

# DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU

## Procedures & Application For HAAA Tourism Event Marketing Support

### I. INTRODUCTION

The Daytona Beach Area Convention and Visitors Bureau has set aside funds for the marketing of *events that exhibit positive tourism potential*. Funds designated for any events shall assist qualified applicants with event marketing and advertising initiatives that have the ability to show a *direct effect on hotel/lodging occupancy* during designated time frames, as well as create and document *positive image building publicity* for the Daytona Beach area.

The Daytona Beach Area Convention and Visitors Bureau shall consider applications for support, provided these procedures are followed and the assigned Tourism Events application is completed and returned in a timely manner.

### II. APPLICATION PROCEDURES

In order to receive consideration of funding, applicants must schedule a conference with the Daytona Beach Area Convention and Visitors Bureau's Executive Vice-President & COO to review and evaluate the proposed event specifics. Provided the applicant is eligible to be considered for funding, the EVP/COO will then submit the information for review to the Advertising Advisory Committee of the Halifax Area Advertising Authority (HAAA). If approved, the committee will then propose the event to HAAA for final funding consideration.

### III. CONSIDERATIONS

HAAA provides funding support for qualifying events via specific marketing and advertising programs that are placed outside of Volusia County. Priority will be given to those applicants who exhibit the ability to enhance the destination's overall marketing goals and initiatives, which primarily focus on attracting visitors to the Daytona Beach area for overnight stays.

### IV. EVENT FUNDING ALLOCATION GUIDELINES

Support for events meeting the established HAAA general event criteria shall be used specifically for advertising, collateral production, Web site development and/or direct mail costs based on the following descriptions and limits:

- A. Established/Annual Events Are those that have been in existence for five or more years and have significant impact on overnight visitations and area wide economic impact. These

events are considered on an annual basis, utilizing the general event criteria and the following funding level guidelines:

1. Events of less than four continuous days,  
and/or utilizing less than 30,000 room nights: \$15,000.00 maximum\*
2. Events of four continuous days or more,  
and/or utilizing more than 30,000 room nights: \$35,000.00 maximum\*

**B. New/In-Development Events** are those that are first-time events in the destination or are emerging events that have been in existence less than five years and exhibit the highest potential for overnight visitation growth and area-wide economic impact. They are considered on an annual basis utilizing the general event criteria and the following funding level guidelines:

1. Events of less than four continuous days,  
and/or utilizing less than 30,000 room nights: \$20,000.00 maximum\*
2. Events of four continuous days or more,  
and/or utilizing more than 30,000 room nights: \$35,000.00 maximum\*

## **V. GENERAL EVENT CRITERIA**

All events seeking consideration for HAAA Tourism Event funding support must demonstrate the following general event criteria within the application and during the presentation process:

- A. Overnight Accommodations** – Applicants must present proven and/or estimated impact the event will have directly on local area lodging room sales and/or usage throughout the event. Events are required to be a minimum of two full days with differing activities planned each day. Events with no proven overnight room sales history will be considered only if the media value supports the overall HAAA investment.
- B. Event Timing** – Tourism events that receive funding must occur during targeted periods of the year. The highest consideration will be given to those events occurring in the fall and winter from September through January, excluding existing high-volume event time frames – such as Biketoberfest®, Daytona Turkey Run, etc. Events occurring in April, May, June and August will be considered as mid-level. Lowest priority will be given to events occurring in February, March, and July.
- C. Image Building** – Applicants shall submit positive, image building publicity materials from previous events or those of the same nature that are being proposed for the Daytona Beach area. Describe all media activity that the event may generate for the Daytona Beach area. Funding will be considered based on media demographics, ratings and advertising equivalency measures. Proof of performance will be required through a variety of sources

such as consumer response, visitor phone and/or email inquiries, web traffic, etc. Community and residential support shall also be considered when reviewing all events, to ensure compatibility with the destination image and goals.

- D. Long-Term Growth – Applicants are asked to present a long-term growth plan for the event. Applicants that exhibit the ability to produce annual activities and can show long-term growth potential will receive greater consideration.
- E. Budget/Sponsorships – All applicants are asked to submit a basic marketing plan and budget, which includes expected income and expenses. Events that pay for 50 percent or more of their overall marketing expense and include the Daytona Beach Area CVB in all materials related to the event will receive greater consideration for HAAA funding. Events with corporate sponsors should disclose those sponsors in order to assure an appropriate representation of the destination. HAAA reserves the right to exclude any sponsors from its paid advertising.
- F. Proven Stability – Applicants must submit a record of experience in producing events and activities of a significant tourism magnitude. The highest consideration will be given to those promoters/producers with the most experience and references in event marketing. Applicants must also demonstrate the success and stability of the event by submission of reports, media, or reference materials from past events or similar activities.

## **VII. PROMOTIONAL**

For events not meeting the existing general event criteria, promotional support may be assigned including services from the CVB within the following areas:

1. Advertising mentions within destination ad buys
2. Inclusion on the CVB's main consumer and cultural Web sites.
3. Public Relations support
4. Direct mail and/or toll-free phone line services
5. CVB staff and/or HAAA committee support

## **VIII. IMPORTANT INFORMATION**

To ensure maximum promotional and room sales benefits for the destination, applications for event support must be submitted at least six months prior to the event date. All event organizers are encouraged to submit their request in a timely manner. No event funding will be authorized within 90 days of an event.

Any applicant requesting support from HAAA for events that utilize a housing bureau, host hotel(s) or a hotel sponsor must be willing to accept accommodation proposals on an area-wide basis through the CVB and provide equal opportunities for all hotels/lodgings in the Halifax

Area Taxing District. ***No HAAA funds will be released or assigned to an event that does not agree to utilize this system.***

All marketing materials that are contingent upon HAAA-allocated assignments must be the original net invoice from the approved supplier made directly to HAAA. ***No event support will be allocated for events that do not feature the toll free information phone number, Web site, and/or a destination message in a prominent manner. No event funds are available for local advertising, and no grants are made to any organization.***

All events supported by HAAA are required to submit/present a final evaluation of the event within 90 days after the event completion. Evaluations must include:

1. Number of hotel/lodging rooms utilized during the event.
2. Examples of publicity received, along with the media value for the destination.
3. Advertising response, including costs per insertion and/or Web site activity.
4. Impact on the community, describing how the event was received by residents.

***Events that do not provide a final evaluation may be required to return the funding to HAAA and may be prohibited from receiving future funding until the evaluation is completed.***

Continued support of events shall be at the discretion of the Halifax Area Advertising Authority. Each event must re-apply for consideration annually. The Halifax Area Advertising Authority reserves the right to revoke any support should the event promoter fail to perform as agreed upon.

\*All approvals remain with the final decision of HAAA, which can amend funding levels or project support outside of these guidelines if so determined at any time.

For information, questions or to set up an appointment, call Janet Kersey CDME, CFEE Executive Vice-President & COO (386) 255-0415 ext. 117 or [jkersey@daytonabeachcvb.org](mailto:jkersey@daytonabeachcvb.org).