



Southeast Volusia Advertising Authority

FY 2024 - 2025
Budget Recap

August 20, 2024



DESTINATIONS
INTERNATIONAL-

Destination Marketing Accreditation Program



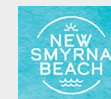
Accreditation Standards

- Destination organization must demonstrate compliance with more than 100 performance standards. Accreditation standards are set by an independent panel of industry veterans representing a diverse selection of destination organizations.
- The accreditation standards include 20 optional Aspirational Standards. These are standards which are not necessarily established as best practices in the industry, but which are quickly becoming the norm.

Accreditation With Distinction – New Smyrna Beach Area VB

This is intended to recognize destination organizations that set the bar of excellence for our industry. To become Accredited with Distinction, an organization must meet three criteria:

1. Meet all 100+ accreditation standards with no standards marked “Compliant with Opportunity for Improvement”
2. Have at least one standard where the applicant is marked “Compliant Exemplary”, meaning the documentation submitted is truly outstanding and could be used to set the bar for the industry at large
3. Meet at least 10 of the 20 Aspirational Standards.

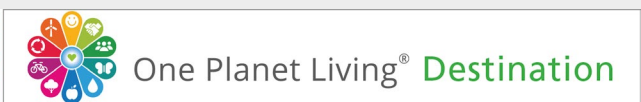
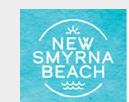


One Planet Living® Destination

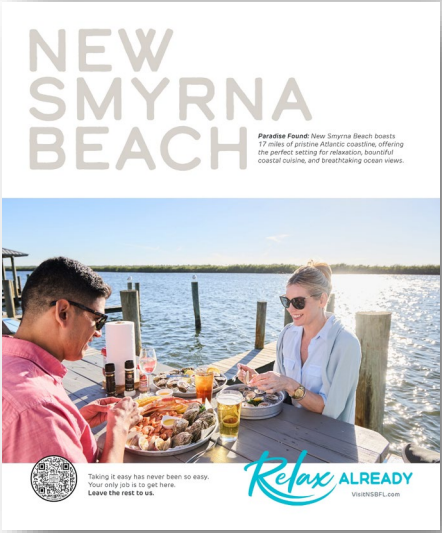
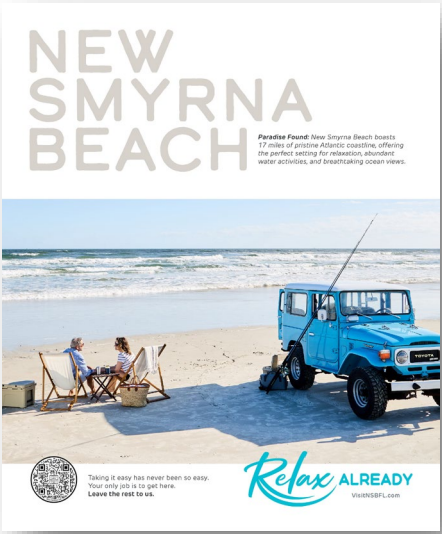


Top Earned Media – Public Relations

1. Conde Nast Traveler: 5,951,140 Viewers.
2. Southern Living: 12,080,000 Viewers.
3. Travel + Leisure: 14,188,674 Viewers.
4. Atlanta Journal-Constitution: 3,648,049 Viewers.
5. Southbound Magazine: 276,903 Circulation.
6. FOX 5 DC: 2,112,347 Viewers.
7. USA Today: 77,998,570 Viewers.
8. Garden & Gun: 363,502 Viewers.
9. Charlotte Observer: 1,889,716 Viewers.
10. TimeOut Miami: 18,891,051 Viewers.



Garden & Gun | New Brand Creative



Caring About Our Destination



Leave No Trace is a non-profit organization that's committed to protecting the planet by providing science, research and simple guidelines.

Our Principles

- Plan Ahead And Prepare
- Stick To Trails
- Dispose Of Waste Properly
- Leave It As You Find It
- Respect Wildlife
- Share Our Beaches, Waterways and Trails



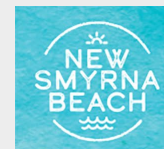
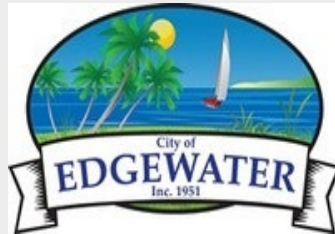
Explore the world without limits.

- Accessible travel experiences
- Accurate accessible information
- Make our destination accessible



Key Partnerships

- Health & Wellness Tips on website – Advent Health
- NSB Area Visitors Bureau 200 – NSB Speedway
- West Volusia & Daytona Beach DMO's
- 4 cities: NSB, Port Orange, Edgewater, Oak Hill and SEVMTC



One Planet Living® Destination

Summary Budget Comparison

Summary Budget Comparison

S.E. Volusia Ad Authority

	FY 2022-23 Actuals per Audit	FY 2023-24 Adopted	FY 2023-24 Estimate	FY 2024-25 Request
Revenues By Source				
Convention Development Taxes	3,199,215	3,389,225	3,300,000	3,600,000
Interest Income	75,273	25,000	25,000	50,000
Misc. Revenue	27,952	15,000	15,000	15,000
Appropriated Fund Balance	<u>3,595,896</u>	<u>3,594,195</u>	<u>3,563,037</u>	<u>2,661,254</u>
Total Revenues	\$ 6,898,336	\$ 7,023,420	\$ 6,903,037	\$ 6,326,254
Expenditures by Category				
Personnel Services	395,042	551,827	353,598	642,857
Marketing Expenses	2,710,337	4,135,509	3,697,414	3,319,647
Other Operating Expenses	<u>229,920</u>	<u>211,084</u>	<u>190,771</u>	<u>238,750</u>
Total Operating Budget	\$ 3,335,299	\$ 4,898,420	\$ 4,241,783	\$ 4,201,254
Reserves	<u>0</u>	<u>2,125,000</u>	<u>0</u>	<u>2,125,000</u>
Total Expenditures	\$ 3,335,299	\$ 7,023,420	\$ 4,241,783	\$ 6,326,254
Revenues vs Expenditures	3,563,037	0	2,661,254	0
Number of Full-Time Positions	4	5	4	6
Number of Part-Time Positions	0	0	0	0

Budget Detail

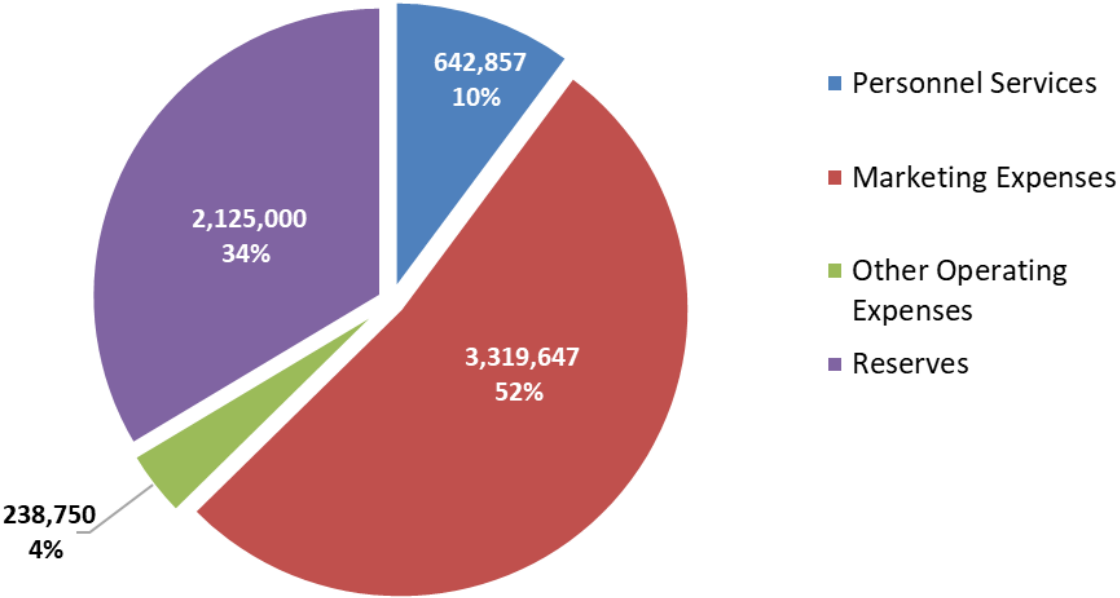
Marketing/Advertising: \$4,201,254

- Promotional Advertising: **\$3,319,647**
 - Advertising and Campaigns
 - Digital/Website/Mobile/ADA
 - Printing
 - Public Relations: Public Relations Firm/Software/Journalist visits/video
 - Research: STR/Research/Key Data/Arrivalist
 - Website /Mobile updates: Privacy/ADA/Virtual
- **Personnel Services: \$642,857**

Other Operating Expense: \$238,750

- Rent/CPA/Audit/Phones/Business Overhead

Expenditures By Category





Thank You for
Your Support!

Any Questions?