SOUTHEAST VOLUSIA ADVERTISING AUTHORITY A SPECIAL REVENUE FUND OF THE COUNTY OF VOLUSIA, FLORIDA

FINANCIAL STATEMENTS

SEPTEMBER 30, 2024 AND 2023

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INDEPENDENT AUDITORS' REPORT

To the Board of Directors of Southeast Volusia Advertising Authority, A special revenue fund of the County of Volusia, Florida:

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of the Southeast Volusia Advertising Authority (the Authority), a special revenue fund of the County of Volusia, Florida, as of and for the years ended September 30, 2024 and 2023, and the related notes to the financial statements, which collectively comprise the Authority's basic financial statements as listed in the table of contents.

In our opinion, the accompanying financial statements referred to above present fairly, in all material respects, the financial position of the Southeast Volusia Advertising Authority, a special revenue fund of the County of Volusia, Florida, as of September 30, 2024 and 2023, and the changes in financial position thereof for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS) and the standards applicable to financial audits contained in *Government Auditing Standards* (GAS), issued by the Comptroller General of the United States. Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Authority, and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Authority's ability to continue as a going concern for twelve months beyond the financial statement date, including any currently known information that may raise substantial doubt shortly thereafter.

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS and GAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS and GAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Authority's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Authority's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

Emphasis of Matter

As discussed in Note (1), the financial statements present only the Southeast Volusia Advertising Authority special revenue fund and do not purport to, and do not, present fairly the financial position of the County of Volusia, Florida, as of September 30, 2024 and 2023, and the changes in its financial position, or, where applicable, its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America. Our opinion is not modified with respect to this matter.

Required Supplementary Information

Accounting principles generally accepted in the United States of America require that the budgetary comparison information as listed in the table of contents be presented to supplement the basic financial statements. Such information is the responsibility of management and, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We do not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

Management has omitted Management's Discussion and Analysis that accounting principles generally accepted in the United States of America require to be presented to supplement the basic financial statements. Such missing information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. Our opinion on the basic financial statements is not affected by this missing information.

Other Reporting Required by Government Auditing Standards

In accordance with *Government Auditing Standards*, we have also issued our report dated December 3, 2024, on our consideration of the Authority's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Authority's internal control over financial reporting and compliance.

James Maore ; Co., P.L.

Daytona Beach, Florida December 3, 2024

SOUTHEAST VOLUSIA ADVERTISING AUTHORITY A SPECIAL REVENUE FUND OF THE COUNTY OF VOLUSIA, FLORIDA BALANCE SHEETS SEPTEMBER 30, 2024 AND 2023

	2024	2023
<u>ASSETS</u>		
Cash and cash equivalents Taxes receivable Prepaid items Total Assets	\$ 2,765,248 364,076 768 \$ 3,130,092	\$ 3,330,905 346,213 768 \$ 3,677,886
LIABILITIES AND FUND BALANCE		
Liabilities Accounts payable and accrued expenses	\$ 107,626	\$ 114,849
Fund Balance Nonspendable: Prepaid items Restricted for tourism and advertising	768 3,021,698	768 3,562,269
Total fund balance Total Liabilities and Fund Balance	3,022,466 \$ 3,130,092	3,563,037 \$ 3,677,886

The accompanying notes to financial statements are an integral part of these statements.

SOUTHEAST VOLUSIA ADVERTISING AUTHORITY A SPECIAL REVENUE FUND OF THE COUNTY OF VOLUSIA, FLORIDA STATEMENTS OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE FOR THE YEARS ENDED SEPTEMBER 30, 2024 AND 2023

	2024	2023
Revenues		
Convention development taxes, net	\$ 3,257,882	\$ 3,199,215
Investment interest income (loss)	94,992	75,273
Miscellaneous	32,948	27,952
Total revenues	3,385,822	3,302,440
Expenditures		
Economic environment:		
Personal services	368,355	395,042
Operating	3,558,038	2,940,257
Total expenditures	3,926,393	3,335,299
Excess (deficiency) of revenues over expenditures	(540,571)	(32,859)
Fund balance, beginning of year	3,563,037	3,595,896
Fund balance, end of year	\$ 3,022,466	\$ 3,563,037

The accompanying notes to financial statements are an integral part of these statements.

(1) **Summary of Significant Accounting Policies:**

The following is a summary of the more significant accounting policies and practices of Southeast Volusia Advertising Authority (the Authority), a special revenue fund of the County of Volusia, Florida, which affect significant elements in the accompanying financial statements:

- (a) **Organization and purpose**—In 1987 the County of Volusia, Florida (the County) adopted Ordinance 87-23, as amended, pursuant to Chapter 212.0305, Florida Statutes, which created the Authority, a special revenue fund of the County, to administer and disburse the proceeds of the Convention Development Tax imposed within the boundaries of the Southeast Volusia Tax District as defined by Chapter 262.94, Laws of Florida. The proceeds are used solely within the district to promote and advertise tourism, and to fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus. The County appoints all members of the Authority's board of directors for one-to-three-year terms.
- (b) **Reporting entity**—The Governmental Accounting Standards Board (GASB) established standards for defining the financial reporting entity. In developing these standards, the GASB assumed that all governmental organizations are responsible to elected officials at the federal, state, or local level. Financial reporting by a state or local government should report the elected officials' accountability for those organizations. There are no potential component units of the Authority.

The Authority's financial statements have been prepared in accordance with the accounting principles generally accepted in the United States of America. The financial statements of the Authority are intended to present the fund balance and the changes in fund balance of only that portion of the County of Volusia, Florida that is attributable to the transactions of the Authority. They do not purport to, and do not, present fairly the financial position of the County of Volusia, Florida as of September 30, 2024 and 2023, and the changes in its financial position for the years then ended in conformity with accounting principles generally accepted in the United States of America.

- (c) **Fund financial statements**—Fund financial statements are presented for the Southeast Volusia Advertising Authority, a special revenue fund of the County of Volusia, Florida. The Authority does not engage in any business-type activities. The operations of the Authority are accounted for with a separate set of self-balancing accounts that comprise its assets, liabilities, fund balance, revenues, and expenditures. Government resources are allocated to and accounted for in individual funds, based upon the purposes for which they are to be spent and the means by which spending activities are controlled.
- (d) Measurement focus, basis of accounting and financial statement presentation—Governmental fund financial statements are reported using the *current financial resources measurement focus* and the *modified accrual basis of accounting*. Revenues are recognized as soon as they are both measurable and available. Revenues are considered to be *available* when they are collectible within the current period or soon enough thereafter to pay liabilities of the current period. For this purpose, the Authority considers revenues to be available if they are collected within 60 days of the end of the current fiscal period. Expenditures are generally recorded when a liability is incurred, as under accrual accounting.

(1) **Summary of Significant Accounting Policies:** (Continued)

- (e) Cash and cash equivalents—The Authority considers all short-term investments with an initial maturity of less than three months when purchased by the Authority to be cash equivalents.
- (f) **Prepaid items**—Certain payments to vendors reflect costs applicable to future accounting periods and are recorded as prepaid items in the fund financial statements.
- (g) Capital assets—Capital assets, which include leasehold improvements and equipment are defined by the Authority as assets with initial, individual costs that equal or exceed \$5,000 and an estimated useful life of over one year. Capital assets are recorded as expenditures at the time goods are received and a liability is incurred. Purchased capital assets are recorded at historical cost. Donated capital assets are recorded at estimated fair market value at the date of donation. The costs of normal maintenance and repairs that do not add to the value of the asset or materially extend assets lives are not capitalized. No depreciation has been provided on capital assets in these financial statements. However, depreciation expense on these capital assets will be recorded in the basic financial statements of the County of Volusia, Florida.

Capital outlays expended in the governmental fund operations of the Authority are capitalized in the basic financial statements of the County of Volusia, Florida rather than in the governmental fund of the Authority.

- (h) **Convention development taxes, net**—Convention development tax revenues are reported net of a 2% administrative fee paid to the County of Volusia to administer and collect the tax. The fees for the years ended September 30, 2024 and 2023, were \$66,487 and \$65,290, respectively.
- (i) **Fund balance**—The Authority reports fund balance in accordance with the GASB Codification. Fund balances are classified as follows:

Nonspendable—Amounts that cannot be spent either because they are not in a spendable form or because they are legally or contractually required to be maintained intact.

Restricted—Amounts constrained to specific purposes by outside parties or enabling legislation.

Committed—Amounts that can be used only for specific purposes determined by a formal action by ordinance or resolution.

Assigned—Amounts that are designated by the Board of Directors for a specific purpose.

Unassigned—All amounts not included in other spendable classifications.

When an expenditure is incurred for purposes for which restricted, committed, assigned, and unrestricted fund balance is available, the Authority considers restricted funds to have been spent first, committed funds second, assigned funds third, and unassigned funds last.

Restricted fund balance consists of unspent funds received from Volusia County for convention development taxes authorized by Chapter 212.0305, Florida Statutes. Nonspendable fund balance is made up of prepaid items.

(1) **Summary of Significant Accounting Policies:** (Continued)

- (j) **Budgets**—The Executive Director shall present a recommended budget to the Board of Directors on or before September 1st of each year. The Authority shall adopt and transmit to the County of Volusia, Florida a recommended budget on or before September 1st of each year for approval by the County Council. The budget is adopted on a basis consistent with accounting principles generally accepted in the United States of America and amended throughout the year as needed by the Board of Directors. The fund is the legal level of control. All appropriations lapse at the close of the fiscal year to the extent that they have not been carried forward.
- (k) **Investments**—Investments authorized by Section 215.47, Florida Statutes, include bonds, notes, commercial paper, and various other types of investments. The Authority has not adopted a written investment policy and limits its investments to those prescribed by Section 218.415(7), Florida Statutes. The Authority held no investments at September 30, 2024 and 2023.

(2) <u>Capital Assets:</u>

Capital asset activity for the year ended September 30, 2024, which is reported in the basic financial statements of the County of Volusia, Florida rather than the governmental activities of the Authority, was as follows:

	Beginning Balance		Increases		Decreases		Ending Balance	
Governmental activities:								
Capital assets, being depreciated:								
Leasehold improvements	\$	24,189	\$	=	\$	=	\$	24,189
Equipment		33,611		-		-		33,611
Less: Accumulated depreciation		(57,342)		(458)		-		(57,800)
Governmental activities capital assets, net	\$	458	\$	(458)	\$	-	\$	-

Capital asset activity for the year ended September 30, 2023, was as follows:

		eginning Balance	I1	ncreases	Decreases		Ending Balance	
Governmental activities:								
Capital assets, being depreciated:								
Leasehold improvements	\$	24,189	\$	-	\$	-	\$	24,189
Equipment		33,611		-		-		33,611
Less: Accumulated depreciation		(54,605)		(2,737)		-		(57,342)
Governmental activities capital assets, net	\$	3,195	\$	(2,737)	\$	-	\$	458

(3) **Deposits:**

The Authority's bank deposits were with one bank, which is part of a branch banking system covering the State of Florida. The maximum amount covered by the FDIC was \$250,000 per depositor at each separately chartered FDIC-insured depository institution, and any excess bank balances are covered with the State of Florida Security for Public Deposits Act.

The Florida Security for Public Deposits Act establishes guidelines for qualifications and participation by banks and savings associations, procedures for the administration of the collateral requirements, and characteristics of eligible collateral. Under the Act, the Authority's deposits in qualified public depositories are totally insured. The qualified public depository must pledge at least 50 percent of the average daily balance for each month of all public deposits in excess of any applicable deposit insurance. Additional collateral, up to a maximum of 125 percent, may be required, if deemed necessary under the conditions set forth in the Act. Obligations pledged to secure deposits must be delivered to the State Treasurer, or with the approval of the State Treasurer, to a bank, savings association, or trust company provided a power of attorney is delivered to the Treasurer.

(4) Related Party Transactions:

During the year ended September 30, 2023, the Authority received co-op advertising revenue from an entity where a board member is the manager, and is considered a related party transaction. The advertising revenue totaled \$1,500 during the year ended September 30, 2023. No other related party transactions occurred during the years ended September 30, 2024 and 2023.

(5) **Concentrations:**

The Authority's convention development tax revenues for the years ended September 30, 2024 and 2023, were derived from various major taxpayers. For the year ended September 30, 2024, two taxpayers remitted 18% and 10% of the total tax revenues, respectively. For the year ended September 30, 2023, two taxpayers remitted 18% and 11% of the total tax revenues, respectively.

(6) Leases:

In accordance with Governmental Accounting Standards Board (GASB) Codification Section L20, *Leases*, intangible right-to-use lease assets and lease liabilities are recorded based on the present value of future lease payments at the commencement of a lease. Subsequently, the lease liability is reduced by the principal portion of lease payments made and the lease asset is amortized on a straight-line basis over its useful life. The Authority is a lessee for a noncancellable building lease, but because of their spending measurement focus, expenditures recognized for governmental fund types are limited to exclude amounts represented by non-current lease liabilities. Since they do not affect net current assets, such long-term amounts are not recognized as governmental fund type expenditures or fund liabilities. They are instead reported as lease liabilities in the financial statements of the County of Volusia. Similarly, right-to-use assets are capitalized by the Volusia County Council.

REQUIRED SUPPLEMENTARY INFORMATION

SOUTHEAST VOLUSIA ADVERTISING AUTHORITY A SPECIAL REVENUE FUND OF THE COUNTY OF VOLUSIA, FLORIDA SCHEDULE OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE - BUDGET AND ACTUAL FOR THE YEAR ENDED SEPTEMBER 30, 2024

	Bud	lget		Variance with Final Budget Increase		
	Original	Final	Actual	(Decrease)		
Revenues						
Convention development taxes, net	\$ 3,389,225	\$ 3,389,225	\$ 3,257,882	\$ (131,343)		
Investment interest income (loss) Miscellaneous	25,000 15,000	25,000 15,000	94,992 32,948	69,992 17,948		
Total revenues	3,429,225	3,429,225	3,385,822	(43,403)		
Expenditures Economic environment:						
Personal services	551,827	551,827	368,355	183,472		
Operating:						
Advertising and promotions	4,150,509	4,150,509	3,371,972	778,537		
Fulfillment	21,000	21,000	10,924	10,076		
Insurance	3,500	3,500	3,004	496		
Office	93,084	93,084	86,041	7,043		
Other professional fees	23,500	23,500	25,000	(1,500)		
Rent	40,000	40,000	38,400	1,600		
Travel	11,000	11,000	14,717	(3,717)		
Utilities	4,000	4,000	7,980	(3,980)		
Total operating	4,346,593	4,346,593	3,558,038	788,555		
Total expenditures	4,898,420	4,898,420	3,926,393	972,027		
Excess (deficiency) of revenues						
over expenditures	(1,469,195)	(1,469,195)	(540,571)	928,624		
Fund balance, beginning of year	3,563,037	3,563,037	3,563,037	-		
Fund balance, end of year	\$ 2,093,842	\$ 2,093,842	\$ 3,022,466	\$ 928,624		

The accompanying notes to schedule of revenues, expenditures and changes in fund balance - budget and actual are an integral part of this schedule.

SOUTHEAST VOLUSIA ADVERTISING AUTHORITY A SPECIAL REVENUE FUND OF THE COUNTY OF VOLUSIA, FLORIDA NOTES TO SCHEDULE OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE - BUDGET AND ACTUAL FOR THE YEAR ENDED SEPTEMBER 30, 2024

(1) **Summary of Significant Accounting Policies:**

Budgets—The Executive Director shall present a recommended budget to the Board of Directors on or before September 1st of each year. The Authority shall adopt and transmit to the County of Volusia, Florida a recommended budget on or before September 1st of each year for approval by the County Council. The budget is adopted on a basis consistent with accounting principles generally accepted in the United States of America. The fund is the legal level of control. All appropriations lapse at the close of the fiscal year to the extent that they have not been carried forward.



INDEPENDENT AUDITORS' REPORT ON INTERNAL CONTROL OVER FINANCIAL REPORTING AND ON COMPLIANCE AND OTHER MATTERS BASED ON AN AUDIT OF FINANCIAL STATEMENTS PERFORMED IN ACCORDANCE WITH GOVERNMENT AUDITING STANDARDS

To the Board of Directors of Southeast Volusia Advertising Authority, A special revenue fund of the County of Volusia, Florida:

We have audited, in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards* issued by the Comptroller General of the United States, the financial statements of the Southeast Volusia Advertising Authority (the Authority), a special revenue fund of the County of Volusia, Florida, as of and for the year ended September 30, 2024, and the related notes to the financial statements, which collectively comprise the Authority's basic financial statements, and have issued our report thereon dated December 3, 2024.

Report on Internal Control over Financial Reporting

In planning and performing our audit of the financial statements, we considered the Authority's internal control over financial reporting (internal control) as a basis for designing procedures that are appropriate in the circumstances for the purpose of expressing our opinions on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Authority's internal control. Accordingly, we do not express an opinion on the effectiveness of the Authority's internal control.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees in the normal course of performing their assigned functions, to prevent, or detect and correct misstatements on a timely basis. A material weakness is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected on a timely basis. A significant deficiency is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses or significant deficiencies may exist that were not identified.

Report on Compliance and Other Matters

As part of obtaining reasonable assurance about whether the Authority's financial statements are free from material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a direct and material effect on the financial statements. However, providing an opinion on compliance with those provisions was not an objective of our audit and, accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*

Purpose of this Report

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the entity's internal control or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the entity's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

James Maore & Co., P.L.

Daytona Beach, Florida December 3, 2024