HAAA Board Members (County Council Appointed)

**Jim Berkley, Chair** (Fred Lowry)
*Hilton Daytona Beach Oceanfront Resort*

**Androse Bell, Vice-Chair** (Billie Wheeler)
*Hard Rock Hotel Daytona Beach*

**Steve Farley, Secretary/Treasurer** (Barb Girtman)
*El Caribe Resort & Conference Center*

**John Betros** (Jeff Brower)
*Daytona Beach Regency*

**Linda Bowers** (Barbara Girtman)
*AVISTA Hotels & Resorts*

**Robert Burnetti** (Ben Johnson)
*The Shores Resort & Spa*

**Josh Harris** (Fred Lowry)
*Daytona International Speedway*

**Jim Jaworski** (Jeff Brower)
*Daytona Tortugas*

**Blaine Lansberry** (Ben Johnson)
*Bahama House*

**Samir Naran** (Danny Robins)
*Premier Resorts & Management*

**John Phillips** (Heather Post)
*Embry-Riddle Aeronautical University*
HAAA 2020-2021 Highlights

- Kept the Daytona Beach area top of mind with visitors resulting in several record-breaking months of bed tax (CDT) collections and supporting local businesses to recover economically
- Implemented new marketing programs focused on outdoor activities, arts & culture, and sports
- Created virtual sales initiatives and familiarization tours to reach new and broader audiences
- Partnered with the Ocean Center and other partners to rebook 73% of group business cancelled/postponed due to COVID-19
- Using databases and booking platforms, prospected for new opportunities showcasing the Ocean Center, unique meeting venues, area partners and sports facilities
- Positioned the CVB as a trusted travel planning resource for visitors and travel media
- Earned positive editorial coverage for the destination, highlighted county-wide assets
- Collaborated with the New Smyrna Beach and West Volusia advertising authorities, Daytona Beach International Airport, and other travel industry partners
Countywide Collaboration
Ultimate Daytona Beach Trail Guide

Ale Trail
Local craft breweries, tap rooms, distilleries

Hiking & Biking Trail
Paved trails, nature trails, riverfront walks, beach

Iconic Trail
Historical sites, landmarks, tributes to prominent figures

Monuments & Statues Trail
Off the beaten path history tour

Motorsports Trail
Area’s racing history and future

Share the Heritage Trail
African American exhibits, historical and cultural sites
HAAA 2021-2022 Goals

- Target group business that historically has met in 1st tier destinations and are now considering new destinations
- Create a strong digital presence and necessary tools to meet the needs of the “new” millennial planner, sports rightsholder and tour operator
- Strategically target group business that will help increase average daily room rates and overall meeting and facility spend
- Showcase the destination at new and unique venues that target Millennials (ages 24-39) and Generation X (ages 40-55)
- Integrate new technology to help identify which media is most effective in driving overnight stays
- Expand the Ultimate Daytona Beach Trail Guide and seasonal/themed promotional campaigns
- Increase engagement on the CVB social media channels
- Increase awareness of the destination with top-tier travel media through strategic tourism public relations partnerships
FY 2021-2022 Budget

### Summary Budget Comparison

<table>
<thead>
<tr>
<th></th>
<th>FY 2019-20 Actuals</th>
<th>FY 2020-21 Adopted</th>
<th>FY 2020-21 Estimate</th>
<th>FY 2021-22 Request</th>
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</thead>
<tbody>
<tr>
<td><strong>Revenues By Source</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Convention Development Taxes</td>
<td>7,069,863</td>
<td>8,195,890</td>
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<tr>
<td>Interest Income</td>
<td>11,176</td>
<td>6,000</td>
<td>10,000</td>
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<tr>
<td>Misc. Revenue</td>
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<td>40,000</td>
<td>-</td>
<td>40,000</td>
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<tr>
<td>Appropriated Fund Balance</td>
<td>2,573,523</td>
<td>2,573,523</td>
<td>3,752,566</td>
<td>5,295,884</td>
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<tr>
<td><strong>Total Revenues</strong></td>
<td>$ 9,725,998</td>
<td>$ 10,815,413</td>
<td>$ 11,927,771</td>
<td>$ 13,673,341</td>
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<tr>
<td><strong>Expenditures by Category</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Personnel Services</td>
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<td>Marketing Expenses</td>
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<td>4,931,050</td>
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<td>Operating Expenses</td>
<td>573,102</td>
<td>986,720</td>
<td>628,620</td>
<td>941,450</td>
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<td><strong>Total Operating Budget</strong></td>
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<td>$ 8,241,890</td>
<td>$ 6,631,887</td>
<td>$ 9,764,401</td>
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<td><strong>Reserves</strong></td>
<td>0</td>
<td>2,573,523</td>
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<td>3,908,940</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
<td>$ 5,973,432</td>
<td>$ 10,815,413</td>
<td>$ 6,631,887</td>
<td>$ 13,673,341</td>
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<tr>
<td>Revenues vs Expenditures</td>
<td>3,752,566</td>
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<td>Number of Full-Time Positions</td>
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<td>Number of Part-Time Positions</td>
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<td>8</td>
<td>6</td>
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*Volusia County Summary Budget Comparison format*