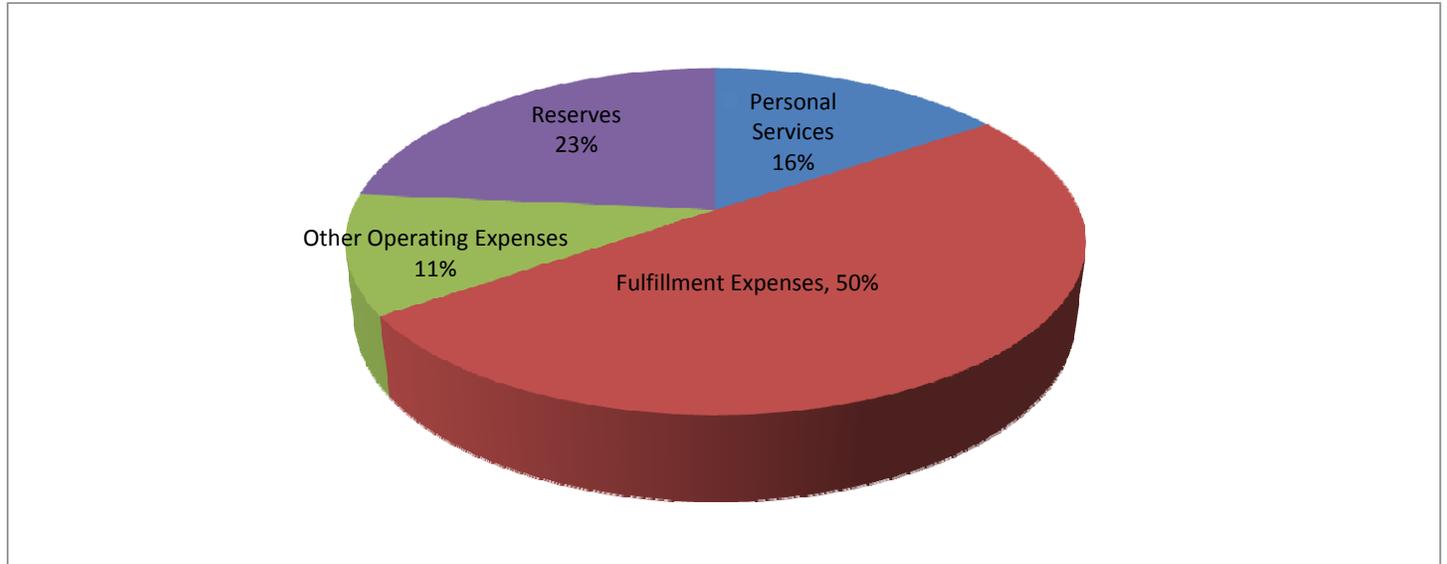


Summary Budget Comparison Southeast

	FY 2011-12 Actual	FY 2012-13 Budget	FY 2012-13 Revised Budget	FY 2012-13 Estimate	FY 2013-14 Request
Revenues By Source					
Convention Development Taxes	\$ 1,252,827	\$ 1,182,521	\$ 1,182,521	\$ 1,352,297	\$ 1,379,334
Interest Income	2,322	1,900	1,900	435	2,400
Misc. Revenue	4,114	0	0	0	0
Appropriated Fund Balance	<u>712,175</u>	<u>791,625</u>	<u>861,760</u>	<u>986,716</u>	<u>951,046</u>
Total Revenues	\$ 1,971,438	\$ 1,976,046	\$ 2,046,181	\$ 2,339,448	\$ 2,332,780
Expenditures by Category					
Personal Services	\$ 176,239	216,441	284,077	\$ 262,840	\$ 361,708
Fulfillment Expenses	559,473	979,410	1,049,613	967,794	1,163,189
Other Operating Expenses	233,485	144,279	179,994	157,768	260,046
Capital	<u>11,175</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Operating Budget	\$ 980,372	\$ 1,340,130	\$ 1,513,684	\$ 1,388,402	\$ 1,784,943
Variance to Adopted Budget		\$ 359,758		\$ 48,272	\$ 444,813
Reserves	<u>0</u>	<u>635,916</u>	<u>532,497</u>	<u>0</u>	<u>547,837</u>
Total Expenditures	\$ 980,372	\$ 1,976,046	\$ 2,046,181	\$ 1,388,402	\$ 2,332,780
Revenues vs Expenditures	991,066	0	0	951,046	0
Number of Full-Time Positions	3	3	5	6	6
Number of Part-Time Positions	3	3	2	1	2

Expenditures By Category



Southeast Volusia Advertising Authority

**FY 2013-2014
Budget Request**

September 26, 2013

Key Points

- ✓ Convention Development Tax up 8.36% FYTD.
- ✓ Appropriated Fund Balance increased by \$ 89,286.
- ✓ Expenditures reduced by \$20,000 Port Orange / SEV Chamber agreements.
- ✓ Personal services include reclassification of PT employee to FT, 1 new FT employee, 1 new PT employee
- ✓ \$50,000 Website re-design split out - \$30,000 website re-design; \$20,000 Mobile App. Development.
- ✓ \$40,000 JetBlue allocation remains.
- ✓ Outside printing increased by \$10,000 due to re-design of main Visitor's Center brochure.
- ✓ Payroll expense increased due to change in leasing company that provides benefits; 2012-2013 reflects partial year (May through September).
- ✓ Actual increase for Photo / Content Producer is \$6,000 annually, 2012-2013 reflects partial year (May through September).
- ✓ Advertising Authority CO-OPS with WVTAA and HAAA added in the amount of \$50,000.
- ✓ Conversion study to be performed by Fine Research added in the amount of \$12,000.

Personal Services

- Approved FY 2012-2013, the Personal Services account line includes:
 - Executive Director (FT)
 - Assistant to the Director (FT)
 - Graphic Designer (1 PT)
 - Marketing Assistant (1 FT)
 - Visitor Center Staff (2 PT)
- Proposed FY 2013-2014, the Personal Services account line includes:
 - Executive Director (FT)
 - Assistant to the Director / Operations Manager (FT)
 - Graphic Designer (1 FT)
 - Marketing Specialist (2 FT)
 - Visitor Center Staff (1 FT / 2 PT)

Budget Personal Services

	Personal Services	FY 2012-2013 Revised Budget	FY 2013-2014 Proposed Request	Difference
1201	Salaries & wages			
	a. Employee Salaries	\$ 237,115	\$ 287,085	\$ 49,970
	b. Matching 401k Contribution (up to 3% of salary)	3,983	8,613	4,630
2100	FICA	18,139	21,962	3,823
2301	Group Insurance	24,840	44,048	19,208
	Total Personal Services	\$ 284,077	\$ 361,708	\$ 77,631

Budget Operating Expenditures

	OPERATING EXPENDITURES	FY 2012-2013 Revised Budget	FY 2013-2014 Proposed Request	Difference
3100	Professional Services			
	a. Audit Fee	\$ 13,985	\$ 14,405	\$ 420
	b. Accounting Services (Belote's)	5,770	6,000	230
3201	Audit Services	20,000	20,000	0
3400	Contracted services			
	a. Chamber of Commerce/NSB	10,000	0	(10,000)
	b. Chamber of Commerce/PO	10,000	0	(10,000)
	c. Photographer/Content Producer	15,162	30,000	14,838
	d. Visitor Data Collectors	0	5,000	5,000
	e. Conversion Study-Fine Research	0	12,000	12,000
3420	Bank Service Fees	2,000	1,800	(200)
3650	Janitorial Services	420	2,280	1,860
3820	Training/Registration Fees	2,000	10,000	8,000
4000	Travel & Auto Allowance			
	a. Airline	3,400	4,280	880
	b. Lodging	4,430	4,950	520
	c. Meals	2,200	3,148	948
	d. Mileage	7,250	9,365	2,115
4100	Communications			
	a. Wireless	1,500	1,500	0
	b. Telephone	4,500	4,440	(60)
4210	Postage & Shipping	3,971	5,500	1,529

Budget Operating Expenditures

Cont.	OPERATING EXPENDITURES	FY 2012-2013 Revised Budget	FY 2013-2014 Proposed Request	Difference
4300	Utilities			
	a. Electric/Water	\$3,600	\$3,600	0
	b. Security system	120	180	60
	c. Bright House Cable/Internet	1,827	1,920	93
4400	Rent			
	a. Office rent	34,608	39,792	5,184
	b. Storage	900	1,000	100
	c. Safe deposit box	0	0	0
4500	Insurance and bonds	992	1,100	108
4660	Office equipment maintenance	19,091	24,120	5,029
4700	Printing (outside)	15,000	25,000	10,000
4711	Printing (copier)	13,233	14,000	767
4800	Promotional advertising			
	a. Media/Promotional advertising	782,760	837,659	54,899
	b. Website re-design	50,000	30,000	(20,000)
	c. Mobile Application Development	0	20,000	20,000
	d. JetBlue	40,000	40,000	0
	e. Advertising Authority CO-OPS	0	50,000	50,000
4801	Event Funding	90,720	114,530	23,810
4850	Marketing/Public Relations	23,000	25,000	2,000
4860	Tradeshows (registration)	14,900	0	(14,900)
4910	Legal Ads	100	100	0

Budget Operating Expenditures

Cont.	OPERATING EXPENDITURES	FY 2012-2013 Revised Budget	FY 2013-2014 Proposed Request	Difference
5100	Office Supplies	\$ 5,000	\$ 10,000	5,000
5230	Food/Dietary	2,500	4,000	1,500
5270	Clothing & Wearing Apparel	1,068	3,180	2,112
5283	Promotional Items			
	a. Promotional Items-VC/Consumer Shows	15,000	20,000	5,000
5420	Memberships	2,000	4,100	2,100
5430	Subscriptions	600	750	150
6560	Payroll Expense	6,000	18,536	12,536
	TOTAL OPERATING EXPENDITURES	\$ 1,229,607	\$ 1,423,235	\$ 193,628

Budget Summary

	FY 2012-2013 Revised Budget	FY 2013-2014 Proposed Request
Revenues by Source		
Convention Development Taxes	\$ 1,182,521	\$ 1,379,334
Interest Income	1,900	2,400
Appropriated Fund Balance	861,760	951,046
Total Revenues	\$ 2,046,181	\$ 2,332,780
Expenses by Category		
Personal Services	\$ 284,077	\$ 361,708
Marketing and PR Expenses	1,049,613	1,163,189
Operating Expenses	179,994	260,046
Total Expenses	\$ 1,513,684	\$ 1,784,943
Reserves	532,497	547,837
Total Budget	<u>\$ 2,046,181</u>	<u>\$ 2,332,780</u>
Reserves Remaining *	<u>532,497</u>	<u>\$ 547,837</u>

* A minimum of 15% of Total Budget will always be held in reserves, currently held is 23%.