

# **DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU**

## **INTRODUCTION**

The Daytona Beach Area Convention and Visitors Bureau (CVB) is entering its 21st year of operation and functions as a destination management organization for the greater Daytona Beach area.

The CVB is a not-for-profit corporation which contracts with the Halifax Area Advertising Authority to provide destination management services. Created in 1984 by the Volusia County Council under Florida Statute 212.0305, the Advertising Authority, also known as HAAA is charged with the administration and disbursement of the proceeds from the three percent Convention Development Tax. By law, a majority of the 11-member authority represents lodging facilities in the Halifax Taxing District, which is a designated portion of East Volusia County. The Halifax Area Advertising Authority has no paid staff and contracts with the CVB to organize all destination-marketing programs for the area.

The CVB's main source of funding is the Convention Development Tax. This tax was originally levied in July of 1984 at one percent and is a tax on transient accommodations. In 1991, the Convention Development Tax was increased to two percent. In 1995, the tax was increased to three percent, where it now remains. The Convention Development Tax is a special tax dedicated to tourism marketing, and there is no funding allocated from Volusia County's general tax revenues.

In 2007-2008, the Halifax Area Advertising Authority will oversee the investment of more than seven million dollars to promote and advertise the Daytona Beach area. In addition to the Convention Development Tax, the CVB also generates revenue through cooperative promotions and advertising in CVB publications.

Each year, the CVB develops a fully integrated marketing plan for approval by the Halifax Area Advertising Authority. Based on results from previous programs and ongoing market research, the plan is designed to respond to an ever-changing audience. The Halifax Area Advertising Authority continues to maintain a commitment to advertising and promotions that elevate awareness of all tourism assets in the area.

Over the past several years, the CVB has expanded its programs to a more countywide focus, which facilitates the promotion of tourism-related interests throughout the area. The Visitors Guide, along with other publication produced by the CVB, encompasses many countywide tourism facilities and offerings, and is well received by our visitors.

The CVB is affiliated with a number of trade organizations including the Destination Marketing Association International, Travel Industry Association, Florida Association of Convention and Visitors Bureaus, National Council of Destination Organizations, Southeast Tourism Society, and VISIT FLORIDA, the state's tourism marketing organization, just to name a few.

The marketing plan outlined on the following pages is organized by area of focus and includes a variety of marketing programs. The plan addresses numerous market segments through specific

distribution channels. The development and implementation of the marketing plan is guided by seven advisory committees:

- Advertising/Internet Marketing Committee
- Travel Industry Sales Advisory Committee
- Meetings and Conventions Advisory Committee
- Arts and Entertainment Advisory Committee
- Golf Daytona Beach Advisory Committee
- Biketoberfest® Development Committee

The CVB's overall operating procedures are under the careful guidance of a five-member Board of Directors as outlined in the corporation's by-laws.

The annual budget, which is included in section B of the plan, is reviewed on a regular basis. An ongoing monitoring process allows the detection of any significant fluctuations in funding. This assures that the CVB remains within the budget parameters outlined.

The Halifax Area Advertising Authority meets bi-monthly to receive updates and review additions or modifications to the budget and marketing plan.

THE DEPARTMENTS OPERATED BY THE CVB ARE AS FOLLOWS:

1. Administration/Finance

Sharon Mock	-	President & CEO
Janet Kersey	-	Executive Vice President & COO
Liz Grindell	-	Director of Finance
Jacque Beckley	-	Executive Assistant
Mistie Delcher	-	Receptionist/Finance Assistant

2. Meeting and Convention Sales

Sally Gardiner	-	Director of Convention Sales
Alex Michaels	-	Sales Manager
Tara Hamburger	-	Sales Manager
Jennifer Tait	-	Convention Services Manager

3. Travel Industry Sales

Alexandra Lucania	-	Director of Travel Industry Sales
Courtney Hewlett	-	Sales Assistant

4. Golf Daytona Beach

Alexandra Lucania	-	Director of Sales, Golf Daytona Beach
Courtney Hewlett	-	Sales Assistant

5. Communications

Lori Campbell Baker	-	Director of Communications
Tangela Boyd	-	Senior Media Relations Manager
Wanda Nelson	-	Internet and Communications Assistant

6. Internet Services

Nick Conte	-	Director of Internet Services
Wanda Nelson	-	Internet and Communications Assistant

7. Advertising and Publishing

Nikki Malloy	-	Advertising Coordinator
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8. Select Small Inns/Membership and Consumer Promotions

Roxanne Olsen	-	Director of Membership and Promotions Select Small Inns Program Administrator
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9. \*Tourism Events

Janet Kersey - Executive Vice-President & COO  
Sharon Bernhard - Executive Assistant

10. \*Film Office

Janet Kersey - Film Commissioner  
Sharon Bernhard - Executive Assistant

11. \*Information Services Department

Jennifer Kies - Information Services Manager  
Brian Daugherty - Information Services Specialist  
Anita Bostwick - Senior Information Services Representative

12. \*Direct Mail Center

Jenny Parker - Mail Center Manager

13. \*Visitor Information Centers

Deb Ryan - Visitor Services Manager  
DAYTONA 500 Experience, Destination  
Daytona and Daytona Lagoon

\* The activities of departments 9-13 are directed by Janet Kersey, Executive Vice-President & COO.