



June 19, 2019

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

Re: Visit Florida - Florida Statutes 288.1226 (13) (c)

Dear Governor DeSantis, Senator Bill Galvano, The Honorable Jose Oliva,

Attached you will find the summary of budgets for Southeast Volusia Advertising Authority dba New Smyrna Beach Area Visitors Bureau, for fiscal years 2017-2018, 2018-2019 and 2019-2020.

I have also enclosed a quick books vendor report for Visit Florida, code 4802, 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. This will be posted on www.VisitNSBFI.com

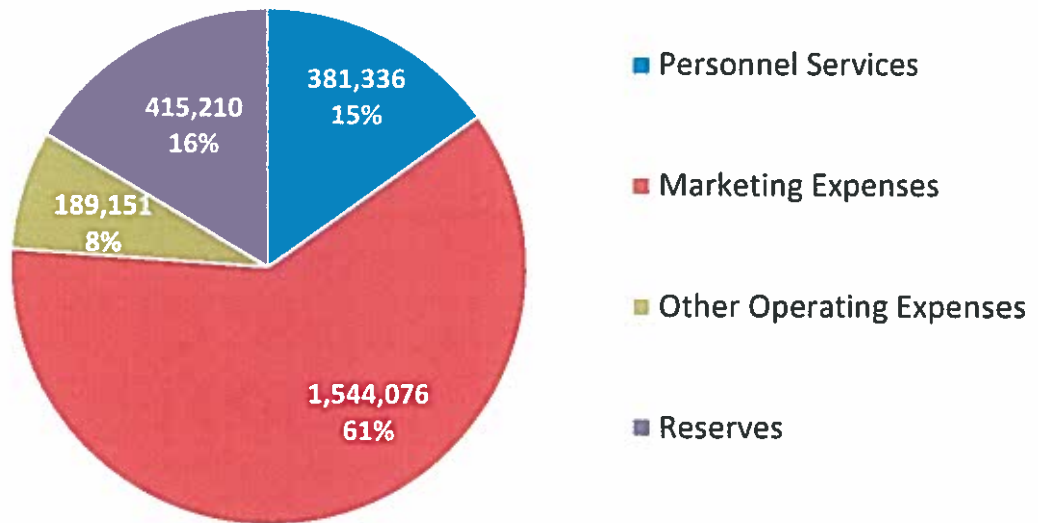
Sincerely,

Deborah A. Meihls, CDME
Executive Director, SVAA/NSBVB

Summary Budget Comparison S.E. Volusia Ad Authority

	FY 2017-18 Adopted Budget	FY 2017-18 Estimate	FY 2018-19 Request
Revenues By Source			
Convention Development Taxes	\$ 2,080,227	\$ 2,015,104	\$ 2,085,773
Misc. Revenue	0	0	28,790
Appropriated Fund Balance	<u>284,929</u>	<u>319,154</u>	<u>415,210</u>
Total Revenues	\$ 2,365,156	\$ 2,334,258	\$ 2,529,773
Expenditures by Category			
Personnel Services	358,418	331,519	381,336
Marketing Expenses	1,623,995	1,414,673	1,544,076
Other Operating Expenses	<u>182,743</u>	<u>172,856</u>	<u>189,151</u>
Total Operating Budget	\$ 2,165,156	\$ 1,919,048	\$ 2,114,563
Reserves	<u>200,000</u>		<u>415,210</u>
Total Expenditures	\$ 2,365,156	\$ 1,919,048	\$ 2,529,773
Revenues vs Expenditures	0	415,210	0
Number of Full-Time Positions	6	6	6
Number of Part-Time Positions	1	1	1

Expenditures By Category



**Southeast Volusia Advertising Authority
Transaction Detail By Account**

October 2018 through September 2019

Type	Date	Num	Name	Memo	Debit	Credit	Balance
Advertising & Marketing							
Visit Florida							
5165a - Travel							
Check	11/07/2018	8386	Suzanne Sopotnick	Jennings, FL	199.06		199.06
Check	01/15/2019	DR18-1-8	TD Card Services	3420	243.60		442.66
Check	02/08/2019	DR19-2-1	TD Card Services	NY trade show	332.00		774.66
Check	03/01/2019	DR19-3-1	TD Card Services	7756	705.70		1,480.36
Check	03/10/2019	DR19-3-2	TD Card Services	4822	1,583.30		3,063.66
Check	04/03/2019	DR19-4-1	TD Card Services	7756	1,706.66		4,770.32
Check	05/01/2019	DR19-5-2	TD Card Services	7764	890.00		5,760.32
Check	07/15/2019	DR19-7-3	TD Card Services	7764	381.94		6,142.26
General Jo...	09/30/2019	aje19-9-7		Record TD card #4822 activity-credit Waldorf		381.94	5,760.32
Total 5165a - Travel					6,142.26	381.94	5,760.32
5165b - Trade Show							
Check	11/07/2018	8385	VISIT FLORIDA	#62634	3,600.00		3,600.00
Check	02/11/2019	8449	VISIT FLORIDA	#62578-Germany	10,175.00		13,775.00
Check	06/05/2019	DR19-6-2	TD Card Services	4822	381.94		14,156.94
General Jo...	09/30/2019	aje19-9-8		Record TD card #7764 activity-credit Waldorf		381.94	13,775.00
Total 5165b - Trade Show					14,156.94	381.94	13,775.00
5165c - Advertising							
Check	07/15/2019	DR19-7-4	TD Card Services	4822	5.10		5.10
Total 5165c - Advertising					5.10	0.00	5.10
5165d - Public Relations/Promotions							
Check	12/10/2018	8408	TD Card Services	#3420	60.00		60.00
Check	04/03/2019	DR19-4-1	TD Card Services	7756	55.00		115.00
Check	06/13/2019	8545	VISIT FLORIDA	#67498	395.00		510.00
General Jo...	09/30/2019	aje19-9-7		Record TD card #4822 activity	60.00		570.00
Total 5165d - Public Relations/Promotions					570.00	0.00	570.00
5165e - Meals							
Check	04/04/2019	Wire19-4-5	Visit USA Committe...	#2019-192	300.00		300.00
Check	06/13/2019	8544	VISIT FLORIDA	#66797	449.00		749.00
Check	06/13/2019	8544	VISIT FLORIDA	#66954	449.00		1,198.00
Check	06/13/2019	8544	VISIT FLORIDA	#66796	499.00		1,697.00
Check	06/13/2019	8544	VISIT FLORIDA	#66952	499.00		2,196.00
Check	07/15/2019	DR19-7-4	TD Card Services	4822	60.00		2,256.00
Deposit	09/27/2019			Refund		1,896.00	360.00
Total 5165e - Meals					2,256.00	1,896.00	360.00
Total Visit Florida					23,130.30	2,659.88	20,470.42
Total Advertising & Marketing					23,130.30	2,659.88	20,470.42
TOTAL					23,130.30	2,659.88	20,470.42