



**FY 2022-23**

**Marketing Plan & Budget Recap**

# **West Volusia Tourism Advertising Authority**

# Key Points for 2022-23

1. Existing Markets
2. Advertising and Marketing
3. NEW/Emerging Markets
4. Strengthening Partnerships

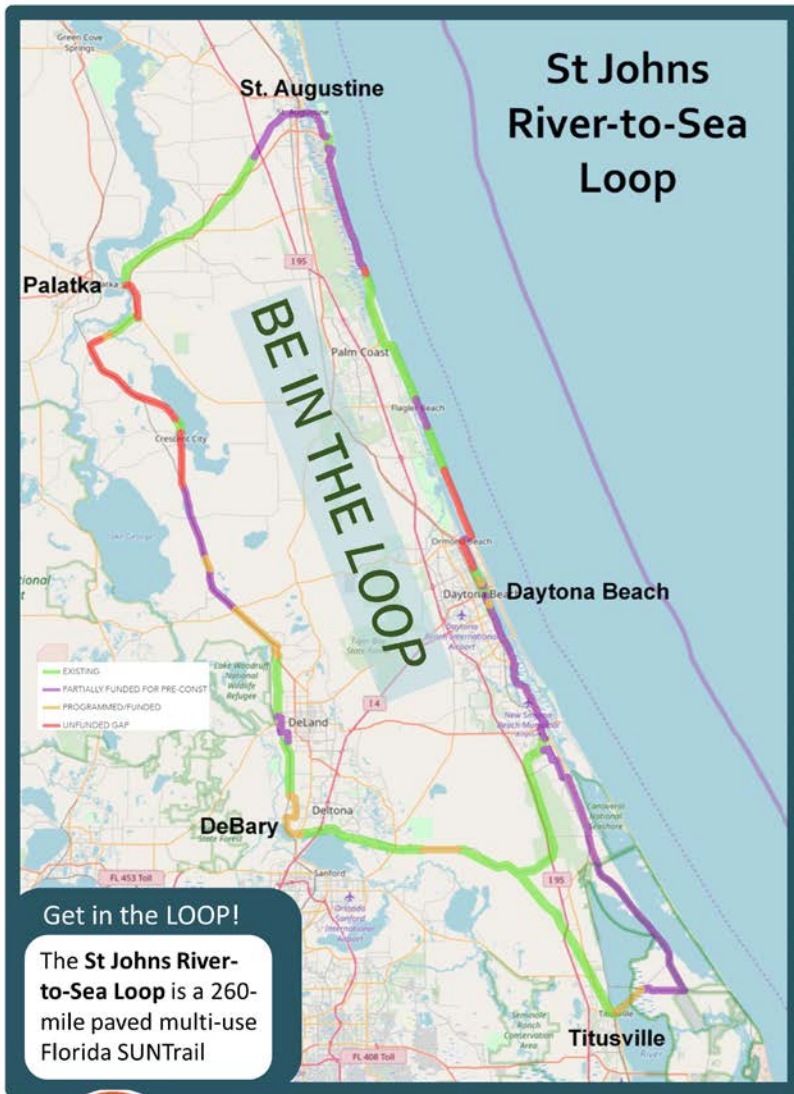


# Existing Markets

*Our "Bread and Butter"*

1. Trails and Outdoors
2. Arts, Culture and History
3. Health & Wellness
4. Destination Weddings

**West  
Volusia**  
*Old Florida. New Vibe.*



# Trails, Trails... TRAILS!

- Nearing completion...
- DeBary and Deltona are designated Florida Trail Towns.
- WV is Trail HUB for the St. Johns River to Sea Loop/Coast to Coast Trail/Heart of Florida Loop.
- Chuck Lennon MTB Trail.
- SunRail Connection (Ride, Bike, Hike and Tour)
- Quarterly Florida Bicycle Assn. "Messenger" column.



Trails are for EVERYONE!  
[WWW.SJR2C.ORG](http://WWW.SJR2C.ORG)  
[info@sjr2c.org](mailto:info@sjr2c.org)



# CoolCraft Beverage Trail

- Not just Beer: Mead, Wine, Coffee, Smoothies, Cocktails
- CoolCraft Summer Beverage Competition
- NEW! Mobile Passport
- Always adding stops, looking for new opportunities (Cocktail Bars and Eateries)

New Year,  
New Way to  
Experience It!

**CoolCraft**  
*Beverage Trail Pass*

Things are always brewing in West Volusia, so stay on top of things by signing up for the CoolCraft Beverage Trail Pass! It's your mobile passport to the best craft beverage producers in West Volusia County. From coffee and smoothies to craft beers and mead, it's time to get into the "spirit" by grabbing your friends, and your tastebuds, and hit the trail for a celebration of artisan beverages!



**CoolCraft**  
*Summer*



# Arts, Culture

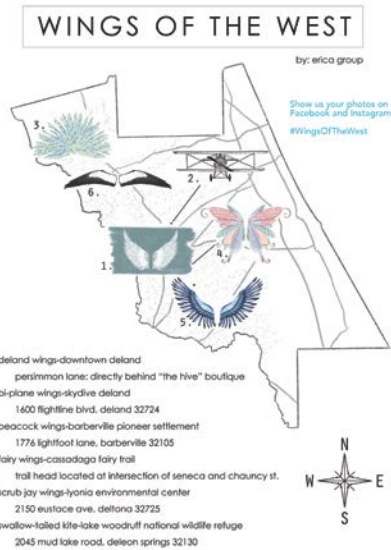
*and the rest is History.*

- Co-op opportunities with The Stetson Mansion and The Museum of Art - DeLand
- West Volusia Historical Society/OFA
- NEW! Sponsoring Podcasts which focus on Arts

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# “Wings of the West”

- Since 2014; Part of art/mural tours
- Social Media Sensation
- Artist-in-Residence



## Fly Away to West Volusia

It's a bird! It's a plane! It's old Florida's New Vibe! Follow the "Wings of the West" trail through West Volusia's most iconic attractions for a truly unique travel experience.


 **DeLand Wings**  
Mural artist Erica Group's original Wings fly over the new bustling downtown scene created by artists, retailers, brewers and innovative restaurateurs.

 **Skydive DeLand**  
Next up – see the Bi-Plane Wings from the air or with your feet planted firmly on the ground at one of the busiest skydiving drop zones in the world. Here, nearly 100,000 people a year take the plunge.

 **Barberville Pioneer Settlement**  
See the whimsical Peacock Wings at one of Florida's premier living history museums. The village includes several structures set on expansive grounds.

 **Cassadaga Fairy Trail**  
Sparkly Fairy Wings fly at this 122-year-old community of spiritually-minded people. Visitors come for readings from mediums, for church services or just for the peaceful energy.



 **Lyonia Preserve**  
Scrub-Jay Wings lead the way to native birds, gopher tortoises and other species that thrive in this Central Florida ecosystem.

 **Lake Woodruff**  
National Wildlife Refuge Swallow-Tailed Kite Wings are set among habitats attracting waterfowl, eagles, otters and more.

Plan your trip at [VisitWestVolusia.com](http://VisitWestVolusia.com)!



# WELLNESS.

- Wellness Initiative launched in partnership with DeLand Area Chamber of Commerce in 2020
- Post-COVID Relaunch in 2022
- 160+ Partners
- Growing market through VisitFlorida and other partners

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West Volusia  
**Wellness**  
#WESTVOLUSIAWELLNESS

DELAND AREA  
**CHAMBER**  
of Commerce  
& ORANGE CITY ALLIANCE  
West Volusia Relationships@Work





# Weddings



The Canovas PHOTOGRAPHY

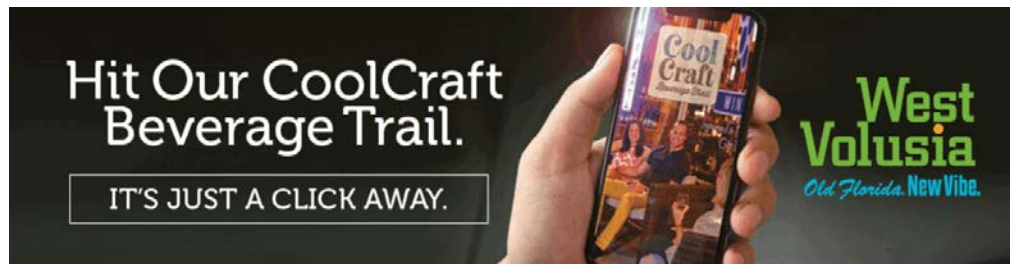
- More Vendors and Venues than ever before
- Planning to refresh and Update Wedding Planning Guide
- More bridal shows in target markets



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# Advertising & Marketing

- Traditional Print Marketing
- Google Search, Display and Social Media not only for the Destination, but for target segments such as Trails, Wellness, Weddings, Arts & Culture
- Media visits (3<sup>rd</sup> party endorsements)
- Wedding, Travel, RV and “Boomer” Shows



**DAY 1:**  
It's Time to Hit Our Trails.

**Cool Craft Beverage Trail**

Right now, our Cool Craft Beverage Trail is at the top of the list. From coffee and smoothies to craft beers, wines and food, it's time to get into the "spirit" in beverage artistry across up their creations with special offerings and old favorites.

Whether it's taking a stroll, taking a puff, meandering a downtown street, or taking a selfie along our "Wings of the West" mural trail, fun things are always around by our local group as some of West Volusia's top attractions, there's always something worth exploring.

**The St. Johns River-to-See Loop** is 200 miles passing through the communities of Deltona, Orange City, Deltona, DeLand and Deltona Springs, providing access to scenic parks and springs along the way. Many scenic views like the scenic 20-mile Springs to Seaside Trail that's ideal for hikers, bikers and runners. It's also home to an array of wildlife, from herons and ospreys to bald eagles.

**If you're feeling a little wild, there's Lynx Preserve.** A 300-acre world habitat and Environmental Center to explore. Its focus is Florida's protected wild cats and enjoy other native species that can be seen along its trails. On a larger scale, the Lake Woodruff National Wildlife Refuge encompasses 22,000 acres. Established as a migratory bird refuge, its natural habitats include marshes, swamps, meads, hammocks and oyster beds.

**DAY 2:**  
Arts, Culture and the rest is History.

Take in a show at the historic Athens Theatre in downtown DeLand - from live concerts and theatrical performances to vintage and vintage films. This beautifully restored 1922 theatre has been revived to its glory days when movieville reigned on the stage. It serves as the home of the Athens Theatre Company and the Storybook Theatre Company.

**Tip your hat to Statian Mansion** as the top rated landmark attraction in all of Florida, according to TripAdvisor. This showplace is a small town. Known as Florida's first luxury estate, it was built in 1884 for famed hot macker, John B. Statian. The luxuriously renovated private estate is open for tours and festive celebrations.

**Visit the living history of the Barberville Pioneer Settlement.** This non-profit historical village offers an authentic look at the pioneer lifestyle of central Florida. Visitors take a step back in time through hands-on experiences, living history demonstrations, preservation efforts and historical walks. Attractions and the extensive grounds include the Schoolhouse Museum, the Astor Bridge, Timber's House and a Country Store.

**DeBary Hall** is a magnificent historic site, a 19th-century hunting estate overlooking the St. Johns River in DeBary. The site is listed on the National Registry of Historic Places and is the oldest intact building in southwest Volusia County.

**More museums to visit in West Volusia**, all with stories to tell and experiences to share.

- Museum of Art - DeLand
- Lake Helen Historical Society Museum of Art
- African American Museum of the Arts
- Gillespie Museum of Minerals
- Enterprise Museum
- DeLand Memorial Hospital Museum
- DeLand Naval Air Station Museum
- DeLand Memorial Hospital and Veterans' Museum

**DAY 3:**  
The Path to Adventure Starts Here.

Experience real Florida's Downtown DeLand, voted America's BEST Mainstreet. This destination condenses a sense of history and a contemporary vibe. It's home to shops and boutiques, galleries and museums. All this plus live theater, tubs, vintage cars, microbreweries and a variety of markets - including number one antique spot #DeLandWings - combine in this delightful downtown setting.

**Plunge into the springs.** Admire the resident gentle-giant manatees in the 72 degree waters found at hem of the most popular natural springs in Florida. DeLeon Springs is a favorite for swimming and snorkeling as well as paddle-boarding at the Old Neauk Sugar Mill on site. The beautiful Blue Spring State Park is a designated manatee refuge and winter home of the West Indian manatee.

**River Cruises and Scenic Charters** are a great way to discover real Florida's rich American Heritage along the St. Johns River. Rent a houseboat for a live aboard adventure or guided tour. Paddling via kayak or canoe, the scenic St. Johns River Blueways make for an intimate encounter with natural beauty and wildlife. Canoe and kayak rentals are available at most parks throughout the county, with access to the area's premier rivers and lakes.

**Let the Spirit guide you at Crossroads Spiritualist Camp.** The community is over 125 years old, but the spirits are as vibrant as ever. Come for readings from local mediums, church services, classes or just take in the peaceful atmosphere.

**Don't miss out on Kermitt's Key Lime Pie Sheppa.** Considered the best there is by Food Network, National Geographic, Paula Deen and others.

**Take a leap at SkyDive DeLand.** one of the highest drop zones in the world. Beginners can make a tandem jump attached to an experienced skydiver. Or watch the action from the observation deck or from the comfort of the Perfect Spot Restaurant and Bar.

***SO...***

**what's next?**

# (new) Advertising & Marketing

- **NEW!** Website
- **NEW!** CTV Advertising (VISIT FLORIDA success)
- **NEW!** TV Commercials/short-form videos
- **NEW!** Visitor demographic research

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# New/Emerging Markets

*Coming Soon to West Volusia!*

**OUT  
COAST**  
*LGBTQ Florida Travel*

1. LGBTQIA+
2. Accessible Travel
3. Hispanic Market
4. Southern Florida
5. NFTs

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# Partnerships!





# NEWest Partnership

WVTAA is **THE** Preferred Travel Partner of Volusia Speedway Park

# Some of our Partnerships!

- Year-round partnerships with HAAA, SEVA, LHA, VISIT FLORIDA, Destinations Florida, FRLA, Southeast Tourism Society, Brand USA, U.S.Travel
- Regional Fishing Tournaments and TV shows – Crappie Masters, Crappie USA, Fishing University
- “Official Travel Partner” promotion with Stetson Athletics and grants for other West Volusia events

***STETSON HATTERS***

**VISITFLORIDA®**

PARTNER



FLORIDA  
RESTAURANT &  
LODGING  
ASSOCIATION

Daytona  
Beach



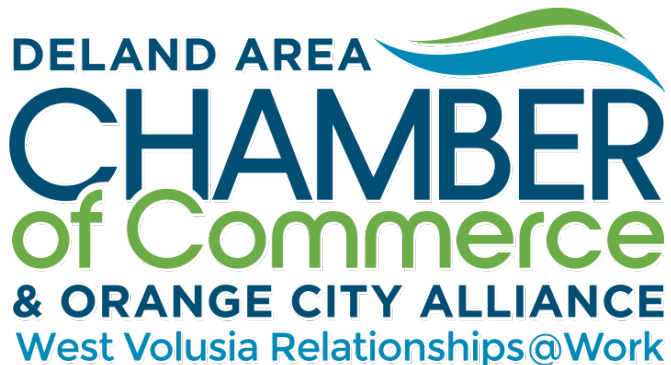
SOUTHEAST  
TOURISM SOCIETY





# MORE of our Partnerships!

“Marketing Partner” with MainStreet DeLand, SJR2C Loop Alliance, Coast to Coast Trail, West Volusia Chamber, DeLand Chamber/Orange City Alliance, Volusia Hispanic Chamber, DeLeon Springs Community Association, River of Lakes Heritage Corridor, Florida Black Bear Scenic Byway, Daytona Beach International Airport, West Volusia Historical Society, Florida Outdoor Writers, Society of American Travel Writers, Florida RV Trade Association  
— Just to name a few!



**Summary Budget Comparison**  
**West Volusia Ad Authority**

	FY 2020-21 Actuals	FY 2021-22 Adopted	FY 2021-22 Estimate	FY 2022-23 Request
<b>Revenues By Source</b>				
Convention Development Taxes	725,831	650,277	964,181	996,589
Misc. Revenue	615	1,300	1,300	1,000
Appropriated Fund Balance	356,659	397,966	553,638	776,632
<b>Total Revenues</b>	<b>\$ 1,083,105</b>	<b>\$ 1,049,543</b>	<b>\$ 1,519,119</b>	<b>\$ 1,774,221</b>
<b>Expenditures by Category</b>				
Personnel Services	208,245	218,729	218,729	266,580
Marketing Expenses	273,081	432,145	475,318	732,799
Operating Expenses	48,141	43,915	48,440	52,887
<b>Total Operating Budget</b>	<b>\$ 529,467</b>	<b>\$ 694,788</b>	<b>\$ 742,487</b>	<b>\$ 1,052,267</b>
Reserves	0	354,755	0	721,954
<b>Total Expenditures</b>	<b>\$ 529,467</b>	<b>\$ 1,049,543</b>	<b>\$ 742,487</b>	<b>\$ 1,774,221</b>
<b>Revenues vs Expenditures</b>	<b>553,638</b>	<b>0</b>	<b>776,632</b>	<b>0</b>
<b>Number of Full-Time Positions</b>	3	3	3	3
<b>Number of Part-Time Positions</b>	3	3	3	3

# Personnel Services

	<b>FY 2022 Adopted</b>	<b>FY 2023 Requested</b>
<b>Personnel Services</b>	<b>\$218,729</b>	<b>\$266,580</b>

The 2022-23 budget reflects health insurance costs and taxes at full staffing levels.

The FY 2022-23 Personnel Services account line item includes:

- Executive Director (1FT)
- Marketing & Programs Manager (1FT)
- Marketing Coordinator (1FT)
- Visitor Center Staff (3 PT)

\*Assumes approved merit raises for FT and a 4% pay adjustment PT (Consistent with County Recommended Budget)

\*All employees currently in compliance with County approved classification and compensation plan.

# Marketing Expense

	<b>FY 2022 Adopted</b>	<b>FY 2023 Requested</b>
<b>Marketing Expense</b>	<b>\$432,145</b>	<b>\$732,799</b>

The Marketing Expense budget reflects a large increase spent, due to the current collections. Registration fees, Trade Shows and promotional/entertainment costs stay consistent, with a new research platform, new web site, more printing and more traditional and digital advertising added.

- Professional Services \$ 127,439
- Training/Registration Fees \$ 1,650
- Trade Shows \$ 14,500
- Promotional Advertising \$ 552,510
- Promotional/Entertainment \$ 11,500
- Printing \$ 25,200

# Operating Expense

	<b>FY 2022 Adopted</b>	<b>FY 2023 Requested</b>
<b>Operating Expense</b>	<b>\$43,915</b>	<b>\$52,887</b>

The Operating Expense shows a slight increase with more travel as well as a proposed increase in rental building and utilities. There is also a slight decrease in memberships/partnerships.

**West Volusia Tourism  
Advertising Authority**

**Thank You!**

