-Committee

Chair: Angela Cameron

Hilton Daytona Beach Oceanfront Resort



Members: **Libby Gallant** (Daytona Beach Resort & Conference Center), **Frank Molnar** (The M Group), **Tony Welch** (Tony Welch Marketing), **Chris Fagan** (Ramada Inn Speedway), **Tom Delaney** (Elite Hospitality), **Stanley Obrochta** (Atlantic Ocean Palm Inn), **Bob Davis** (Hotel & Lodging Association of Volusia County), **Kerry Camisa** (International Speedway Corporation), **Gary Brown** (Sun Viking Lodge), **Peter Coleman** (Perry's Ocean Edge Resort)

Meetings:

As Called
In-depth Review of Plan Details/Measures
Trend Match
Enhancements Recommendations

Attended By:

Industry Members
Citizens
Local Agencies
Elected Officials
Interested Groups

2010-11

Daytona Beach

Technology

Main Destination Website

www.daytonabeach.com

- Generates an Average of 1.4M Unique Visitors Per Year
- 5,451 Pages of Information With 8,135 Links



Plan Enhancements:

- New site Design
- New Mobile site
- New Text Messaging
- New Improved Tracking



2010-11

Daytona Beach

Communication & Public Relations

Department Budget

\$195,000 Communications/Public Relations

\$143,209 Personnel/Contracts

Total Communications/Public Relations 2010/2011 Budget = \$338,209

Lori Campbell Baker
Director of
Communications



- * Oversee all CVB Communications, Social Networking, Public Relations and Crisis Management
- * Key Audiences: Media and social media outlets, travel writers and bloggers, local community, and CVB employees

Professional Support

- * Georgia Turner Group, Media Tours

Support Staff

- * Tangela Boyd, Sr. Media Relations Manager
- * Wanda Nelson, Communications Assistant

Industry Support

- * Advertising + Internet Committee – 11 member

2010-11

Daytona Beach

Communications/Public Relations

- Annually Generates \$689,853 in Added Publicity Value
- Speaks from a Countywide Perspective
- Enhances Destination Image
- Influences the Conversation via All Media & Social Outlets
- Involves / Influences Community Tourism Perspectives
- **NEW: “Bring Your Meetings Home” Promotion**



Tourism Events & Marketing

Department Budget

\$245,000 Marketing

\$74,947 Personnel

Total Tourism Events 2010/2011 = \$319,947

Support Staff

- * Sharon Bernhard, Finance Assistant

Industry Support

- * Advertising + Internet Committee - 11 members
(Presentation and Review of Proposals)
- * Biketoberfest® Development Committee
- * Bike Week Task Force

Market Segments

Family, Art, Entertainment, Festivals,
Sports Events, Car Events



On-Hold Position

- * Oversee all CVB Event Support Efforts
- * Coordinate Event Initiatives
- * Attend/Meet with Event Groups/Industry

2010-11

Daytona Beach

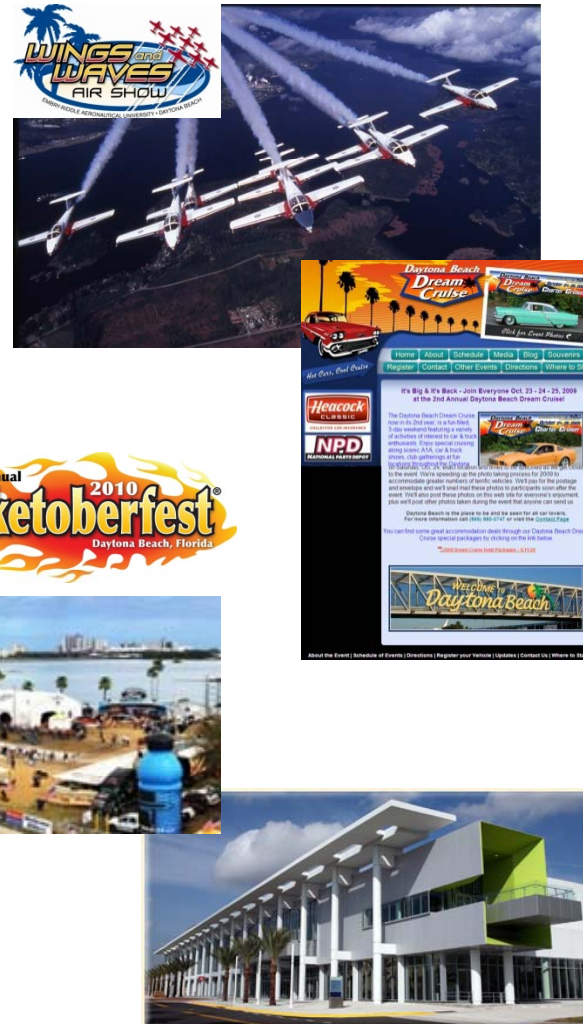
Tourism Events

Economic Development

- Potential for High-Dollar Impact
Biketoberfest® - \$245M Economic Impact
- Create Demand in Off-peak Time Periods

Event Marketing Support:

- Wings & Waves
- Let It Fly Flag Football
- Daytona Half Marathon
- Duramed Futures Tour
- NCA/NDA Championships
- Daytona Beach International Festival
- Daytona Beach International Poker Festival



2010-11

Daytona Beach

Biketoberfest® Development Committee

Chair: Tom Guest

Chopper's World



Members: **Bob Davis** (Hotel & Lodging Association of Volusia County), **Virginia Brown** (Beachside Resident/Chair Main Street Redevelopment), **Chad Brunton** (Courtyard by Marriott), **Julie Dziak** (Daytona International Speedway), **Frank Heckman** (Beachside Neighborhood Watch), **Pam Hobbs** (Children's Advocacy Center), **Tom Blawn** (HAAA Member), **Turner Hymes** (Second Avenue Merchants Association), **Big John** (WELE Talk Show Host), **Kevin Kilian** (Daytona Regional Chamber of Commerce), **Carl Morrow** (Carl's Speed Shop), **Melissa Penland** (Iron Horse Saloon), **Larry Stephens** (New Visions Management), **Will Rossmeier** (Destination Daytona).

Meeting: 3's Annually
In-depth Review of Plan Details/Measures
Trend Match
Enhancements Recommendations

Attended By: Industry Members
Citizens
Local Agencies
Elected Officials
Interested Groups

2010-11

Daytona Beach

Golf Daytona Beach

Department Budget

\$69,800 online marketing initiatives, collaterals

\$32,877 Personnel

Total GDB Commitment 2010/2011 = \$102,677

Staff/Contractors

- * Courtney Hewlett, Administrative Assistant



Industry Support

- * Bi-Monthly GDB Advisory Committee Meetings -
11 Members - Open to Public

Alexandra (Sandy) Lucania
Director of Golf Daytona Beach

Market Segments

- * Individual and Group Golfers
- * Oversee Consumer Golf Package Program
- * Interface With Hotel and Golf Course
Partners, Consumers and Online
Marketing Support

2010-11

Daytona  Beach

Golf Daytona Beach Committee

Chair: Tom Blawn

Exit Beach Realty



Members: Gary Brown (Sun Viking Lodge), Steve Farley (Perry's Ocean Edge Resort), Bradley Reising (Emerald Shores Hotel), John Cameron (Daytona Beach Golf Club), Mike Kardos (Daytona Beach Resort & Conference Center), Shelley Bell (Holiday Inn LPGA), Angela Payne-Jelenic (Hampton Inn Ormond Beach), Kristen Robertson (LPGA International), Mike Yaz (Daytona Inn Beach Resort).

Meetings: Bi-Monthly
In-depth Review of Plan Details/measures
Trend Match
Enhancements Recommendations

Attended By: Industry Members
Citizens
Local Agencies
Interested Groups

2010-11

Daytona Beach

Golf Daytona Beach

Golf vacation packages from \$69*

Sizzling Summer Savings

Save a bundle on greenfees and accommodations...
as low as \$69 per person per night. Home
of the Ladies Professional Golf Association.
Call or click for the whole story.



For more information,
call us toll free at
866.568.6811
Visit us online at usa.golfdaytonabeach.com

*per person, per night. Subject to availability. Some restrictions

The best golf vacation in Florida at the best rates in Florida

16 Superior Courses - 13 Great Hotels

Cypress Golf & Country Club 1900 Cypress Blvd. Daytona Beach, FL 32118 866.568.6811 www.cypressgc.com	Delaney Golf & Country Club 1800 Delaney Club Drive Daytona Beach, FL 32118 866.568.6811 www.delaneygc.com	Indian Lakes Golf Club 400 Indian Lakes Blvd. Daytona Beach, FL 32118 866.568.6811 www.indianlakesgc.com	Pine Course at the Grand Club 600 Pine Lakes Parkway Daytona Beach, FL 32118 866.568.6811 www.pinecourse.com
Bay Westside Alys Hills Inn 2225 South Atlantic Avenue Daytona Beach, FL 32118 866.568.6811 www.baywestside.com	Hampton Inn Oceanfront 2125 S. Atlantic Avenue Daytona Beach, FL 32118 866.568.6811 www.hamptoninn.com	Hampton Inn Oceanfront 2125 S. Atlantic Avenue Daytona Beach, FL 32118 866.568.6811 www.hamptoninn.com	Hampton Inn Oceanfront 2125 S. Atlantic Avenue Daytona Beach, FL 32118 866.568.6811 www.hamptoninn.com

**For more information,
call us toll free at 866.568.6811
Visit us online at play.golfdaytonabeach.com**

Golf vacation packages from \$69*

The best golf vacation in Florida at the best rates in Florida

Save a bundle on greenfees and accommodations...
as low as \$69 per person per night. Home
of the Ladies Professional Golf Association.
Call or click for the whole story.



For more information, call us toll free at 866.269.6292
Visit us online at fgc.golfdaytonabeach.com

*per person, per night. Subject to availability. Some restrictions apply.

- GolfDaytonaBeach.com
- Play Florida Golf participation
- Tour operator interface

2010-11

Daytona Beach

Hospitality Services

Department Budget

\$14,900 Marketing

\$115,425 Personnel

Total Hospitality Services & Programs 2010/2011 = \$130,325

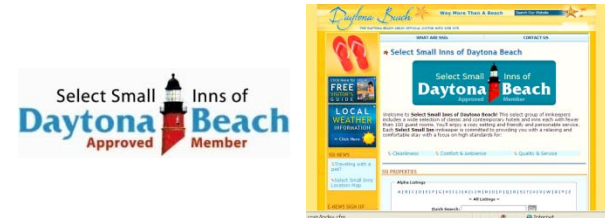


**Roxanne Olsen,
Director of Hospitality Services**

- * Oversee all Membership and Visitor Services
- * Develop Consumer Promotions
- * Implement Select Small Inns Program

Support Staff

- * 8 Part-time Staff – Visitor Information Centers
- * One Part-time Staff – Visit Florida Yulee Center



Showcases Quality Small Properties

38 Small Lodgings in Program

400+ CVB Members

Halifax Happenings



Check out this sampling of fun events and happenings. With so many great things going on, it's impossible to include everything -- so please click here for a more comprehensive calendar of events: www.visitdaytonabeach.com/calendar.htm



Photo Contest Winner Announced! The CVB is pleased to announce that Nancy Harkin of Ormond by the Sea is the winner of the "Look & Love the Lighthouse" photo contest. Nancy will receive two night stays at both Perry's Ocean Edge Resort and the Hampton Inn Daytona/Ormond Beach. Additional prizes include admission passes to Daytona Lagoon, Museum of Arts & Sciences and a \$25 gift card for the Ocean Deck Restaurant & Beach Club! There sure you'll agree this is a beautiful photo of the lighthouse. To see the photo will be featured in the CVB's 2010-11 Visitor Guide, which is currently in production.

Summer Concerts & Events
Every Saturday through Labor Day, residents enjoy **FREE** summer concerts at the historic Seasidefront Bandshell. The concert series offers an eclectic mix of music styles each week including: pop, rock, country, reggae, swing, jazz and blues. After the concert, the fun continues with a relaxing fireworks display over the Atlantic Ocean. For a detailed schedule of upcoming concerts visit www.visitdaytonabeach.com/events.

Butterfly Country Club - July 23, 9 a.m. - July 24, 8 p.m. & 10 p.m. - The Petaluma Lounge - Luffkin Resort & Suites - 2500 N. Atlantic Ave., Daytona Beach - A Florida native and professional chef, Chris Day is one of America's hottest up and coming young chefs. Tickets are \$10 in advance and \$12 at the door. For more information call (386) 872-0990. To visit the official Chris Day Web site visit www.chrisday.com.

Smart and Shabby Sale - July 24, 9 a.m. - 3 p.m. - Anderson Price Memorial Bldg. - 42 N. Beach St., Ormond Beach - Sponsored by the Ormond Beach Historical Society, this sale will feature antiques, collectibles and home goods, available for sale in an air-conditioned comfort. For more information call (386) 677-7025. Admission is **FREE**.

2010-11

Daytona Beach

Niche Markets



Department Budget \$10,500

Program Marketing Includes Website, Industry Advertising, Network/membership With Film Florida, Governor's Office of Film & Television, Miami/Orlando Cooperatives.



- Showcase Locations/Services Countywide
- Encourage Film/digital/TV Projects



Department Budget \$60,000

Program Marketing Includes Website, Countywide Arts Map, National Inclusions.



- Showcase Countywide Cultural & Historic Sites
- Encourage Expansion of Cultural Travel

2010-11

Daytona Beach

Arts & Entertainment Committee

Chair: Gary Libby

Volusia ECHO



Members: **Jim O'Shaughnessy** (CVB Board Chair), **Wayne Atherholt** (Museum of Arts & Sciences), **Tamara Boreman** (Daytona Beach Marriott & Residence Inn), **Bob Dahlen** (Cultural Council of Volusia County), **Bob Davis** (Hotel & Lodging Association of Volusia County), **Katie Dodd** (Bahama House/Best Western Aku Tiki), **Neil Harrington** (Lillian Place), **Suzanne Heddy** (Ormond Beach Historical Society), **Stephanie Mason-Teague** (Cinematique of Daytona), **Helen Riger** (City of Daytona Beach Cultural Services Department).

Meeting: Bi-Monthly
In-depth Review of Plan Details/Measures
Trend Match
Enhancements Recommendations

Attended By: Industry Members
Citizens
Local Agencies
Interested Groups

2010-11

Daytona Beach

Travel by Pros

- Professional Side of Tourism Business
- Not Swayed by Advertising
- High Referral
- Smart/Research
- Rate Conscious
- Require Qualified Destination Support
- Usually Take Longer to “Sell”
- Lingo All Their Own



2010-11

Daytona Beach

Travel Industry Sales

Department Budget

\$120,000 Trade Shows/Promotional Events & Trade marketing Support

\$51,516 Personnel

Total Travel Industry Sales 2010/2011 = \$171,516

Sales Staff

- * Courtney Hewlett, Administrative Assistant

Industry Support

- * TIS Advisory Committee - 14 Members
- * Bi-monthly TIS Meetings
- * Membership/participation With International & Domestic Industry Organizations

Market Segments

Fly, Drive, Charter, Group,
Motorcoach, and Foreign
Individual Traveler



**Alexandra (Sandy) Lucania,
Director of Travel Industry Sales**

- * Oversee Department Marketing & Sales
- * Interface with International & domestic sellers of travel (Receptive tour operators, wholesalers & tour operators, travel agents.)

2010-11

Daytona Beach

Travel Industry Sales Committee

Chair: Rick Andino

Extra Holidays by Wyndham



Members: **Francis Purvey** (The Shores Resort & Spa), **Tom Delaney** (Elite Hospitality), **Lauren Lazenby** (Marriott Daytona Beach), **Deana Gammero** (Bubba Gump at Ocean Walk Shoppes), **Wilma Turner** (Inner Circle Daytona Beach Management), **Sharon Norris** (Perry's Ocean Edge Resort), **Michael Gignac** (Hawaiian Inn), **Lisa Shavatt** (Daytona 500 Experience), **Janice Griffin** (Stead Family Hotels), **Roni Engels** (Roni's Go & Do Shuttle Bus Tours).

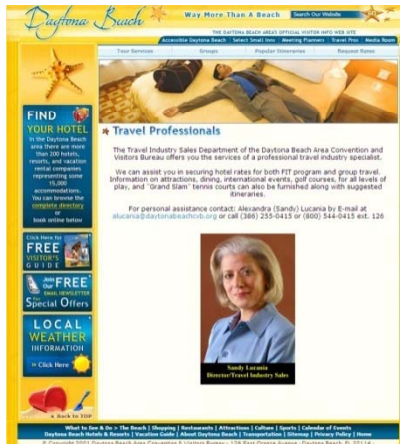
Meeting: Bi-Monthly
In-depth Review of Plan Details/Measures
Trend Match
Enhancements Recommendations

Attended By: Industry Members
Citizens
Local Agencies
Interested Groups

2010-11

Daytona Beach

Travel Industry Sales



- Tour Operators & Travel Agents
- Worldwide Selling
- Specialty Travel for Groups
- Trade Advertising and Direct Mail

- E-newsletters
- Familiarization Tours
- * **NEW: 2011 – Host**



Florida Huddle at the Ocean Center

2010-11

Daytona Beach

Meetings & Conventions

Ocean Center Focused

Department Budget

\$419,000 Marketing/Sales Missions

\$218,358 Personnel

Total M&C Sales /Commitment 2010/2011 = \$637,358

Industry Support

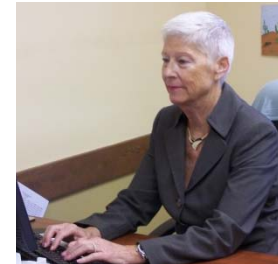
- * M&C Advisory Committee - 14 members
- * Bi-Monthly Sales Meetings
- * 30-40 Local Industry Professionals
- * Sales Meetings with Ocean Center Staff

Marketing Efforts

- * 22 Tradeshows with Pre & Post Support
- * 26 Trade Publications = 5M+ Impressions
- * Collaterals / Web / Video
- * Site Visits / Fams

Target Markets

Government – Corporate - Reunions
Sports - Florida Associations
Government Meetings - Tallahassee
Citywide – Religious - National Associations



Sally Gardiner

Director of Convention Sales

- * Oversee all CVB Group Sales Efforts
- * Coordinate Ocean Center Initiatives
- * Local Meeting Professional Involvement

Sales Staff

- * Linda McMahon, Sales Manager
- * Tara Hamburger, Sports Sales Manger
- * Jennifer Kaniaris, Convention Sales & Services Manager

2010-11

Daytona Beach

Meetings & Conventions Sales Committee

Chair: Karen Szemborski

Hilton Daytona Beach Oceanfront Resort



Members: **Lori Hunter** (Ocean Center), **Lisa Shavatt** (Daytona 500 Experience), **Kathy Masterson** (Plaza Resort & Spa), **Mary Hutchcraft** (The Shores Resort & Spa), **Pat Daly** (Hampton Inn Speedway), **Libby Gallant** (Daytona Beach Resort & conference Center), **Marisol Moreno** (Homewood Suites by Hilton), **Patrick Sullivan** (Ramada Inn Speedway), **Janice Griffin** (Stead Family Hotels), **Kristen Robertson** (LPGA International), **Patty Devine** (Wyndham Ocean Walk Resort), **Kathleen Shackelford** (Sunset Harbor Yacht Club), **Robin Camacho** (El Caribe Resort & Conference Center).

Meeting: Bi-Monthly
In-depth Review of Plan Details/Measures
Trend Match
Enhancements Recommendations

Attended By: Industry Members
Citizens
Local Agencies
Elected Officials
Interested Groups

➤ *Largest Committee*

➤ *32 Hotels (17%)*

➤ *Approximately 100 Sales Reps*

2010-11

Daytona Beach



M&C Marketing Sales

Highlights of Our Success



High Impact Bookings:

<u>Group</u>	<u>Room Nights</u>	<u>Economic Impact</u>
NCA *Multi-Year / Ocean Center	6,070	\$4.3 M
Spirit Team *Multi-Year / Ocean Center	2,580	\$5.4M
Student Life *Multi-Year / Ocean Center	5,180	\$4.3M
BigStuf * Multi-Year / Ocean Center	2,200	\$1.8M
Fire Rescue East * Multi-Year / Ocean Center	1,500	\$1.8M
Daytona Beach 100 Youth Volleyball * Multi-Year / Ocean Center	510	\$540,000
Sports Turf Managers Association * Ocean Center	2,774	\$1.5M
Coastal Estuarine and Research Federation * Ocean Center	2,590	\$1.3M
Florida Huddle *Ocean Center / Sandy Lucania	870	\$216,000
RPM Services *Multi-Year	650	\$417,600
United Church of God	6,400	\$2.8M
Florida State Bowling Association	4,000	\$1.9M

<u>Lead Generation:</u>	<u>07/08</u>	<u>08/09</u>	<u>09/10*</u>
Leads Definite	21	36	36
Leads Generated	123	181	169

*** Through July 2010**

2010-11





M&C Marketing Sales

2010-2011 Initiatives



Trade Shows: **Extensive Schedule** - **22 Shows** **\$74,525**

TSAE – Tallahassee, FL
Teams – Charlotte, NC
Rejuvenate – Louisville, KY
FL Encounter – Miami, FL
CF-SGMP – Tallahassee, FL
IAEE – New Orleans, LA
HB-ABC – New Orleans, LA
HB-ABC Tradeshow – Washington, DC
RMCS – Tampa, FL
Destination Showcase – Washington, DC
S.P.O.R.T.S Institute – TBD

N.C.FL MP Expo – Gainesville, FL
NASC Sports Symposium, Greensboro, NC
Collaborate Marketplace – Huston, TX
Meeting Spots – Tallahassee, FL
CMCA – TBD
HCEA – Las Vegas, NV
Destination Showcase – Chicago, IL
FSAE – Miami, FL
Connect Marketplace – TBD
Chuck Cook – Tallahassee – Tallahassee, FL
Affordable Meetings – Washington, DC

- **Pre-Post Delegate Promotion**
- **On-Site Recognition (Booth / Giveaways)**



M&C Marketing & Sales

2010-2011 Initiatives

Person to Person Selling



- Sales Missions
- Conference Attendance
- Meeting Sponsorship
- Fams
- Site Inspections
- Client / Tradeshow Gifts
- Memberships
- D-3000

2010-11

Daytona Beach



M&C Marketing Sales

2010-2011 Initiatives



Ocean Center Advertising \$210,000

Associations Now
Black Meetings & Tourism
Connect
Convene
Convention Forum
Convention South
Corporate Incentive & Travel
Expo
Florida Trent
FSAE Source
GSAE Source
IAEE Resource Guide
Medical Meetings
Meetings & Conventions

Meeting Mentor
MPI FL Directory
Meetings South
MPI Global
MPI Directory
MPI One +
Plan Your Meetings Network
Prevue
Religious Conference Manager
Religious Conference Planner
Rejuvenate
Successful Meetings
TSAE

2010-11



M&C Marketing Sales

2010-2011 Initiatives

M&C ADS



IT'S A NEW DAY IN DAYTONA BEACH

If you love Florida - but would like an exciting and new venue - welcome to Daytona Beach. When it comes to meetings and convention, Daytona Beach is all new and our meeting professionals have what it takes to make your next event your best event.

Daytona Beach has it all. The newly expanded Ocean Center offers more than 200,000 square feet of flex meeting and exhibit space. There are more than 12,000 guest rooms at hotels and upscale and business class resorts, many with meeting facilities. And the dining at restaurants, unique shopping and great nightlife are nearby.

Other diversions include Daytona International Speedway and NASCAR's Daytona 500 Experience. Historic Downtown Daytona Beach and New Smyrna Beach are simply delightful. And an outing to nearby St. Johns River Country is an adventure waiting to happen.

The area is the summer home of the London Symphony Orchestra and features outstanding museums, galleries and performing arts centers and so much more.

Daytona Beach
WELCOME TO THE SUMMER OF MEETINGS

Call or click for the whole story. 1-866-530-3140 - DaytonaBeachMeetings.com



Welcome to the 102nd Year of the UNION PRINTER INTERNATIONAL BASEBALL LEAGUE

Daytona Beach
WELCOME TO THE SUMMER OF MEETINGS



WELCOME TO THE 14th ANNUAL INTERNATIONAL BOATING & WATER SAFETY CONFERENCE



IT'S A NEW DAY IN DAYTONA BEACH

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Daytona Beach
WELCOME TO THE SUMMER OF MEETINGS

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Daytona Beach Welcomes

SMU in 2011 at the Shores Resort & Spa

Daytona Beach
Way More than a Beach.

The Shores
RESORT & SPA
DAYTONA BEACH SHORES, FLORIDA

2010

Daytona Beach

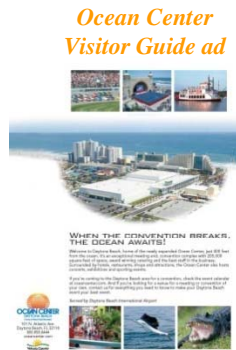
M&C Marketing & Sales

2010-2011 Initiatives

Collaterals

\$10,000

**Meeting Planners Guide
Printed Materials**



Website (Destination Supported)

Video



2010-11

Daytona Beach

M&C Marketing & Sales

2010-2011 Initiatives

New

- Sports Focus
- Value Added Media Buys
- Joint Promotional Schedule
- Video / Photography
- Gift / Novelty Items
- Bring Your Meeting Home
- QR Codes – E-Zone Promotion
- \$50,000 Initiative – Delegate Incentives – Ocean Center Support (CEO FOCUS GROUP)



2010-11

Daytona Beach

Ocean Center Support

All New -

Tourism Tuesday!



- CVB Wide Initiative
- All Departments Engaged
- Visitors Guide
- Website Promotion (ALL) Meetings / Events
- Visitor Newsletter (Print / Online)
- Industry News (E-Horizon / Tourism Tuesday)
- Community News (Halifax Happenings)
- Consumer Promotions for Ocean Center Events
- Social Network Postings

Future Considerations

- Visitor Information Center
- CVB Offices



2010-11

Daytona Beach

Additional HAAA Initiatives

New for 2010

- * Establish “Forward Thinking 2011”- Forums
- * Conduct an Ocean Center Workshop
- * Implement “Coffee & Conversation” Gatherings
- * Daytona Beach Area Fan Club
- * Encourage FAM Socials Countywide
- * Work With Industry on Beautification Program





AREA CONVENTION & VISITORS BUREAU

Way More than a Beach.