



July 19, 2022

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 Simpson, and Speaker Sprowls:

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 \$10,764,405 for FY 21/22.
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,

A handwritten signature in blue ink that reads "Lori Campbell Baker". The signature is fluid and cursive, written over a horizontal line.

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-21	\$	1,080,397.93
Aug-21	\$	1,300,291.55
Sep-21	\$	838,985.73
Oct-21	\$	-
Nov-21	\$	2,166,441.90
Dec-21	\$	731,623.15
Jan-22	\$	759,742.25
Feb-22	\$	685,950.51
Mar-22	\$	910,027.11
Apr-22	\$	1,237,284.03
May-22	\$	1,658,992.38
Jun-22	\$	<u>1,267,374.29</u>
	\$	12,637,110.83

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

REVENUE	BUDGET FY 2020-21	BUDGET FY 2021-22
CONVENTION DEVELOPMENT TAX	8,195,890	8,328,457
INTEREST INCOME	6,000	9,000
CONSUMER SHOW PARTICIPATION REVENUE	-	
FAIR SHARE REVENUE - GROUP SALES	-	
FAIR SHARE REVENUE - TRAVEL TRADE	-	
SPECIAL EVENT SPONSORSHIPS	40,000	40,000
VIC BROCHURE DISTRIBUTION REVENUE	-	
MISCELLANEOUS INCOME	-	
TOTAL HAAA REVENUE	8,241,890	8,377,457
RESERVE FUND BALANCE - BEGINNING OF FISCAL YEAR	2,573,523	3,752,566

TOTAL REVENUE & RESERVE FUND BALANCE	10,815,413	12,130,023
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EXPENSES	BUDGET FY 2020-21	BUDGET FY 2021-22
ADMINISTRATION	1,183,540	1,477,080
OPERATIONS	317,850	354,750
ADVERTISING AGENCY	625,000	999,775
ADVERTISING	3,805,000	5,640,800
DIRECT MAIL/FULFILLMENT	69,300	73,000
CONSUMER PROMOTIONS EVENTS	382,900	360,500
MEETINGS & CONVENTIONS	1,056,000	1,106,000
TRAVEL TRADE	165,300	318,000
ARTS, CULTURE & HERITAGE	-	
COMMUNICATIONS	115,000	142,000
DIGITAL SERVICES	422,500	183,000
SPECIAL EVENTS	99,000	109,000
VISITOR INFORMATION CENTER	500	500
TOTAL EXPENSES	8,241,890	10,764,405

ENCUMBERED RESERVE EXPENDITURES:		
SHRINERS	-	
NAIA	-	
OCEAN CENTER	-	
TOTAL ENCUMBERED RESERVE EXPENDITURES	-	-

CAPITAL ACQUISITIONS	-	-
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TOTAL EXPENSES, RESERVE & CAPITAL	8,241,890	10,764,405
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TOTAL REVENUE LESS EXPENSES, RESERVES & CAPITAL	-	(2,386,948)
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RESERVE FUND BALANCE - END OF FISCAL YEAR	2,573,523	1,365,618
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TOTAL EXPENSES, RESERVES, CAPITAL & FUND BALANCE	10,815,413	12,130,023
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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		\$ 140,783.76	\$ 11,658.72	\$ 4,223.51	\$ 901.20	\$ 1,787.95	\$ 3,702.61	\$ 163,057.76
Director of Finance		\$ 77,488.58	\$ 11,658.72	\$ 2,324.66		\$ 984.10	\$ 2,037.95	\$ 94,494.01
Director of Sales		\$ 85,209.28	\$ 11,658.72	\$ 2,556.28		\$ 1,082.16	\$ 2,241.00	\$ 102,747.44
Sales Coordinator		\$ 41,885.74	\$ 11,658.72	\$ 1,256.57		\$ 531.95	\$ 1,101.59	\$ 56,434.58
Sales Manager		\$ 61,376.12	\$ 11,658.72	\$ 1,841.28		\$ 779.48	\$ 1,614.19	\$ 77,269.79
Sales Manager		\$ 68,032.38	\$ 11,658.72	\$ 2,040.97		\$ 864.01	\$ 1,789.25	\$ 84,385.33
Sports Sales Manager		\$ 56,665.18	\$ 11,658.72	\$ 1,699.96		\$ 719.65	\$ 1,490.29	\$ 72,233.80
Director of Marketing & Design		\$ 77,889.50	\$ 11,658.72	\$ 2,336.69		\$ 989.20	\$ 2,048.49	\$ 94,922.60
Marketing Systems Manager		\$ 55,729.18	\$ 11,658.72	\$ 1,671.88		\$ 707.76	\$ 1,465.68	\$ 71,233.21
Director of Communications		\$ 80,295.02	\$ 11,658.72	\$ 2,408.85		\$ 1,019.75	\$ 2,111.76	\$ 97,494.10
Marketing Specialist		\$ 52,056.42	\$ 11,658.72	\$ 1,561.69		\$ 661.12	\$ 1,369.08	\$ 67,307.03
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	\$10/hr PT	\$ 2,400.00				\$ 30.48	\$ 63.12	\$ 2,493.60
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Visitor Information Center Agent	\$10/hr PT	\$ 2,400.00				\$ 30.48	\$ 63.12	\$ 2,493.60
Visitor Information Center Agent	\$10.02/hr PT	\$ 2,404.80				\$ 30.54	\$ 63.25	\$ 2,498.59
Visitor Information Center Agent	\$10/hr PT	\$ 2,400.00				\$ 30.48	\$ 63.12	\$ 2,493.60
		\$ 850,615.96	\$ 139,904.64	\$ 25,158.33	\$ 901.20	\$ 10,802.82	\$ 22,371.20	\$ 1,049,754.16

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(2)(d) Expenditures

GL#	Date	Vendor	Amount	Event	Description
1528-00-000	7/1/2021	PREPAID	\$ 2,029.86	Visit florida brochure distribution	Advertising
1528-00-000	5/30/2022	PREPAID	\$ 3,248.27	Welcome Center Program for Visit Florida	Advertising
5010-15-000	7/21/2021	BRANDON	\$ 225.00	Visit Florida Your Destination	Advertising
5010-15-000	9/30/2021	BRANDON	\$ 1,800.00	Visit Florida an TLP Print ad and adverorial	Advertising
5010-15-000	11/29/2021	BRANDON	\$ 1,837.50	Visit Florida 2022 Vacation Guide Print ad	Advertising
5010-15-000	12/23/2021	BRANDON	\$ 375.00	Dreamscapes	Advertising
5010-15-000	12/23/2021	BRANDON	\$ 2,062.50	Toronto Star Package	Advertising
5010-15-000	12/23/2021	BRANDON	\$ 712.50	Weather Channel Package	Advertising
5010-15-000	4/26/2022	BRANDON	\$ 1,986.25	Phili Magazine	Advertising
5010-15-000	5/1/2022	BRANDON	\$ 525.00	Visit Florida New York Times Digital Banners	Advertising
5010-15-000	5/1/2022	BRANDON	\$ 2,187.50	HHI Visit Florida Digital Boards	Advertising
5014-31-000	7/1/2021	VISITFL	\$ 676.62	Visit Florida brochure distribution	Advertising
5017-30-000	1/31/2022	BRANDON	\$ 50,000.00	Fivist FI Co Op Advertising	Advertising
5017-30-000	5/1/2022	BRANDON	\$ 89,000.00	Advertising online	Advertising
5019-30-000	10/1/2021	BRANDON	\$ 7,500.00	Advertising online	Advertising
5019-30-000	5/1/2022	BRANDON	\$ 65,509.86	Advertising online	Advertising
5045-40-000	1/30/2022	AESP	\$ 30.14	FL Huddle booth décor	Tradeshow
5045-40-000	1/30/2022	AESP	\$ 147.97	FL Huddle furniture for booth	Tradeshow
5045-40-000	1/30/2022	AESP	\$ 1,431.60	Booth furniture, carpet for FL Huddle	Tradeshow
5060-10-000	9/24/2021	PETTY	\$ 23.85	Visit Florida reports	Postage
5065-40-000	1/31/2022	AESP	\$ 24.00	FL Huddle - meals	Tradeshow
5117-40-000	2/28/2022	AESP	\$ 28.60	Site Visit FL State Guardianship society	Tradeshow
5120-70-000	10/1/2021	AEKH	\$ 3,147.58	Visit Florida FAM	FAM
5120-70-000	10/1/2021	HOLCOMB	\$ 383.34	Visit Florida FAM Expenses	FAM
5121-50-000	3/30/2022	VISITFL	\$ 2,600.00	Partner participation UK Summer Event 2022	Non local event
5010-15-000	10/1/2021	BRANDON	\$ 562.50	Outsider online VF Media	Advertising
5010-15-000	11/29/2021	BRANDON	\$ 712.50	VF AA Living North Jan Issue	Advertising
5010-15-000	5/1/2022	BRANDON	\$ 656.25	HHI VF Discover Magazine Full page print ad	Advertising

TOTAL

\$239,424.19

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(2)(e) Travel & Entertainment

GL#	Date	Vendor	Amount	Event	Description
5145-10-000	5/30/2022	AELCB	\$ 1,447.00	Visit FL Governor convention	Travel & Entertainment
5145-10-000	5/30/2022	AELCB	\$ 1,067.60	Visit FL Governor convention	Travel & Entertainment
5145-70-000	10/1/2021	HOLCOMB	\$ 30.46	Visit FL Fam	Mileage
5145-40-000	1/25/2022	POLLACK	\$ 118.17	Visit Florida - FL Huddle	Mileage
5145-40-000	1/26/2022	POLLACK	\$ 118.17	Visit Florida - FL Huddle	Mileage
5145-40-000	1/27/2022	POLLACK	\$ 118.17	Visit Florida - FL Huddle	Mileage
5145-40-000	5/16/2022	WHITE	\$ 0.82	Visit Florida IPW FAM	Mileage
5145-40-000	5/23/2022	WHITE	\$ 2.81	Visit Florida IPW FAM	Mileage
5145-40-000	5/24/2022	WHITE	\$ 6.26	Visit Florida IPW FAM	Mileage
5145-40-000	5/26/2022	WHITE	\$ 7.84	Visit Florida IPW FAM	Mileage
5145-40-000	5/26/2024	WHITE	\$ 6.90	Visit Florida IPW FAM	Mileage
5145-40-000	6/22/2022	WHITE	\$ 81.32	IPW Visit Florida Activation	Mileage

TOTAL

\$ 3,005.52