Southeast Volusia Advertising Authority

County Council Presentation
August 19, 2010
2010/11 Budget

Highlights

TOTAL BUDGET
$1,499,080

Advertising & Marketing budget represents over half the total budget.
## 2010/11 Budget Breakdown

<table>
<thead>
<tr>
<th>Total Revenues</th>
<th>$1,499,080</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising/Marketing</td>
<td>$801,341</td>
</tr>
<tr>
<td>Fulfillment</td>
<td>$114,011</td>
</tr>
<tr>
<td>Administration</td>
<td>$333,728</td>
</tr>
<tr>
<td>Reserves</td>
<td>$250,000</td>
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</tbody>
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**Revenue Projection**

- **2010/11**
  - Revenue Requested: $1,164,080
  - Estimated Carry Over: $335,000
  - **Total Revenue**: $1,499,080
Board of Directors
Deborah Boyd
Executive Director

Debbie Ledbetter
Marketing Director

Kathy Burrows
Assistant Director

Sherry Williams
Graphic Designer

Christopher Bell
Public Relations

Lucy Hill
Administrative Assistant

Sherry Hendershot
Administrative Assistant

Nick Perry
Administrative Assistant

Mary Zafuto
Administrative Assistant

Organization Chart
Kathleen Wood-Burrows
Assistant Director

FULL TIME
Started: 2001

- Media Buyer
- Accounts Payable
- Accounts Receivable
- Payroll
- Monthly Call Report
- Prepare Board Books
- Maintain Postage, Brochures and Office Supplies
- Consumer & Media Travel Shows
- Notary/Wedding Officiate
Debbie Ledbetter
Marketing Director

PART TIME
Started: 2001

• Assist in Developing Marketing Campaigns
• Web Maintenance
• Photographer
• Maintain Monthly Reports and Databases
• Board Meeting Minutes
• Event Coordination
• Publication Leads
• Video Production Management and Editing
Sherry Williams
Graphic Designer

PART TIME
Started: 2005

• Prepare All Creative Print Advertising
• E-Newsletter Creation and Distribution
• Develop Flyers, Post Cards, Brochures, Book Marks
• Video Editing
• Maintain online media presence
Christopher Bell
Public Relations

PART TIME
Started: 2009

- Assist in Developing Marketing Campaigns
- Public Relations
- Media Relations
- Develop newsletter
- Visitors Center Liaison
Lucy Hill
Administrative Assistant

PART TIME
Started: 2002

- Volunteer Coordinator
- Volunteer Updates
- Inquiry Report Input and Distribution
- Answer E-mail Requests
Sherry Hendershot
Administrative Assistant

PART TIME
Started: 2009

- Website Maintenance
- Inquiry Report Input
- Maintain Calendar of Events
- Answer E-mail Requests
- Database Entry
Mary Zafuto
Administrative Assistant

PART TIME - Weekend
Started: 2009

- Inquiry Report Input
- Maintain Calendar of Events
- Answer E-mail Requests
- Database Entry
<table>
<thead>
<tr>
<th>Nick Perry</th>
<th>Administrative Assistant</th>
</tr>
</thead>
</table>

**PART TIME - Weekend**
**Started: 2008**

Developing an online social media presence by:
- Blogging
- Facebook
- Photo Sharing
9 YEAR VOLUNTEER

“I have seen the Visitors Center grow into a vibrant part of the community. ‘This is the best Visitors Center’ is a frequent quote we hear from out of towners and many decide to stay in the area.’

Valerie Sawicke

Visitor’s Center Volunteer
Volunteers

- Answer Phone Calls
- Gather and Fulfill Inquiry Requests
- Welcome, Assist and Log Walk in Visitors
- Help Arrange for Accommodations
- Gather Data via Phone Calls
- Prepare mailings
- Local event staffing
Visitors Center
Our Visitors

The Visitors Center helped **16,325** walk-in visitors in 2009!
What our Visitors Say

“Awesome place!”

“Wonderful friendly people here to help. Such enthusiasm!”

“Second Visit to the Center, excellent advice & information”

“A must stop for a new visitor to NSB”

“There is no place in the world like NSB”

“We love NSB. Thanks for the wonderful info & making us welcome!”
STATEWIDE and VOLUSIA COUNTY INFORMATION

A sample of some of the Florida State and Volusia County information available in our Visitors Center

Brochures
POSTCARDS

Designed to showcase the best of New Smyrna Beach with 12 to choose from!

Two postcards mailed for our visitors at no charge!
GOODIES

Souvenirs given to families who stop by the Visitors Center

Distributed at consumer shows

Goodie bag stuffers

FREE Souvenirs
BOOKMARKS

Designed to showcase the best of New Smyrna Beach 4 to choose from!
FREE Wi Fi

24-HOUR Wi Fi

Use of conference room during business hours

Dedicated computer for guest use

Complementary printing of guests boarding passes
“We are so happy to be in New Smyrna Beach. We can’t thank the Visitors Center enough for performing our wedding ceremony.”

Mark & Teresa Haag
Plain City, Ohio
Family Reunions

REUNION MARKET

Provide services to assist with reunions such as:
- Secure lodging
- Provide area information
- FREE welcome bags
- Take group photo to be given to each member
Moore + More = Togetherness

Moore Family Reunion
July 2010 - Oak Hill, FL

Family Reunions

REUNION MARKET

Repeat visits are made as individuals!

“On behalf of the entire Moore Family – Thank you so very much for the souvenir bags! The photos were great! Your kindness and gifts added a warm touch to our family reunion 2010.”

--Sheila Branson
REUNION MARKET

THIS REUNION ... 184 people and counting!

Four generations that come every 5 years!
A family tradition!

Family Reunions
Website

**Website Visitors**

- **A USEFUL SOURCE OF INFORMATION**
- Can be updated from anywhere in the world
- Landing pages created for campaigns
- June 2010 had peak visits – **23,622**
- Oct 08 – Sept 09: **163,758 Visitors**
- Top 5 States visiting:
  - Florida
  - New York
  - Georgia
  - Ohio
  - Illinois
IMPRESSIONS of New Smyrna Beach

Booklet sold at Visitors Center - $5

Features ‘painted’ images around the area

Cotton bond removable pages for framing

Booklet

NEW SMYRNA BEACH FLORIDA

www.NSSFLA.com
IMPRESSIONS of New Smyrna Beach

SAMPLE PHOTOS

Framed canvas and prints available for purchase at the Visitors Center

Booklet
IMPRESSIONS of New Smyrna Beach

GALLERY OPENING

Galleria di Vetro hosted a gallery opening to bring awareness to the community.
IMPRESSIONS of New Smyrna Beach

AWARD WINNING!

2010 Gold Addy Award WINNER!

Booklet

www.NSFLA.com
New Visitors Guide

Coming Soon!
Go from this .... **TO THIS!**

NEW Visitors Guide

Putting together a new Visitors Guide with New High Dynamic Range (HDR) photography
NEW Visitors Guide

Accommodator and Business ads to be sold to offset the cost

Photo by: Debbie Ledbetter

Visitors Guide
HDR Photography
Old Fort Park
New Smyrna Beach

HDR Photography

Photo by: Debbie Ledbetter
Canal Street
Little Drug
New Smyrna Beach

HDR Photography

Photo by: Deborah Boyd
HDR Photography

Canal Street
East Coast Cruisers
New Smyrna Beach

Photo by: Deborah Boyd
HDR Photography
HDR Photography
Flagler Avenue
Galleria di Vetro
New Smyrna Beach

Photo by: Sherry Williams

HDR Photography
HDR Photography
HDR Photography
Chamber of Commerce

Funding and Support
Satellite Visitor Centers
CHAMBER OF COMMERCE

Increased working relationship with our Chambers

Satellite Visitors Center

Southeast Volusia
CHAMBER OF COMMERCE

Opening Edgewater Branch of Southeast Volusia

Includes a Satellite Visitors Center

Southeast Volusia
Port Orange

Another Satellite Visitors Center location
CHAMBER OF COMMERCE

Working together to promote Economic Development in Southeast Volusia

Economic Development
Advertising Initiatives
<table>
<thead>
<tr>
<th>Total Revenues</th>
<th>$456,130</th>
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</thead>
<tbody>
<tr>
<td>2010/11 Board Approved Advertising</td>
<td>$451,500</td>
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</tbody>
</table>

Fulfilling our Mission Statement:

“The Southeast Volusia Advertising Authority will advertise and promote Southeast Volusia County to tourists and the travel industry worldwide as a premier vacation experience”
Sydney commercials will run through the end of this year.

Commercials posted on our website as well as accommodator’s websites and YouTube.

New Commercials to be developed for 2010/11.

Bright House
NEWSPAPER PRINT ADVERTISING

Full color, year round

Monthly Calendar of Events and Coop Ads

Orlando Sentinel
Free Newspaper Ads

**CLASSIFIED ADS / VACATION RENTALS**

- 30 million free newspapers in the Continental US
- 10 million free and paid Canadian newspapers
- Increased traffic to our website and phone calls
Getaway Forecast

Savannah, GA
savannahvisit.com

FRI 68/85
SAT 68/86
SUN 67/87

North Myrtle Beach, SC
visitnmb.com

FRI 63/83
SAT 63/83
SUN 64/84

New Smyrna Beach, FL
nsbfla.com

FRI 72/87
SAT 70/89
SUN 70/87

Weather Channel

AD CAMPAIGN

Local temperature under the Getaway Forecast during January, February and March in:
- Albany
- Syracuse
- New York City

Runs 19 hours per day two times each hour

Expanded to
- Indianapolis
- Cleveland
- Cincinnati
- Toledo
- Philadelphia
- Pittsburgh

www.NSBFLA.com
AD CAMPAIGN
(2 Sample Pages)

Full color, four page Newspaper Insert to 33,000 households

Coop Advertising

Special Landing page with contest

Villages
Visit New Smyrna Beach... like the locals do!

See New Smyrna Beach like the locals do!

Coastal Waters
Nighly - Weekly - Monthly
www.coastalwatersflorida.com

nightswancondos.com
Last before you book - Save up to 30%
www.nightswancondos.com

Night Swan B&B
303 N. Riverside Dr.
(904) 438-5261
www.nightswaninn.com

Ocean Trillium
Nighly - Weekly - Monthly
877-408-3001
www.oceantrillium.com

Pelican Condominium
450 S. Atlantic Ave.
(904) 427-0101
www.thepest.com

15% OFF 2 Bedroom / 2 Bathroom Condos on the Beach
Offer good through December 31, 2009
For more information, please visit www.visitsmn.com

500,000 Distribution
Coop advertising helps defray our costs
Undiscovered Florida
Radio Campaigns
Our New Campaign Will Make

Neil Armstrong  
Jacques Cousteau  
Juan Ponce deLeon

PROUD!

Coming Attraction ...

NEW ADVERTISING CAMPAIGN

STAY TUNED!!

In progress ... promises to entice new visitors to our area.
FREE Publicity
The Arts
Good public relations introduced Sandy and Stan Posner to New Smyrna Beach. Since that time they have included our area in their guide book and several monthly newsletters.

Drive I-95 Guide
Social Media
SOCIAL MEDIA

Making new friends everyday on social media sites

Friend and Fan Page

Monitor, review and respond to New Smyrna Beach blogs

Link on our website

Facebook
SOCIAL MEDIA

Tweeting weekly to keep our followers informed!

Link on our website
SOCIAL MEDIA

New Smyrna Beach YouTube Channel

Generated over 7,000 views in the last year!
SOCIAL MEDIA

2010/11 will have increased presence

Specific video segments being storyboarded!

YouTube
NEWSLETTER

Over 9,500 members and growing!

Links back to our website, Facebook and Twitter

Features local events, attractions, history

Names added to distribution list via:
  • Website
  • Visitor Sign in Book
  • Consumer Shows
  • Local Events

Newsletter
Project NSB

AMERICA LOVES NEW SMYRNA BEACH

Photo blog posted on Flickr.com

Individuals from 23 States have participated ... and counting!

*News Journal* highlighted our campaign

DEAN & DELUC

NEW SMYRNA BEACH, FLORIDA
www.NSBFLA.com
Project NSB

CREATIVE PHOTOS
“Hang 10”
Project NSB

HISTORIC PHOTOS

A portrait from Mount Vernon – George Washington’s home!
HEARTWARMING PHOTOS

From far away places such as Iraq from a home sick soldier

Project NSB
Project NSB
Awards
THEY NOTICED!

2008
Flagler Award “Henry” awarded at the Governors Conference on Tourism

2009
2 Silver and 2 Bronze Addy Awards

2010
1 Gold and 1 Silver Addy Awards
THEY NOTICED!

WINNER
3 years in a row

Category:
BEST BEACH

Voted on by 52,000 readers of the Orlando Sentinel

Awards
Funding

Bringing Memorable Events to New Smyrna Beach
## Event Funding

<table>
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<tr>
<th>Total Revenues</th>
<th>$150,000</th>
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</thead>
<tbody>
<tr>
<td>2010/11 Total Funding Requests</td>
<td>$142,000</td>
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Line Item: 4801

More events, more heads in beds!
Event Funding

2010/11 EVENTS
• Images Art Festival
• Community Days
• Horsin’ Around
• Fishstock
• 8 Events on Flagler
• Gallery Group
• Plein Air
• Family Days
• Kids Days
• Jazz Festival
• Sports Expo and Fall Family Fun
• Christmas on Canal
• Mike Lopez Productions
• Balloon Fest
• Uncorked
Countywide Video

Volusia County – Florida’s Best Coast
COUNTYWIDE VIDEO

FUN FACTS ...

51 Volusia locations featured

Over 360 locals participated

Over 15 hours of raw video captured

*Endless* hours of editing

Countywide Video
Countywide Video

CATEGORIES
- Enjoy our Beaches
- Explore our Attractions
- Observe Nature
- Savor the Arts
- Explore our Rivers
- Discover our History

COUNTYWIDE VIDEO
To be shown at:
- Ocean Center
- Daytona Beach International Airport
- Websites

Accompanying four panel brochure which includes more detail
A few notable E-Mails Received:

“... Most people have not idea the time and commitment it takes to create a video of this length. Hats off to you and Debbie!”
-- Kay Galloway

“I saw the video last week and have two words for you both...LOVED IT! Thanks for all your hard work!”
-- Roxanne Olsen

“I had to let you know how much I love your video ... I was extremely impressed. What a great compilation of things to see and do in our wonderful and unique County! Great job!”
-- Liz Grindell

POSITIVE COMMENTS

Many expressed how happy they were that we have such a great piece showcasing all the beauty of the County.
Countywide Video
Thank You for your time!