



June 17, 2022

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 Wilton Simpson, and House Speaker Chris Sprowls,

Attached you will find the summary of budgets for Southeast Volusia Advertising Authority (SVAA) DBA New Smyrna Beach Area Visitors Bureau, for fiscal years 2020-2021, and 2021-2022 and 2022-2023. This includes personnel costs, marketing, and 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 four full-time employees, and we look forward to hiring one more team member in FY22/23.

We appreciate the funding of Visit Florida and hope to see 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

**Detail Budget Comparison  
Southeast Volusia Ad Authority**

	<b>FY 2020-21 Actuals</b>	<b>FY 2021-22 Adopted</b>	<b>FY 2021-22 Estimate</b>	<b>FY 2022-23 Request</b>
<b>REVENUES</b>				
Convention Development Tax	2,853,202	2,374,191	3,526,974	3,300,000
Interest Income	1,530	1,200	1,200	1,200
Miscellaneous Revenue	22,400	17,850	15,000	15,000
Beginning Fund Balance	1,578,091	2,133,288	2,757,314	3,852,560
<b>TOTAL REVENUE</b>	<b>\$4,455,223</b>	<b>\$4,526,529</b>	<b>\$6,300,488</b>	<b>\$7,168,760</b>
<b>EXPENSES</b>				
<b>Personnel Services</b>				
Salaries & Wages	180,195	307,025	237,176	349,603
FICA	13,866	23,488	18,143	26,744
Health Insurance	16,318	39,600	43,578	49,200
401k	4,053	9,211	5,180	17,480
Life Insurance	1,328	10,056	907	13,080
Worker's Compensation	2,302	878	3,005	1,000
Unemployment Insurance	4,766	11,495	6,238	13,089
<b>Total Personnel Services</b>	<b>\$222,829</b>	<b>\$401,752</b>	<b>\$314,227</b>	<b>\$470,196</b>
<b>Marketing/Advertising/PR</b>				
Agency Contracted Fee	210,000	225,000	225,000	225,000
Promotional /Advertising	859,790	1,750,921	1,365,885	3,879,649
<b>Sub Total Marketing/Advertising/PR</b>	<b>\$1,069,790</b>	<b>\$1,975,921</b>	<b>\$1,590,885</b>	<b>\$4,104,649</b>
Printing	3,549	5,000	5,000	5,000
Professional Services incl tourism research	72,575	87,700	74,200	167,800
Promotional Items/FAM Tours	0	0	0	0
Trade Shows/Direct Sales	8,545	25,000	13,000	30,119
Website Updates	158,389	341,000	264,000	200,000
<b>Total Marketing Expenses</b>	<b>\$1,312,848</b>	<b>\$2,434,621</b>	<b>\$1,947,085</b>	<b>\$4,507,568</b>
<b>Other Operating Expenses</b>				
Professional services - Yearly Audit Fee	16,718	17,000	14,000	14,500
Accounting Services - Belote's	9,050	9,000	8,800	9,000
Bank Service Fees	1,242	2,000	1,500	2,000
Clothing	0	1,500	340	1,500
Communications (Telephones)	5,168	6,870	5,645	9,300
Food & Dietary	873	1,000	1,000	1,000
Insurance & Bonds	1,859	2,500	2,000	2,500
Janitorial	285	500	851	500
Maintenance of Equipment - Office	36,792	41,000	55,667	41,000
Memberships	27,058	15,000	10,000	12,864
Mileage Reimbursement	675	5,000	2,500	5,000
Office Supplies	2,837	2,500	1,000	2,500
Payroll Expenses	13,570	22,286	22,413	25,332
Postage	6,886	15,000	15,000	15,000
Printer-Copier	452	5,000	4,500	5,000
Rent	36,150	40,000	37,400	40,000
Utilities	2,617	4,000	4,000	4,000
<b>Total Other Operating Expenses</b>	<b>\$162,232</b>	<b>\$190,156</b>	<b>\$186,616</b>	<b>\$190,996</b>
<b>Grand Total Operating</b>	<b>\$1,697,909</b>	<b>\$3,026,529</b>	<b>\$2,447,927</b>	<b>\$5,168,760</b>
<b>Reserves</b>	<b>0</b>	<b>1,500,000</b>	<b>0</b>	<b>2,000,000</b>
<b>TOTAL EXPENDITURES</b>	<b>\$1,697,909</b>	<b>\$4,526,529</b>	<b>\$2,447,927</b>	<b>\$7,168,760</b>
<b>Difference - Ending Fund Balance</b>	<b>2,757,314</b>	<b>0</b>	<b>3,852,560</b>	<b>0</b>
<b>Positions</b>				
Number of Full-Time Positions	2	3	4	5
Number of Part-Time Positions	0	0	0	0

## Summary Budget Comparison S.E. Volusia Ad Authority

	FY 2020-21 Actuals	FY 2021-22 Adopted	FY 2021-22 Estimate	FY 2022-23 Request
<b>Revenues By Source</b>				
Convention Development Taxes	2,853,202	2,374,191	3,526,974	3,300,000
Interest Income	1,530	1,200	1,200	1,200
Misc. Revenue	22,400	17,850	15,000	15,000
Appropriated Fund Balance	1,578,091	2,133,288	2,757,314	3,852,560
<b>Total Revenues</b>	<b>\$ 4,455,223</b>	<b>\$ 4,526,529</b>	<b>\$ 6,300,488</b>	<b>\$ 7,168,760</b>
<b>Expenditures by Category</b>				
Personnel Services	222,829	401,752	314,227	470,196
Marketing Expenses	1,312,848	2,434,621	1,947,085	4,507,568
Other Operating Expenses	162,232	190,156	186,616	190,996
<b>Total Operating Budget</b>	<b>\$ 1,697,909</b>	<b>\$ 3,026,529</b>	<b>\$ 2,447,927</b>	<b>\$ 5,168,760</b>
Reserves	0	1,500,000	0	2,000,000
<b>Total Expenditures</b>	<b>\$ 1,697,909</b>	<b>\$ 4,526,529</b>	<b>\$ 2,447,927</b>	<b>\$ 7,168,760</b>
<b>Revenues vs Expenditures</b>	<b>2,757,314</b>	<b>0</b>	<b>3,852,560</b>	<b>0</b>
<b>Number of Full-Time Positions</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>5</b>
<b>Number of Part-Time Positions</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

### Expenditures By Category

