

Tourist Development Council Board Meeting
Minutes – April 12, 2016
Ocean Center Meeting Room 103ABC

Call to Order:

Chair Jason Davis called the meeting to order at 9:02a. Roll call was taken.

Board Members Present:

Jason Davis, Chair
Lori Campbell-Baker
Tom Clapsaddle
Libby Gallant
Sharon Hughes
Costa Magoulas
John Masiarczyk
Kelly White
Ted Yeatts

Board Members Absent:

Approval of Minutes of January 12, 2016:

Motion to accept the Minutes was made by John Masiarczyk and seconded by Costa Magoulas.

Several changes have been made to the Agenda. The Financial Report will be given, followed by Dr. Jones Economic Impact Report and then the Marketing & Sales Report will follow Dr. Jones.

Financial Report:

Donna DePeyster, Volusia County Deputy County Manager CFO, reviewed the Quarterly Financial Report through February 29, 2016 (refer to Agenda Packet). The Quarterly Financial Report through December 31, 2015 was not included in the packet and is available upon request. Our resort tax looks very good with \$3.7M collected as of 2/29/16, compared to \$3.3M from last year. The ending fund balance is \$6.8M, of which \$5.7M is set aside in sinking fund for our next debt service payment, which leaves us with an available balance of a little over \$1M which is where we want to be. In February, we sent out approximately 18K postcards to those non homesteaded residential properties east of the Halifax River. As a result, we've received about 100 phone calls and about 20 applications have come in as a result of that mailing. We have also begun our tax audits; James Moore has completed two with no findings and has 23 more to complete. We have contacted Airbnb and they are working with Price Waterhouse Cooper on helping them put together contracts for everyone in the State of Florida so that we all have a unified contract, this is still a work in progress. Also, just for the record I was asked at one of the previous meetings when the debt falls off for the Ocean Center and it is in 2034 not 2024 as I had stated. The contribution from the Halifax Area Advertising Authority is an ongoing commitment and as we spend down on it, we ask them to replenish the fund.

Economic Impact Study Report:

Don Poor introduced and gave a brief bio on Dr. Chris Jones, Florida Economic Advisors. This past year (2014-15) is the first time we've done a study on what the actual economic impact of the Ocean Center has on the community. Dr. Chris Jones is President of the Florida Economic Advisors and he started that company in 2003 after spending eleven years as an economic consultant and serving as the Chief Economist for the City of Orlando. Dr. Jones has been involved in the analysis and planning of economic development efforts in every Florida metropolitan area. He's also served as fiscal advisor to former Governor Jeb Bush and is a full time faculty member of the Economics Department at the University of South Florida. He's previously served as Assistant Professor of Marketing and Economics at Florida Southern College.

Dr. Chris Jones, Florida Economic Advisors presented this report (refer to Agenda Packet for Power point presentation, available upon request).

- Study was done for FY 2014-15 and took approximately 1 ½ years.
- Purpose was to estimate the total economic impact to Volusia County in terms of local sales revenue, employment and employee earnings/benefits.
- Understand the bed tax revenue that's being contributed to support the Ocean Center.
- Four separate quarterly reports plus a year end summary was prepared.
- Three levels of economic impact are considered when trying to access the total economic impact to the community. This was done for the entirety of Volusia County.

Economic Impact Study Report cont'd:

- RIMS-II (Regional Input-Output Modeling System) was the economic impact modeling process used and developed by U.S. Department of Commerce.
- A typical local attendee spends approximately \$45.00 per day vs. an out of area attendee spending \$215.00 per day.
- Four convention centers, relative in size to the Ocean Center, were studied for economic impact; Palm Beach, FL Convention Center; Shreveport, LA Convention Center, Raleigh; NC Convention Center and Memphis, TN Convention Center. Stacked up to these four, the Ocean Center out performs all of them. We think one of the key reasons this is such a desirable destination for convention and meeting activities is that the Ocean Center is so close to the "World's Most Famous Beach".
- Impact Results for the year were: number of events = 111; attendees = 235,125; total event days = 276; average days per event = 2.49; average attendees per event = 2,118; average event attendance per day = 852; total economic output (sales) = \$91,963,512; total earnings (employee wages/benefits) = \$35,934,556; total employment created/supported annualized full-time equivalent = 1,118 and FTE job periods supported during events = 93,345* (*please note the explanation in the power point for this last statistic). Return on investment (ROI) = 18.60, which supersedes all of the other comparable facilities by a pretty stout margin. The ROI industry average is in between 9-12.
- The cost of the study was a little over \$20K.

It was then opened up for Q&A and comments from the board members and public. Dr. Jones encouraged anyone with questions or needing specific details on any of the study to visit his website @ www.floridaeconomicadvisors.com or e-mail him @ rcjones3@usf.edu.

Marketing and Sales Report:

Angela Cameron-Daniels, Ocean Center Marketing Director presented the Marketing and Sales Report for the 2nd Quarter from January – March, 2016 (refer to Agenda Packet – Power point presentation available upon request).

- Ocean Center was down an Association Sales Manager during this time period. A new Sales Manager was hired and will begin on April 18, 2016.
- Review of site visits, proposals, signed lease agreements received, first time events booked and travel in the various segments (i.e., SMERF, Sports/Competitive Arts, Associations, Catering, etc.).
- We made a presentation to the Shriners in Tampa on March 7th and this was for the 2018 Imperial Session. We've also had a planning meeting with them and Trish from the CVB, getting ready for their 2017 event.
- This quarter 33 contracts were sent out, 368 prospecting emails, 194 prospecting calls and we had 20 site visits.
- Some of the new events coming up include, ERAU's FAA Symposium, East Coast Vaping, Mike Epps Comedy Show, Qi Revolution Conference, Best of Preps, Final Fight Championship, Florida Trucking Association, Southern Association of Wholesale Distributors and Tuner Evolution Car Show.
- We are doing a FAM (Familiarization Tour), June 2-5, 2016, invitations have been sent out to meeting planners and we are hoping for a good turn-out.
- We have created a new Meeting Planners Guide; we needed a tool that listed all of the hotels in the area and their proximity. There's also a map and other information on this area included. The guide is available in hard copy format and will also be on our website in the very near future.
- Social Media: Twitter followers were 2,900+; Facebook 4,900 likes and 281 new fans; Website 28,835 sessions, 107,879 page views and 77.4% new users.
- Pace Report Summary for this quarter is: 2015 contracts returned = 117 vs. 63 returned to date; 2015 definite events = 113 vs. current year definite events to date = 88; current tentative events to date = 8; \$1M contracted revenue (2015) vs. \$500K revenue as of end of April and last year's definite rental revenue was \$977K vs. \$911K for this year to date.

Ocean Center Status Report:

Don Poor, Ocean Center Director, presented the Ocean Center Status Report.

- Thanked Janet Kersey, Chamber, who attended the meeting to hear the Economic Impact Study given by Dr. Chris Jones.
- In the future, we will only be including the summary page of Evelyn Fine's Tourism Report in the Agenda Packet. Anyone wishing to receive the entire report, please let Sharon Angelastri know and she will e-mail you a copy of the report.

Lori Campbell Baker commented on how beautiful the new Meeting Planners Guide is. Don Poor thanked Mike Jiloty for being so instrumental in putting this together.

Tourism Update:

Evelyn Fine, Mid Florida Marketing & Research, Inc. was out of town for this meeting. The December, January and February Occupancy & Average Daily Rate Reports are available upon request.

Update from Partners:**Lodging and Hospitality Association of Volusia County – Bob Davis reported:**

- The numbers speak for themselves and the industry is doing extremely well due to the great staff at the Ocean Center and the three advertising agencies.
- Would like to see the bed tax and sales tax included on any future Economic Impact Study Reports.
- National Tourism Week is May 4th @ 7:30a at Embry Riddle Aeronautical University. Lori Campbell Baker added that the tickets for the breakfast are \$15.00 and RSVP's go to Bob Davis's organization.
- Lori Campbell Baker also added that they had partnered with Jet Blue for a countywide FAM, media representatives flew down on Jet Blue's dime and they were shown DeLand, New Smyrna Beach and Daytona Beach – getting some great stories from the FAM. Another Media FAM is planned for 4/26-29. Also, Bob Davis and the Arts & Culture Committee just finished a countywide cultural map – copies are available at the CVB.

Destination Marketing Organization (DBACVB) – Trish Ruffino reported:

- Refer to the HAAA Update in TDC Agenda Packet
- February numbers were 5% up from last year.
- Great Bike Week.
- Received a number of Addy Awards given by the American Advertising Federation of Daytona Beach.

West Volusia Tourism Advertising Authority – Sharon Hughes reported for Renee Tallevast:

- Refer to the West Volusia Tourism Advertising Authority Update in TDC Agenda Packet
- February TDT showed an increase of 26.28% over the previous year and an increase of 22.48% year to date.
- Hosted the Bass Pro Shops Crappie Masters Fishing Tournament with 67 anglers participating from 14 states. Total economic impact was \$400K, thirteen articles were written and four radio shows were produced.
- The Florida Cheese Festival will be held on April 16, 2016. Good pre-sale for tickets.
- January Twitter Party had 1,600 tweets in one hour, 6M impressions and an estimated reach for the Party was almost 374K new accounts.
- The Florida Trail Association will hold its 50th year anniversary conference in DeLand in October.
- Stetson's Aquatic Center, which has been on hold due to funding, is now in development.
- Former County Council Member Pat Northey was successful in getting the funding for the completion of the River to Sea Loop Trail. Pat has been a great champion for the Trails.
- Several buildings have been demolished in DeLand and construction is now underway for a 110 room Courtyard by Marriot. Construction should be completed in about 15 months.
- The new St. John's Marina & Resort in near completion.
- Renee sends her apologies for missing this meeting, however she is totally involved with the Cheese Festival.

Southeast Volusia Advertising Authority – Debbie Miehl was unavailable for this meeting:

- Refer to the HAAA Update in TDC Agenda Packet

Daytona Beach International Airport – Jay Cassens, Director of Business Development DBIA reported:

- Things going very well at the DBIA.
- November up 5%, December up 3%, with the start of Jet Blue on January 7th the numbers were up 10% and February was up almost 18%.
- Delta grew 6% in the month of February.

Daytona Beach International Airport – Jay Cassens, Director of Business Development DBIA reported cont'd:

- For the month of January, Jet Blue was @ 70% load factor, February 80% load factor and still finalizing the numbers for March but so far 84% load factor. Historically, January and February are slow travel months.
- Continuing to chase other airlines. Community support goes a long way when trying to sell to other airlines when they can see it's a community effort.

Lori Campbell Baker informed the group that there was a survey online for people to let Jet Blue know where they would like to see them fly to from Daytona Beach. She offered support to get the word out to encourage folks to take the survey. Jay Cassens commented that the airport has put together their own survey in conjunction with ERAU. The survey gives us one more tool to sell to new airlines. Joanne Magley said the survey is still on line and can be found on the DBIA Facebook page, the DBIA website or Volusia County's website.

Costa Magoulas announced that Daytona State College recently received a grant from the state for \$1.2M. We will be building a Hospitality Beverage Science Lab. We will be the only school in the state that offers that particular school. An 8 class certificate program will be offered in beer brewing, wine making, mixology, etc. so that employees in the hospitality industry can get better training in this area. We will also be teaching beer brewing. Sometime next year we hope to have the building attached to our Hosseini Center. There's a beer tour that travels the nation and they follow different breweries to try their particular products. There's a large beer brewing society in Volusia County. Lori Campbell-Baker commented that this ties in nicely with the recently launched Daytona Beach Ale Trail and the CVB would love to help promote this.

Old Business:

No Old Business

New Business:

No New Business

Public Participation:

- Big John comments: Suggested to Costa Magoulas that Lori Campbell-Baker needed to be on his advisory board as a wine expert. Big wanted to know if anyone from the CVB brought the Cultural Maps to the meeting. Lori Campbell-Baker forgot to bring any with her, they are at the office. He suggested that everyone be nice to Jim Abbott, News Journal Reporter. Also wanted to know why Jay Cassens had not told Jim Abbott about the DBIA survey. Big wanted to know if there was a way the public could find out what event is going to be at the Ocean Center and the approximate attendance. Angela Cameron-Daniels answered by saying Joanne Magley's office sends out E-Events every two weeks and it give specifics, typically which includes attendance, on upcoming events at the Ocean Center.
- Bob Davis suggested that Libby Gallant should be on the advisory board of Casino Management.
- Chair Jason Davis welcomed the News Journal back to the TDC Meeting.

Meeting was adjourned at 10:43a. The tentative date for the next TDC Meeting will be Tuesday, July 12, 2016 @ 9a.