

**Halifax Area Advertising Authority  
(Incorporating Daytona Beach Area Convention and Visitors Bureau)  
Fiscal Year 2010-2011 Budget**

<b>INCOME</b>		<b>Proposed 2010-11</b>	<b>Proposed HAAA</b>	<b>Proposed CVB</b>	<b>Total</b>
A1	Cooperative Publishing	120,000	120,000	0	120,000
A2	Consumer Promotions	6,000	0	6,000	6,000
A3	Miscellaneous Income	500	500	0	500
A4	Convention Development Tax	5,137,025	5,137,025	0	5,137,025
A5	Golf Daytona Beach	6,000	6,000	0	6,000
A6	Fair Share & Cooperative Promotions (TIS)	6,000	0	6,000	6,000
A7	Fair Share & Cooperative Promotions (M&C)	8,500	0	8,500	8,500
A8	Label & List Subscribers/Mail Programs	1,200	0	1,200	1,200
A9	Housing Bureau Fees & Surcharges Serv. (M&C)	0	0	0	0
A10	Visitor's Center – Rack Program	31,000	0	31,000	31,000
A11	Tourism Events	25,000	25,000	0	25,000
A12	Internet Services	40,000	40,000	0	40,000
A13	Interest Income/Sweep Account	1,000	800	200	1,000
<b>TOTAL INCOME SUB-TOTAL</b>		<b>5,382,225</b>	<b>5,329,325</b>	<b>52,900</b>	<b>5,382,225</b>

<b>ADMINISTRATIVE OPERATIONS AND PERSONNEL</b>		<b>Proposed 2010-11</b>	<b>Proposed HAAA</b>	<b>Proposed CVB</b>	<b>Total</b>
B1	Office Supplies	12,000	12,000	0	12,000
B2	Printing & Productions (Stationary, forms, copies)	3,500	3,500	0	3,500
B3	Capital Acquisition (and Leased equipment)	46,000	46,000	0	46,000
B4	Liability/Other Insurance	6,500	0	6,500	6,500
B5	Equipment Maintenance	3,000	3,000	0	3,000
B6	Building Maintenance/Cleaning	7,000	7,000	0	7,000
B7	Direct Mail Facility	21,000	21,000	0	21,000
B8	Equipment Less than \$1,000	2,500	2,500	0	2,500
B9	Salaries/Payroll/Employee Health/Related Insurance	1,163,600	0	1,163,600	1,163,600
B10	Reimb.Employee Exp.	2,000	0	2,000	2,000
B11	Simple IRA/Employee Retirement Fund	20,860	0	20,860	20,860
B12	Postage Admin.	3,500	0	3,500	3,500
B13	Telephone Admin.	31,500	0	31,500	31,500
B14	Professional Dues, Subscriptions, Registrations	13,500	0	13,500	13,500
B15	Professional Staff Development	5,000	0	5,000	5,000
B16	Computer Consultation - software, support, upgrades	22,000	22,000	0	22,000
B17	Chamber Lease	40,080	40,080	0	40,080
B18	Miscellaneous	3,000	1,200	1,800	3,000
B19	Professional Services	41,500	17,000	24,500	41,500
B20	Contract Services/Galloway	50,000	0	50,000	50,000
<b>ADMINISTRATIVE/PAYROLL SUB-TOTAL</b>		<b>1,498,040</b>	<b>175,280</b>	<b>1,322,760</b>	<b>1,498,040</b>

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<b>EXPENSES/ADVERTISING, PROMOTION AND RESEARCH</b>	<b>Proposed 2010-11</b>	<b>Proposed HAAA</b>	<b>Proposed CVB</b>	<b>Total</b>
C1 Direct Consumer Info Services-Toll free telephone	28,000	0	28,000	28,000
C2 Direct Consumer - Direct Mail - Inquiry response	115,000	0	115,000	115,000
C3 Direct Consumer - Advertising/Promo. (U.S., Can. & U.K.) - Doe Anderson	1,699,785	1,699,785	0	1,699,785
C4 Direct Consumer - Production - Doe Anderson	75,000	75,000	0	75,000
C5 Direct Consumer - Ad Agency Contract Services - Doe Anderson	190,000	190,000	0	190,000
C6 Direct Consumer - Fulfillment/Shipping/Phones/U.K.	25,000	0	25,000	25,000
C7 Direct Consumer - Golf Daytona Beach Sales Promo/Collaterals	2,500	1,800	700	2,500
C8 Direct Consumer - Golf Daytona Beach Advertising	67,300	67,300	0	67,300
C9 Direct Consumer - Collaterals/In-house Production (V.G., Brochures, etc)	190,000	190,000	0	190,000
C10 Direct Consumer - Internet - Maintenance/Upgrades	181,000	179,100	1,900	181,000
C11 Direct Consumer - Market specific airport co-ops	50,000	50,000	0	50,000
C12 Direct Consumer - Tourism Events/Advertising & Promo	245,000	235,000	10,000	245,000
C13 Direct Consumer - Direct Mail Programs (newsletter, postage, etc.)	200,000	35,000	165,000	200,000
C14 Direct Consumer - Promotions/Travel Shows/Visit Florida	13,900	3,900	10,000	13,900
C15 Direct Consumer - Visitors Centers	1,000	0	1,000	1,000
C16 Arts and Entertainment	60,000	60,000	0	60,000
C17 Meetings & Conventions - Advertising	210,000	210,000	0	210,000
C18 Meetings & Conventions - Collaterals	10,000	10,000	0	10,000
C19 Meetings & Conventions - Sales Promotions	149,000	0	149,000	149,000
C20 Meetings & Conventions - Promotional Opportunities	50,000		50,000	50,000
C21 Travel Industry Sales - Advertising and Collaterals	30,000	30,000	0	30,000
C22 Travel Industry Sales - Sales Promotions	90,000	0	90,000	90,000
C23 Market Research (Base contract, Travel expense/Special studies)	73,200	73,200	0	73,200
C24 Communications/ Public Relations	<b>195,000</b>	<b>11,000</b>	<b>184,000</b>	<b>195,000</b>
C25 Film Office	10,500	10,000	500	10,500
C26 Central Florida Sports Commission	0	0		0
C27 Auto Events	0	0	0	0
<b>ADVERTISING, PROMOTION, AND RESEARCH</b>	<b>3,961,185</b>	<b>3,131,085</b>	<b>830,100</b>	<b>3,961,185</b>
<b>ADMINISTRATIVE/PAYROLL</b>	<b>1,498,040</b>	<b>175,280</b>	<b>1,322,760</b>	<b>1,498,040</b>
<b>CONTINGENCY</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>SUB TOTAL</b>	<b>5,459,225</b>	<b>3,306,365</b>	<b>2,152,860</b>	<b>5,459,225</b>
<b>SET ASIDE AMOUNT</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>ALLOCATION FROM EXCESS OF RESERVES</b>	<b>(77,000)</b>		<b>(77,000)</b>	<b>(77,000)</b>
<b>TOTAL</b>	<b>5,382,225</b>	<b>3,306,365</b>	<b>2,075,860</b>	<b>5,382,225</b>

DBACVB REVENUE	52,900
HAAA TO DBACVB CDT FUNDING	2,022,960
	<u>2,075,860</u>
HAAA NON CDT REVENUE	192,300
HAAA CDT FUNDING	3,114,065
	<u>3,306,365</u>
TOTAL NON CDT REVENUE	245,200
TOTAL CDT REVENUE	5,137,025
TOTAL 2010-2011 REVENUE BUDGET	<u>5,382,225</u>