Southeast Volusia Advertising Authority
FY 2023 - 2024 Budget Recap
August 15, 2023
Key Points

• **Destination Master Plan:**
  - Destination Master Plan implementation has begun. We have engaged with our stakeholders and are working on ways to enhance our future together.

• **3-Year Strategic Plan** was approved, and we are implementing are strategic findings.

• **Website update** – Itineraries, Trails and Events all updated with a key focus on our outdoor experiences

• **International Marketing Team** conducting Public Relations and Travel Trade in UK, Ireland, Scotland, Germany, Swiss, Austria and Central Europe

• **New! Major Events:**
  - **Destination Florida Annual Conference** – Over 60 CEOs of Florida Destination Management Organizations will attend the Annual Conference in New Smyrna Beach on October 11-13, 2023. Using both the Brannon Center and Springhill Suites, Hampton Inn & Suites and many B&B’s, we look forward to a great event and Economic Impact.

  - **An Art Affair** – In collaboration with Garden & Gun Magazine – Readers will learn about NSB Art Scene! The weekend event starts October 27 with a Plein Air Dinner at the Victoria 1883 and Speak Easy, then on the 28th, an art walk with Champagne breakfast at Jane’s Gallery and lunch at Riverpark Terrace. We look forward to growing the event each year and evolving the event, so all art venues have been focused.

  - **Fishing Tournament** – Late spring 2024 being worked on now. - TBD
Key Partnerships

- Health & Wellness Tips on website – Advent Health
- NSB Area Visitors Bureau 200 – NSB Speedway
- 4 cities: NSB, Port Orange, Edgewater, Oakhill and SEVMTC
Top Earned Media – Public Relations

1. Cape Fear Living Magazine: 12,000 Viewers.
2. Travel Awaits: 1,933,622 Viewers.
6. Travel & Leisure: 2,840,000 Viewers.
7. MSN.com: 65,580,000 Viewers.
8. Alpharetta City Lifestyle: 98,000 Circulation.
9. Southern Living June 23: 2,530,000 Viewers.
10. Southern Living May 23: 2,800,000 Viewers.
2023/2024: Relax Campaign

Plan your stay @ visitnsbfl.com

Find new trails @ visitnsbfl.com

Plan your fun @ visitnsbfl.com
2023/2024: Relax Campaign
NEW SMYRNA BEACH

STAYS WITH YOU
2023/2024: Marketing

New App

Destination Guide

Destination Map
## Summary Budget Comparison

### S.E. Volusia Ad Authority

<table>
<thead>
<tr>
<th></th>
<th>FY 2021-22 Actuals per Audit</th>
<th>FY 2022-23 Adopted</th>
<th>FY 2022-23 Estimate</th>
<th>FY 2023-24 Request</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues By Source</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convention Development Taxes</td>
<td>3,259,395</td>
<td>3,100,000</td>
<td>3,244,000</td>
<td>3,389,225</td>
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<tr>
<td>Interest Income</td>
<td>-4,223</td>
<td>1,200</td>
<td>28,000</td>
<td>25,000</td>
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<tr>
<td>Misc. Revenue</td>
<td>14,327</td>
<td>15,000</td>
<td>15,000</td>
<td>15,000</td>
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<tr>
<td><strong>Total Revenues</strong></td>
<td>$ 6,026,813</td>
<td>$ 6,580,226</td>
<td>$ 6,882,896</td>
<td>$ 7,023,420</td>
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<tr>
<td><strong>Expenditures by Category</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Personnel Services</td>
<td>314,652</td>
<td>469,493</td>
<td>378,953</td>
<td>551,827</td>
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<tr>
<td>Marketing Expenses</td>
<td>1,945,055</td>
<td>3,968,973</td>
<td>2,667,664</td>
<td>4,135,509</td>
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<tr>
<td>Other Operating Expenses</td>
<td>171,210</td>
<td>203,320</td>
<td>242,085</td>
<td>211,084</td>
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<tr>
<td><strong>Total Operating Budget</strong></td>
<td>$ 2,430,917</td>
<td>$ 4,641,786</td>
<td>$ 3,288,702</td>
<td>$ 4,898,420</td>
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<tr>
<td>Reserves</td>
<td>0</td>
<td>1,938,440</td>
<td>0</td>
<td>2,125,000</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
<td>$ 2,430,917</td>
<td>$ 6,580,226</td>
<td>$ 3,288,702</td>
<td>$ 7,023,420</td>
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<tr>
<td><strong>Revenues vs Expenditures</strong></td>
<td>3,595,896</td>
<td>0</td>
<td>3,594,195</td>
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<td>Number of Full-Time Positions</td>
<td>2</td>
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<td>Number of Part-Time Positions</td>
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</table>
Expenditures By Category

- **Personnel Services**: $551,827 (8%)
- **Marketing Expenses**: $4,135,509 (59%)
- **Other Operating Expenses**: $211,084 (3%)
- **Reserves**: $2,125,000 (30%)

Total Expenditures: $6,925,520
Assumes a 5% pay adjustment and potential merit.

Employees adjusted to align with current industry salary ranges.

All employees currently in compliance with County approved classification and compensation plan.

<table>
<thead>
<tr>
<th>Personnel Services</th>
<th>FY 22/23</th>
<th>FY 23/24</th>
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</thead>
<tbody>
<tr>
<td>Budget</td>
<td>$469,493</td>
<td>$551,827</td>
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<tr>
<td><strong>Staff</strong></td>
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<td>Start of Fiscal Year</td>
<td>3</td>
<td>4</td>
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<td>Laid-Off</td>
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<td>New Hire</td>
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<td>1</td>
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<td>Current Staff</td>
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<td>5</td>
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Marketing/Advertising: $4,135,509

- Agency Fee: $225,000
- Promotional Advertising: $3,471,209
  - Advertising Campaigns
  - Digital/Website/Mobile/ADA
- Marketing/Promotional Expenses: $439,300
  - Printing
  - Public Relations: Public Relations Firm/Software/Journalist visits/video
  - Research: STR/Research Data/Key Data/Zartico/Arrivalist
  - Website updates: Privacy/ADA/Virtual

Other Operating Expense: $211,084

- Rent/CPA/Audit/Phones/Business Overhead
Thank You for Your Support!

Any Questions?