



June 26, 2020

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 2018-2019, 2019-2020 and 2020-2021.

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 for three years and hope we can get the statute expanded soon for the original eight-year term. 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.

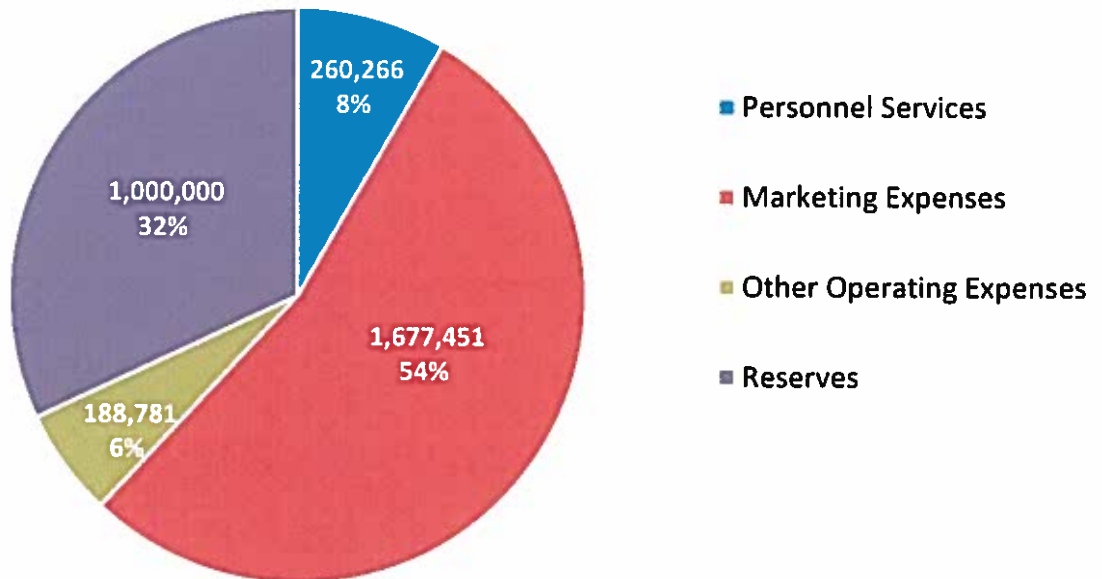
Sincerely,

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

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

	FY 2018-19 Actual	FY 2019-20 Adopted	FY 2019-20 Estimate	FY 2020-21 Request
<b>Revenues By Source</b>				
Convention Development Taxes	2,239,809	2,256,574	1,500,000	2,129,218
Interest Income	2,804	0	0	0
Misc. Revenue	33,015	0	0	0
Appropriated Fund Balance	<u>574,787</u>	<u>853,473</u>	<u>925,438</u>	<u>997,280</u>
<b>Total Revenues</b>	<b>\$ 2,850,415</b>	<b>\$ 3,110,047</b>	<b>\$ 2,425,438</b>	<b>\$ 3,126,498</b>
<b>Expenditures by Category</b>				
Personnel Services	310,731	421,115	274,351	260,266
Marketing Expenses	1,437,177	1,623,555	995,106	1,677,451
Other Operating Expenses	<u>177,069</u>	<u>211,144</u>	<u>158,701</u>	<u>188,781</u>
<b>Total Operating Budget</b>	<b>\$ 1,924,977</b>	<b>\$ 2,255,814</b>	<b>\$ 1,428,158</b>	<b>\$ 2,126,498</b>
Reserves	<u>0</u>	<u>854,233</u>	<u>0</u>	<u>1,000,000</u>
<b>Total Expenditures</b>	<b>\$ 1,924,977</b>	<b>\$ 3,110,047</b>	<b>\$ 1,428,158</b>	<b>\$ 3,126,498</b>
<b>Revenues vs Expenditures</b>	<b>925,438</b>	<b>0</b>	<b>997,280</b>	<b>0</b>
<b>Number of Full-Time Positions</b>	5	7	2	3
<b>Number of Part-Time Positions</b>	1	0	0	0

### Expenditures By Category



**Southeast Volusia Advertising Authority**  
**Transaction Detail By Account**  
**October 2019 through September 2020**

Type	Date	Num	Name	Memo	Debit	Credit	Balance
<b>Advertising &amp; Marketing</b>							
<b>Visit Florida</b>							
<b>5185a - Travel</b>							
Check	11/15/2019	DR19-11-7	TD Card Services	7516	338.50		336.50
Check	12/09/2019	DR19-12-8	TD Card Services	7508	351.00		687.50
Check	01/16/2020	DR20-01-8	TD Card Services	7756	556.47		1,243.97
Check	01/16/2020	DR20-01-8	TD Card Services	7756		50.04	1,193.93
Check	01/16/2020	DR20-01-11	TD Card Services	7508	634.17		1,828.10
Check	01/16/2020	DR20-01-11	TD Card Services	7508		3.60	1,824.50
Check	01/16/2020	DR20-01-12	TD Card Services	7516	1,158.01		2,982.51
Check	02/04/2020	DR20-2-1	TD Card Services	Credit given next month	10.40		2,992.91
Check	03/12/2020	DR20-3-1	TD Card Services	7756		427.40	2,565.51
<b>Total 5165a - Travel</b>					<b>3,046.55</b>	<b>481.04</b>	<b>2,565.51</b>
<b>5185b - Trade Show</b>							
Check	11/15/2019	DR19-11-2	TD Card Services	booth rental-FL, Encounter	2,995.00		2,995.00
Check	11/15/2019	DR19-11-7	TD Card Services	7516	627.25		3,622.25
Check	12/09/2019	8635	VISIT FLORIDA	#68222	3,800.00		7,422.25
Check	12/09/2019	DR19-12-8	TD Card Services	7508	359.00		7,781.25
Check	01/09/2020	8660	VISIT FLORIDA	#73059	4,205.00		11,986.25
Check	02/04/2020	DR20-2-2	TD Card Services	4822	2,044.93		14,031.18
Check	03/12/2020	DR20-3-2	TD Card Services	8844	54.25		14,085.43
Check	04/06/2020	DR20-4-2	TD Card Services	4822	60.00		14,145.43
<b>Total 5165b - Trade Show</b>					<b>14,145.43</b>	<b>0.00</b>	<b>14,145.43</b>
<b>5185d - Public Relations/Promotions</b>							
Check	01/16/2020	DR20-01-9	TD Card Services	-MULTIPLE-	73.37		73.37
<b>Total 5165d - Public Relations/Promotions</b>					<b>73.37</b>	<b>0.00</b>	<b>73.37</b>
<b>5185e - Meals</b>							
Check	12/09/2019	DR19-12-7	TD Card Services	7764	77.70		77.70
General Jou...	12/09/2019	a/a19-12-1		Reclassify charges on TD card #4822	15.50		93.20
Check	01/16/2020	DR20-01-8	TD Card Services	7756	155.32		248.52
Check	01/16/2020	DR20-01-11	TD Card Services	7508	138.73		387.25
Check	01/16/2020	DR20-01-12	TD Card Services	7516	103.25		490.50
Check	03/06/2020	Wire20-3-4	TD Card Services	4822	10.31		500.81
<b>Total 5165e - Meals</b>					<b>500.81</b>	<b>0.00</b>	<b>500.81</b>
<b>Total Visit Florida</b>					<b>17,766.16</b>	<b>481.04</b>	<b>17,285.12</b>
<b>Total Advertising &amp; Marketing</b>					<b>17,766.16</b>	<b>481.04</b>	<b>17,285.12</b>
<b>TOTAL</b>					<b>17,766.16</b>	<b>481.04</b>	<b>17,285.12</b>