



June 22, 2018

Governor Rick Scott
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 Scott, Senator President Negron, The Honorable Corcoran,

Attached you will find the summary of budgets for Southeast Volusia Advertising Authority dba New Smyrna Beach Area Visitors Bureau, for fiscal years 2016-2017, 2017-2018 and 2018-2019.

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.

Sincerely,

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

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

	FY 2015-16 Actual	FY 2016-17 Adopted Budget	FY 2016-17 Estimate	FY 2017-18 Request
Revenues By Source				
Convention Development Taxes	\$ 1,835,947	\$ 1,955,188	\$ 2,009,900	\$ 2,080,227
Interest Income	1,885	0	0	0
Misc. Revenue	0	0	20,025	0
Appropriated Fund Balance	<u>904,088</u>	<u>722,864</u>	<u>737,717</u>	<u>284,929</u>
Total Revenues	\$ 2,741,920	\$ 2,678,052	\$ 2,767,642	\$ 2,365,156
Expenditures by Category				
Personal Services	\$ 232,398	330,145	317,935	358,418
Marketing Expenses	1,592,267	1,967,671	1,978,402	1,623,995
Other Operating Expenses	179,539	180,236	186,376	182,743
Capital	0	0	0	0
Total Operating Budget	\$ 2,004,204	\$ 2,478,052	\$ 2,482,713	\$ 2,165,156
Variance to Adopted Budget		\$ 473,848	\$ 4,661	\$ (312,896)
Reserves	0	200,000		200,000
Total Expenditures	\$ 2,004,204	\$ 2,678,052	\$ 2,482,713	\$ 2,365,156
Revenues vs Expenditures	737,716	0	284,929	0
Number of Full-Time Positions	5	6	6	6
Number of Part-Time Positions	1	1	1	1

Expenditures By Category

