



Southeast Volusia Advertising Authority

FY 2022 - 2023
Budget Recap

August 16, 2022

Key Points

- **Website update** – New Layout, Larger Visuals, New Pages: Travel & Trade, Sustainable Tourism, Master Plan, Itineraries
- **Destination Master Plan:**
 - 842 Resident Survey Responses
 - 67 Industry Survey Responses
 - 34 Frontline Survey
 - 12 VIP Interviews
 - 24 Industry-Partner led Steering Committee
 - 8 Focus Groups: Arts, Canal, Flagler, 3rd Street, Residents, Lodging, Restaurants
- Process began in March 2022 will conclude in **April 2023** with approval by the SVAA Board of Directors.
- This work will also culminate with our **3-year Strategic Plan** for the NSBVB Destination Management Organization.
- Re-engaged with our **International Marketing Team** conducting Public Relations and Travel Trade in UK, Ireland, Scotland, Germany, Swiss, Austria and Central Europe

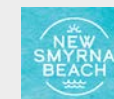
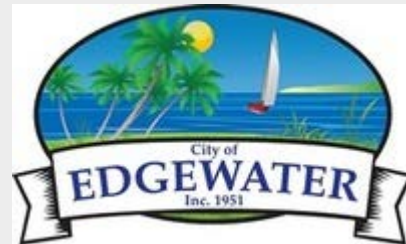


One Planet Living® Destination



Key Partnerships

- Health & Wellness Tips on website – Advent Health
- NSB Area Visitors Bureau 200 – NSB Speedway
- Livability Advertisement: 3 cities and SEVMTC
- Site Selection Magazine Advertisement – 3 cities and SEVMTC





Travel + Leisure

Nationally renowned travel magazine targeting country-wide audience.

Travel + Leisure story (left) was picked up by MSN (right), which has an online viewership of more than 198 million.

NEW SMYRNA
BEACH
PR Report

Home + Trip Ideas + Beach Vacations

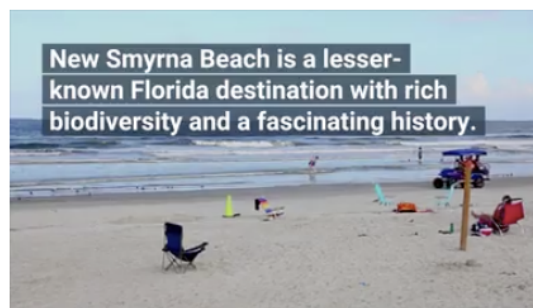
This Beach Destination Is Florida's Most Underrated Seaside City

Florida's New Smyrna Beach is a paradise for seafood, outdoor exploration, and spotting native Floridian flora and fauna.



By Jared Ranahan | March 30, 2022

TRAVEL+
LEISURE

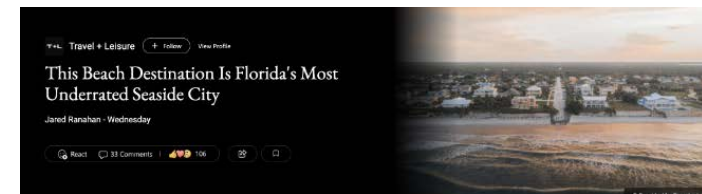


From the tangled depths of the Everglades to the sandy shores of the Panhandle, Florida has earned a reputation as one of the country's top destinations for [natural beauty](#). But in spite of its abundant popularity, there are still a couple of hidden gems to be found across the state. Just one hour northeast of [Orlando](#), the idyllic seaside city of New Smyrna Beach is largely off the radar for tourists, providing newcomers with a wealth of drinking, dining, and ecotourism opportunities without having to compete with the crowds found in Florida's more frequented cities.

Blessed with balmy weather and a sprawling shoreline, [New Smyrna Beach](#) is a veritable treasure trove for outdoor adventurers and wildlife aficionados alike. While native fauna spans all walks of life, one of the city's most beloved creatures — the bottlenose dolphin — can be found in abundance just off the shore. And when it comes to spotting this iconic marine mammal up close, it's tough to beat the [Marine Discovery Center](#). Upon arrival, visitors are welcome to stroll through the property's main hall, coming face-to-shell with local Sunshine State creatures like the horseshoe crab, gopher tortoise, and marine hermit crab, then head out on a two-hour boat tour that offers ample opportunities for spotting bottlenose dolphins and a wealth of Floridian shorebirds.

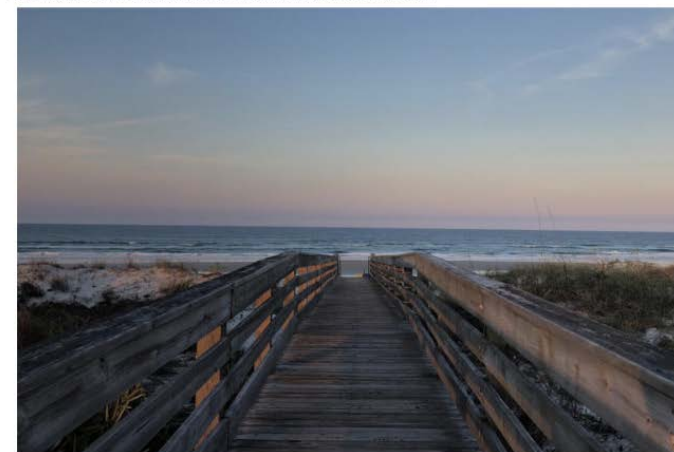
Writer hosted for Visit Florida FAM

Publication Audience: 5.5 million (Online)



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Brianna Ryan/Getty Images

PINEAPPLE PUBLIC RELATIONS



Southern Living

Regional lifestyle magazine targeting a Southern US-based audience

Why You'll Love New Smyrna Beach

Florida's State Road A1A winds through some of the coolest beach towns in the South—and this is one of them.



By Southern Living Editors

Updated March 01, 2022



CREDIT: ROBBIE CAPONETTO

NEW SMYRNA
BEACH
PR Report

Ongoing media outreach with editors.

Publication Audience: 1.9 million (Online)

Southern Living

The South's Most Under-the-Radar Beaches



By Southern Living Editors

Updated January 03, 2022



... More

20 of 25

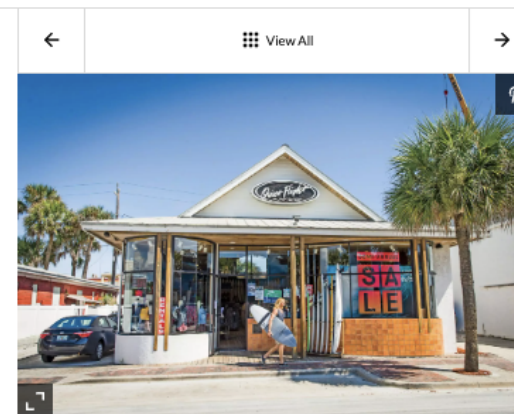
New Smyrna Beach, Florida

Florida's State Road A1A winds through some of the coolest beach towns in the South—and New Smyrna Beach shows Florida's A1A at its colorful, funky best. New Smyrna Beach, just like Flagler Beach up the road, is a surfer's dream (or anyone's dream, really) with its laidback attitude, quirky charm, and slow pace of living. Book your stay at The Salty Mermaid Oceanfront Hotel, a retro-cool renovated motor court, for beachfront views. Walk along the sandy main street, Flagler Avenue, for casual eateries, fun shops, and unobstructed beach access. This little town is so chill you'll find it hard to go back to real life.

20 of 25 | View All

NEXT SLIDE →

By Southern Living Editors



CREDIT: ROBBIE CAPONETTO

PINEAPPLE PUBLIC RELATIONS



TALK Greenville

Greenville, SC based magazine targeting upscale audience

Writer hosted for individual media visit

Publication Circulation: 797,094 (Print + Online)

TALK | Destinations

Black Dolphin Inn

MAKE YOURSELF AT HOME AT THIS HISTORIC SPANISH-ISLE RIVERFRONT ESTATE AND EXPLORE THE CULINARY AND ARTISTIC SIDE OF NEW SMYRNA BEACH, FLORIDA

WRITTEN BY RENATA PARKER | PHOTOS PROVIDED



"A room with a view"

Black Dolphin Inn,
New Smyrna Beach, Florida



Located in a historic neighborhood across from the Indian River, the lovely Black Dolphin Inn was once one of the residential gems of New Smyrna Beach, Florida. When the Spanish-Isle property became available in 2009, brothers and veteran hoteliers Brett and Scott Smith saw an opportunity to combine their passions for historic preservation and sustainability and converted the 1947 estate into a luxury boutique-style bed and breakfast. Today, Brett Smith's children MacKenzie and Taylor, are active in running the Black Dolphin Inn and continue to carry on the traditions that have earned it numerous awards.

The Black Dolphin Inn blends all of the subtle luxuries of a boutique hotel with the hospitality and timeless charm of a bed and breakfast. Accommodations include 14 stylish and spacious guestrooms and suites, most have private balconies and river views. Each room is unique and furnished with a mix of antiques and original art.

The first floor Great Room includes a spacious sitting area, lounge bar, open kitchen, and dining area, where a delicious complimentary breakfast is served each morning. Across the street, the hotel's private dock provides a chance to relax and enjoy the water. For more information, visit www.BlackDolphinInn.com.

60 January 2022

Local and Coastal Fare and Spirits

You'll find no shortage of great independent and noteworthy restaurants to explore. Experience some of the best local fare at **Thud Wave Café** and **Wine Bar**, owned by Kathy Lundberg, a leader in the area's sustainability movement.

Executive Chef David Mancuso oversees a menu of flavorful dishes and small plates highlighting local seafood and fresh ingredients sourced from regional farm partners. Expect options like the chef's Smart Catch, blackened and honey pecan-crusted, served with wild-caught American shrimp and whiskey buttercream sauce, and the house-made Wagyu short rib kumquat served with roasted pits.

Other personal favorites are **Cockswine Wine Bar** and **Norwood's Restaurant and Trehouese Bar**. **Outrigger's Tiki Bar and Grille** features straight from the ocean catches, great cocktails, and waterfront dining with lake views. According to manager John Blodden, it's also a popular hotspot to catch a nightly rocket launch. From rooftop bars, karaoke, and live music, there's also lots of fun, friendly nightlife to explore, walking along Flagler Avenue all the way to the beach. For a sample of local spots, take a tour of **Sugar Works Distillery**, a family-owned craft distiller of small batch rum, moonshine, and whiskey.

Go-to Art Galleries

Named one of the 100 Best Small Art Towns in America, New Smyrna Beach has a long-established art scene and is home to a number of art galleries, museums, and art venues.

Browse unique local art at **The Hub on Canal**, a flourishing arts center where more than 65 artists work, sell and showcase their talents. Once a silent movie theater in 1910, the building served as several concepts before it became home to The Hub more than a decade ago.

"The idea first started as a place where everyone could access art of all types," says Richard England, executive director. The Hub on Canal. Today, the nonprofit features a wide range of workshops, art events, fundraisers, and successful outreach programs.

June's Art Center, located just a short block from The Hub, includes a gallery with a beautifully curated fine art collection, an outdoor sculpture garden, and a notable clay studio and ceramics center. Close by is the **Arts on Douglas** gallery. Opened in 1986 by artist and entrepreneur Atlantic Center for the Arts (ACA) founder Doris Leeper and artist and benefactor Ed Harris, the gallery hosts ongoing exhibitions representing a range of styles and media, including experimental genres.



This page top to bottom:
Outrigger's Tiki Bar and Grille,
Thud Wave Café and Wine Bar,
cocktail pits. The Hub on Canal
gallery, Arts Center for the Arts.
Arts on Douglas showcases.

DON'T MISS EVENTS

Flagler Avenue Wine Walk | Jan. 22, 2022

Held for 4th Saturday of the month, this popular wine tasting event draws locals and visitors alike along historic Flagler Avenue. For tickets and more info, visit www.visitdabell.com/our-stories/flagler-avenue-wine-walk.

46th Annual IMAGES Arts Festival | Jan. 28 - 30, 2022

Each year, more than 40,000 art enthusiasts flock to New Smyrna Beach to attend one of the top five arts festivals in the country. Held on historic Canal Street and along Riverside Park, the five-day event features works from more than 225 artists, great local fare, live music, entertainment, and more. For more info, visit www.imagesfestival.org.

TALK Greenville 61

TALK Greenville

TALK GREENVILLE

Make yourself at home at Black Dolphin Inn in New Smyrna Beach, Florida

Renata Parker

Published 8:30 a.m. ET Dec. 22, 2021

[View Comments](#)



Black Dolphin Inn, New Smyrna Beach, Florida Provided

Located in a historic neighborhood across from the Indian River, the lovely Black Dolphin Inn was once one of the residential gems of New Smyrna Beach, Florida. When the Spanish-Isle property became available in 2009, brothers and veteran hoteliers Brett and Scott Smith saw an opportunity to combine their passions for historic preservation and sustainability and converted the 1947 estate into a luxury boutique-style bed and breakfast. Today, Brett Smith's children MacKenzie and Taylor, are active in running the Black Dolphin Inn and continue to carry on the

Print [^] TALK Greenville Online

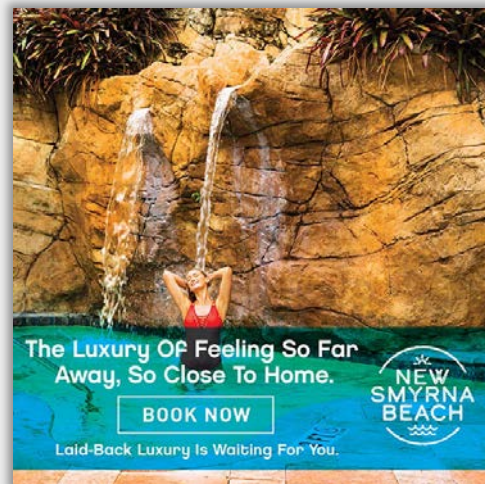
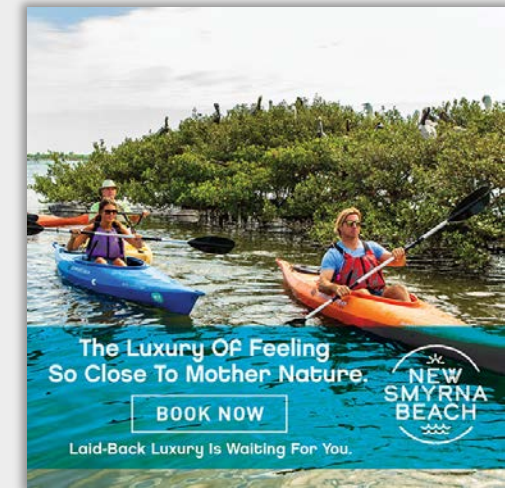
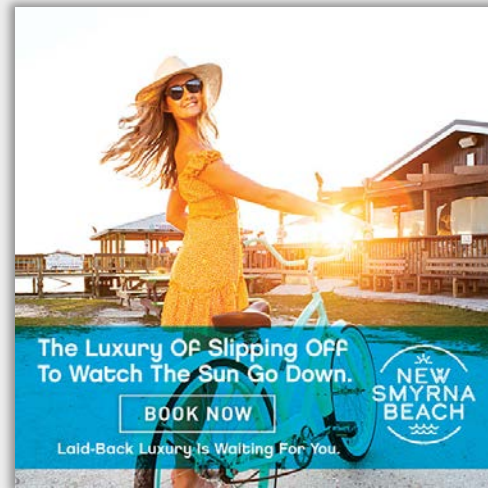
NEW SMYRNA
BEACH
PR Report



PINEAPPLE PUBLIC RELATIONS

2022/2023

Laid-back Luxury Campaign

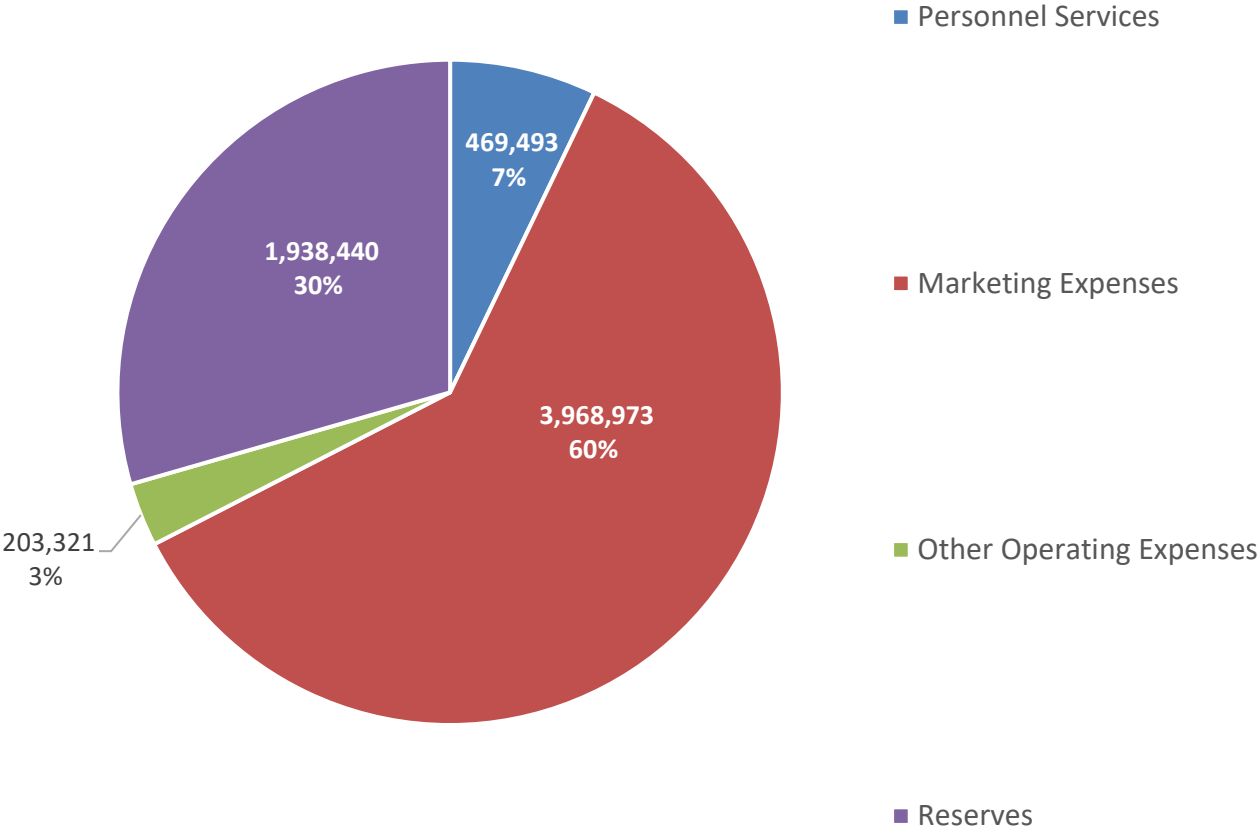


Summary Budget Comparison

Summary Budget Comparison S.E. Volusia Ad Authority

	FY 2020-21 Actuals	FY 2021-22 Adopted	FY 2021-22 Estimate	FY 2022-23 Request
Revenues By Source				
Convention Development Taxes	2,853,202	2,374,191	3,200,000	3,100,000
Interest Income	1,530	1,200	1,200	1,200
Misc. Revenue	22,400	17,850	15,000	15,000
Appropriated Fund Balance	<u>1,578,091</u>	<u>2,133,288</u>	<u>2,757,314</u>	<u>3,464,026</u>
Total Revenues	\$ 4,455,223	\$ 4,526,529	\$ 5,973,514	\$ 6,580,226
Expenditures by Category				
Personnel Services	222,829	401,752	314,227	469,493
Marketing Expenses	1,312,848	2,434,621	2,020,793	3,968,973
Other Operating Expenses	<u>162,232</u>	<u>190,156</u>	<u>174,467</u>	<u>203,321</u>
Total Operating Budget	\$ 1,697,909	\$ 3,026,529	\$ 2,509,487	\$ 4,641,787
Reserves	<u>0</u>	<u>1,500,000</u>	<u>0</u>	<u>1,938,440</u>
Total Expenditures	<u>\$ 1,697,909</u>	<u>\$ 4,526,529</u>	<u>\$ 2,509,487</u>	<u>\$ 6,580,227</u>
Revenues vs Expenditures	2,757,314	0	3,464,026	0
Number of Full-Time Positions	3	4	4	5
Number of Part-Time Positions	0	0	0	0

Expenditures By Category



Personnel Services

Personnel Services	FY 20/21	FY 21/22
Budget	\$467,175	\$469,493
Staff		
Start of Fiscal Year	3	4
Laid-Off		
New Hire	1	1
Current Staff	4	5

Assumes a 4% pay adjustment or \$1.00/hour; whichever is higher for hourly staff.

Employees adjusted to align with current industry salary ranges.

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

Budget Detail

Marketing/Advertising: \$3,968,973

- Agency Fee: \$225,000
- Promotional Advertising: \$3,302,654
 - Advertising Campaigns
 - Digital/Website/Mobile/ADA
- Marketing/Promotional Expenses: \$441,319
 - 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: \$203,321

- Rent/CPA/Audit/Phones/Business Overhead



Thank You for
Your Support!

Any Questions?