



June 21, 2021

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 DeSantis, Senate President Wilton, and The Honorable Chris Sprowls,

Attached you will find the summary of budgets for Southeast Volusia Advertising Authority DBA New Smyrna Beach Area Visitors Bureau, for fiscal years 2019-2020, 2020-2021, and 2021 -2022.

I have also enclosed a quick books vendor report for Visit Florida, code 4802, that outlines our participation with Visit Florida as requested.

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,

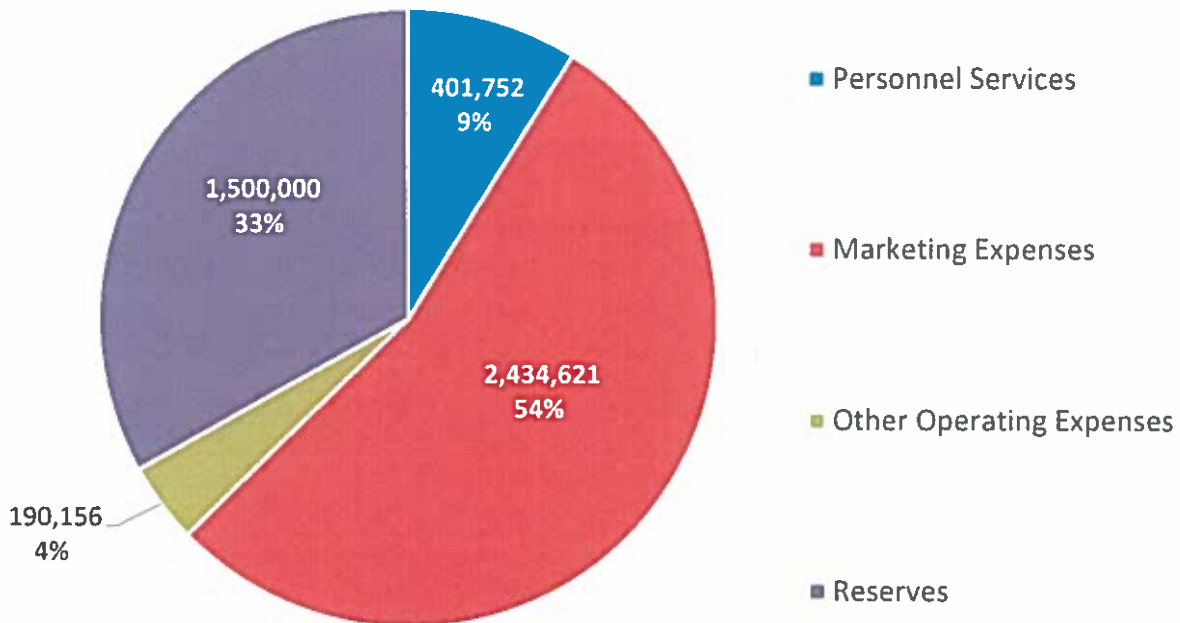
Sincerely,

Deborah A. Meihls, CDME
President & CEO SVAA/NSBVB

Summary Budget Comparison S.E. Volusia Ad Authority

	FY 2019-20 Actuals per Audit	FY 2020-21 Adopted	FY 2020-21 Estimate	FY 2021-22 Request
Revenues By Source				
Convention Development Taxes	2,053,099	2,129,218	2,327,616	2,374,191
Interest Income	2,036	0	1,152	1,200
Misc. Revenue	18,574	0	10,500	17,850
Appropriated Fund Balance	925,438	997,280	1,578,091	2,133,288
Total Revenues	\$ 2,999,147	\$ 3,126,498	\$ 3,917,359	\$ 4,526,529
Expenditures by Category				
Personnel Services	271,276	260,266	252,613	401,752
Marketing Expenses	994,452	1,677,451	1,395,777	2,434,621
Other Operating Expenses	155,328	188,781	135,681	190,156
Total Operating Budget	\$ 1,421,056	\$ 2,126,498	\$ 1,784,071	\$ 3,026,529
Reserves	0	1,000,000	0	1,500,000
Total Expenditures	\$ 1,421,056	\$ 3,126,498	\$ 1,784,071	\$ 4,526,529
Revenues vs Expenditures	1,578,091	0	2,133,288	0
Number of Full-Time Positions	2	3	3	5
Number of Part-Time Positions	0	0	0	0

Expenditures By Category



**Southeast Volusia Advertising Authority
Transaction Detail By Account
October 2020 through September 2021**

Type	Date	Num	Name	Memo	Debit	Credit	Balance
Advertising & Marketing							
Visit Florida							
5165a - Travel							
Check	07/09/2021	DR21-7-14	TD Card Services	Hilton Resort	418.10		418.10
Check	09/28/2021	DR21-9-38	Elizabeth Gifford	Hollywood, FL	264.32		682.42
Total 5165a - Travel					682.42	0.00	682.42
5165d - Public Relations/Promotions							
Check	06/03/2021	8811	VISIT FLORIDA	Display racks-welcome centers	1,288.98		1,288.98
Total 5165d - Public Relations/Promotions					1,288.98	0.00	1,288.98
5165e - Meals							
Check	09/28/2021	DR21-9-38	Elizabeth Gifford	Hollywood FL	34.00		34.00
Total 5165e - Meals					34.00	0.00	34.00
Total Visit Florida					2,005.40	0.00	2,005.40
Total Advertising & Marketing					2,005.40	0.00	2,005.40
TOTAL					2,005.40	0.00	2,005.40