



June 06, 2025

Governor Ron DeSantis – Office of the Governor
400 South Monroe Street
Tallahassee, FL 32399

Senator Ben Albritton – Senate President
409 The Capitol, 404 South Monroe St. Tallahassee, FL 32399

The Honorable Daniel Perez – Speaker of the House
420 The Capitol, 402 South Monroe St. Tallahassee, FL 32399

Re: Florida Statutes 288.1226 (13) (c)

Governor DeSantis, Senator Albritton, and Speaker Perez,

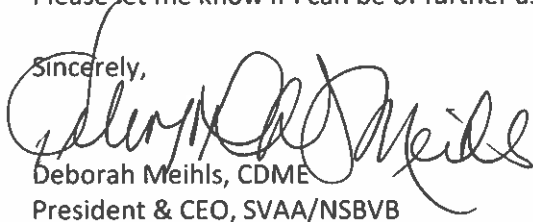
Attached you will find the summary of budgets for Southeast Volusia Advertising Authority D.b.a. New Smyrna Beach Area Visitor Bureau for fiscal years 2024, 2025 and 2026.

I have also enclosed the quick books vendor report for our partnership with Visit Florida.

We hope you will continue to fund Visit Florida now and in the future. Our DMO depends heavily on Visit Florida to marketing in areas, that call attention to our destination, in which we would not have the funds to cover otherwise.

Please let me know if I can be of further assistance.

Sincerely,



Deborah Meihls, CDME
President & CEO, SVAA/NSBVB

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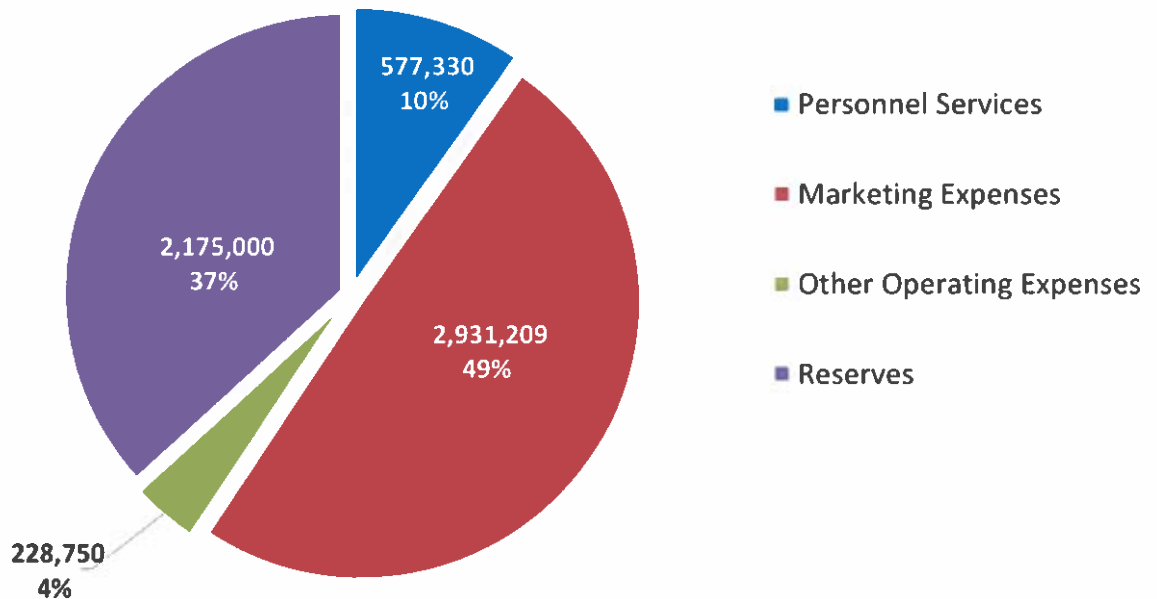
CC: Senate President

CC: Speaker of the House

Summary Budget Comparison S.E. Volusia Ad Authority

	FY 2023-24 Actuals per Audit	FY 2024-25 Adopted	FY 2024-25 Estimate	FY 2025-26 Request
Revenues By Source				
Convention Development Taxes	3,257,882	3,371,551	3,543,906	3,580,682
Interest Income	94,992	50,000	50,000	50,000
Misc. Revenue	32,948	15,000	36,000	15,000
Appropriated Fund Balance	<u>3,563,037</u>	<u>2,661,254</u>	<u>3,022,466</u>	<u>2,266,607</u>
Total Revenues	\$ 6,948,859	\$ 6,097,805	\$ 6,652,372	\$ 5,912,289
Expenditures by Category				
Personnel Services	368,355	574,809	433,351	577,330
Marketing Expenses	3,328,119	3,186,912	3,727,414	2,931,209
Other Operating Expenses	<u>229,920</u>	<u>211,084</u>	<u>225,000</u>	<u>228,750</u>
Total Operating Budget	\$ 3,926,393	\$ 3,972,805	\$ 4,385,765	\$ 3,737,289
Reserves	<u>0</u>	<u>2,125,000</u>	<u>0</u>	<u>2,175,000</u>
Total Expenditures	\$ 3,926,393	\$ 6,097,805	\$ 4,385,765	\$ 5,912,289
Revenues vs Expenditures	3,022,466	0	2,266,607	0
Number of Full-Time Positions	4	5	5	5
Number of Part-Time Positions	0	0	0	0

Expenditures By Category



Southeast Volusia Advertising Authority Transaction Detail By Account

August 6, 2024

Type	Date	Num	Name	Memo	Split	Debit	Credit	Balance
Advertising & Marketing								
Promotional Advertising								
5160 - Media/Promotional Advertising								
Check	08/06/2024	DR24-8-9	HubSpot	#14160356 5/31-8/30	1000 · TD Ch...	4,623.80		4,623.80
Check	08/06/2024	DR24-8-11	ITI Marketing	#52387	1000 · TD Ch...	76,958.33		81,582.13
Check	08/06/2024	DR24-8-13	Relebrand	#28266	1000 · TD Ch...	11,932.12		93,214.25
Check	08/06/2024	DR24-8-13	Relebrand	#28267-visit FL	1000 · TD Ch...	90,000.00		183,214.25
Check	08/06/2024	DR24-8-13	Relebrand	#28268	1000 · TD Ch...	1,800.00		185,014.25
Check	08/06/2024	DR24-8-13	Relebrand	#28269	1000 · TD Ch...	13,792.20		198,806.45
Check	08/06/2024	DR24-8-13	Relebrand	#28270	1000 · TD Ch...	321.00		199,127.45
Check	08/06/2024	DR24-8-13	Relebrand	#28272	1000 · TD Ch...	2,197.73		201,325.18
Check	08/06/2024	DR24-8-13	Relebrand	#28273	1000 · TD Ch...	3,701.11		205,026.29
Check	08/06/2024	DR24-8-13	Relebrand	#28274	1000 · TD Ch...	25,000.00		230,026.29
Check	08/06/2024	DR24-8-13	Relebrand	#28276	1000 · TD Ch...	40,000.00		270,026.29
Total 5160 - Media/Promotional Advertising						270,026.29	0.00	270,026.29
Total Promotional Advertising						270,026.29	0.00	270,026.29
Total Advertising & Marketing						270,026.29	0.00	270,026.29
TOTAL						270,026.29	0.00	270,026.29

Southeast Volusia Advertising Authority
Transaction Detail By Account
 January 2024 through May 2025

Type	Date	Num	Name	Memo	Debit	Credit	Balance
Advertising & Marketing							
Promotional Advertising							
51601 · Promotional Advertising-UK							
Check	02/07/2024	8913	VISIT FLORIDA	#90278-90187	30,000.00		30,000.00
					30,000.00	0.00	30,000.00
Total 51601 · Promotional Advertising-UK					30,000.00	0.00	30,000.00
Total Promotional Advertising					30,000.00	0.00	30,000.00
Total Advertising & Marketing					30,000.00	0.00	30,000.00
TOTAL					30,000.00	0.00	30,000.00

Southeast Volusia Advertising Authority
Transaction Detail By Account
 January 2024 through May 2025

Type	Date	Num	Name	Memo	Debit	Credit	Balance
Advertising & Marketing							
Visit Florida							
5165 - Visit Florida Coop-Adv/Conventi							
Check	04/29/2024	DR24-5-15	TD Card Services	Ottawa Life Magazine	125.00		125.00
Check	04/29/2024	DR24-5-15	TD Card Services	Publix	16.85		141.85
Check	07/23/2024	DR24-7-21	TD Card Services	Gov conf registration	595.00		736.85
Check	07/23/2024	DR24-7-21	TD Card Services	membership fee	3,000.00		3,736.85
Check	01/17/2025	DR25-1-27	TD Card Services	Visit FL-Huddle booth	3,345.00		7,081.85
Total 5165 - Visit Florida Coop-Adv/Conventi					7,081.85	0.00	7,081.85
5165d - Public Relations/Promotions							
Check	05/21/2024	DR24-5-27	TD Card Services	Riverview Hotel	510.00		510.00
Total 5165d - Public Relations/Promotions					510.00	0.00	510.00
5165e - Meals							
Check	05/21/2024	DR24-5-27	TD Card Services	La Terraza (Canusa)	150.00		150.00
Check	05/21/2024	DR24-5-27	TD Card Services	Riverpark Terrace (Canusa)	367.20		517.20
Check	05/21/2024	DR24-5-27	TD Card Services	General Public House	39.00		556.20
Check	05/21/2024	DR24-5-27	TD Card Services	Cafe Del Soul	108.56		664.76
Invoice	06/01/2024	2024-32	Visit Florida-FAM	FAM Tour		617.20	47.56
General Journal	06/01/2024	aje24-6-2	Visit Florida-FAM	Void invoice 2024-32	617.20		664.76
Invoice	07/15/2024	2024-49	Visit Florida-FAM	4/15/2024 Riverpark Terrace (din...		367.20	297.56
Invoice	07/15/2024	2024-49	Visit Florida-FAM	4/16/2024 La Terraza (dinner)		157.92	139.64
Invoice	07/15/2024	2024-49	Visit Florida-FAM	4/17/2024 General Public House ...		39.00	100.64
Total 5165e - Meals					1,281.96	1,181.32	100.64
Total Visit Florida					8,873.81	1,181.32	7,692.49
Total Advertising & Marketing					8,873.81	1,181.32	7,692.49
TOTAL					8,873.81	1,181.32	7,692.49