

Southeast Volusia Advertising Authority

FY 2014-2015
Budget Recap

Key Points

- ✓ **Convention Development Tax Revenues increased fiscal year to date 15% as of June 30, 2014**
- ✓ **Advertising Authority CO-OPS with WVTAA and HAAA increased to \$75,000**
- ✓ **Contracted with Mid-Florida Marketing & Research to develop a conversion study and measure advertising ROI's**
- ✓ **Streamlined event funding application process**
- ✓ **Implemented contract for online booking engine through Regatta Travel Solutions by both WVTAA & SVAA**
- ✓ **Completed the SVAA's first overall comprehensive official visitor's guide**
- ✓ **Modernized the interior of the visitor center to better serve the public**
- ✓ **Implementation of the semi-annual Beach Weeks series, during the fall and spring shoulder seasons**
- ✓ **Generated new partnerships within the cyclists niche market through Bike Florida and travel writers**
- ✓ **Ongoing development for county-wide opportunities within the eco-tourism niche markets**

Accolades

- ✓ Voted “Best Beach” in Central Florida by the readers of the *Orlando Sentinel* for seven years in a row
- ✓ Selected as “One of Florida’s Top Beach Towns” by Dr. Beach in *USA Today*
- ✓ Designated “One of the World’s Coolest Surf Towns” by *Travel and Leisure Magazine*
- ✓ Named “One of the World’s Top 20 Surf Towns” by *National Geographic*
- ✓ “One of the Top 10 Spots to Hang Ten” by *Outside Magazine*
- ✓ Recognized as a “Top 10 Beach Town in Florida” by *Smarter Travel*
- ✓ Ranked highest nationwide, in beachside hotel satisfaction among 30 leading beachfront destinations by *Reservation Counter*

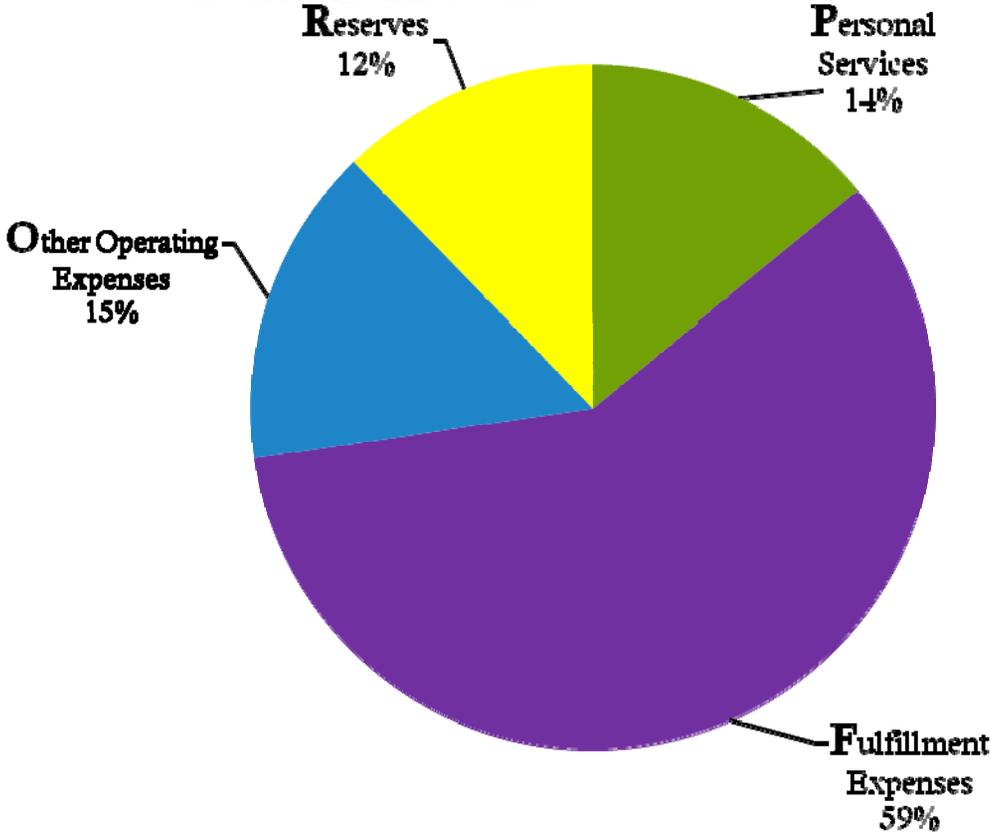
Personal Services

- Approved FY 2013-2014, the Personal Services account line includes:
 - Executive Director (1 FT)
 - Assistant to the Director / Operations Manager (1 FT)
 - Graphic Designer (1 FT)
 - Marketing Specialist (2 FT)
 - Visitor Center Staff (1 FT / 2 PT)
- Proposed FY 2014-2015, the Personal Services account line includes:
 - Executive Director (1 FT)
 - Assistant to the Director / Operations Manager (1 FT)
 - Marketing & Projects Manager (1FT)
 - Marketing Specialist / Coordinator (2 FT)
 - Visitor Center Staff (1 FT / 2 PT)

Summary Budget Comparison

Revenues by Source	FY 2012-13 Actual	FY 2013-14 Budget	FY 2013-14 Estimate	FY 2014-15 Request
Convention & Development Tax	\$1,375,348	\$1,379,334	\$1,541,469	\$1,619,546
Interest Income	2474	2400	2400	2400
Misc. Revenue	0	0	0	0
Appropriated Fund Balance	991,066	951,046	1,085,076	1,004,432
Total Revenues	\$2,368,888	\$2,332,780	\$2,628,945	\$2,626,378
Expenditures by Category				
Personal Services	\$279,591	\$361,708	\$337,139	\$371,075
Fulfillment Expenses	836,375	1,163,189	1,117,189	1,538,000
Other Operating Expenses	144,702	260,046	170,185	394,447
Capital	23,144	0	0	0
Total Operating Budget	\$1,283,812	\$1,784,943	\$1,624,513	\$2,303,522
Reserves	0	547,837	0	322,856
Total Expenditures	\$1,283,812	\$2,332,780	\$1,624,513	\$2,626,378
Revenues vs Expenditures	1,085,076	0	1,004,432	0
Number of Full-Time Positions	5	6	5	6
Numer of Part-Time Positions	2	2	1	2

Expenditures by Category



Actual Reserve amount is 20% of Projected Convention Development Tax Revenues (1,619,546 x .20)

Event Support Expenditures

Event Name	Total Event Budget	SVAA Support	Percent of Total Event Budget
Atlantic Center for the Arts Community Programs	\$1,400,000	\$10,000	.71
New Smyrna Beach Balloon & Sky Fest	174,850	30,000	6.52
Billfish Invitational & Backwater Tournaments	52,000	10,000	19.23
Canaveral National Seashore Plein Air Paint Out	56,000	4,000	7.14
Edgewater Riverfest & Business Expo	40,500	5,000	12.35
Florida Harmonica Championships	25,000	6,000	24.00
IMAGES: A Festival of the Arts	197,900	30,000	15.16
New Smyrna Beach Food Festival	42,283	2,500	5.91
New Smyrna Beach Shrimp & Seafood Festival	42,283	2,500	5.91
New Year – New Smyrna Beach Fireworks	42,283	2,600	6.15
Project Pink, Chili Cook-Off, Craft Beer Walk Weekend	42,283	5,200	12.30
Mardi Gras Parade & Weekend	42,283	5,400	12.77
Flagler Avenue Wine Walk - 12 monthly events	285,996	10,000	3.50
Norwood's Holiday Food and Wine Festival	120,000	6,000	5.00
New Smyrna Beach Jazz Festival	47,725	5,000	10.48
Last Night – First Day at the Beach Weekend	135,115	20,000	14.80
Youth Soccer Initiative – 3 events	66,000	18,000	27.27
Total	\$3,097,651	\$172,200	5.56

One-Time Expenditure Breakdown of Appropriated Fund Balance

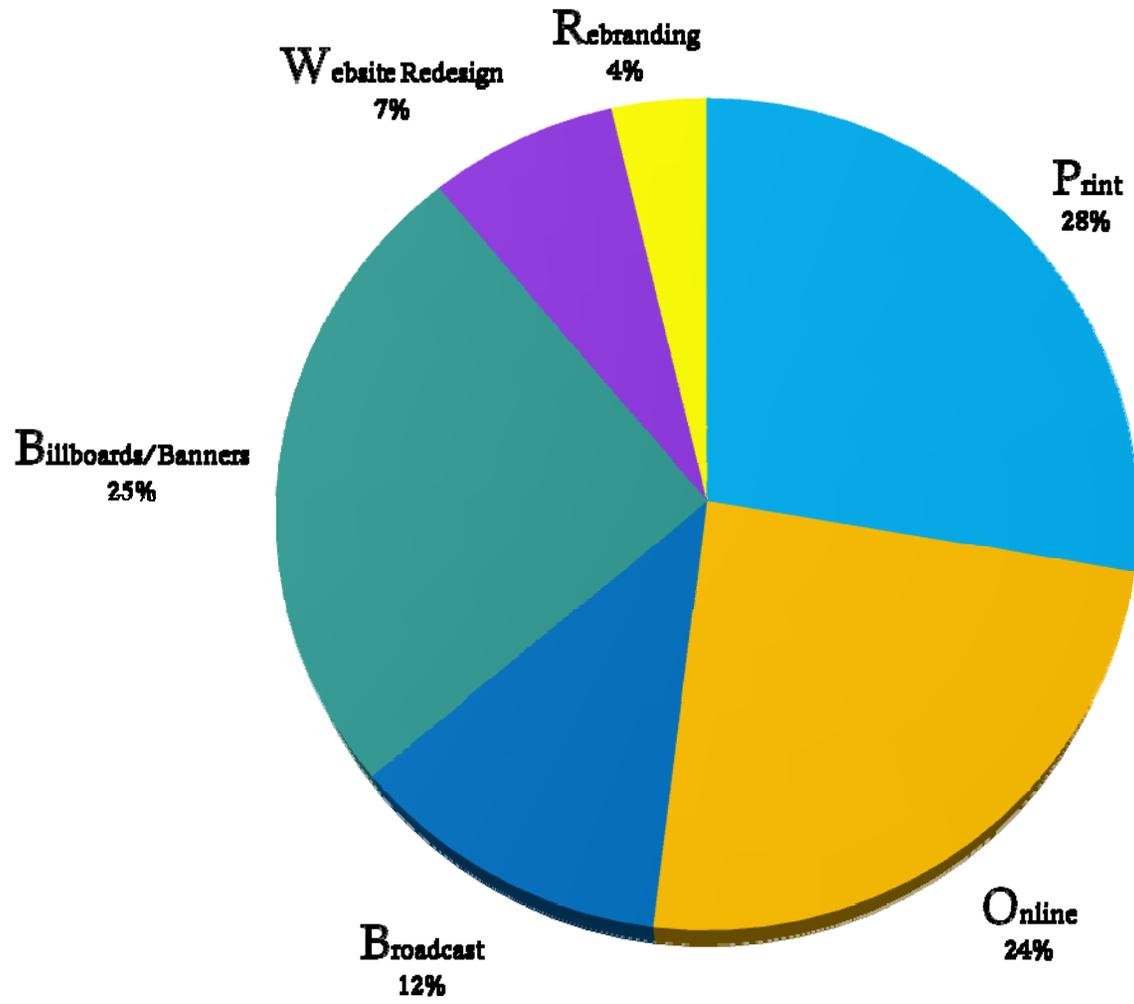
Appropriated Fund Balance 9/30/14	\$1,004,432
Amount Held in Reserves	(322,856)
Funds to be used as one-time expenditure	681,576

Line Item 4800 – Promotional Advertising	Amount
Miles-Marketing - Official Visit Florida Guide	\$16,795
Miles Marketing - Official Visit Florida Guide Photo Listing	1,350
Clear Channel – Orlando/Sanford Airport	25,440
Horizon Travel Magazine – Print	2,380
Orlando Sentinel – Print	80,903
Orlando Sentinel – Online	49,097
Globelite Marketing	3,500
Coastal Angler	1,000
Canadian Traveller	8,500
Graft Broadcast	10,000
Graft Print	6,000
PR Newswire	6,000
Tower Publications	8,000
Clear Channel Billboards	86,105
CBS Outdoor Billboards	18,480
Madden Media Google Ad Words	48,000
Lamar Outdoor Billboards	42,240

One-Time Expenditure Breakdown of Appropriated Fund Balance (continued)

Line Item 4800 – Promotional Advertising	Amount
Collinson Media & Events – Out of State 2015	26,400
Collinson Media & Events – In State Summer 2015	18,995
Clear Channel Radio Broadcast	2,500
NCM Media Networks	13,000
Florida Sport Fishing	3,200
USA Today Go Escapes	16,000
Worth International	20,000
Florida Travel & Lifestyle	2,000
Website Re-design / Enhancement	50,000
Bright House – Online	15,000
Bright House – Broadcast	55,000
Brand USA – Online	20,000
Rebranding	25,000
Geo Targeting – Online (partial)	691
Total	681,576

Appropriated Fund Balance Medium Breakdown



Detail Budget Comparison										
Southeast										
	FY 2012-13 Actual	FY 2013-14 Adopted Budget	%	FY 2013-14 Revised Budget	%	FY 2013-14 Estimate	%	FY 2014-15 Request	%	FY14 Adopted to FY15 Request Variance Explanation
Personal Services										
1201 Salaries & Wages	\$279,591	\$287,085	2.68%	\$287,085	2.68%	\$268,090	-6.62%	\$295,840	3.05%	Increases for staff, posible additional staff and board approved raise of \$3,150 for Executive Director
2100 FICA	0	21,962	100.00%	21,962	100.00%	20,149	-8.26%	22,632	3.05%	
2200 Retirement	0	8,613	100.00%	8,613	100.00%	7,900	-8.28%	8,603	-0.12%	
ED Severance Allowance	0	0	100.00%	0		0		0		
2301 Group Insurance	0	44,048	100.00%	44,048	100.00%	41,000	-6.92%	44,000	-0.11%	
Total Personal Services	\$279,591	\$361,708	29.37%	\$361,708	29.37%	\$337,139	-6.79%	\$371,075	2.59%	
Operating Expenditures										
3100 Professional Services-Yearly Audit Fee	36,115	14,405	-60.11%	14,405	-60.11%	14,405	0.00%	15,000	4.13%	Allowance for possible rate increase
3100a Accounting Services - Belote's	0	6,000	100.00%	6,000	100.00%	6,850	14.17%	7,000	16.67%	Increase due to increased # of checks & meetings
3201 Audit Services-Quarterly-James Moore	0	20,000	100.00%	20,000	100.00%	20,000	0.00%	20,000	0.00%	
3400a Chamber of Commerce-SE Volusia	0	0	100.00%	0		0		0		
3400b Chamber of Commerce-Port Orange	0	0	100.00%	0		0		0		
3400c Photographer/Content Producer	0	30,000	100.00%	30,000	100.00%	12,000	-60.00%	0	-100.00%	Re-categorized under 3400g - Independent Contractor
3400d Visitor Data Collection	0	5,000	100.00%	5,000	100.00%	0	-100.00%	5,000	0.00%	
3400e Conversion Study/Fine Research	0	12,000	100.00%	12,000	100.00%	12,000	100.00%	12,000	0.00%	
3400f Visitor Study/Fine Research	0	0	100.00%	0		13,500	100.00%	13,500	100.00%	Contracted with Mid-Florida Research to measure advertising ROI's
3400g Independent Contractor	0	0	100.00%	0		4,000	100.00%	50,000	100.00%	Photographer, videographer, writer, copy editor, creative 2015
3420 Bank Service Fees	0	1,800	100.00%	1,800	100.00%	1,800	0.00%	1,800	0.00%	
3650 Janitorial	0	2,280	100.00%	2,280	100.00%	2,196	-3.68%	2,400	5.26%	Allowance for possible rate increase
3820 Training/Registration Fees	0	10,000	100.00%	10,000	100.00%	11,120	11.20%	10,000	0.00%	Educational training, Gov. conference, seminar registration fees
4000a Travel-Airline	13,688	4,280	-68.73%	4,280	-68.73%	3,100	-27.57%	6,000	40.19%	Increase due to additional trade show attendance
4000b Travel-Lodging	0	4,950	100.00%	4,950	100.00%	5,600	13.13%	6,500	31.31%	Increase due to additional trade show attendance/Gov. Conference
4000c Travel-Meals	0	3,148	100.00%	3,148	100.00%	3,148	0.00%	5,000	58.83%	Per diem rates for trade show travel
4100a Communications (Telephone)	0	5,940	100.00%	5,940	100.00%	1,356	-77.17%	1,400	-76.43%	Wireless only 2014-2015, land line bundled with 4300c
4210 Postage/Shipping	0	5,500	100.00%	5,500	100.00%	5,500	0.00%	15,000	172.73%	Increase due to new 64 page Visitor's Guide & addtl trade show shipping
4250 Mileage Reimbursement	0	9,365	100.00%	9,365	100.00%	3,500	-62.63%	5,000	-46.61%	Grossly overstated last year, includes trade show travel
4300a Utilities-Electric/Water	6,029	3,600	-40.29%	3,600	-40.29%	3,600	0.00%	3,750	4.17%	Allowance for possible rate increase
4300b Security System	0	180	100.00%	180	100.00%	150	-16.67%	180	0.00%	
4300c Cable/Internet/Land Line Phone	0	1,920	100.00%	1,920	100.00%	2,700	40.63%	4,000	108.33%	Includes land line for 2014-2015
4420a Office Rent	35,618	39,792	11.72%	39,792	11.72%	34,608	-13.03%	35,647	-10.42%	Received lease letter, 2 year agreement, \$2970.52 per month
4420b Storage Unit	0	1,000	100.00%	1,000	100.00%	1,012	1.20%	1,070	7.00%	Recieved increase letter June 2014
4500 Insurance & Bonds	1,060	1,100	3.77%	1,100	3.77%	1,100	0.00%	1,100	0.00%	
4660 Maintenance of Equipment - Office	0	24,120	100.00%	24,120	100.00%	25,000	3.65%	25,000	3.65%	Includes copier, printer (maint. & lease), Vann Data, postage machine
4700 Printing-Outside	0	25,000	100.00%	25,000	100.00%	21,000	-16.00%	25,000	0.00%	
4711 Printing-Copier	0	14,000	100.00%	14,000	100.00%	11,500	-17.86%	15,000	7.14%	Allowance for additional in-house collateral copying
4800a Promotional Advertising	836,375	837,659	0.15%	837,659	0.15%	867,659	3.58%	1,200,000	43.26%	Increase due to substantial appropriated fund balance rollovers
4800b Website Re-design/Enhancement	0	30,000	100.00%	30,000	100.00%	0	-100.00%	50,000	66.67%	Last year \$30k allocated for website and \$20k for mobile site development, we have combined these
4800c Mobile Site Application Development	0	20,000	100.00%	20,000	100.00%	4,000	-80.00%	0	-100.00%	Mobile site to be completed 2013-2014 fiscal year
4800d JetBlue	0	40,000	100.00%	40,000	100.00%	0	-100.00%	40,000	0.00%	
4800e Advertising Authority CO-OPS	0	50,000	100.00%	50,000	100.00%	30,000	-40.00%	75,000	50.00%	Increased for additional joint ad efforts
4801 Event Funding	0	114,530	100.00%	114,530	100.00%	104,470	-8.78%	173,000	51.05%	As approved by SVAA board on 7/29/14, 10% of CDT Revenues
4850 Marketing/Public Relations	0	25,000	100.00%	25,000	100.00%	12,500	-50.00%	0	-100.00%	Zero because will be commingled with 4800

Detail Budget Comparison										
Southeast										
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4860 Tradeshow	0	0		0		0		35,000	100.00%	Includes registration, exhibitor costs, 4 add'l shows
4910 Legal Ads	0	100	100.00%	100	100.00%	0	-100.00%	100	0.00%	
5100 Office Supplies	52,192	10,000	-80.84%	10,000	-80.84%	7,000	-30.00%	10,000	0.00%	
5230 Food/Dietary	0	4,000	100.00%	4,000	100.00%	3,500	-12.50%	4,000	0.00%	
5270 Clothing/Wearing Apparel	0	3,180	100.00%	3,180	100.00%	1,000	-68.55%	3,000	-5.66%	Trade show apparel, board & staff shirts for after hours business functions
5283 Promotional Items	0	20,000	100.00%	20,000	100.00%	16,000	-20.00%	30,000	50.00%	Additional items needed due to Increased trade show presence
5420 Memberships	0	4,100	100.00%	4,100	100.00%	3,500	-14.63%	6,000	46.34%	Executive Director FADMO & other memberships
5430 Subscriptions	0	750	100.00%	750	100.00%	0	-100.00%	500	-33.33%	
6560 Payroll Expenses	0	18,536	100.00%	18,536	100.00%	17,000	-8.29%	19,500	5.20%	Allowance for possible rate increase.
Total Operating Expenditures	\$981,077	\$1,423,235	45.07%	\$1,423,235	45.07%	\$1,287,374	-9.55%	\$1,932,447	35.78%	
Other Expenditures										
Capital Outlay	23,144	0	-100.00%	0	-100.00%	0		0		
Reserves	0	547,837	100.00%	547,837	100.00%	0	0.00%	322,856	-41.07%	
Total Other Expenditures	\$23,144	\$547,837	2267.08%	\$547,837	2267.08%	\$0	-100.00%	\$322,856	-41.07%	
Total Expenditures	\$1,283,812	\$2,332,780	81.71%	\$2,332,780	81.71%	\$1,624,513	-30.36%	\$2,626,378	12.59%	