Halifax Area Advertising Authority

June 24, 2021

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 $8,241,890 for FY 20/21.
3. We employed 12 full 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 7/1/2020-6/30/2021

| | | |
|---|---|---|
| Jul-20 | $ | 476,138.24 |
| Aug-20 | $ | 736,475.66 |
| Sep-20 | $ | 790,006.17 |
| Oct-20 | $ | 554,408.83 |
| Nov-20 | $ | 496,797.89 |
| Dec-20 | $ | 462,977.82 |
| Jan-21 | $ | 386,922.83 |
| Feb-21 | $ | 365,016.11 |
| Mar-21 | $ | 586,088.18 |
| Apr-21 | $ | 762,861.10 |
| May-21 | $ | 1,298,225.99 |
| Jun-21 | $ | 1,113,461.05 |
| | $ | 8,029,379.87 |

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(2)(b) Operating Budget

| REVENUE | BUDGET FY 2019-20 | BUDGET FY 2020-21 |
|---|---|---|
| CONVENTION DEVELOPMENT TAX | 9,085,095 | 8,195,890 |
| INTEREST INCOME | 12,000 | 6,000 |
| CONSUMER SHOW PARTICIPATION REVENUE | - | - |
| FAIR SHARE REVENUE - GROUP SALES | - | - |
| FAIR SHARE REVENUE - TRAVEL TRADE | - | - |
| SPECIAL EVENT SPONSORSHIPS | 45,000 | 40,000 |
| VIC BROCHURE DISTRIBUTION REVENUE | 10,000 | - |
| MISCELLANEOUS INCOME | 10,000 | - |
| | | |
| **TOTAL HAAA REVENUE** | 9,162,095 | 8,241,890 |
| | | |
| **RESERVE FUND BALANCE - BEGINNING OF FISCAL YEAR** | 2,573,523 | 2,573,523 |
| **TOTAL REVENUE & RESERVE FUND BALANCE** | **11,735,618** | **10,815,413** |

| EXPENSES | BUDGET FY 2019-20 | BUDGET FY 2020-21 |
|---|---|---|
| ADMINISTRATION | 1,587,785 | 1,183,540 |
| OPERATIONS | 334,930 | 317,850 |
| ADVERTISING AGENCY | 701,280 | 625,000 |
| ADVERTISING | 3,863,000 | 3,805,000 |
| DIRECT MAIL/FULFILLMENT | 133,000 | 69,300 |
| CONSUMER PROMOTIONS EVENTS | 398,600 | 382,900 |
| MEETINGS & CONVENTIONS | 1,115,300 | 1,056,000 |
| TRAVEL TRADE | 338,000 | 165,300 |
| ARTS, CULTURE & HERITAGE | - | - |
| COMMUNICATIONS | 142,000 | 115,000 |
| DIGITAL SERVICES | 429,700 | 422,500 |
| SPECIAL EVENTS | 117,000 | 99,000 |
| VISITOR INFORMATION CENTER | 1,500 | 500 |
| **TOTAL EXPENSES** | **9,162,095** | **8,241,890** |
| **ENCUMBERED RESERVE EXPENDITURES:** | | |
| SHRINERS | - | - |
| NAIA | - | - |
| OCEAN CENTER | - | - |
| **TOTAL ENCUMBERED RESERVE EXPENDITURES** | - | - |
| **CAPITAL ACQUISITIONS** | - | - |
| **TOTAL EXPENSES, RESERVE & CAPITAL** | **9,162,095** | **8,241,890** |
| ***TOTAL REVENUE LESS EXPENSES, RESERVES & CAPITAL*** | - | - |
| **RESERVE FUND BALANCE - END OF FISCAL YEAR** | **2,573,523** | **2,573,523** |
| **TOTAL EXPENSES, RESERVES, CAPITAL & FUND BALANCE** | **11,735,618** | **10,815,413** |

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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 | | $ 140,464.00 | $ 11,658.72 | $ 4,213.92 | $ 901.20 | $ 1,783.89 | $ 3,694.20 | $ 162,715.94 |
| Director of Finance | | $ 72,100.00 | $ 11,658.72 | $ 2,163.00 | | $ 915.67 | $ 1,896.23 | $ 88,733.62 |
| Director of Sales | | $ 85,210.00 | $ 11,658.72 | $ 2,556.30 | | $ 1,082.17 | $ 2,241.02 | $ 102,748.21 |
| Sales Coordinator | | $ 41,200.00 | $ 11,658.72 | $ 1,236.00 | | $ 523.24 | $ 1,083.56 | $ 55,701.52 |
| Sales Manager | | $ 59,000.00 | $ 11,658.72 | $ 1,770.00 | | $ 749.30 | $ 1,551.70 | $ 74,729.72 |
| Sales Manager | | $ 56,000.00 | $ 11,658.72 | $ 1,680.00 | | $ 711.20 | $ 1,472.80 | $ 71,522.72 |
| Sports Sales Manager | | $ 54,590.00 | $ 11,658.72 | $ 1,637.70 | | $ 693.29 | $ 1,435.72 | $ 70,015.43 |
| Director of Marketing & Design | | $ 73,923.00 | $ 11,658.72 | $ 2,217.69 | | $ 938.82 | $ 1,944.17 | $ 90,682.41 |
| Marketing Systems Manager | | $ 55,730.00 | $ 11,658.72 | $ 1,671.90 | | $ 707.77 | $ 1,465.70 | $ 71,234.09 |
| Director of Communications | | $ 77,278.00 | $ 11,658.72 | $ 2,318.34 | | $ 981.43 | $ 2,032.41 | $ 94,268.90 |
| Marketing Specialist | | $ 49,000.00 | $ 11,658.72 | $ 1,470.00 | | $ 622.30 | $ 1,288.70 | $ 64,039.72 |
| Finance Assistant | $21.13/hr FT | $ 41,200.00 | $ 11,658.72 | $ 1,236.00 | | $ 523.24 | $ 1,083.56 | $ 55,701.52 |
| Visitor Information Center Agent | $9.83/hr PT | $ 720.05 | | | | $ 9.14 | $ 18.94 | $ 748.13 |
| Visitor Information Center Agent | $9.00/hr PT | $ 225.00 | | | | $ 2.86 | $ 5.92 | $ 233.78 |
| Visitor Information Center Agent | $9.00/hr PT | $ 270.00 | | | | $ 3.43 | $ 7.10 | $ 280.53 |
| Visitor Information Center Agent | $10.02/hr PT | $ 340.68 | | | | $ 4.33 | $ 8.96 | $ 353.97 |
| Visitor Information Center Agent | $9.55/hr PT | $ 592.10 | | | | $ 7.52 | $ 15.57 | $ 615.19 |
| | | $ 807,842.83 | $ 139,904.64 | $ 24,170.85 | $ 901.20 | $ 10,259.60 | $ 21,246.27 | $ 1,004,325.39 |

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(2)(d) Expenditures

| GL# | Date | Vendor | Amount | Event | Description |
|---|---|---|---|---|---|
| 5017-30-000 | 1/1/2021 | 10BRANDON | $ 16,601.00 | VF Vacation guide | Print Advertising |
| 5010-15-000 | 2/1/2021 | 10BRANDON | $ 862.50 | VF Georgia newspaper digital ads | Online Advertising |
| 5031-30-000 | 11/1/2020 | 10BRANDON | $ 3,750.00 | VF advertising campaign | Online Advertising |
| 5019-30-000 | 2/1/2021 | 10BRANDON | $ 3,750.00 | VF advertising campaign | Online Advertising |
| 5019-30-000 | 5/1/2021 | 10BRANDON | $ 7,500.00 | VF advertising campaign | Online Advertising |
| 5019-30-000 | 6/1/2021 | 10BRANDON | $ 6,428.57 | VF advertising campaign | Online Advertising |
| 5019-30-000 | 6/1/2021 | 10BRANDON | $ 1,607.14 | VF advertising campaign | Online Advertising |
| 5031-30-000 | 11/2/2020 | 10BRANDON | $ 1,537.50 | VF Expedia Banners Co-Op | Online Advertising |
| 5010-50-000 | 9/30/2020 | 10VISITFL | $ 3,000.00 | Sunwing Blue Monday Campaign | Advertising |
| 5014-31-000 | 12/7/2020 | 10VISITFL | $ 2,964.30 | Brochure Distribution | Advertising |
| 5040-40-000 | 5/25/2021 | 10VISITFL | $ 1,000.00 | TTG Florida Fest 2021 | Advertising |
| 5040-70-000 | 9/30/2020 | 10VISITFL | $ 495.00 | FL Huddle 2020 | Tradeshow |
| 5065-10-000 | 9/18/2020 | 10VISITFL | $ 5,543.56 | Website advertising | Advertising |
| 5010-15-000 | 11/16/2020 | 10BRANDON | $ 450.00 | VF Florida Guide Print Ad | Advertising |
| | | | | | |
| | | | | | |
| | | | | | |

**TOTAL** $ 55,489.57

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(2)( e) Travel & Entertainment

| GL# | Date | Vendor | Amount | Event | Description |
|---|---|---|---|---|---|
| 5145-10-000 | 7/31/2020 | 10GRIMES | $ 21.11 | Admin duties | Mileage |
| 5145-10-000 | 8/31/2020 | 10GRIMES | $ 62.11 | Admin duties | Mileage |
| 5145-10-000 | 9/30/2020 | 10GRIMES | $ 25.88 | Admin duties | Mileage |
| 5145-10-000 | 10/29/2020 | 10GRIMES | $ 19.33 | Admin duties | Mileage |
| 5145-10-000 | 11/30/2020 | 10GRIMES | $ 13.52 | Admin duties | Mileage |
| 5145-10-000 | 12/31/2020 | 10GRIMES | $ 15.07 | Admin duties | Mileage |
| 5145-10-000 | 1/31/2021 | 10GRIMES | $ 7.56 | Admin duties | Mileage |
| 5145-10-000 | 2/28/2021 | 10GRIMES | $ 11.99 | Admin duties | Mileage |
| 5145-10-000 | 3/31/2021 | 10GRIMES | $ 5.54 | Admin duties | Mileage |
| 5145-10-000 | 4/30/2021 | 10GRIMES | $ 15.41 | Admin duties | Mileage |
| 5145-10-000 | 5/31/2021 | 10GRIMES | $ 16.58 | Admin duties | Mileage |
| 5145-10-000 | 11/30/2020 | 10GRIMES | $ 13.52 | Admin duties | Mileage |
| 5145-10-000 | 11/30/2020 | 10AELCB | $ 15.00 | Lodging & Hospitality Assoc Luncheon | Meals |
| 5145-10-000 | 12/31/2020 | 10WHITEA | $ 7.94 | Admin duties | Mileage |
| 5145-10-000 | 1/7/2021 | 10HEALTHT | $ 164.32 | Employee Appreciation Luncheon | Meals |
| 5145-10-000 | 2/28/2021 | 10WHITEA | $ 2.07 | Admin duties | Mileage |
| 5145-70-000 | 8/31/2020 | 10HOLCOMB | $ 39.11 | Admin duties | Mileage |
| 5145-70-000 | 9/30/2020 | 10HOLCOMB | $ 5.41 | Admin duties | Mileage |
| 5145-70-000 | 10/29/2020 | 10HOLCOMB | $ 8.92 | Admin duties | Mileage |
| 5145-70-000 | 11/30/2020 | 10HOLCOMB | $ 7.14 | Admin duties | Mileage |
| 5145-70-000 | 1/31/2021 | 10HOLCOMB | $ 9.54 | Admin duties | Mileage |
| 5145-70-000 | 2/28/2021 | 10HOLCOMB | $ 5.43 | Admin duties | Mileage |
| 5145-70-000 | 3/31/2021 | 10HOLCOMB | $ 10.97 | Admin duties | Mileage |
| 5145-70-000 | 5/30/2021 | 10HOLCOMB | $ 63.16 | Admin duties | Mileage |
| 5145-36-000 | 10/29/2020 | 10GALLOWA | $ 46.41 | Admin duties | Mileage |
| 5145-36-000 | 8/31/2020 | 10GALLOWA | $ 45.83 | Admin duties | Mileage |
| 5145-36-000 | 8/31/2020 | 10SARZIER | $ 39.86 | Admin duties | Mileage |
| 5145-36-000 | 4/30/2021 | 10SIMS | $ 23.91 | Admin duties | Mileage |
| 5145-36-000 | 5/30/2021 | 10SIMS | $ 39.20 | Admin duties | Mileage |
| 5145-40-000 | 11/30/2021 | 10AELMCM | $ 312.26 | FSAE womens summit | Lodging |
| 5145-40-000 | 11/30/2021 | 10AELMCM | $ 244.17 | FSAE womens summit | Car rental |
| 5145-40-000 | 1/1/2021 | 10BCLMCM | $ 382.30 | RCMA 2021 | Air Fare |
| 5145-40-000 | 1/1/2021 | 10BCLMCM | $ 88.63 | FL Assn Freehill Baptist | Meals |
| 5145-40-000 | 2/28/2021 | 10AEBL | $ 163.31 | Client Meals | Meals |
| 5145-40-000 | 2/28/2021 | 10AESP | $ 153.48 | Client Meals | Meals |
| 5145-40-000 | 2/28/2021 | 10AESP | $ 149.10 | Client Meals | Meals |
| 5145-40-000 | 2/28/2021 | 10AESP | $ 127.18 | 2021 Roundtable meeting | Lodging |
| 5145-40-000 | 2/28/2021 | 10AESP | $ 194.48 | Client Meals | Meals |
| 5145-40-000 | 3/31/2021 | 10AEBR | $ 81.78 | RCMA client meals | Meals |
| 5145-40-000 | 3/31/2021 | 10AEBR | $ 458.40 | CMCA 2021 | Air Fare |
| 5145-40-000 | 3/31/2021 | 10AEBR | $ 827.20 | RCMA 2021 | Lodging |
| 5145-40-000 | 3/31/2021 | 10AEBR | $ 221.40 | IPAC | Air Fare |
| 5145-40-000 | 4/30/2021 | 10AEBR | $ 177.55 | Client Meals | Meals |
| 5145-40-000 | 4/30/2021 | 10AEBR | $ 865.12 | CMCA 2021 | Lodging |
| 5145-40-000 | 4/30/2021 | 10AEBR | $ 821.80 | IPAC | Lodging |
| 5145-40-000 | 4/30/2021 | 10BCBL | $ 67.40 | NCA client meals | Meals |
| 5145-40-000 | 4/30/2021 | 10BCBL | $ 433.41 | Sports Express | Air Fare |
| 5145-40-000 | 5/30/2021 | 10AEBR | $ 613.17 | Helms Briscoe | Air Fare |
| 5145-40-000 | 5/30/2021 | 10AEBR | $ 107.71 | MPI | Lodging |
| 5145-40-000 | 5/30/2021 | 10AEBR | $ 639.90 | WPD WEC | Air Fare |
| 5145-40-000 | 5/30/2021 | 10AELMCM | $ 299.21 | Biennial Tent Expo | Meals |
| 5145-40-000 | 5/30/2021 | 10AESP | $ 178.40 | Marine Corp League | Air Fare |
| 5145-40-000 | 5/30/2021 | 10AESP | $ 312.00 | Rendezvous South | Air Fare |
| 5145-40-000 | 5/30/2021 | 10AESP | $ 213.63 | Rendezvous South client meals | Meals |
| 5145-40-000 | 5/30/2021 | 10AESP | $ 329.46 | Rendezvous South | Lodging |
| 5145-40-000 | 5/30/2021 | 10AESP | $ 191.79 | Connect Diversity | Transportation |
| 5145-40-000 | 5/30/2021 | 10AESP | $ 427.14 | Connect Diversity | Lodging |
| 5145-40-000 | 5/30/2021 | 10BCBL | $ 123.56 | Connect Diversity | Meals |
| 5145-40-000 | 5/30/2021 | 10BCBL | $ 610.50 | Connect Diversity | Air Fare |
| 5145-40-000 | 5/30/2021 | 10BCBL | $ 854.28 | Connect Diversity | Lodging |
| 5145-40-000 | 5/30/2021 | 10BCBL | $ 170.08 | Connect Diversity | Transportation |
| 5145-40-000 | 5/30/2021 | 10BCLMCM | $ 73.49 | Client Meals | Meals |
| | | | | | |
| | | | | | |

**TOTAL** $11,675.13