



FY 2023-24

Marketing Plan & Budget Recap

West Volusia Tourism Advertising Authority



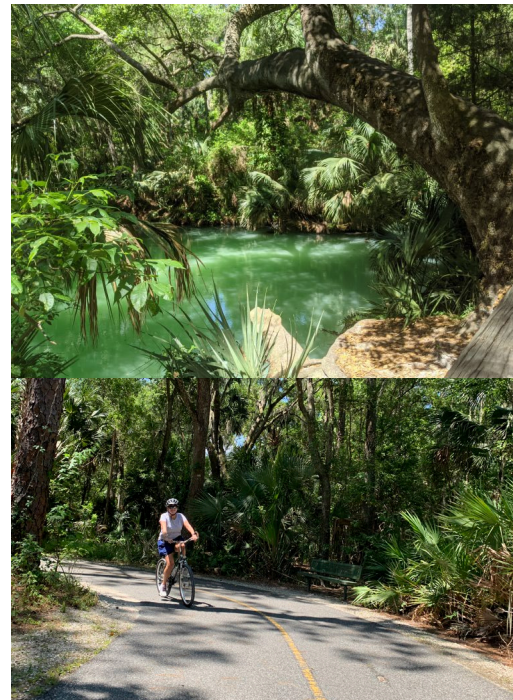
Key Points for 2023-24

1. Focus on Major Markets
2. Advertising and Marketing
3. Strengthening Partnerships

Trails, Trails.....

TRAILS!

- “Traditional” trails continue to move towards completion...
- Chuck Lennon MTB Trail
- NEW SunRail Connection and Promotional Opportunities
 - Ride, Bike, Hike and Tour
- NEW DeLand Black Heritage Trail
- And, of course, our favorite trail...



"A BEVERAGE COMPETITION IN WEST VOLUSIA!"

JUNE 23 THRU SEPT 5

COOL OFF BY TASTING AND VOTING FOR THE BEST CRAFT BEVERAGES IN WEST VOLUSIA.

West Volusia
Old Florida. New Vibe.
AND FLAMINGO
MAGAZINE

CoolCraft
Summer

GET THE COOLCRAFT MOBILE PASSPORT AT
COOLCRAFTTRAIL.COM/SUMMER TO SCORE PRIZES ALONG THE WAY!

The CoolCraft Beverage Trail

HAVE YOURSELF A HOLLY JOLLY
CoolCraft
CHRISTMAS

HOLIDAY THEMED CRAFT BEVERAGES ACROSS WEST VOLUSIA

COOLCRAFT CHRISTMAS CRAWL!

STEP 1: GET YOUR PASS
SCAN THE QR CODE BELOW TO SIGN UP

STEP 2: RECEIVE TEXT
ONCE YOU SIGN UP ON OUR WEBSITE, YOUR PASSPORT WILL BE INSTANTLY DELIVERED TO YOUR PHONE OR EMAIL

STEP 3: REDEEM
USING YOUR PHONE, CHECK IN AT PARTICIPATING 'COOLCRAFTERS' TO PROGRESS ALONG THE TRAIL

STEP 4: GET AN ORNAMENT
THROUGHOUT THE WHOLE EVENT SANTA WILL BE TRACKING YOUR PROGRESS! WHEN YOU VISIT 5 OR MORE LOCATIONS, HE'LL HAVE ONE OF HIS ELVES SEND YOU A FREE CHRISTMAS ORNAMENT!

West Volusia
Old Florida. New Vibe.

- Continues to grow
 - Always adding stops, looking for new opportunities (Cocktail Bars and Eateries)
- Themed seasonal promotions and partnerships
 - CoolCraft Summer
 - CoolCraft Christmas
- Mobile Passport – Multiple prizes to collect

CoolCraft
Beverage Trail

“Wings of the WEST”

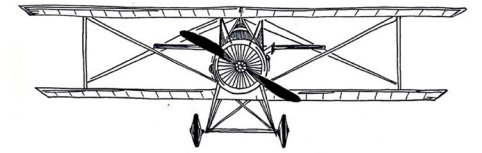
- 10th Year – “Wings Week” Celebration
- STILL a Social Media Sensation
- Part of Art/Mural tours
- Artist-in-Residence



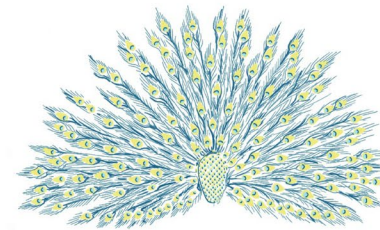
WINGS OF THE WEST



DOWNTOWN DELAND



SKYDIVE DELAND



PIONEER SETTLEMENT, BARBERVILLE



FAIRY TRAIL, CASSADAGA



LYONIA PRESERVE, DELTONA



LAKE WOODRUFF, DELEON SPRINGS

BY: ERICA GROUP

Arts, Culture and the rest is History.



- Expanded co-op opportunities and grants for groups like The Stetson Mansion and The Museum of Art – DeLand.
- West Volusia Historical Society
- NEW! River of Lakes Mural Development

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Weddings



- Updated Wedding Guide
- More venues being added
 - Honey Acres Ranch
- More bridal shows in target markets



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New Attractions Coming Soon...

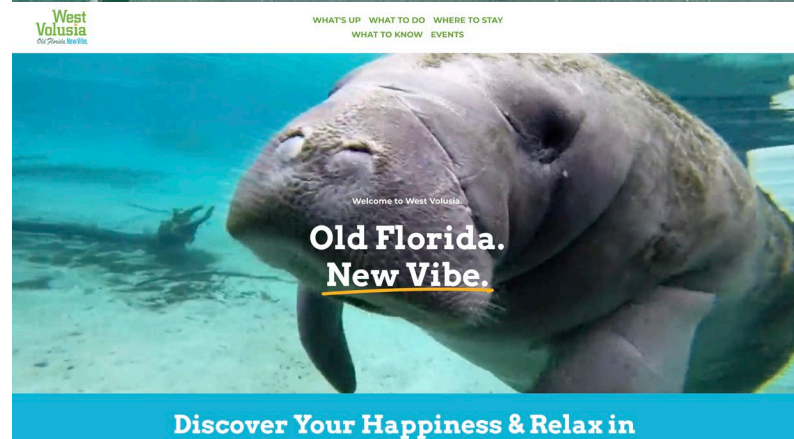


- Tiger WWII Tugboat
- Northwest Square
 - #weboughtachurch
- Reimagined DeLand House Museum
- Alexander Island Park in DeBary

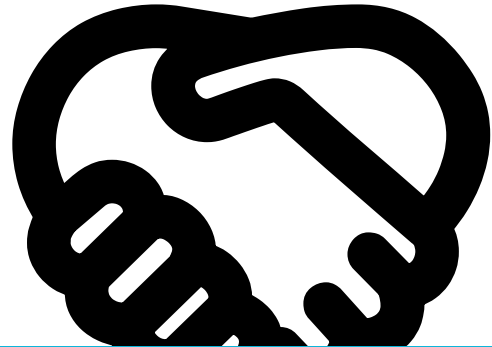


Advertising & Marketing

- **NEW!** Website
- Google Search, Display and Social Media
- VISIT FLORIDA/Other Co-ops
- Wedding, Travel, “Boomer” Shows
- Third Party Endorsement
- More visitor demographic research



Partnerships!



WVTAA “OFFICIAL” TRAVEL PARTNERS

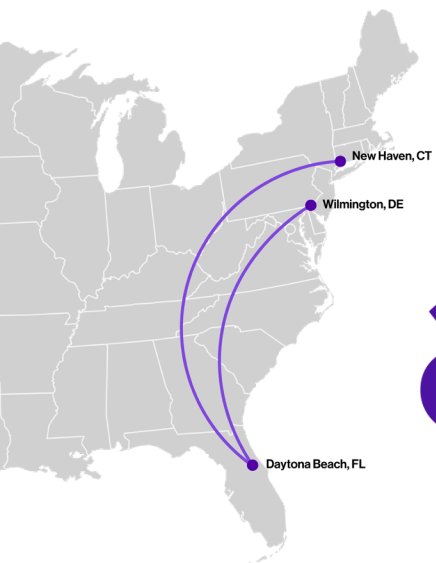


DAYTONA BEACH INTERNATIONAL AIRPORT



FLY DAB FIRST!

- Hello Avelo!
- Promotional opportunities in New Haven, CT and Wilmington, DE
 - Flight giveaways
 - More to come!

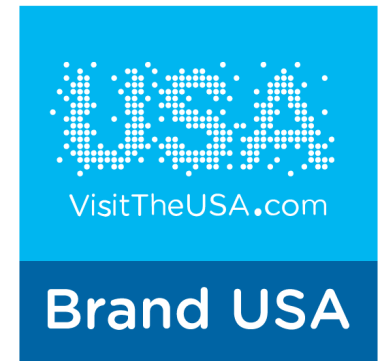


Some more of our Partnerships

- Year-round partnerships with HAAA, SEVA, LHA, VISIT FLORIDA, Destinations Florida, Southeast Tourism Society, Brand USA
- Regional Fishing Tournaments and TV shows – Berkeley LaBaw Memorial Speck Tournament, Crappie Machine
- NEW advertising grant process for West Volusia event partners



PARTNER



Even more of our Partnerships

“Marketing Partner” with MainStreet DeLand, SJR2C Loop Alliance, Coast to Coast Trail, West Volusia Chamber, DeLand & Greater West Volusia Chamber of Commerce, Volusia Hispanic Chamber, DeLeon Springs and Pierson Community Associations, River of Lakes Heritage Corridor, Florida Black Bear Scenic Byway, West Volusia Historical Society, Society of American Travel Writers, Florida RV Trade Association
— Just to name a few!



Summary Budget Comparison

West Volusia Ad Authority

	FY 2021-22 Actuals	FY 2022-23 Adopted	FY2022-23 Estimated	FY 2023-24 Request
Revenues By Source				
Convention Development Taxes	925,558	996,589	1,040,985	1,062,200
Misc. Revenue	-621	1,000	1,000	1,000
Appropriated Fund Balance	<u>685,209</u>	<u>776,632</u>	<u>816,782</u>	<u>795,687</u>
Total Revenues	\$ 1,610,146	\$ 1,774,221	\$ 1,858,767	\$ 1,858,887
Expenditures by Category				
Personnel Services	213,063	266,580	266,581	285,532
Marketing Expenses	531,333	732,799	742,352	988,132
Operating Expenses	<u>48,968</u>	<u>52,887</u>	<u>54,147</u>	<u>55,208</u>
Total Operating Budget	\$ 793,364	\$ 1,052,267	\$ 1,063,080	\$ 1,328,871
Reserves	<u>0</u>	<u>721,954</u>	<u>0</u>	<u>530,016</u>
Total Expenditures	<u>\$ 793,364</u>	<u>\$ 1,774,221</u>	<u>\$ 1,063,080</u>	<u>\$ 1,858,887</u>
Revenues vs Expenditures	816,782	0	795,687	0

**WEST VOLUSIA TOURISM
ADVERTISING AUTHORITY**

THANK YOU!

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Volusia**
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