



June 10, 2024

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

Re: Florida Statutes 288.1226 (13) (c)

Governor DeSantis,

Attached you will find the summary of budgets for Southeast Volusia Advertising Authority Dba New Smyrna Beach Area Visitors Bureau, for fiscal years 2022-2023, 2023-2024 and 2024-2025.

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

We thank you for funding Visit Florida. Our DMO depends heavily on Visit Florida and their marketing activities 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,

A handwritten signature in black ink, appearing to read "Deborah A. Meihls", written over a light blue circular background.

Deborah A. Meihls, CDME
President & CEO



June 10, 2024

Senator Kathleen Passidomo
Senate President
Florida Senate
409 The Capitol
404 South Monroe Street
Tallahassee, FL 32399

Re: Florida Statutes 288.1226 (13) (c)

Senate President Passidomo,

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Deborah A. Meihls, CDME
President & CEO



June 10, 2024

The Honorable Paul Renner
Speaker of the House
House of Representatives
402 The Capitol
402 South Monroe Street
Tallahassee, FL 32399

Re: Florida Statutes 288.1226 (13) (c)

Speaker Renner,

Attached you will find the summary of budgets for Southeast Volusia Advertising Authority Dba New Smyrna Beach Area Visitors Bureau, for fiscal years 2022-2023, 2023-2024 and 2024-2025.

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Sincerely,

Deborah A. Meihls, CDME
President & CEO

10:11 AM

06/07/24

Cash Basis

Southeast Volusia Advertising Authority
Transaction Detail By Account
 October 2022 through September 2023

Type	Date	Num	Name	Memo	Debit	Credit	Balance
Advertising & Marketing							
Visit Florida							
5165 - Visit Florida Coop-Adv/Conventi							
Check	09/07/2023	DR23-9-16	TD Card Services	Visit Florida Governors conference	1,137.00		1,137.00
Check	09/07/2023	DR23-9-16	TD Card Services	DMO convention	3,000.00		4,137.00
Check	09/26/2023	DR23-9-19	TD Card Services	conference fee-Robin	369.00		4,506.00
Total 5165 - Visit Florida Coop-Adv/Conventi					4,506.00	0.00	4,506.00
5165d - Public Relations/Promotions							
Check	04/06/2023	8890	VISIT FLORIDA	#86989 Destination Mktg Partnership	3,000.00		3,000.00
Check	06/12/2023	8899	VISIT FLORIDA	#87889 Brochures	1,089.39		4,089.39
General Jo...	07/31/2023	aje23-7-2	VISIT FLORIDA	Void check 8890 #86989-DestinationMkt...		3,000.00	1,089.39
Total 5165d - Public Relations/Promotions					4,089.39	3,000.00	1,089.39
Total Visit Florida					8,595.39	3,000.00	5,595.39
Total Advertising & Marketing					8,595.39	3,000.00	5,595.39
TOTAL					8,595.39	3,000.00	5,595.39

10:14 AM
08/07/24
Cash Basis

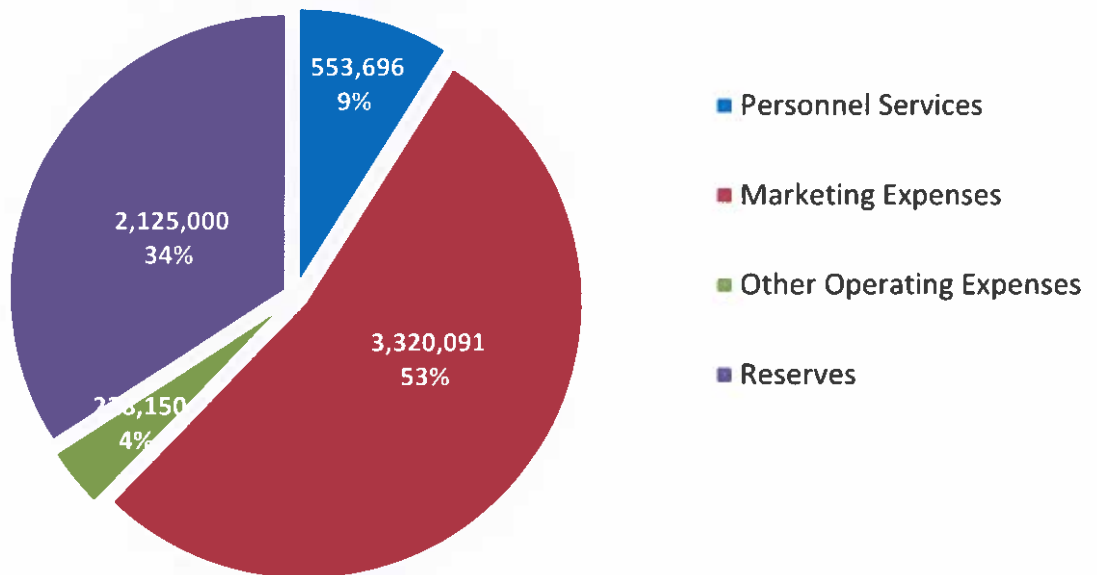
Southeast Volusia Advertising Authority
Transaction Detail By Account
October 2023 through September 2024

Type	Date	Num	Adj	Name	Memo	Clr	Split	Debit	Credit	Original Amount	Balance
Advertising & Marketing											
Promotional Advertising											
5180i Promotional Advertising-UK											
Check	02/07/2024	8913		VISIT FLORIDA	#90278-90187	1000	TD Che...	30,000.00		30,000.00	30,000.00
Total 5180i Promotional Advertising-UK								30,000.00	0.00		30,000.00
Total Promotional Advertising								30,000.00	0.00		30,000.00
Total Advertising & Marketing								30,000.00	0.00		30,000.00
TOTAL								30,000.00	0.00		30,000.00

Summary Budget Comparison S.E. Volusia Ad Authority

	FY 2022-23 Actuals per Audit	FY 2023-24 Adopted	FY 2023-24 Estimate	FY 2024-25 Request
Revenues By Source				
Convention Development Taxes	3,199,215	3,389,225	3,389,225	3,600,000
Interest Income	75,273	25,000	25,000	50,000
Misc. Revenue	27,952	15,000	15,000	15,000
Appropriated Fund Balance	3,595,896	3,594,195	3,563,037	2,561,937
Total Revenues	\$ 6,898,336	\$ 7,023,420	\$ 6,992,262	\$ 6,226,937
Expenditures by Category				
Personnel Services	395,042	551,827	491,827	553,696
Marketing Expenses	2,710,337	4,135,509	3,727,414	3,320,091
Other Operating Expenses	229,920	211,084	211,084	228,150
Total Operating Budget	\$ 3,335,299	\$ 4,898,420	\$ 4,430,325	\$ 4,101,937
Reserves	0	2,125,000	0	2,125,000
Total Expenditures	\$ 3,335,299	\$ 7,023,420	\$ 4,430,325	\$ 6,226,937
Revenues vs Expenditures				
	3,563,037	0	2,561,937	0
Number of Full-Time Positions				
	4	5	5	5
Number of Part-Time Positions				
	0	0	0	0

Expenditures By Category



**Detail Budget Comparison
Southeast Volusia Ad Authority**

	FY 2022-23 Actuals per Audit	FY 2023-24 Adopted	FY 2023-24 Estimate	FY 2024-25 Request
REVENUES				
Convention Development Tax	3,199,215	3,389,225	3,389,225	3,600,000
Interest Income	\$75,273	25000	25000	50000
Miscellaneous Revenue	27,952	15,000	15,000	15,000
Fund Balance	3,595,896	3,594,195	3,563,037	2,561,937
TOTAL REVENUE	\$6,898,336	\$7,023,420	\$6,992,262	\$6,226,937
EXPENSES				
Personnel Services				
Salaries & Wages	295,286	405,263	345,263	407,174
FICA	22,589	31,002	31,002	31,149
Health Insurance	55,103	73,560	73,560	73,200
401k	5,899	20,264	20,264	20,359
Life Insurance	4,177	5,406	5,406	5,406
Worker's Compensation	3,750	1,159	1,159	1,165
Unemployment Insurance	8,238	15,173	15,173	15,245
Total Personnel Services	\$395,042	\$551,827	\$491,827	\$553,696
Marketing/Advertising/PR				
Agency Contracted Fee	225,000	225,000	225,000	225,000
Promotional /Advertising	2,302,959	3,730,509	3,322,414	2,977,432
Sub Total Marketing/Advertising/PR	\$2,527,959	\$3,955,509	\$3,547,414	\$3,202,432
Printing	0	0	0	0
Professional Services incl tourism research	62,600	60,000	60,000	60,000
Trade Shows/Direct Sales	30,562	20,000	20,000	20,000
Website Updates	89,216	100,000	100,000	37,659
Total Marketing Expenses	\$2,710,337	\$4,135,509	\$3,727,414	\$3,320,091
Other Operating Expenses				
Professional services - Yearly Audit Fee	14,250	14,500	14,500	14,750
Accounting Services - Belote's	10,100	9,000	9,000	12,000
Bank Service Fees	2,273	2,000	2,000	2,000
Clothing	633	2,500	2,500	3,000
Communications (Telephones)	6,255	6,000	6,000	6,000
Food & Dietary	451	6,000	6,000	6,000
Insurance & Bonds	2,975	3,500	3,500	3,500
Janitorial	0	1,000	1,000	1,000
Maintenance of Equipment - Office	51,615	50,000	50,000	60,000
Memberships	14,730	15,000	15,000	15,000
Mileage Reimbursement	596	5,000	5,000	5,000
Office Supplies	4,951	3,000	3,000	3,000
Payroll Expenses	21,940	29,584	29,584	32,900
Postage	9,527	15,000	15,000	15,000
Printer-Copier	4,692	5,000	5,000	5,000
Rent	38,496	40,000	40,000	40,000
Repairs & Improvements (Ian/Nicole)	43,826	0	0	
Utilities	2,610	4,000	4,000	4,000
Total Other Operating Expenses	\$229,920	\$211,084	\$211,084	\$228,150
Grand Total Operating	\$3,335,299	\$4,898,420	\$4,430,325	\$4,101,937
Reserves		2,125,000	0	2,125,000
TOTAL EXPENDITURES	\$3,335,299	\$7,023,420	\$4,430,325	\$6,226,937
Difference - Ending Fund Balance	3,563,037	0	2,561,937	0
Positions				
Number of Full-Time Positions	4	5	5	5
Number of Part-Time Positions	0	0	0	0