

**Summary Budget Comparison  
Halifax Area Advertising Authority**

	FY 2009-10 Actual	FY 2010-11 Budget	FY 2010-11 Estimate	FY 2011-12 Recom
<b>Revenues By Source</b>				
Convention Development Taxes (CDT)	\$ 5,196,880	\$ 5,137,025	\$ 5,137,025	\$ 5,233,726
Interest Income	539	0	800	200
Advertising/Collateral/Internet Co-Op Revenue	176,678	0	191,500	185,000
Appropriated Fund Balance	734,238	726,238	1,216,146	1,054,378
<b>Total Revenues</b>	<b>\$ 6,108,335</b>	<b>\$ 5,863,263</b>	<b>\$ 6,545,471</b>	<b>\$ 6,473,304</b>

**Expenditures by Account**

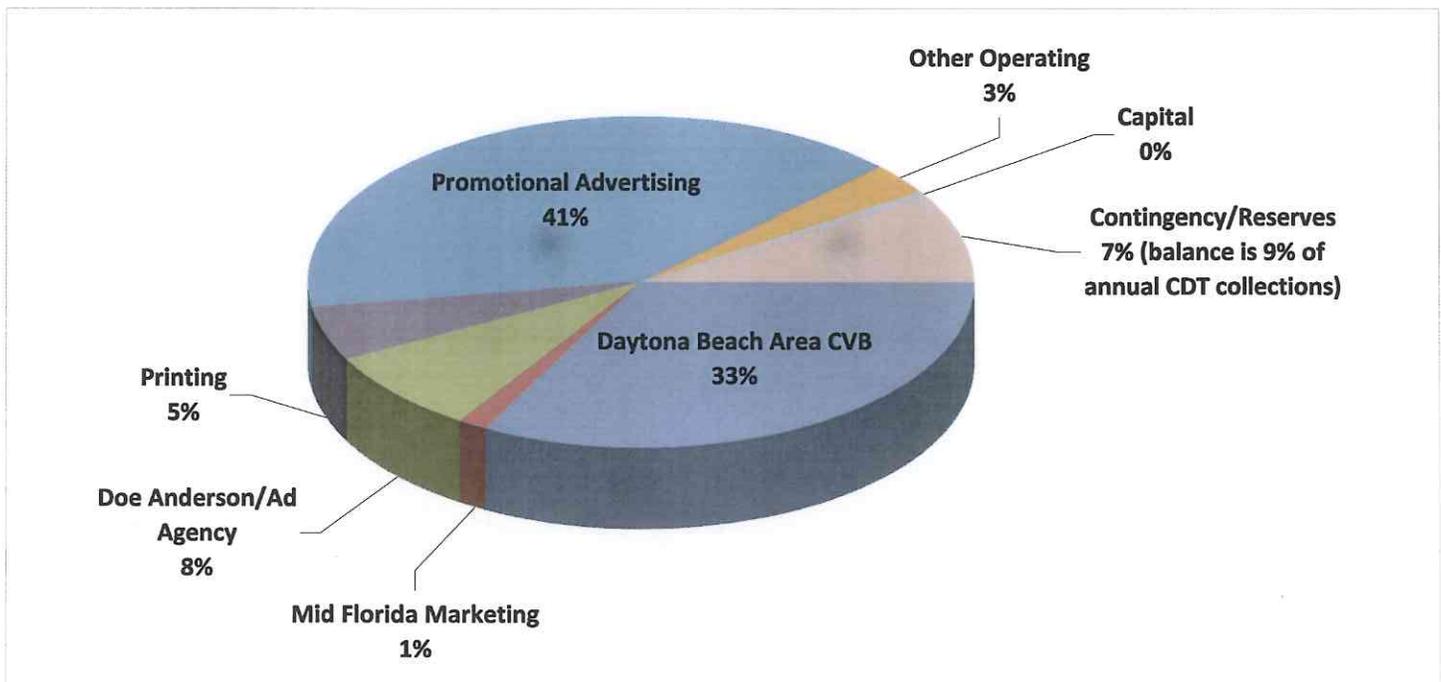
Daytona Beach Area CVB	\$ 1,960,995	\$ 2,022,960	\$ 1,992,960	\$ 2,122,900
Mid Florida Marketing	73,200	73,200	73,200	87,600
Doe Anderson/Ad Agency	264,342	265,000	290,025	515,000
Printing	194,280	134,300	285,000	351,500
Promotional Advertising	2,227,789	2,416,985	2,635,628	2,612,046
Other Operating	163,402	198,580	190,280	199,630
Capital	8,181	26,000	24,000	30,250
<b>Total Operating Budget</b>	<b>4,892,189</b>	<b>5,137,025</b>	<b>5,491,093</b>	<b>5,918,926</b>
<b>Budget Variance</b>			<b>354,068</b>	<b>781,901</b>

Contingency/Reserves	0	726,238	0	554,378
<b>Total Expenditures</b>	<b>\$ 4,892,189</b>	<b>\$ 5,863,263</b>	<b>\$ 5,491,093</b>	<b>\$ 6,473,304</b>

<b>Revenues vs Expenditures</b>	<b>\$ 1,216,146</b>	<b>\$ -</b>	<b>\$ 1,054,378</b>	<b>\$ -</b>
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<b>Number of Full-Time Positions</b>	<b>22</b>	<b>19</b>	<b>19</b>	<b>19</b>
<b>Number of Part-Time Positions</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>

**Expenditures By Account Graph**



# HALIFAX AREA ADVERTISING AUTHORITY

## Explanation of Expenses in Excess of Revenue

### FISCAL YEAR 2010-2011 REQUEST

Travel Industry Sales - Sales Promotions	11,965
DBACVB - M&C Promotional Fund	50,000
Destination Marketing-Ad Agency (other than Speedway)	130,335
Speedway Advertising buy for Winter 2011 Races	136,743
Agency Production and Commission on Speedway Ad. Buy	25,025
Request for additional 2010-2011 Expenses from Fund Balance	<u><b>354,068</b></u>

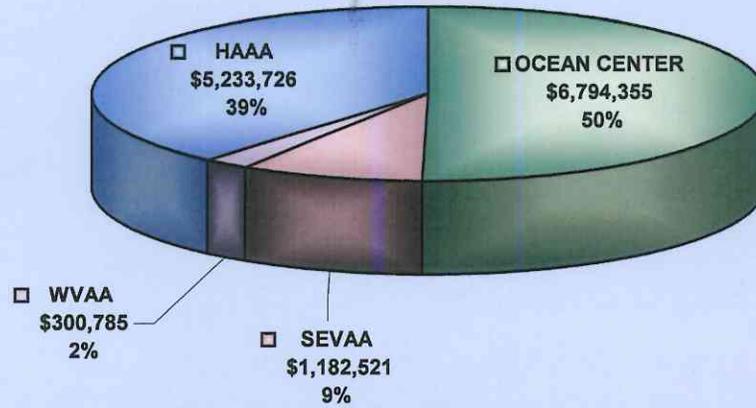
### FISCAL YEAR 2011-2012 REQUEST

DBACVB - M&C Promotional Fund Increase	25,000
DBACVB - M&C Sales Promotions	76,000
Salaries/Payroll Expenses/Group Health Ins./Simple IRA	12,051
Meetings & Conventions - Collaterals	9,000
Travel Industry Sales - Sales Promotions	18,450
Travel Industry Sales - Advertising/Collaterals	15,000
Direct Consumer - Collaterals (Video)	60,000
Additional Focus Group/Conversion Study	14,400
Sales Commissions & Incentives	52,000
Direct Consumer - HAAA Branding Study/Additional Advert/Marketing/Promo Opportunities	250,000
Ad Agency Start Up Production Cost - New Creative	250,000
Request for additional 2011-2012 Expenses from Fund Balance	<u><b>781,901</b></u>

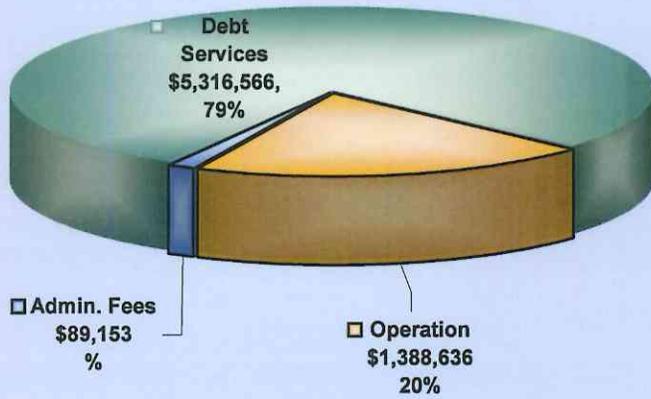
Daytona Beach Area Convention and Visitors Bureau  
Fiscal Year 2011-2012 Budget  
SUMMARY

	FY 2010-11 Budget	FY 2011-12 Proposed	Variance
<b>Revenues by Source</b>			
Consumer Promotions	6,000	8,000	2,000
Fair Share & Cooperative Promotions (TIS)	6,000	6,000	0
Fair Share & Cooperative Promotions (M&C)	8,500	8,500	0
Label & List Subscribers/Mail Programs	1,200	1,000	(200)
Visitor's Center – Rack Program	31,000	20,000	(11,000)
Interest Income	200	100	(100)
Expenditures from DBACVB Reserves	77,000	79,000	2,000
HAAA Funding	2,022,960	2,122,900	99,940
	2,152,860	2,245,500	92,640
<b>Expenditures by Account</b>			
<b>Administrative</b>			
Personal Service Costs	1,186,460 *	1,296,150	109,690
Contract Services/Galloway	50,000	50,000	0
Sales Commissions	0	52,000	52,000
Other Expenses	86,300	74,100	(12,200)
Total Administrative	1,322,760	1,472,250	149,490
Info Services-Toll free telephone	28,000	20,000	(8,000)
Direct Mail - Inquiry response	115,000	115,000	0
Fulfillment/Shipping/Phones/U.K.	25,000	25,000	0
Golf Daytona Beach	700	0	(700)
Internet - Maintenance/Upgrades	1,900	1,900	0
Tourism Events/Advertising & Promo	10,000	6,500	(3,500)
Direct Mail (newsletter, postage, etc.)	165,000	75,000	(90,000)
Promotions/Travel Shows/Visit Florida	10,000	10,000	0
Visitors Centers	1,000	1,000	0
Arts and Heritage	0	950	950
Meetings & Conventions - Sales Promotions	149,000	225,000	76,000
Meetings & Conventions - Promotional Opportunities	50,000	75,000	25,000
Travel Industry Sales - Sales Promotions	90,000	108,450	18,450
Communications/ Public Relations	184,000	109,000	(75,000)
Film Office	500	450	(50)
	830,100	773,250	(56,850)
Total CVB Expenditure Budget	2,152,860	2,245,500	92,640

**EDTIMATED BED TAX COLLECTIONS  
2011-2012  
\$13,511,387**



**TDC \$6,794,355**



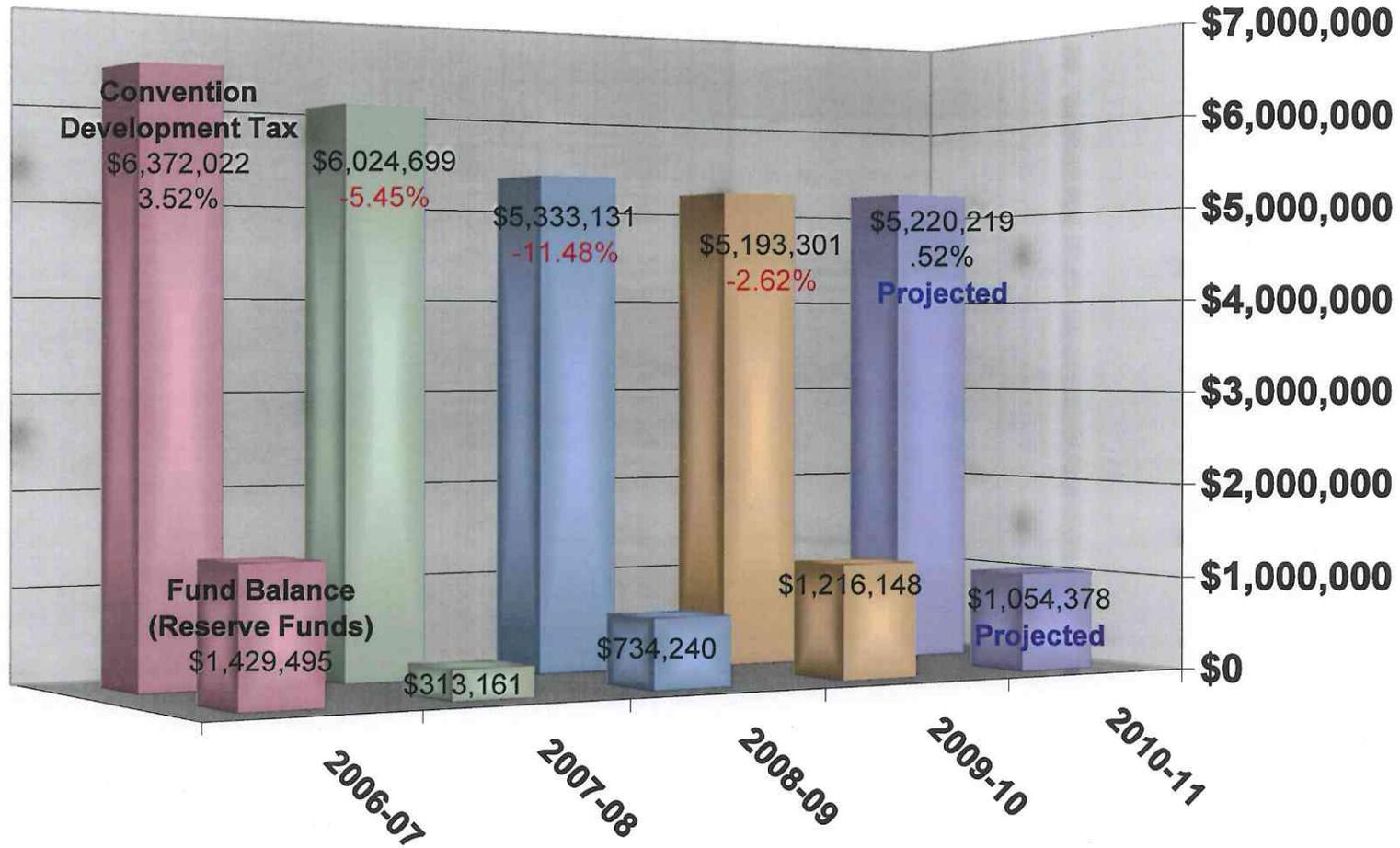
**CDT \$6,717,032**



# HALIFAX AREA ADVERTISING AUTHORITY

## Five Year CDT With % of Change Year to Year

### Five Year Reserve History



NOTE: 2010-2011 reflects 10/1/10-6/30/11 CDT collections of \$3,947,808. HAAA is up 2.21% when comparing 10/1/10-6/30/11 to 10/1/09-6/30/10.

# HAAA 2011-2012

Marketing Expenses by Department Proposed Budget Total \$4,381,496

\*Includes \$329,000 in Reserve Expenditures

