



June 24, 2020

Florida Office of the Governor
Florida Senate
Florida Speaker of the House

RE: VISIT FLORIDA - Florida Statute 288.1226 (13)(c)

Dear Governor DeSantis, Senator Galvano, and Speaker Oliva:

Please accept this letter and enclosed materials as Halifax Area Advertising Authority dba Daytona Beach Area Convention and Visitors Bureau's VISIT FLORIDA partner financial submission per Florida Statute 288.1226 (13)(c).

1. We are funded with public dollars from the Convention Development Tax Collections.
2. Our operating budget is \$9,162,095 for FY 19/20.
3. We employed 18 full time staff and 10 part time staff. Due to COVID-19 we currently employ 12 full time staff and 0 part time staff. Salary and benefits are listed. Our board of directors is voluntary and no payments occur.
4. Detailed expenditures with VISIT FLORIDA for the last 12 months are listed.
5. Travel and entertainment expenses with VISIT FLORIDA are listed.

If you need additional information, please feel free to contact me directly. All of this information is posted on www.daytonabeach.com.

Sincerely,



Lori Campbell Baker
Executive Director

Halifax Area Advertising Authority
Visit Florida - Florida Statute 288.1226 (13)(c)

(2)(a) Total revenue received from CDT 7/1/2019-6/30/2020

Jul-19	\$	705,127.89
Aug-19	\$	869,493.56
Sep-19	\$	1,031,200.01
Oct-19	\$	555,313.02
Nov-19	\$	401,819.72
Dec-19	\$	508,039.99
Jan-20	\$	461,215.75
Feb-20	\$	456,927.22
Mar-20	\$	678,042.39
Apr-20	\$	1,007,410.01
May-20	\$	743,250.96
Jun-20	\$	164,018.37
	\$	7,581,858.89

Halifax Area Advertising Authority
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(2)(b) Operating Budget

REVENUE	BUDGET FY 2018-19	BUDGET FY 2019-20
CONVENTION DEVELOPMENT TAX	8,930,671	9,085,095
INTEREST INCOME	12,000	12,000
CONSUMER SHOW PARTICIPATION REVENUE	5,000	-
FAIR SHARE REVENUE - GROUP SALES	-	-
FAIR SHARE REVENUE - TRAVEL TRADE	-	-
SPECIAL EVENT SPONSORSHIPS	55,000	45,000
VIC BROCHURE DISTRIBUTION REVENUE	15,000	10,000
MISCELLANEOUS INCOME	-	10,000
TOTAL HAAA REVENUE	9,017,671	9,162,095
RESERVE FUND BALANCE - BEGINNING OF FISCAL YEAR	1,199,378	1,199,378

TOTAL REVENUE & RESERVE FUND BALANCE	10,217,049	10,361,473
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EXPENSES	BUDGET FY 2018-19	BUDGET FY 2019-20
ADMINISTRATION	1,438,785	1,587,785
OPERATIONS	416,400	334,930
ADVERTISING AGENCY	677,690	701,280
ADVERTISING	3,715,096	3,863,000
DIRECT MAIL/FULFILLMENT	145,500	133,000
CONSUMER PROMOTIONS EVENTS	422,000	398,600
MEETINGS & CONVENTIONS	715,000	1,115,300
TRAVEL TRADE	335,000	338,000
ARTS, CULTURE & HERITAGE	30,000	-
COMMUNICATIONS	143,000	142,000
DIGITAL SERVICES	529,700	429,700
SPECIAL EVENTS	132,000	117,000
VISITOR INFORMATION CENTER	1,500	1,500
TOTAL EXPENSES	8,701,671	9,162,095

ENCUMBERED RESERVE EXPENDITURES:		
SHRINERS	-	-
NAIA	58,000	-
OCEAN CENTER	258,000	-
TOTAL ENCUMBERED RESERVE EXPENDITURES	316,000	-

CAPITAL ACQUISITIONS	-	-
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TOTAL EXPENSES, RESERVE & CAPITAL	9,017,671	9,162,095
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TOTAL REVENUE LESS EXPENSES, RESERVES & CAPITAL	-	-
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RESERVE FUND BALANCE - END OF FISCAL YEAR	1,199,378	1,199,378
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TOTAL EXPENSES, RESERVES, CAPITAL & FUND BALANCE	10,217,049	10,361,473
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(2)(c) Salaries and Benefits Details

Title		Annual Salary	Group Insurance	Retirement	Life Insurance	Workers Comp	Unemployment Insurance	Total
Executive Director		\$ 134,386.59	\$ 11,658.72	\$ 4,031.60	\$ 901.20	\$ 900.39	\$ 4,434.76	\$ 156,313.26
Director of Finance		\$ 70,000.06	\$ 11,658.72	\$ 2,100.00		\$ 469.00	\$ 2,310.00	\$ 86,537.78
Director of Sales		\$ 81,522.74	\$ 11,658.72	\$ 2,445.68		\$ 546.20	\$ 2,690.25	\$ 98,863.59
Convention Services Coordinator		\$ 26,305.50	\$ 11,658.72	\$ 789.17		\$ 176.25	\$ 868.08	\$ 39,797.71
Tour and Travel Sales Manager		\$ 45,365.54	\$ -	\$ 1,360.97		\$ 303.95	\$ 1,497.06	\$ 48,527.52
Sales Coordinator		\$ 38,745.98	\$ 11,658.72	\$ 1,162.38		\$ 259.60	\$ 1,278.62	\$ 53,105.29
Sales Manager		\$ 57,281.64	\$ 11,658.72	\$ 1,718.45		\$ 383.79	\$ 1,890.29	\$ 72,932.89
Sales Manager		\$ 55,873.74	\$ 11,658.72	\$ 1,676.21		\$ 374.35	\$ 1,843.83	\$ 71,426.86
Sports Sales Manager		\$ 52,999.96	\$ 11,658.72	\$ 1,590.00		\$ 355.10	\$ 1,749.00	\$ 68,352.78
Director of Marketing & Design		\$ 71,770.40	\$ 11,658.72	\$ 2,153.11		\$ 480.86	\$ 2,368.42	\$ 88,431.52
Marketing Systems Manager		\$ 54,636.40	\$ 11,658.72	\$ 1,639.09		\$ 366.06	\$ 1,803.00	\$ 70,103.28
Partner Liaison & Visitor Experience		\$ 29,230.74	\$ 11,658.72	\$ 876.92		\$ 195.85	\$ 964.61	\$ 42,926.84
Director of Communications		\$ 75,026.64	\$ 11,658.72	\$ 2,250.80		\$ 502.68	\$ 2,475.88	\$ 91,914.72
Communications Specialist		\$ 32,961.39	\$ 11,658.72	\$ 988.84		\$ 220.84	\$ 1,087.73	\$ 46,917.52
Marketing Specialist		\$ 48,499.88	\$ 11,658.72	\$ 1,455.00		\$ 324.95	\$ 1,600.50	\$ 63,539.04
Executive Assistant	\$19.38/hr FT	\$ 29,457.60	\$ 11,658.72	\$ 883.73		\$ 197.37	\$ 972.10	\$ 43,169.51
Finance Assistant	\$20.51/hr FT	\$ 42,405.60	\$ 11,658.72	\$ 1,272.17		\$ 284.12	\$ 1,399.38	\$ 57,019.99
Executive Operations Coordinator	\$25.64/hr FT	\$ 36,538.71	\$ 11,658.72	\$ 1,096.16		\$ 244.81	\$ 1,205.78	\$ 50,744.18
Senior Information Services Rep	\$13.24/hr PT	\$ 7,921.16				\$ 53.07	\$ 261.40	\$ 8,235.63
Office Coordinator	\$14.87/hr PT	\$ 12,950.57				\$ 86.77	\$ 427.37	\$ 13,464.71
Visitor Information Center Agent	\$9.73/hr PT	\$ 2,897.11				\$ 19.41	\$ 95.60	\$ 3,012.13
Visitor Information Center Agent	\$9.83/hr PT	\$ 4,557.20				\$ 30.53	\$ 150.39	\$ 4,738.12
Visitor Information Center Agent	\$9.00/hr PT	\$ 778.50				\$ 5.22	\$ 25.69	\$ 809.41
Visitor Information Center Agent	\$9.93/hr PT	\$ 5,059.34				\$ 33.90	\$ 166.96	\$ 5,260.20
Visitor Information Center Agent	\$9.00/hr PT	\$ 1,885.50				\$ 12.63	\$ 62.22	\$ 1,960.35
Visitor Information Center Agent	\$10.02/hr PT	\$ 2,488.92				\$ 16.68	\$ 82.13	\$ 2,587.73
Visitor Information Center Agent	\$9.94/hr PT	\$ 4,724.86				\$ 31.66	\$ 155.92	\$ 4,912.44
Visitor Information Center Agent	\$9.55/hr PT	\$ 4,111.29				\$ 27.55	\$ 135.67	\$ 4,274.51
		\$ 1,030,383.56	\$ 198,198.24	\$ 29,490.27	\$ 901.20	\$ 6,903.57	\$ 34,002.66	\$ 1,299,879.50

(d) Expenditures

TOTAL	\$122,680.78
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(2)(e) Travel & Entertainment

[illegible]**TOTAL**

\$ 4,341.03