Southeast Volusia Advertising Authority

FY 2020 - 2021
Budget Recap
Key Points

- Hosted 7 Familiarization Trips with Journalists/Tour Operators from three countries: UK, Germany, Mexico
- Consumer Trade shows in Boston, NYC, Chicago, Atlanta
- Story highlights: Best Family Beach Destination – Oyster Digital March/April 2020
- Film: Family Business filmed at Outriggers Grille. Season 2 starts 07/02/20 on BET
- Social media growth: FB 68,000, Twitter 6,779, Instagram 18,000

- Sustainable Tourism:
  - Won the Henry Award for Sustainability from Visit Florida.
  - Conducted breakout panel at Florida Tourism Conference in November
  - Asked to conduct another breakout panel in October at the Florida’s Governor’s Conference
  - Created an “Eco-System” on One Planet Living platform.
  - 5 venues have come out of pilot program:
    - NSBVB Plan
    - City of NSB Plan
    - Marriott Springhill Suites
    - Third Wave Café
    - Marine Discovery Center
    - Yaupon Tea, Norwood’s, and others currently working on theirs.
Laid-back Luxury Campaign

Reach visitors who are familiar with New Smyrna Beach

Reach visitors who are ready to travel

Reach visitors in our drive markets
## Recovery Plan

### Short-Term
**April – May**
- **Reach Out and Listen**
  - Partner outreach
  - Listen and evaluate
  - No marketing

**Newsletter**
- [New Smyrna Beach Updates For March 2020.](#)
- [Covid-19 Update](#)

**Website**
- [Website Updates](#)

**Social Media**
- [Social Media Updates](#)

### Mid-Term
**June – July**
- **Speak Softly**
  - Partner outreach
  - Listen and evaluate
  - Limited and sensitive marketing

**Newsletter**
- [Industry](#)
  - [Updates](#)

**Website**
- [Updates](#)

**Social Media**
- [Updates](#)

**Partner Outreach**
- [A Plan for The Future](#)
  - [Partner Kit](#)

### Long-Term
**August - December**
- **Be Smart**
  - Partner outreach
  - Listen and evaluate
  - Tactical marketing

**Newsletter**
- [Updates](#)
  - [Industry](#)
  - [Visitor](#)

**Website**
- [Updates](#)

**Social Media**
- [Updates](#)

**Tactical Marketing**
- [Brand Marketing](#)
## Summary Budget Comparison

### S.E. Volusia Ad Authority

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<thead>
<tr>
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<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>2,239,809</td>
<td>2,256,574</td>
<td>1,500,000</td>
<td>2,129,218</td>
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<tr>
<td>Interest Income</td>
<td>2,804</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Misc. Revenue</td>
<td>33,015</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Appropriated Fund Balance</td>
<td>574,787</td>
<td>853,473</td>
<td>925,438</td>
<td>997,280</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>$ 2,850,415</strong></td>
<td><strong>$ 3,110,047</strong></td>
<td><strong>$ 2,425,438</strong></td>
<td><strong>$ 3,126,498</strong></td>
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|                      |                   |                    |                     |                   |
| **Expenditures by Category** |               |                    |                     |                   |
| Personnel Services   | 310,731           | 421,115            | 274,351             | 260,266           |
| Marketing Expenses   | 1,437,177         | 1,623,555          | 995,106             | 1,677,451         |
| Other Operating Expenses | 177,069          | 211,144            | 158,701             | 188,781           |
| **Total Operating Budget** | **$ 1,924,977**  | **$ 2,255,814**    | **$ 1,428,158**     | **$ 2,126,498**   |

|                      |                   |                    |                     |                   |
| Reserves             | 0                 | 854,233            | 0                   | 1,000,000         |
| **Total Expenditures** | **$ 1,924,977**  | **$ 3,110,047**    | **$ 1,428,158**     | **$ 3,126,498**   |

| **Revenues vs Expenditures** | 925,438 | 0 | 997,280 | 0 |

|                      |                   |                    |                     |                   |
| Number of Full-Time Positions | 5      | 7 | 2      | 3 |
| Number of Part-Time Positions   | 1      | 0 | 0      | 0 |
Expenditures by Category

- Marketing Expenses: $1,677,451 (54%)
- Other Operating Expenses: $188,781 (6%)
- Reserves: $1,000,000 (32%)
- Personnel Services: $260,266 (8%)
## Personnel Services

**FY19/20 - $421,115 / FY20/21 - $260,266**

<table>
<thead>
<tr>
<th>Personnel Services</th>
<th>FY 19/20</th>
<th>FY 20/21</th>
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<tbody>
<tr>
<td>Start of Fiscal Year</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Laid-Off</td>
<td>5</td>
<td></td>
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<tr>
<td>New Hire</td>
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<td>1</td>
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<tr>
<td>Current Staff</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

*Assumes 3% Increase in Salaries*
Budget Detail

- **Marketing/Advertising—$1,677,451**
  - Agency Fee - $210,000
  - Promotional Advertising - $1,222,351
    - Advertising Campaigns
    - Digital/Website/Mobile/ADA
  - Marketing/Promotional Expenses - $245,100
    - Printing
    - Public Relations: Public Relations Firm/Software/Journalist visits/video
    - Research: STR/Research Data/Key Data
    - Website updates: Privacy/ADA/Virtual

- **Other Operating Expense - $188,781**
  - Rent/CPA/Audit/Phones/Business Overhead
Thank You for Your Support!
Any Questions?