



Halifax  
Area  
Advertising  
Authority

June 24, 2019

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 \$9,017,971 for FY 18/19.
3. We employ 17 full time staff and 10 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](http://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 7/1/2018-6/30/2019

Jul-18	\$	623,209.86
Aug-18	\$	876,599.78
Sep-18	\$	1,031,650.38
Oct-18	\$	621,119.26
Nov-18	\$	495,100.92
Dec-18	\$	520,675.44
Jan-19	\$	443,111.35
Feb-19	\$	455,346.62
Mar-19	\$	657,626.88
Apr-19	\$	933,017.57
May-19	\$	1,172,106.13
Jun-19	\$	881,133.96
		<u>\$ 8,710,698.15</u>

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

(2)(b) Operating Budget

	REVENUE	BUDGET FY 2017-18	BUDGET FY 2018-19
CONVENTION DEVELOPMENT TAX		8,315,294	8,930,671
INTEREST INCOME		12,000	12,000
ADVERTISING PUBLISHING CO-OP		-	-
NEWSLETTER CO-OP		10,000	-
CONSUMER SHOW PARTICIPATION REVENUE		5,000	5,000
FAIR SHARE REVENUE - GROUP SALES		2,500	-
FAIR SHARE REVENUE - TRAVEL TRADE		2,500	-
SPECIAL EVENT SPONSORSHIPS		50,000	55,000
VIC BROCHURE DISTRIBUTION REVENUE		10,000	15,000
MISCELLANEOUS INCOME		-	-
<b>TOTAL HAAA REVENUE</b>		<b>8,407,294</b>	<b>9,017,671</b>
<b>RESERVE FUND BALANCE - BEGINNING OF FISCAL YEAR</b>		<b>1,263,588</b>	<b>1,199,378</b>
<b>TOTAL REVENUE &amp; RESERVE FUND BALANCE</b>		<b>9,670,882</b>	<b>10,217,049</b>

	EXPENSES	BUDGET FY 2017-18	BUDGET FY 2018-19
ADMINISTRATION		1,400,000	1,438,785
OPERATIONS		309,130	416,400
ADVERTISING AGENCY		754,874	677,690
ADVERTISING		3,255,000	3,715,096
DIRECT MAIL/FULFILLMENT		166,500	145,500
CONSUMER PROMOTIONS EVENTS		453,300	422,000
MEETINGS & CONVENTIONS		715,000	715,000
TRAVEL TRADE		305,000	335,000
ARTS, CULTURE & HERITAGE		20,000	30,000
COMMUNICATIONS		148,000	143,000
DIGITAL SERVICES		529,700	529,700
SPECIAL EVENTS		95,500	132,000
VISITOR INFORMATION CENTER		1,500	1,500
<b>TOTAL EXPENSES</b>		<b>8,153,504</b>	<b>8,701,671</b>
<b>ENCUMBERED RESERVE EXPENDITURES:</b>			
SHRINERS		25,000	-
NAIA		58,000	58,000
OCEAN CENTER		235,000	258,000
<b>TOTAL ENCUMBERED RESERVE EXPENDITURES</b>		<b>318,000</b>	<b>316,000</b>
<b>CAPITAL ACQUISITIONS</b>		<b>-</b>	<b>-</b>
<b>TOTAL EXPENSES, RESERVE &amp; CAPITAL</b>		<b>8,471,504</b>	<b>9,017,671</b>
<b>TOTAL REVENUE LESS EXPENSES, RESERVES &amp; CAPITAL</b>		<b>(64,210)</b>	<b>-</b>
<b>RESERVE FUND BALANCE - END OF FISCAL YEAR</b>		<b>1,199,378</b>	<b>1,199,378</b>
<b>TOTAL EXPENSES, RESERVES, CAPITAL &amp; FUND BALANCE</b>		<b>9,670,882</b>	<b>10,217,049</b>

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

(2)(c) Salaries and Benefits Details

Title	Annual Salary	Group Insurance	Retirement	Life Insurance	Workers Comp	Unemployment Insurance	Total
Executive Director	\$ 132,400.58	\$ 9,402.24	\$ 3,972.02	\$ 635.76	\$ 887.08	\$ 4,369.22	\$ 151,666.90
Director of Finance	\$ 70,000.00	\$ 9,402.24	\$ 2,100.00		\$ 469.00	\$ 2,310.00	\$ 84,281.24
Director of Sales	\$ 80,317.90	\$ 9,402.24	\$ 2,409.54		\$ 538.13	\$ 2,650.49	\$ 95,318.30
Convention Services Coordinator	\$ 37,492.00	\$ 9,402.24	\$ 1,124.76		\$ 251.20	\$ 1,237.24	\$ 49,507.43
Tour and Travel Sales Manager	\$ 62,079.16	\$ -	\$ 1,862.37		\$ 415.93	\$ 2,048.61	\$ 66,406.08
Sales Coordinator	\$ 34,000.00	\$ 9,402.24	\$ 1,020.00		\$ 227.80	\$ 1,122.00	\$ 45,772.04
Sales Manager	\$ 55,078.40	\$ 9,402.24	\$ 1,652.35		\$ 369.03	\$ 1,817.59	\$ 68,319.60
Sports Manager	\$ 54,246.40	\$ 9,402.24	\$ 1,627.39		\$ 363.45	\$ 1,790.13	\$ 67,429.61
Director of Marketing & Design	\$ 57,324.80	\$ 9,402.24	\$ 1,719.74		\$ 384.08	\$ 1,891.72	\$ 70,722.58
Marketing Systems Manager	\$ 71,770.40	\$ 9,402.24	\$ 2,153.11		\$ 480.86	\$ 2,368.42	\$ 86,175.04
Partner Liaison & Visitor Experience	\$ 53,045.20	\$ 9,402.24	\$ 1,591.36		\$ 355.40	\$ 1,750.49	\$ 66,144.69
Director of Communications	\$ 55,447.50	\$ 9,402.24	\$ 1,663.43		\$ 371.50	\$ 1,829.77	\$ 68,714.43
Communications Specialist	\$ 72,141.42	\$ 9,402.24	\$ 2,164.24		\$ 483.35	\$ 2,380.67	\$ 86,571.92
Marketing Specialist	\$ 45,105.06	\$ 9,402.24	\$ 1,353.15		\$ 302.20	\$ 1,488.47	\$ 57,651.12
Executive Assistant	\$ 48,499.88	\$ 9,402.24	\$ 1,455.00		\$ 324.95	\$ 1,600.50	\$ 61,282.56
Finance Assistant	\$ 37,791.00	\$ 9,402.24	\$ 1,133.73		\$ 253.20	\$ 1,247.10	\$ 49,827.27
Senior Information Services Rep	\$ 37,050.00	\$ 9,402.24	\$ 1,111.50		\$ 248.24	\$ 1,222.65	\$ 49,034.63
Office Coordinator	\$ 25,057.50				\$ 167.89	\$ 826.90	\$ 26,052.28
Visitor Information Center Agent	\$ 17,745.86				\$ 118.90	\$ 585.61	\$ 18,450.37
Visitor Information Center Agent	\$ 10,625.16				\$ 71.19	\$ 350.63	\$ 11,046.98
Visitor Information Center Agent	\$ 4,914.00				\$ 32.92	\$ 162.16	\$ 5,109.09
Visitor Information Center Agent	\$ 4,914.00				\$ 32.92	\$ 162.16	\$ 5,109.09
Visitor Information Center Agent	\$ 5,421.78				\$ 36.33	\$ 178.92	\$ 5,637.02
Visitor Information Center Agent	\$ 5,312.58				\$ 35.59	\$ 175.32	\$ 5,523.49
Visitor Information Center Agent	\$ 7,025.20				\$ 47.07	\$ 231.83	\$ 7,304.10
Visitor Information Center Agent	\$ 6,952.40				\$ 46.58	\$ 229.43	\$ 7,228.41
Visitor Information Center Agent	\$ 6,952.40				\$ 46.58	\$ 229.43	\$ 7,228.41
	\$ 1,098,710.58	\$ 150,435.84	\$ 30,113.69	\$ 635.76	\$ 7,361.36	\$ 36,257.45	\$ 1,323,514.68



