SAG Scope

We Are Not Done Yet
Thank You – Community Input

• **SAG has met with:**

  ▪ Joie Alexander, Volusia County Council
  ▪ Robert Apgar, Mayor of DeLand
  ▪ Adam Barringer, Mayor of New Smyrna Beach
  ▪ Sean Belgrade, Daytona International Speedway
  ▪ Jack Becker, Main Street DeLand
  ▪ Samantha Bishop, Southeast Volusia Chamber
  ▪ Kevin Bowler, Daytona Beverages
  ▪ Hyatt Brown, Brown and Brown Insurance
  ▪ Frank Bruno, Volusia County Chair
  ▪ Tim Bustos, Florida Bicycle Association
  ▪ Dave Byron, County of Volusia
  ▪ Joie Chitwood, Daytona International Speedway
  ▪ Debbie Connors, Port Orange/S. Daytona Chamber
  ▪ Nick Conte, DeLand Area Chamber
  ▪ Tim Corder, Pyramid Hotel Group
  ▪ Joyce Cusack, Volusia County Council
  ▪ Angela Cameron-Daniels, Ocean Center
  ▪ Bob Davis, Hotel Motel Association of Volusia
  ▪ Kelley DeSoto, Ocean Properties
  ▪ James Dinneen, County of Volusia
  ▪ Theresa Doan, Doan Management
  ▪ Ted Doran, Halifax Area Advertising Authority
  ▪ Phil Ehlinger, County of Volusia
  ▪ Kim Ellis, Ocean Walk Shoppes
  ▪ Evelyn Fine, Fine Research & Marketing, Inc.
  ▪ Suzanne Forbes, James Moore & Co.
  ▪ Eugene Gizzi, ECHO Board
  ▪ Liz Grindell, Daytona Beach Convention & Visitors Bureau
  ▪ Jeffrey Hentz, Daytona Beach Convention & Visitors Bureau
  ▪ Robert Hietala, The Plaza Resort & Spa
  ▪ Herb Hiller, Tourism consultant, bicycle enthusiast
  ▪ Sharon Hughes, Hampton Inn
  ▪ Mike Jilothy, Lord and Lasker/Florida
  ▪ Mike Johnson, Skydive DeLand
  ▪ Rick Karl, County of Volusia
  ▪ Andy Kelly, Volusia County Council
  ▪ David Kosmas, Collado Real Estate Management
  ▪ Blaine Lansbury, Bahama House
  ▪ Rich Larkin, Hilton Daytona Beach Resort
  ▪ Gary Libby, Retired museum director
  ▪ Rev. John Long, Tubman-King Community Church
  ▪ Stephanie Massler, Doe Anderson
  ▪ Larry McKinney, Daytona Regional Chamber
  ▪ Linda McMahon, Daytona Beach Convention & Visitors Bureau
  ▪ Terry Mooney, Acropolis Advertising Agency
  ▪ Pat Northey, Volusia County Council
  ▪ Carl Persis, Volusia County Council
  ▪ Don Poor, Ocean Center
  ▪ Rick Rawlins, Highland Park Fish Camp
  ▪ George Recktenwald, County of Volusia
  ▪ Pat Rice, Daytona Beach News-Journal
  ▪ David Rijos, Shores Resort and Spa
  ▪ Glenn Ritchey, Mayor of Daytona Beach
  ▪ Bill Roe, Ocean Properties & Management
  ▪ Mandy Rosemeyer-Campbell, Bruce Rosemeyer’s Destination Daytona
  ▪ Kent Sharples, CEO Business Alliance
  ▪ Al Smith, Event planner for Daytona Beach area
  ▪ Tom Staed, Staed Family Properties
  ▪ David Swentor, Premiere Development
  ▪ Renee Tallavast, West Volusia Tourism Advertising Authority
  ▪ Carlos Valderama, Hispanic Chamber
  ▪ Richard Vyse, Holiday Inn Hotel & Suites
  ▪ Josh Wagner, Volusia County Council
  ▪ Ron Wallace, Daytona Beach News-Journal
  ▪ Ron Woxberg, St. Johns River Cruises
Common Themes — Stakeholders

• Key conclusions — community meetings
  ▪ Concern over centralization — overall trust
  ▪ Stakeholders expressed lack of engagement — disconnected
  ▪ Differing opinions over “who is the customer”
  ▪ Sincere interest in participating
  ▪ Tourism is important
Competition – Funding (in progress)

• Understand funding and support in other counties
  ▪ Key West, Tampa, St. Petersburg, Sarasota, Lee County, Ft. Myers, Virginia Beach, Myrtle Beach
  ▪ Evaluating funding comparisons
    • Dollars per hotel room
    • Dollars per visitor
Opportunities for Improvement

• There are many opportunities to improve
  ▪ New practices can be implemented
  ▪ Improve accountability
    • Measurement
    • Research driven
  ▪ Improve communication
    • Monthly report – summary of results
  ▪ Improve focus
    • One-to-one marketing
Baseline Research – Recommendation

- **Importance**
  - Guides marketing strategy
  - Builds consensus
  - Maximizes return on marketing investment

- **Evaluated current data – helpful**
  - Need to create a baseline by going deeper

- **Proposal: Use PRIZM analysis to further define the target customers**
  - Create a baseline that can be utilized for three to five years

- **Where is the highest return?**
  - Refine current media plan

- **Shared with community**
**Research**

- By identifying the types of neighborhoods in which we find our existing customers, we can:
  - Accurately predict the types of neighborhoods where we will find customers in the future
  - Develop core consumer marketing plans that will focus on those areas and cultivate new visitors
Propose to conduct a PRIZM Profile Analysis to answer four of the most fundamental marketing questions:

- Who are the targets we most want to reach?
- What are they like?
- Where do they live?
- How can you reach them most cost effectively?

Answering these questions is an essential step in designing future research based marketing programs.
Focus — Target Visitors

• Focus our efforts — build one-to-one plan
• Current databases are underutilized
  ▪ Over 100,000 visitors in databases
  ▪ Grow the databases — with interests identified
• Stakeholder implication — Volusia County experiences
  ▪ Specific Volusia County experiences developed
  ▪ Example Eco-Tourism
  ▪ Create opportunities for people with specific interest
  ▪ Need stakeholder support
Opportunity to Leverage Stakeholder support

• Current challenges:
  ▪ Cities and key potential partners do not feel engaged
    • Opportunities need to be maximized
  ▪ Shriners – a recent example when people are together
  ▪ Half marathon – integrated into racetrack and beach
    • Ultimate success will come from collaboration and support
  ▪ Campaigns done independently
    • Daytona Beach chamber – “The Great American Destination”
Preliminary Thought – Synergy

• Synergy
  ▪ Opportunity for synergy in key areas
  ▪ Examples
    • Finance/admin
    • E-marketing
    • Reservation systems
    • Shared online content
    • Creative services
  ▪ Focus on driving business – not support services
  ▪ Decision making important – remains in areas
Ocean Center

• Function informs form/structure
• Opportunity for a seamless sales operation
• Currently five group sales managers
  ▪ Need to work from a common plan
  ▪ Create common goals
  ▪ Currently duplication of efforts
  ▪ Opportunity to maximize productivity
Timeline – Implementation

• Implementation has occurred – Great Cooperation
  ▪ SVAA
    • Pilot program
    • Board presentations
  ▪ West Volusia
    • Specific experiences
    • Discussion with board on future direction
  ▪ Daytona CVB – HAAA
    • New CEO – Initial discussions
    • Discussions – Group sales teams
    • Potential on line strategies
  ▪ Ocean Center
    • Team discussions – joint meeting with CVB
    • Software Input – CVB interface
• Preliminary report – end of June – early July
Dan Fenton, Project Executive

Progress Report
Volusia County Council
May 3, 2012