



June 29, 2023

Governor Ron DeSantis
Office of the Governor
State of Florida
400 S. Monroe Street
Tallahassee, FL 32399

Re: Visit Florida – Florida Statutes 288.1266 (13) (c)

Dear Governor Ron DeSantis, Senate President Kathleen Passidomo, and The Honorable, Paul Renner, Speaker of the House,

Attached you will find the summary of budgets for Southeast Volusia Advertising Authority (SVAA) DBA New Smyrna Beach Area Visitors Bureau, for fiscal years 2021-2022, and 2022-2023 and 2023-2024. This includes personnel costs, advertising & marketing, direct sales expenditures, as well as operating costs.

I have also enclosed a quick books vendor report for Visit Florida, code 5165, that outlines our participation expenses with Visit Florida as requested.

Our SVAA Board of Directors consists of 7 tourism industry stakeholders that are non-paid volunteer board members. The SVAA office currently has five full-time employees, and we look forward to hiring two more team members in FY23/24 to bring us back to our full staff roster of 7 FTE.

We appreciate the funding of Visit Florida and hope that the State Tourism Office can have their agreement extended indefinitely into the future. As a DMO, we rely on the marketing that VF does for us, and this helps maximize our budgeting and programming. We depend on Visit Florida to place Florida in the spotlight so that we can concentrate our marketing dollars on specific markets with more impact.

Please let me know if I can be of further assistance,

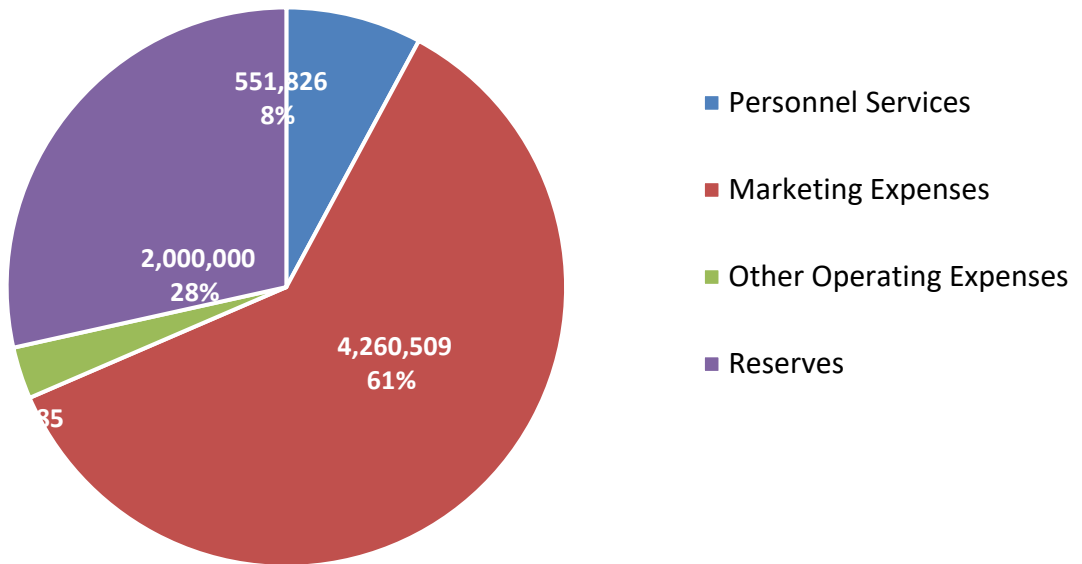
Sincerely,

Deborah A. Meihls, CDME
President & CEO SVAA/NSBVB

Summary Budget Comparison #REF!

	FY 2021-22 Actuals per Audit	FY 2022-23 Adopted	FY 2022-23 Estimate	FY 2023-24 Request
Revenues By Source				
Convention Development Taxes	3,259,395	3,100,000	3,244,000	3,389,225
Interest Income	-4,223	1,200	28,000	25,000
Misc. Revenue	14,327	15,000	15,000	15,000
Appropriated Fund Balance	2,757,314	3,464,026	3,595,897	3,594,195
Total Revenues	\$ 6,026,813	\$ 6,580,226	\$ 6,882,897	\$ 7,023,420
Expenditures by Category				
Personnel Services	314,652	502,464	378,953	551,826
Marketing Expenses	1,945,054	3,949,676	2,667,664	4,260,509
Other Operating Expenses	171,210	190,086	242,085	211,085
Total Operating Budget	\$ 2,430,916	\$ 4,642,226	\$ 3,288,702	\$ 5,023,420
Reserves	0	1,938,000	0	2,000,000
Total Expenditures	\$ 2,430,916	\$ 6,580,226	\$ 3,288,702	\$ 7,023,420
Revenues vs Expenditures	3,595,897	0	3,594,195	0
Number of Full-Time Positions	2	3	4	5
Number of Part-Time Positions	0	0	0	0

Expenditures By Category



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06/26/23

Cash Basis

Southeast Volusia Advertising Authority

Transaction Detail By Account

October 2022 through September 2023

Type	Date	Num	Name	Memo	Split	Debit	Credit	Balance
Advertising & Marketing								
Visit Florida								
5165d · Public Relations/Promotions								
Check	04/06/2023	8890	VISIT FLORIDA	#86989 Destination Mktg Partnership	1000 · TD Che...	3,000.00		3,000.00
Check	06/12/2023	8899	VISIT FLORIDA	#87889 Brochures	1000 · TD Che...	1,089.39		4,089.39
Total 5165d · Public Relations/Promotions						4,089.39	0.00	4,089.39
Total Visit Florida						4,089.39	0.00	4,089.39
Total Advertising & Marketing						4,089.39	0.00	4,089.39
TOTAL						4,089.39	0.00	4,089.39