

**DAYTONA BEACH AREA CONVENTION & VISITORS BUREAU**

P.O.Box 910, Daytona Beach, FL 32115

386/255-0415 FAX 386/255-5478

***SALES LEAD***

M & C LEAD # **C-40**      ISSUE DATE: 12-17-03      ISSUED BY: **Sally Gardiner**      Market: SMERF

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ORGANIZATION: **HELMS BRISCOE Representing - SHELL OIL**

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NAME OF MEETING: N/A

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CONTACT: Sally Gardiner

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ADDRESS: 126 E. Orange Ave., Daytona Beach, FL 32114

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ATTENDEES:      PROPOSAL DEADLINE: **2pm – Friday, December 19, 2003**      DECISION DATE: **Same**

**PROJECTED OCCUPANCY PATTERN**

<b>YEAR: 2004</b>										<b>TOTAL</b>
<b>DAY:</b>	<b>FRI</b>	<b>SAT</b>	<b>SUN</b>	<b>MON</b>						<b>ROOM</b>
<b>DATE:</b>	<b>2/13</b>	<b>2/14</b>	<b>2/15</b>	<b>2/16</b>						<b>NIGHTS</b>
<b>ROOM BLOCK:</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>C/O</b>						<b>60</b>

**COMMENTS**

- Amy with Helms Briscoe is aware this is during the Daytona 500.
- Group is requesting to be near Daytona Speedway.
- Can be 2-3 hotels as long as they are side by side.
- If not within 1-mile distance from speedway group is requesting a comp shuttle service.