



June 05, 2026

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

Re: Florida Statutes 288.1226 (13) (c)

Governor DeSantis,

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 2025, 2026 and 2027.

I have also enclosed the quick books vendor report for our paid 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 market in areas that attract 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

Deborah Meihls, CDME
President & CEO, SVAA/NSBVB

Enc. 3/

CC: Senate President

CC: Speaker of the House



June 05, 2026

Senator Ben Albritton
Senate President
Florida Senate
409 The Capitol
404 South Monroe Street
Tallahassee, FL 32399

Re: Florida Statutes 288.1226 (13) (c)

Senator Ben Albritton,

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CC: Senate President

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June 05, 2026

The Honorable Daniel Perez
Speaker of the House
House of Representatives
420 The Capitol
402 South Monroe Street
Tallahassee, FL 32399

Re: Florida Statutes 288.1226 (13) (c)

The Honorable Daniel 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 2025, 2026 and 2027.

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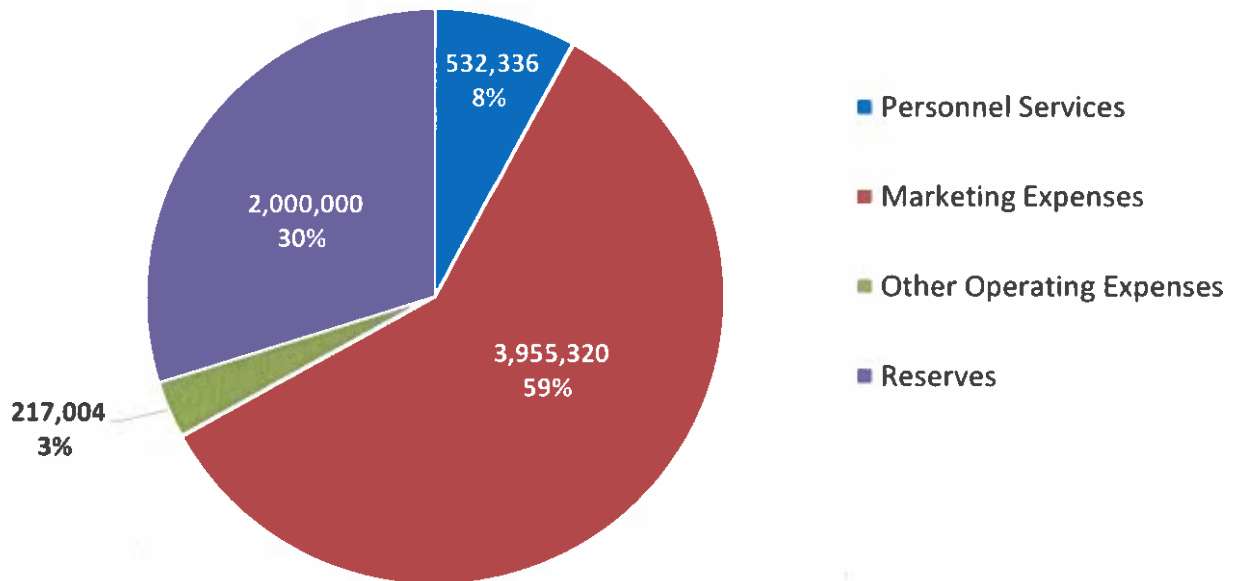
CC: Senate President

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Summary Budget Comparison S.E. Volusia Ad Authority

	FY 2024-25 Actuals per Audit	FY 2025-26 Adopted	FY 2025-26 Estimate	FY 2026-27 Request
Revenues By Source				
Convention Development Taxes	3,495,127	3,580,682	3,495,662	3,496,546
Interest Income	72,419	50,000	50,000	50,000
Misc. Revenue	54,319	15,000	15,000	30,000
Appropriated Fund Balance	3,022,466	2,266,607	3,304,741	3,128,114
Total Revenues	\$ 6,644,331	\$ 5,912,289	\$ 6,865,403	\$ 6,704,660
Expenditures by Category				
Personnel Services	445,857	577,330	577,330	532,336
Marketing Expenses	2,687,793	2,931,209	2,931,209	3,955,320
Other Operating Expenses	205,940	228,750	228,750	217,004
Total Operating Budget	\$ 3,339,590	\$ 3,737,289	\$ 3,737,289	\$ 4,704,660
Reserves	0	2,175,000	0	2,000,000
Total Expenditures	\$ 3,339,590	\$ 5,912,289	\$ 3,737,289	\$ 6,704,660
Revenues vs Expenditures	3,304,741	0	3,128,114	0
Number of Full-Time Positions	2	3	4	5
Number of Part-Time Positions	0	0	0	0

Expenditures By Category



**Detail Budget Comparison
Southeast Volusia Ad Authority**

	FY 2024-25 Actuals per Audit	FY 2025-26 Adopted	FY 2025-26 Estimate	FY 2026-27 Request
REVENUES				
Convention Development Tax	3,495,127	3,580,682	3,495,662	3,496,546
Interest Income	\$72,419	50,000	50,000	50,000
Miscellaneous Revenue	54,319	15,000	15,000	30,000
Fund Balance	3,022,466	2,266,607	3,304,741	3,128,114
TOTAL REVENUE	\$6,644,331	\$5,912,289	\$6,865,403	\$6,704,660
EXPENSES				
	445857			
Personnel Services				
Salaries & Wages	323,451	427,430	427,430	375,640
FICA	23,491	32,698	32,698	28,736
Health Insurance	78,209	73,200	73,200	101,144
401k	6,582	21,371	21,371	11,269
Life Insurance	457	5,406	5,406	408
Worker's Compensation	4,199	1,222	1,222	1,074
Unemployment Insurance	9,467	16,003	16,003	14,064
Total Personnel Services	\$445,857	\$577,330	\$577,330	\$532,336
Marketing/Advertising/PR				
Agency Contracted Fee	225,000	225,000	225,000	225,000
Promotional /Advertising	2,462,793	2,573,550	2,573,550	3,532,316
Sub Total Marketing/Advertising/PR	\$2,687,793	\$2,798,550	\$2,798,550	\$3,757,316
Printing	0	0	0	0
Professional Services incl tourism research	0	75,000	75,000	168,004
Trade Shows/Direct Sales	0	20,000	20,000	30,000
Website Updates	0	37,659	37,659	0
Total Marketing Expenses	\$2,687,793	\$2,931,209	\$2,931,209	\$3,955,320
Other Operating Expenses				
Professional services - Yearly Audit Fee	14,750	14,750	14,750	15,250
Accounting Services - Belote's	11,100	12,000	12,000	12,000
Bank Service Fees	2,559	2,500	2,500	1,440
Clothing	419	3,000	3,000	1,000
Communications (Telephones)	5,952	6,000	6,000	6,000
Food & Dietary	1,495	6,000	6,000	5,000
Insurance & Bonds	756	3,500	3,500	3,000
Janitorial	2,029	1,000	1,000	1,000
Maintenance of Equipment - Office	57,195	50,000	50,000	50,000
Memberships	18,854	20,000	20,000	20,000
Mileage Reimbursement	2,509	5,000	5,000	5,000
Office Supplies	2,559	3,000	3,000	3,000
Payroll Expenses	22,846	38,000	38,000	30,314
Postage	16,514	15,000	15,000	15,000
Printer-Copier	3,013	5,000	5,000	5,000
Rent	36,025	40,000	40,000	40,000
Utilities	7,366	4,000	4,000	4,000
Total Other Operating Expenses	\$205,940	\$228,750	\$228,750	\$217,004
Grand Total Operating	\$3,339,590	\$3,737,289	\$3,737,289	\$4,704,660
Reserves		2,175,000	0	2,000,000
TOTAL EXPENDITURES	\$3,339,590	\$5,912,289	\$3,737,289	\$6,704,660
Difference - Ending Fund Balance	3,304,741	0	3,128,114	0
Positions				
Number of Full-Time Positions	3	4	4	5
Number of Part-Time Positions	0	0	0	0

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06/04/26

Cash Basis

Southeast Volusia Advertising Authority
Transaction Detail By Account
June 1, 2025 through June 4, 2026

Type	Date	Num	Name	Memo	Split	Debit	Credit	Balance
Advertising & Marketing								
Visit Florida								
5165 - Visit Florida Coop-Adv/Conventi								
Check	07/07/2025	8967	VISIT FLORIDA	#98289	1000 - TD Chec...	3,000.00		3,000.00
Check	06/04/2026	9012	VISIT FLORIDA	#103035	1000 - TD Chec...	3,000.00		6,000.00
Total 5165 - Visit Florida Coop-Adv/Conventi						6,000.00	0.00	6,000.00
Total Visit Florida						6,000.00	0.00	6,000.00
Total Advertising & Marketing						6,000.00	0.00	6,000.00
TOTAL						6,000.00	0.00	6,000.00