



County Council final action on report April 4, 2013

New directive for inclusion in annual budgets/marketing plans for tourism authorities

1. Support the recommendation; direct the ad authorities, as part of their annual budget presentation, to submit research results, initiatives that include key partners and an annual event sponsorship plan that uses the recommended metrics for evaluation.
Approved Wagner/Denys 7-0

Shared services

2. Support the recommendation in concept and direct the ad authorities to develop a shared service model with a report in six months on the status of implementation.
Approved Denys/Northey 7-0

Stakeholder communications

3. Support the recommendation and direct the ad authorities to create a monthly combined report using agreed upon metrics to update the County Council and stakeholders.
Approved Cusack/Northey 6-0 (Denys out of the room)

One- to-one marketing

4. Support the recommendation and direct the ad authorities to develop and implement one-to-one marketing strategies for the upcoming fiscal year using the New Smyrna Beach and West Volusia campaigns as a template.
Approved Wagner/Denys 7-0

Sports tourism

5. Support the formation of a countywide sports commission that is focused on bringing new sporting events to Volusia County and provide direction on implementation.
Approved Wagner/Cusack 7-0. County staff to take lead.

Governance appointment process

6. Approve the development of the recommended annual nominating process in conjunction with the ad authorities.
Denied Denys/Daniels 7-0

Tourism product development

7. Seek the input of the CEO alliance on the need to analyze Volusia’s “tourism product” and, if so, provide suggestions on how to go about such a review.

Modified Daniels/Denys 6-1 (Cusack opposed).

The County Council voted to send a letter asking the CEO Alliance to add tourism, particularly the building of hotels and improvements to the tourism industry, to its list of priorities, and make it a priority.

Ocean Center - New group sales plan

8. Provide direction on the recommendations related to Ocean Center/CVB group sales and future groups sales functionality and structure.

Modified Daniels/Denys 6-1 (Cusack opposed). The County Council voted to ask the Halifax Area Advertising Authority to help support marketing of the Ocean Center, and move two or three of the CVB employees to the Ocean Center.

Conduct a brand evaluation

9. Ask Team Volusia to discuss this recommendation and make recommendations on potentially engaging a branding consultant to evaluate the current value of the Daytona brand and the most effective uses within the county.

Approved Wagner/Cusack 6-1 (Patterson opposed)

New tourism funding possibilities

10. Consider additional funding options.

Tabled