



West Volusia Tourism Advertising Authority

FY 2014-2015
Budget Request





Key Points

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- ✓ Convention Development Tax Revenues increased by 15.34% as of June 30, 2014
 - ✓ 2014-2015 FY budget increased by 33% over last fiscal year
 - ✓ WVTAA and SVAA contracted with Regatta Travel Solutions for online booking system
 - ✓ Ongoing tourism research through advertising response conversion studies and visitor profiles
 - ✓ Continued development of county-wide programs by the advertising authorities
 - ✓ Advertising budget increased over 18%
 - ✓ Increased referral traffic from Facebook to website by 111.50%
 - ✓ Traffic to our website from Twitter increased over 103%; Organic search traffic to our website has increased by 75%
 - ✓ Traffic to our website from consumer, travel and family bloggers increased 101%.
 - ✓ Ongoing development of partnerships within bicycling niche market with Bike Florida, Florida Bicycle Association, Florida Hospital, East Coast Greenway Alliance, DeLand Chamber of Commerce and East Central FL. Regional Planning Council, HAAA and SVAA

Budget Personal Services

	Personal Services	FY 2013-2014 Budget	FY 2014-2015 Proposed Request	Difference
1201	Salaries & Wages			
	a. Employee Salaries	\$ 105,130	\$ 113,436	\$ 8,306
	b. Retirement Contribution (up to 3% of salary) & Ex. Dir. Severance Allowance	7,700	5,406	(2,294)
2100	Payroll Expenses	9,831	10,753	922
2301	Group Insurance	13,657	15,020	1,363
	Total Personal Services	<u>\$ 136,318</u>	<u>\$ 144,615</u>	<u>\$ 10,591</u>

Budget Operating Expenditures

	OPERATING EXPENDITURES	FY 2013-2014 Budget	FY 2014-2015 Request	Difference
3100	Professional Services	\$42,840	\$76,227	\$33,387
	a. Audit Fee	\$ 12,000	\$ 14,000	\$ 2,000
	b. Accounting Services	2,600	2,600	0
	c. Art/Ad Production (Ad Agency)	5,000	36,000	31,000
	d. Payroll Service	4,720	5,127	407
	e. Tourism Research	18,500	18,500	0
3420	Bank Service Fees	24	24	0
3820	Training/Registration Fees	360	200	160
4100	Communications (Telephones)	4,560	4,560	0
4210	Postage	4,500	5,000	500
4250	Mileage Reimbursement	1,611	1,200	(411)
4300	Utilities	1,375	1,530	155
4420	Rental Buildings	10,296	10,608	312
4430	Rental Equipment	6,064	6,064	0
	a. Postage Machine	5,664	5,664	0
	b. Copier	400	400	0
4500	Insurance & Bonds	2,175	1,906	(269)
4660	Maintenance –Office Equipment	150	300	150

Budget Operating Expenditures

Cont.	OPERATING EXPENDITURES	FY 2013-2014 Budget	FY 2014-2015 Request	Difference
4700	Printing	\$12,200	\$10,500	(\$1,700)
	a. Promotional Collaterals	\$10,000	\$10,000	0
	b. Business Cards & Stationery	2,200	500	(1,700)
4800	Promotional Advertising	\$162,478	\$199,299	\$36,821
	a. Media/Promotional Advertising	118,028	143,199	37,171
	b. Ad Authority Co-ops	10,000	10,000	0
	d. Daytona Beach Airport	5,000	5,000	0
	e. Website	16,700	24,600	7,900
	g. Crappie Masters Tourney TV	3,750	6,000	2,250
	h. Event & Sports Marketing	3,000	2,000	(1,000)
	i. Photo/Video Development	6,000	8,500	2,500
4801	Promotional/Entertainment	3,944	6,010	2,066
5100	Office Supplies	1,860	2,200	340
5102	Office Supplies/Equipment	500	480	(20)
5280	Demo Materials & Supplies	500	500	0
5410	Subscriptions	410	560	150
5420	Memberships	1,695	1,670	(25)
	TOTAL OPERATING EXPENSES	253,772	328,838	75,066

Budget Summary

	FY 2013-2014 Budget Estimate	FY 2014-2015 Request
Revenues by Source		
Convention Development Taxes	\$ 405,662	\$ 426,213
Miscellaneous Revenue	5,882	240
Appropriated Fund Balance	139,669	203,024
Total Revenues	\$551,213	\$ 629,477
Expenses by Category		
Personal Services	\$ 136,318	\$144,615
Marketing and PR Expenses	177,034	292,236
Operating Expenses	34,837	36,602
Total Expenses	\$348,189	\$473,453
Reserves	139,669	156,024
Total Budget	<u>\$551,213</u>	<u>\$629,477</u>



Ad Authorities Collaboration Programs

□ Co-op Advertising/Consumer

Consumers are looking for more experiences while on vacation. Co-op programs will be used to promote multi-destination vacations within Volusia County.

- SVAA, HAAA and WVTAA identified Ontario, Canada as a shared geographical market. We plan to use our shared Canadian databases for direct mail campaigns and e-blasts.
- Additional geographical markets being considered for co-op advertising are New York, Georgia and Florida. We are looking at a combination of print, digital and direct mail campaigns with unique call-to-action messages for specific themes to be marketed such as:
 - Fishing
 - Golf
 - Outdoor adventure
 - Bicycling



West Volusia Tourism Advertising Authority

Thank You!



	FY2014-2015 WVTAA BUDGET	BUDGET	%	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ACTUAL	VARIANCE
	REVENUE	BUDGET		BUDGET	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET	Y-T-D
	Volusia County Conv. Dev. Tax	426,213		25,000.00	21,213.00	30,000.00	30,000.00	30,000.00	40,000.00	55,000.00	55,000.00	35,000.00	35,000.00	35,000.00	35,000.00	426,213.00	0.00
	Misc. Revenue	240		20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	240.00	0.00
	TOTAL REVENUES	426,453		25,020.00	21,233.00	30,020.00	30,020.00	30,020.00	40,020.00	55,020.00	55,020.00	35,020.00	35,020.00	35,020.00	35,020.00	426,453.00	0.00
	Carryover	203,024		-	-	-	-	-		-	-	-	-	-	-	203,024.00	0.00
	TOTAL REVENUES AND CARRYOVER	629,477														629,477.00	0.00
	EXPENSES	BUDGET														ACTUAL	
	PERSONAL SERVICES TOTAL	144,614.95	22.97%	12,975.36	10,819.28	10,783.16	13,737.25	11,078.98	10,763.57	10,747.01	13,079.34	10,715.40	13,079.34	10,715.40	16,121.40	144,615.49	0.54
1201	Salaries & Wages	113,436		10,802.03	8,805.78	8,774.06	10,952.70	8,714.58	8,714.58	8,742.34	10,893.23	8,714.58	10,893.23	8,714.58	8,714.58	113,436.27	0.00
	Executive Director	58,350		5,610.60	4,488.48	4,488.48	5,610.60	4,488.48	4,488.48	4,488.48	5,610.60	4,488.48	5,610.60	4,488.48	4,488.48	58,350.24	0.00
	Marketing & Programs Manager	43,957		4,226.65	3,381.32	3,381.32	4,226.65	3,381.32	3,381.32	3,381.32	4,226.65	3,381.32	4,226.65	3,381.32	3,381.32	43,957.16	0.00
	PT Marketing Coordinator	6,240		600.00	480.00	480.00	600.00	480.00	480.00	480.00	600.00	480.00	600.00	480.00	480.00	6,240.00	0.00
	PT Visitor Center Staff	4,889		364.78	455.98	424.26	515.45	364.78	364.78	392.54	455.98	364.78	455.98	364.78	364.78	4,888.87	0.00
2100	FICA	8,678		826.39	673.68	671.26	837.91	666.71	666.71	668.83	833.46	666.71	833.46	666.71	666.71	8,678.54	0.54
2200	Retirement	1,751													1,751.00	1,751.00	0.00
	Executive Director Severance Allowance	3,655													3,655.00	3,655.00	0.00
2301	Group Insurance	15,020		1,251.64	1,251.64	1,251.64	1,251.64	1,251.64	1,251.64	1,251.64	1,251.64	1,251.64	1,251.64	1,251.64	1,251.64	15,019.68	0.00
2302	Life Insurance	99		8.24	8.24	8.24	8.24	8.24	8.24	8.24	8.24	8.24	8.24	8.24	8.24	98.88	0.00
2400	Worker's Compensation	306		29.17	23.78	23.70	29.57	23.54	23.54	23.61	29.41	23.54	29.41	23.54	23.54	306.35	0.00
2500	Unemployment Insurance	1,670		57.89	56.16	54.26	657.19	414.27	98.86	52.35	63.36	50.69	63.36	50.69	50.69	1,669.77	0.00
	OPERATING EXPENSES TOTAL	328,837.66	52.24%	24,632.05	37,033.80	26,064.83	50,957.86	39,573.14	19,541.14	43,427.39	22,231.17	15,198.14	15,342.86	18,334.14	16,501.14	328,837.66	0.00
3100	Professional Services	76,227	12.11%	5,688.25	7,298.02	15,096.59	7,195.06	5,093.90	5,093.90	5,095.15	5,192.37	5,093.90	5,192.06	5,093.90	5,093.90	76,227.00	0.00
	Accounting Service	2,600		200.00	400.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,600.00	0.00
	Advertising/PR Services	36,000		3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	36,000.00	0.00
	Annual Audit	14,000			2,000.00	10,000.00	2,000.00									14,000.00	0.00
	Payroll Service	5,127		488.25	398.02	396.59	495.06	393.90	393.90	395.15	492.37	393.90	492.06	393.90	393.90	5,127.00	0.00
	Tourism Research	18,500		2,000.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	18,500.00	0.00
3420	Bank Services	24	0.00%	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	24.00	0.00
3820	Training/Registration Fees	200					100.00					100.00				200.00	0.00
4100	Communications (Telephones)	4,560	0.72%	380.00	380.00	380.00	380.00	380.00	380.00	380.00	380.00	380.00	380.00	380.00	380.00	4,560.00	0.00
4210	Postage	5,000	0.79%	420.00	420.00	420.00	420.00	420.00	420.00	420.00	420.00	420.00	420.00	420.00	380.00	5,000.00	0.00
4250	Mileage Reimbursement	1,200	0.19%	150.00		150.00	150.00	150.00		150.00		150.00		150.00	150.00	1,200.00	0.00
4300	Utilities	1,530	0.24%	150.00	140.00	115.00	100.00	105.00	150.00	110.00	100.00	140.00	140.00	140.00	140.00	1,530.00	0.00
4420	Rental Buildings	10,608	1.69%	884.00	884.00	884.00	884.00	884.00	884.00	884.00	884.00	884.00	884.00	884.00	884.00	10,608.00	0.00
4430	Rental Equipment	6,064	0.96%	348.00	720.00	448.00	348.00	720.00	448.00	348.00	720.00	448.00	348.00	720.00	448.00	6,064.00	0.00
	Postage Machine	5,664		348.00	720.00	348.00	348.00	720.00	348.00	348.00	720.00	348.00	348.00	720.00	348.00	5,664.00	0.00
	Copier	400				100.00			100.00			100.00			100.00	400.00	0.00
4500	Insurance and Bonds	1,906	0.30%	17.80	1214.78	534.24	17.80	14.24	14.24	14.24	17.80	14.24	17.80	14.24	14.24	1,905.66	0.00
4660	Maintenance of Equipment-Office	300	0.05%		75.00			75.00				75.00			75.00	300.00	0.00
4700	Printing	10,500	1.67%	0.00	0.00	0.00	10,000.00	200.00	0.00	0.00	200.00	0.00	0.00	100.00	0.00	10,500.00	0.00
	Promotional Collaterals	10,000					10,000.00									10,000.00	0.00
	Business Cards & Stationery	500						200.00			200.00			100.00		500.00	0.00
4800	Promotional Advertising	199,299	34.31%	12,312.00	25,100.00	7,425.00	29,371.00	31,149.00	11,969.00	35,194.00	13,485.00	7,161.00	7,379.00	10,000.00	8,754.00	199,299.00	0.00
	PRINT	120,769		8,262.00	13,050.00	5,775.00	26,800.00	10,174.00	8,994.00	32,719.00	5,680.00	4,086.00	2,604.00	2,625.00	0.00	120,769.00	0.00
	AAA Living South Magazine	10,660							5,330.00		5,330.00					10,660.00	0.00
	AARP Southeast	8,047								8,047.00						8,047.00	0.00

	FY2014-2015 WVTAA BUDGET	BUDGET	%	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ACTUAL	VARIANCE
	American Iron Magazine	1,500					750.00	750.00								1,500.00	0.00
	Atlanta Magazine	2,689							2,689.00							2,689.00	0.00
	Audubon Magazine	8,700			8700											8,700.00	0.00
	Bikeweeek Pocket Guide	1,000								1,000.00						1,000.00	0.00
	British Florida Visitor Handbook	3,258						1,629.00					1,629.00			3,258.00	0.00
	Dreamscapes Travel Magazine (Canadian)	4,000			4,000.00											4,000.00	0.00
	Florida Bicycle Assn. Newsletter	1,400			350.00			350.00			350.00			350.00		1,400.00	0.00
	FL Freshwater Fishing Guide	3,066										3,066.00				3,066.00	0.00
	FL Saltwater Fishing Guide	3,000					3,000.00									3,000.00	0.00
	Horizon Travel Magazine (Canadian)	5,000					5,000.00									5,000.00	0.00
	Instate Newspaper Insert	13,924		6,962.00						6,962.00						13,924.00	0.00
	Outstate Newspaper Insert	10,900						5,450.00		5,450.00						10,900.00	0.00
	RoadRunner Magazine	7,240		1,300.00		1,300.00		1,020.00		1,300.00		1,020.00		1,300.00		7,240.00	0.00
	Toronto Star Newspaper (Canadian)	6,580					6,580.00									6,580.00	0.00
	Travel Guide to Florida (Canadian)	3,500				3,500.00										3,500.00	0.00
	Undiscovered Florida	9,960								9,960.00						9,960.00	0.00
	Visit Florida Magazine	10,495					10,495.00									10,495.00	0.00
	Wingworld Magazine	5,850				975.00	975.00	975.00	975.00				975.00	975.00		5,850.00	0.00
	DIGITAL	21,850		3,200.00	700.00	800.00	1,650.00	1,325.00	1,825.00	1,325.00	1,825.00	1,825.00	1,125.00	1,225.00	5,025.00	21,850.00	0.00
	DaytonaBikeWeek.com	1,500													1,500.00	1,500.00	0.00
	Google AdWords	7,200		600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	7,200.00	0.00
	Officialbikeweeek.com	2,500		2,500.00												2,500.00	0.00
	PaddleFlorida.org	700			100.00	100.00	100.00	100.00	100.00	100.00	100.00					700.00	0.00
	RoadRunner Magazine Online	750					750.00									750.00	0.00
	Social Media Marketing Programs	5,000		100.00		100.00	200.00	100.00	600.00	100.00	600.00	700.00		100.00	2,400.00	5,000.00	0.00
	SunRail Mobile	4,200						525.00	525.00	525.00	525.00	525.00	525.00	525.00	525.00	4,200.00	0.00
	Website	24,600		0.00	10,000.00	0.00	100.00	12,300.00	300.00	300.00	300.00	400.00	300.00	300.00	300.00	24,600.00	0.00
	Hosting Fee	2,400						300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	2,400.00	0.00
	ReDesign	22,000			10,000.00			12,000.00								22,000.00	0.00
	Domain Regs. & Fees	200					100.00					100.00				200.00	0.00
	Rack Services	580									580.00					580.00	0.00
	Event & Sport Marketing	2,000			500.00			500.00			500.00		500.00			2,000.00	0.00
	Crappie Masters Fishing Tournament TV	6,000						6,000.00								6,000.00	0.00
	Photo/Video Development	8,500									3,750.00		2,000.00		2,750.00	8,500.00	0.00
	Ad Authority Co-ops	10,000		850.00	850.00	850.00	821.00	850.00	850.00	850.00	850.00	850.00	850.00	850.00	679.00	10,000.00	0.00
	Daytona Beach Airport Marketing	5,000												5,000.00		5,000.00	0.00
4801	Promotional/Entertainment Expense	6,010	0.95%	3,780.00	130.00	30.00	1,530.00	130.00	30.00	30.00	130.00	30.00	130.00	30.00	30.00	6,010.00	0.00
	Sales/Promotions/FAMs/Site Visits	5,650		3,750.00	100.00		1,500.00	100.00			100.00		100.00			5,650.00	0.00
	Meetings	360		30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	360.00	0.00
5100	Office Supplies	2,200	0.35%	150.00	150.00	300.00	150.00	150.00	150.00	300.00	150.00	150.00	250.00	150.00	150.00	2,200.00	0.00
	Supplies	1,800		150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	1,800.00	0.00
	Computer Equipment/Software	400				150.00				150.00			100.00			400.00	0.00
5102	Office Supplies/Office Equipment	480	0.08%			280.00				200.00						480.00	0.00
5280	Demo Materials & Supplies	500	0.08%	0.00	100.00	0.00	100.00	100.00	0.00	0.00	100.00	0.00	0.00	100.00	0.00	500.00	0.00
	Promotional Items	500			100.00		100.00	100.00			100.00			100.00		500.00	0.00
5410	Subscriptions	560	0.09%		250.00		60.00					250.00				560.00	0.00
5420	Memberships	1,670	0.27%	350.00	170.00	0.00	150.00	0.00	0.00	300.00	450.00	0.00	100.00	150.00	0.00	1,670.00	0.00

	FY2014-2015 WVTAA BUDGET	BUDGET	%	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ACTUAL	VARIANCE
	DeLand Chamber of Commerce	170			170.00											170.00	0.00
	Daytona Regional Chamber of Commerce	350		350.00												350.00	0.00
	Florida Bicycle Association	100											100.00			100.00	0.00
	Hotel & Lodging Assn. of Vol. County	300								300.00					0.00	300.00	0.00
	MainStreet DeLand Association	150					150.00									150.00	0.00
	West Volusia Regional Chamber	150											150.00			150.00	0.00
	VISIT FLORIDA	450									450.00					450.00	0.00
	EXPENSES TOTAL	473,453	75.21%	37,607.41	47,853.08	36,847.99	64,695.11	50,652.12	30,304.71	54,174.40	35,310.51	25,913.54	28,422.20	29,049.54	32,622.54	473,453	0.54
																-	0.00
																-	0.00
	CONTINGENGY/RESERVES TOTAL	156,024.00	24.79%	-	-	-	-	-	-	-	-	-	-	-	-	156,024.00	0.00
9901	Contingency	156,024.00	24.79%	-	-	-	-	-	-	-	-	-	-	-	-	156,024.00	0.00
	TOTAL BUDGET	629,477	100.00%												TOTAL BUDGET	629,477	