

Daytona Beach Area Convention & Visitors Bureau
Halifax Area Advertising Authority

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2023-24 MARKETING PLAN



HAAA Board Members (and their Council Appointers)

Androse Bell, Chair (Danny Robins)
Hard Rock Hotel Daytona Beach

Linda Bowers, Vice Chair (Don Dempsey)
The Plaza Resort And Spa

Jim Jaworski, Secretary/Treasurer (Jeff Brower)
Daytona Tortugas

Jim Berkley, Chair (Danny Robins)
Hilton Daytona Beach Oceanfront Resort

John Betros, (David Santiago)
Daytona Beach Regency

Ken Bots, (Jeff Brower)
Ocean Deck Restaurant & Beach Bar

Megan Butler (Jeff Brower)
Daytona International Speedway

Blaine Lansberry (Jake Johansson)
Bahama House

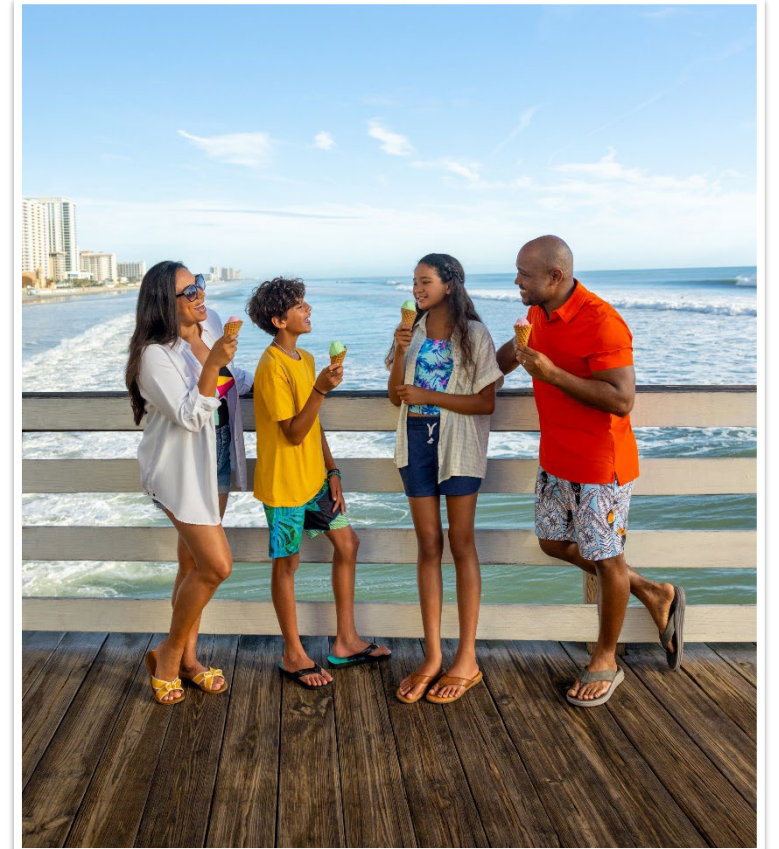
Jonny Magill (Matt Reinhart)
Jonny Nomad Media

Samir Naran (Troy Kent)
Premier Resorts & Management

John Phillips (Troy Kent)
Embry-Riddle Aeronautical University

HAAA – Our History

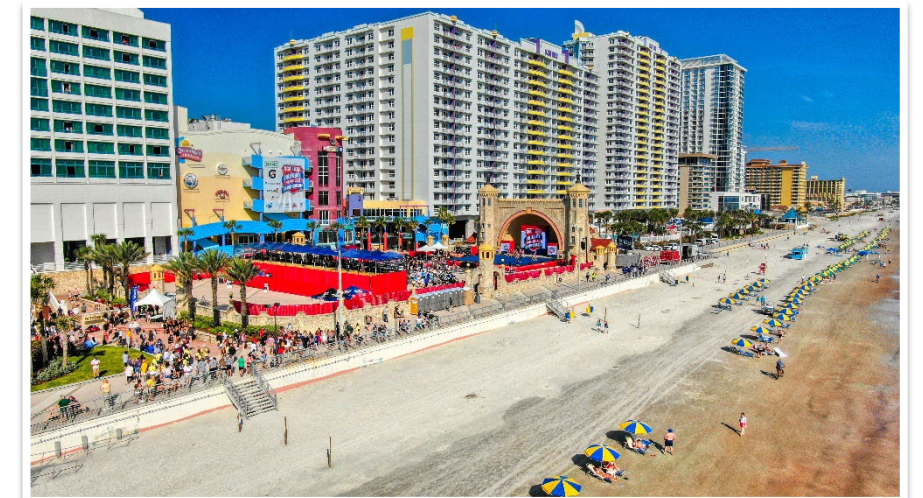
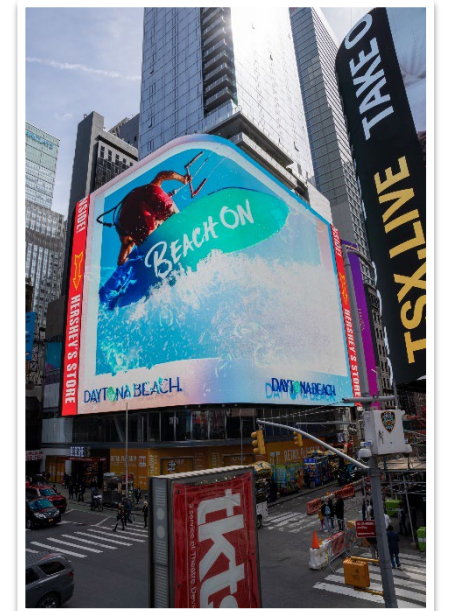
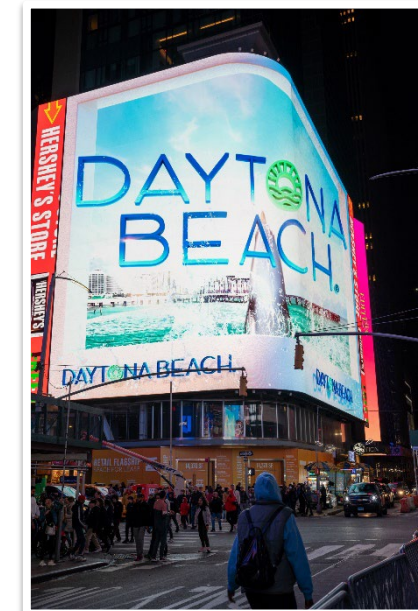
- 1984: HAAA Board created under Florida Statute 212.0305 to administer and disburse the proceeds from the Convention Development Tax
- CVB Funding: 3% Convention Development Tax on short-term accommodations
- Convention Development Tax usage: Dedicated specifically to tourism marketing (Local municipalities and local residents do not fund tourism marketing efforts)
- 2022 Economic Impact of Tourism in Volusia:
 - 10.6 million visitors spent \$5.7 billion in our communities
 - 40% percent of local sales taxes collected were paid by visitors
 - 34,000 leisure & hospitality employees with a payroll exceeding \$952 million



HAAA 2022-23 Highlights

- The Zimmerman Agency - “Beach On” campaign
- NCA/NDA Collegiate Championship secured through 2026
- New bookings at Ocean Center, meeting venues and sports facilities
- New magazine-style Destination Guide
- 3D anamorphic billboard in Times Square, NYC
- New technology/research to help target new visitors
- Community: Listening Sessions, Speakers Bureau, Resident Sentiment Survey
- Coverage in top-tier travel media
- Visitors’ Choice awards

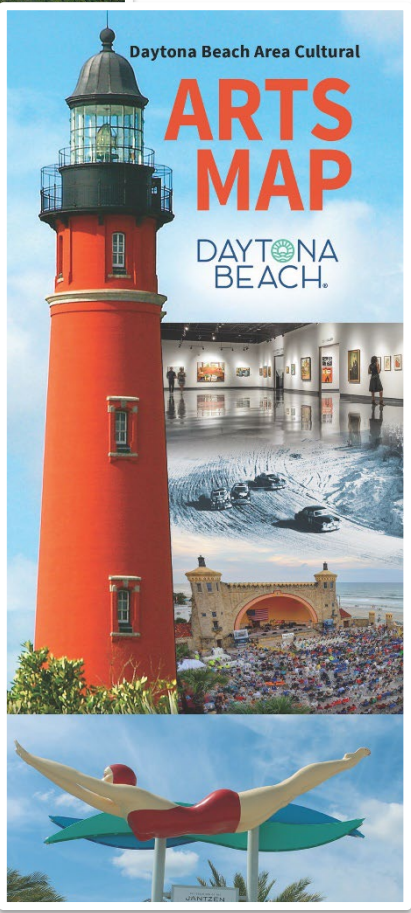
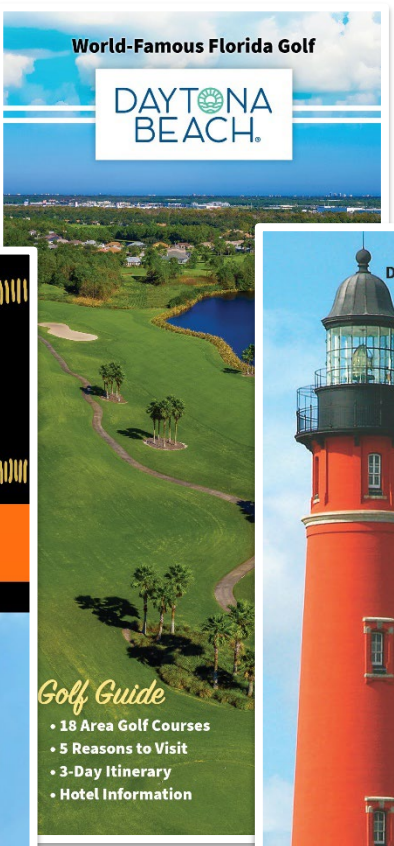
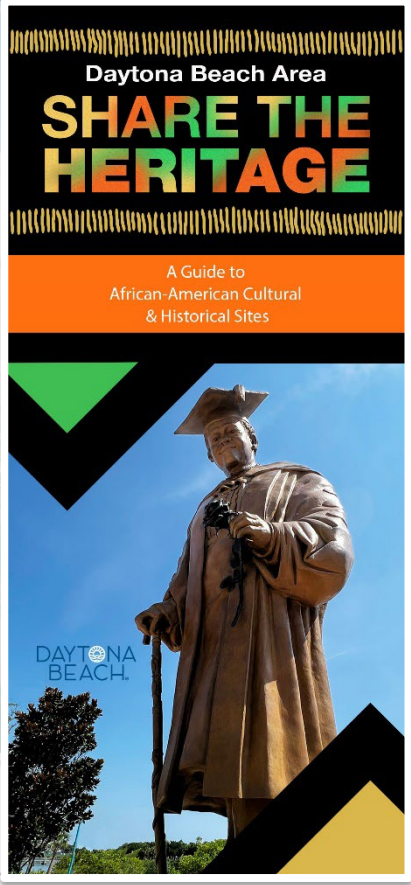
BEACH ON



Countywide Collaboration



Collaterals



Partnerships



HAAA 2023-24 Goals

- Drive tourism demand by targeting visitors with a higher household income; increase Occupancy and Average Daily Rate
- Generate 300+ qualified leads for Group Business, focusing on mid-week and needs periods
- Collaborate with DBIA and Ocean Center to increase airlift and city-wides
- Increase organic and paid social media campaigns through video content
- Showcase the destination in unique ways via experiential marketing
- Engage planners and partners re: unique meeting space venues
- Increase community awareness and support

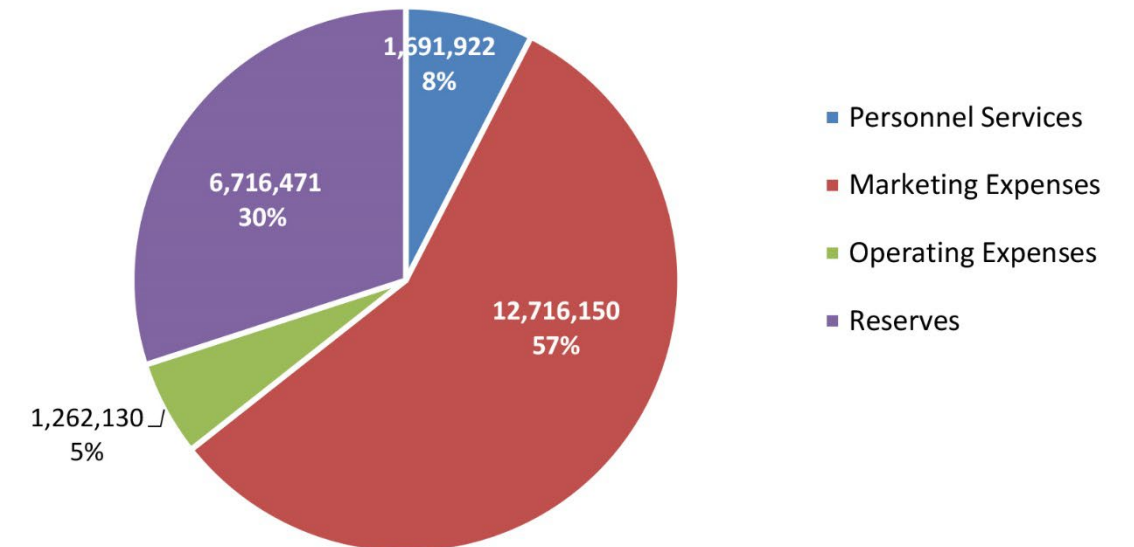


FY 2023-24 Budget

Summary Budget Comparison Halifax Area Advertising Authority

	FY 2021-22 Actuals	FY 2022-23 Adopted	FY 2022-23 Estimate	FY 2023-24 Request
Revenues By Source				
Convention Development Taxes	12,591,949	13,939,270	12,815,560	13,077,109
Interest Income	(9,785)	5,000	12,000	9,000
Misc. Revenue	41,115	40,000	34,000	40,000
Appropriated Fund Balance	7,845,002	11,109,660	10,600,574	9,260,564
Total Revenues	\$ 20,468,281	\$ 25,093,930	\$ 23,462,134	\$ 22,386,673
Expenditures by Category				
Personnel Services	1,195,490	1,593,300	1,373,435	1,691,922
Marketing Expenses	7,804,457	12,545,380	11,678,030	12,716,150
Operating Expenses	867,760	1,245,590	1,150,105	1,262,130
Total Operating Budget	\$9,867,707	\$ 15,384,270	\$ 14,201,570	\$ 15,670,202
Reserves	0	9,709,660	0	6,716,471
Total Expenditures	\$ 9,867,707	\$ 25,093,930	\$ 14,201,570	\$ 22,386,673
Revenues vs Expenditures	10,600,574	0	9,260,564	0
Number of Full-Time Positions	15	17	17	17
Number of Part-Time Positions	5	6	5	4

Expenditures By Category



Q&A

