



**Southeast Volusia Advertising Authority
2010/2011 Budget**

			0%	3%	3%	5%	11%	15%	11%	7%	10%	10%	7%	18%
		TOTAL	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT
REVENUES														
1213	Convention development tax	\$1,164,080	0	\$34,922	\$34,922	\$58,204	\$128,020	\$174,612	\$128,049	\$81,486	\$116,408	\$116,408	\$81,486	\$209,563
6111	Investment income	\$0												
6240	Commissions	\$0												
8999	Appropriated fund balance	\$335,000		\$30,454	\$30,454	\$30,454	\$30,454	\$30,454	\$30,455	\$30,455	\$30,455	\$30,455	\$30,455	\$30,455
Total Revenues		\$1,499,080	\$0	\$65,376	\$65,376	\$88,658	\$158,474	\$205,066	\$158,504	\$111,941	\$146,863	\$146,863	\$111,941	\$240,018
EXPENDITURES														
ADMINISTRATION														
1201	Salaries & wages													
	a. Employee salaries	\$256,914	\$21,410	\$21,410	\$21,410	\$21,410	\$21,410	\$21,410	\$21,409	\$21,409	\$21,409	\$21,409	\$21,409	\$21,409
	b. Health Insurance allotment	\$9,000	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750
	c. Janitorial	\$7,424	\$619	\$619	\$619	\$619	\$619	\$619	\$619	\$619	\$618	\$618	\$618	\$618
5230	Administrative Entertainment													
	a. Accommodator Day	\$3,500				\$2,000			\$1,500					
	b. Administrative luncheons	\$6,000	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
4300	Utilities													
	a. Electric/Water	\$4,750	\$396	\$396	\$396	\$396	\$396	\$396	\$396	\$396	\$396	\$396	\$395	\$395
	b. Security system	\$180	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15
	c. Bright House Cable/Internet	\$2,150	\$179	\$179	\$179	\$179	\$179	\$179	\$179	\$179	\$179	\$179	\$180	\$180
4400	Rent													
	a. Office rent	\$32,400	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700
	b. Storage	\$660	\$55	\$55	\$55	\$55	\$55	\$55	\$55	\$55	\$55	\$55	\$55	\$55
	c. Safe deposit box	\$50	\$50											
4500	Insurance and bonds	\$3,300	\$2,300	\$0	\$0	\$0	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
4660	Office equipment maintenance	\$6,400	\$534	\$534	\$534	\$534	\$533	\$533	\$533	\$533	\$533	\$533	\$533	\$533
3815	Awards/Gifts	\$1,000		\$250		\$250		\$250		\$250				
Total Administration		\$333,728	\$29,508	\$27,408	\$27,158	\$29,408	\$28,157	\$27,407	\$28,656	\$27,406	\$27,155	\$27,155	\$27,155	\$27,155
FULFILLMENT														
3810	Education & Training	\$13,175		\$3,250		\$3,250		\$3,000		\$3,000		\$675		
4100	Communications (telephone)	\$6,500	\$542	\$542	\$542	\$542	\$542	\$542	\$542	\$542	\$541	\$541	\$541	\$541
4210	Postage & Shipping	\$20,000	\$2,000		\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000		\$2,000	\$2,000	\$2,000
4700	Printing	\$40,000	\$5,000	\$5,000		\$5,000	\$5,000		\$5,000	\$5,000		\$5,000	\$5,000	
4910	Legal ads	\$100	\$100											
5420	Memberships	\$4,400	\$367	\$367	\$367	\$367	\$367	\$367	\$367	\$367	\$366	\$366	\$366	\$366
5430	Subscriptions	\$1,000	\$200		\$200		\$200		\$200		\$200			
5100	Office Supplies	\$9,536	\$795	\$795	\$795	\$795	\$795	\$795	\$795	\$795	\$794	\$794	\$794	\$794
3100	Professional Services													
	a. Audit Fee	\$14,000				\$14,000								
	b. Accounting Services	\$5,300	\$442	\$442	\$442	\$442	\$442	\$442	\$442	\$442	\$441	\$441	\$441	\$441
Total Fulfillment		\$114,011	\$5,069	\$19,685	\$4,969	\$32,686	\$16,635	\$7,768	\$4,968	\$7,766	\$4,968	\$5,445	\$4,768	\$4,768

	TOTAL	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT
ADVERTISING & MARKETING													
3100	Professional Services:												
	c: Agency Fee												
3820	Registration Fees	\$19,210	\$4,803		\$4,802		\$4,803			\$4,802			
3400	Contracted services												
	a: Chamber of Commerce/NSB	\$50,000	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,166	\$4,166	\$4,166
	b: Chamber of Commerce/PO	\$16,251	\$1,354	\$1,354	\$1,354	\$1,354	\$1,354	\$1,354	\$1,354	\$1,354	\$1,354	\$1,355	\$1,355
4000	Travel												
	a. Airline/Car Rental	\$15,000	\$2,000	\$2,000	\$1,000	\$2,000	\$2,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
	b. Lodging	\$14,000	\$2,875		\$2,875		\$2,875	\$2,875				\$2,500	
	c. Meals	\$14,250	\$2,250	\$2,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
	d. Mileage	\$8,500	\$708	\$708	\$708	\$708	\$708	\$708	\$708	\$708	\$709	\$709	\$709
4801	Event Funding	\$150,000	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500
4800	Promotional advertising	\$506,130	\$38,010	\$38,010	\$38,010	\$38,011	\$38,011	\$38,011	\$38,011	\$48,011	\$48,011	\$48,011	\$48,011
5283	Promotional items	\$35,000	\$3,500	\$3,500	\$3,500		\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
4850	Marketing/Public Relations	\$23,000	\$1,916	\$1,916	\$1,916	\$1,916	\$1,917	\$1,917	\$1,917	\$1,917	\$1,917	\$1,917	\$1,917
	Total Advertising & Marketing	\$851,341	\$74,083	\$66,155	\$71,832	\$61,656	\$72,835	\$67,032	\$64,157	\$56,704	\$74,157	\$76,658	\$74,158
	TOTAL EXPENDITURES	\$1,299,080	\$108,660	\$113,248	\$60,740	\$123,750	\$117,627	\$102,207	\$97,781	\$91,876	\$106,280	\$109,258	\$106,081
RESERVES													
9900	Reserve Funds	\$200,000											
	TOTAL RESERVES	\$200,000											

Administrative	\$333,728
Fulfillment	\$114,011
Advertising & Marketing	\$851,341
Reserves	\$200,000

