

# Hospitality Beat

News & Notes from the Daytona Beach Area Convention & Visitors Bureau  
Spring/Summer 2004



## Message from County Council Chair

### Dwight Lewis

It's no secret that the tourism industry is doing great things here in Volusia County. Its economic impact alone makes it an invaluable asset to each of us, and its ability to create quality partnerships makes it a bonding force in our community. As chair of the Volusia County Council, I can tell you that a spirit of cooperation goes a long way in bringing our community together. And thanks to the cooperative efforts by our County's three tourism authorities, we've come together as never before, to launch our first-ever countywide Visitors Guide publication. Now, when potential visitors log on or call in for visitor information, they'll receive a glossy 4-color magazine that highlights our County's many offerings. With our beautiful beaches and parks, historic and cultural offerings, attractions, events and more, our area is truly unequalled. On behalf of the County Council, I'd like to encourage you, as a resident, to take a look at our County from a fresh perspective. Check out the Visitors Guide and find out what you're missing. If you're like me, you'll find some great surprises that will make you even more proud to call Volusia County your home!

## Dear Friends and Neighbors,

Great news for the tourism industry – and our community!

Convention Development Tax ("bed tax") collections in the Daytona Beach resort area are up 10.75 percent! These figures, reported by the County's Financial and Administrative Services Department, provide a snapshot of our progress in fiscal year 2003-04 over the same period last year. What does it mean to us as local residents? It means that our local tourism industry's marketing efforts are on target and producing positive results. And with the dollars that year-round family tourism brings into our community, we're able to fund a comprehensive marketing plan which strengthens our local economy.

Our Daytona Beach area lodging industry alone employs 3,800 local residents, with a payroll of \$60 million. It's been estimated that, if it weren't for the nearly \$10 million in property taxes that lodging establishments pay and the \$10 million more they generate in various other taxes, each of our local households would have to make up approximately \$938 per year in sales and/or property taxes.

That's a big savings to my family and yours. But I believe that one of the biggest values that tourism can boast involves the amenities our community has, in large part due to our visitors. In fact, visitors are paying more than \$80 million toward new school construction locally, due to the recent half-cent sales tax increase alone. They also pay a full 30 percent of all gas taxes collected in the area, and those taxes come back to us in the form of road improvements, schools, libraries and more.

Our strong tourism economy also helps provide residents with an exceptional quality of life year-round – complete with attractions, museums, events, restaurants and shopping that other (non-tourism-based) cities and towns cannot claim.

Tourism works for our community!

*Blaine Lansberry*

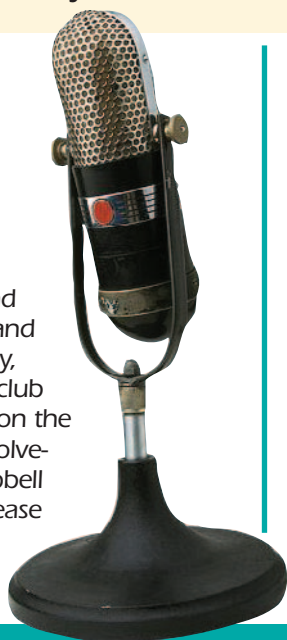
Blaine Staed Lansberry

Chair, Halifax Area Advertising Authority



## INPUT, PLEASE

The Convention & Visitors Bureau is out and about scheduling speaking engagements and listening forums throughout the community, and we need your help and input! If your club or organization would like a quick update on the CVB's marketing activities, as well as its involvement in our community, contact Lori Campbell Baker at (386) 255-0415, ext. 130. And please call us with your personal input, too. We'd love to hear what's on your mind!



## Looking for Something to Do This Weekend?

Because of our thriving tourism economy, residents have access to a wide variety of world-class events and activities throughout the year. But did you know that the Daytona Beach Area CVB's business and community website, [daytonabeachcvb.org](http://daytonabeachcvb.org), also lists some great community events? If you're a resident, and you're looking for great things to see and do our area, just log on for a comprehensive listing of events and activities happening in our area. In addition, if your local club or organization has a fundraiser or awareness event you'd like to list, you can do it for FREE! Just fill out the online event submission form, or fax your information to (386) 255-5478, Attn: Community Calendar.

## HOW ABOUT A JOB?

The tourism industry has lots of exciting job and career possibilities, with plenty of opportunities for advancement. For a list of current openings, log on to [daytonabeachcvb.org](http://daytonabeachcvb.org) and check out the hospitality industry job bank.

## Growing to Meet the Need



The expansion of the Daytona Beach Ocean Center, scheduled for completion in late 2006, is expected to bring big opportunities to our local tourism industry. According to Ocean Center Director Rick Hamilton, the facility will remain open for business throughout the entire construction project. Its projected 100,000 square feet in meeting space will be critical in attracting a new tier of convention business. "This is an exciting project for the meetings and conventions segment of our local tourism industry," says Daytona Beach Area Convention & Visitors Bureau Executive Director Sharon Mock. "The expansion will make us one of the five largest meeting facilities in the state and allow us to attract a whole new tier of meetings that we're unable to accommodate at present. Add to the new size our outstanding location, and it's hard to imagine why a meeting planner would choose anywhere but the Ocean Center!"

## It's All About Respect

Kudos to Daytona Beach Mayor Yvonne Scarlett-Golden, the Daytona Beach City Commission and various area mayors and commissioners surrounding cities on the success of their combined "It's All About Respect" effort. Thanks to the multi-media efforts of this \$50,000 public awareness campaign that was funded entirely by local businesses, the non-local (state and national) media coverage of our area's 2004 collegiate events has been neutral to positive. "What we're hearing about ourselves is that Daytona Beach has taken a big step away from the spring party destination it was once thought to be," says CVB Executive Director Sharon Mock. "This plays well with our current mix of spring visitors, which includes plenty of seniors and family vacationers."

## "We L♥VE it Here!"

The Convention & Visitors Bureau creates dozens of unique national and international advertisements each year that draw more than 8 million visitors to our area. Our favorite topics include great family vacations, cultural activities, beaches, attractions and more. We're currently looking for new ways to promote the area to our fellow Floridians, and now we're looking to you - our community's best ambassadors - to help us do it! Send us a fresh, new headline along with five lines of text explaining why the Daytona Beach resort area is THE destination for traveling Florida residents. If your ad submission is judged the best, it will be announced in the fall edition of the CVB's consumer newsletter (which is distributed widely, including to thousands of Florida residents), featured in an official CVB media release, and posted on [daytonabeachcvb.org](http://daytonabeachcvb.org) throughout the month of July. Email your submission no later than June 7, 2004 to [kgalloway@daytonabeachcvb.org](mailto:kgalloway@daytonabeachcvb.org) or mail it to Attn: Ad Contest, Daytona Beach Area CVB, 126 E. Orange Avenue, Daytona Beach, FL 32114.



## LOCALS RECEIVE SCHOLARSHIPS

The Hotel Motel Association of Volusia County, led by President Bob Davis, recently awarded a total of \$10,000 in scholarships to Daytona Beach Community College and Bethune-Cookman College students. Local scholarship winners included DBCC students Ruth Fotopoulos of Daytona Beach Shores and Ewa Starzyk of Deltona. Because of HMA's past three years of scholarship contributions, the DBCC Foundation was able to receive an additional \$19,125 in State Matching Funds. "Our industry is making positive changes in people's lives," said Davis. "These scholarship winners are launching exciting hospitality industry careers, and we're hoping to keep these talented folks in our local community."

Hundreds of residents and industry professionals celebrated National Tourism Week recently beginning with a breakfast celebration held May 11 at the Ocean Center. The celebration, featuring local VIPs, a presentation by Visit Florida's Dale A. Brill, Ph.D., and the presentation of the annual "Best Of" tourism awards, was a big hit. Then May 12, the Convention & Visitors Bureau and the Halifax Area Advertising Authority kicked off the first in a series of Hospitality University Seminars designed to motivate and educate front-line sales, service, marketing and operations employees. Additional speakers will be scheduled throughout the year, and a calendar of speakers will be released soon.



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