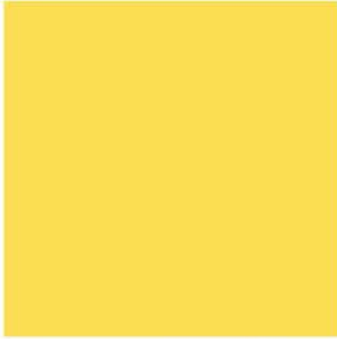
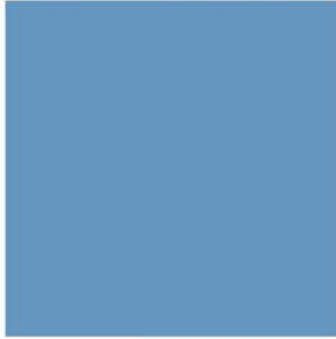
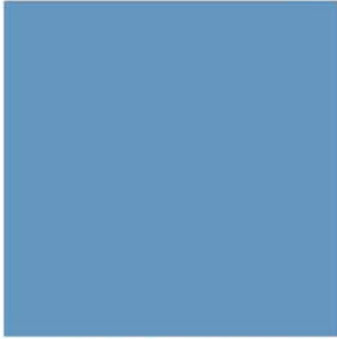


# 2013-2014 ANNUAL REPORT



UNLICENSED  
ACTIVITY  
PROGRAM

Florida Department of  
Business  
Professional  
Regulation

**Rick Scott** Governor | **Ken Lawson** Secretary

## **TABLE OF CONTENTS**

### **Executive Summary**

#### **Section I**

Financial Summary

#### **Section II**

Unlicensed Activity Program Efforts

#### **Section III**

Complaint Access

#### **Section IV**

Operational Budget Allocation and Expenditures

#### **Section V**

Multi-Media Campaign Summary

### **Detailed Revenues and Expenditures**

## EXECUTIVE SUMMARY

The Unlicensed Activity Program within the Department of Business and Professional Regulation exists to serve the state of Florida by vigorously examining compliance issues, comprehensively educating consumers about unlicensed activity and thoroughly investigating complaints against unlicensed individuals.

Some of the services most commonly targeted by unlicensed individuals include General Contracting, Veterinary Medicine, and Cosmetology which are under the Department's jurisdiction. Unlicensed Activity threatens the livelihood of law-abiding, state-licensed professionals and creates personal or financial harm to consumers. Awareness and the prosecution of unlicensed activity benefits both consumers and licensees by keeping business straightforward and competitive. Through the endeavors of knowledgeable and conscientious investigative staff and statewide public/private partnerships, the Department's unlicensed activity efforts are protecting Floridians. The Department strives to improve the business environment and compel previously unlicensed individuals to comply with the law.

In accordance with the Fiscal Year 2014-2015 General Appropriations Act, this annual report on Professional Regulation Unlicensed Activity highlights the unlicensed activity functions performed by the Department during Fiscal Year 2013-2014. The report outlines the expenditures of the Unlicensed Activity Program as well as details the efforts, activities and revenues utilized by the Department's Boards, Council and staff within the Division of Regulation, Division of Real Estate, and Division of Certified Public Accounting respectively in compliance with Section 455.2281, Florida Statutes.

The total appropriation for Fiscal Year 2013-2014 was \$1,449,175. By Division, each received:

- Division of Regulation received \$849,175;
- Division of Real Estate received \$500,000; and
- Division of Certified Public Accounting received \$100,000.

Each licensee is required by Section 455.2281, Florida Statutes, to pay an unlicensed activity fee to fund efforts to combat unlicensed activity. All licensees pay a \$5 unlicensed activity fee as part of their initial license fee and license renewal fees.

To preserve the integrity of licensed Florida professionals, the Division of Regulation focuses efforts on:

- Proactive education and marketing;
- Efficient complaint process; and
- Enforcement and prosecution, when it is necessary, through regional State Attorney's offices.

Public awareness is an essential tool in combating unlicensed activity. The Department maintains a robust promotional campaign which broadcasts unlicensed activity media information to consumers and licensees concerning the dangers of hiring unlicensed individuals for professional services. Several factors were considered while identifying the targeted professions, including risk potential, numbers of consumers affected, and volume of citizen complaints.

The Department received more than 4,200 unlicensed activity complaints, of which more than 2,600 were found to be legally sufficient and resulted in further investigation. These investigations resulted in nearly 2,100 actions against unlicensed subjects, including the issuance of Notices to Cease and Desist, imposition of Administrative Fines and Final Orders filed by the Department.

# Section One: Financial Summary

## FINANCIAL SUMMARY

### Revenue

Pursuant to Section 455.2281, Florida Statutes, the Department assesses a special fee of \$5 per licensee upon initial licensure and for each renewal for all professional license types. The funds are deposited into the Professional Regulation Trust Fund, an interest bearing account. Per statutory requirements a separate account is maintained for each profession. Additionally, revenue collected for citations and fines from unlicensed activity cases is deposited into these accounts.

<b>Fiscal Year 2013 14 Revenue:</b>	
Unlicensed Activity Fees	\$2,044,261
Citations	\$83,268
Fines	\$83,244
Citation and Fine cost	\$11,826
Interest Income	\$51,436
<b>Total</b>	<b>\$ 2,274,035</b>

### Appropriation

<b>Fiscal Year 2013 14 Appropriation by Division:</b>	
Division of Regulation	\$849,175
Division of Real Estate	\$500,000
Division of Certified Public Accounting	\$100,000
<b>Total</b>	<b>\$1,449,175*</b>

\* Division of Professions was appropriated \$100,875, bringing the total appropriation to \$1,550,050. This is reported separately.

### Expenditures

From funds provided in Specific Appropriation 2206 Unlicensed Activities, \$1,292,786 was expended at the Department level as detailed in this report. Overall expenditures were less than that of the \$1,449,175 appropriation causing the Professional Regulation Unlicensed Activity fund to come in under budget.

<b>Fiscal Year 2013 14 Summary Division of Regulation Expenditures by Category:</b>	
Temporary Staff (OPS)	\$477,792
General Expense	\$119,603
Media Related Expenditures	\$359,017
<b>Total</b>	<b>\$956,412</b>

<b>Fiscal Year 2013 14 Summary Division of Real Estate Expenditures by Category:</b>	
Temporary Staff (OPS)	\$155,382
General Expense	\$21,676
Media Related Expenditures	\$71,956
<b>Total</b>	<b>\$249,014</b>

<b>Fiscal Year 2013 14 Summary Division of CPA Expenditures by Category:</b>	
Media Related Expenditures	\$84,858
<b>Total</b>	<b>\$84,858</b>

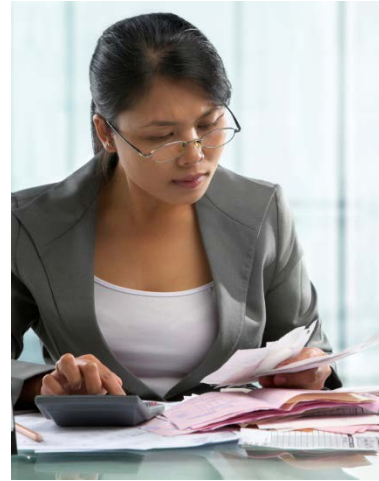
<b>Grand Total Expenditures All Divisions</b>	
<b>Total</b>	<b>\$1,292,786</b>

In accordance with Section 455.2281, Florida Statutes, the Department of Business and Professional Regulation spent these funds on unlicensed activity enforcement and education. Staff from the three divisions performed the functions of complaint processing, investigations, sweeps and stings of unlicensed individuals and businesses. Staff also conducted numerous outreaches educating the public on the dangers of hiring an unlicensed person. Department expenditures are allocated to the appropriate profession's cash account. Pursuant to statute, no indirect costs are allocated to unlicensed activity accounts; however, the revenue is subject to the eight percent service charge to General Revenue. Information regarding Expenditures and Revenues are provided in detail in Appendix A.

# Section Two: Unlicensed Activity Program Efforts

## UNLICENSED ACTIVITY PROGRAM EFFORTS

With a duty to protect the health, safety and welfare of Florida citizens and visitors, the Department placed great importance on preventing unlicensed activity through proactive efforts and investigations.



## DIVISION OF CERTIFIED PUBLIC ACCOUNTING INITIATIVES

During Fiscal Year 2013-2014, the Division focused its efforts on raising public awareness by providing education with the Unlicensed Activity Media Campaign at industry tradeshows and speaking engagements. The majority of the unlicensed activity complaints filed concerned the improper use of the “certified public accountant” designation and unlicensed firms associated with a certified public accountant. These complaints were received from consumers and licensees, social media and Google Alert reviews. Generally, when the unlicensed individual was made aware of the violation, he/she stopped using the designation or applied for a firm licensure with the Division.

**In the past fiscal year, 227 unlicensed activity complaints were received: a 127% increase over the previous fiscal year.**

	Fiscal Year 2012 2013	Fiscal Year 2013 2014
Unlicensed Activity Complaints	100	227



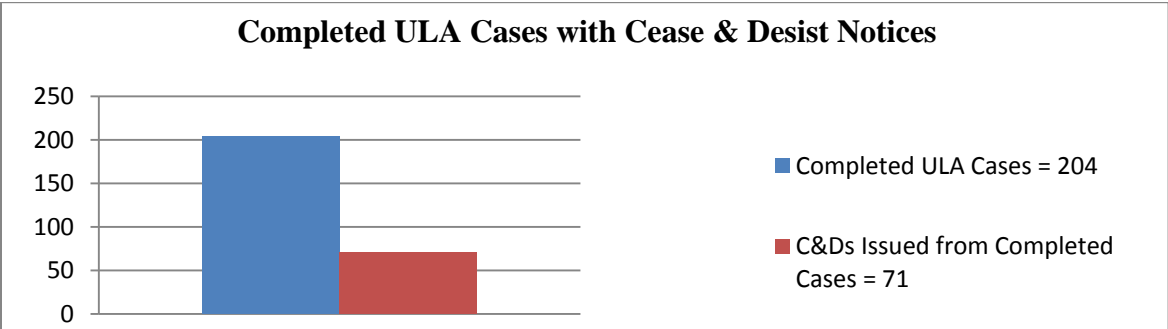
**DIVISION OF REAL ESTATE INITIATIVES**

In Fiscal Year 2013-2014, the Division endeavored to increase public awareness of the dangers of unlicensed real estate activity through participation in the Department’s Unlicensed Activity Media Campaign by providing education at speaking events and industry tradeshows. The focused message at these events was to inform consumers and real estate professionals how to verify licenses as well as how to report unlicensed activity.

**Complaints alleging unlicensed real estate activity are considered high priority. In the past fiscal year, 686 unlicensed activity complaints were received: a 31% increase over the previous fiscal year.**

	Fiscal Year 2012 2013	Fiscal Year 2013 2014
<b>Unlicensed Activity Complaints</b>	<b>524</b>	<b>686</b>

Complaints containing facts indicating that a violation of statute may have occurred are sent for investigation. The Division of Real Estate’s unlicensed activity investigative unit is staffed by employees located in Miami, Orlando and Jacksonville. Investigations of unlicensed activity may result in a Notice to Cease and Desist, a citation or fines.



## DIVISION OF REGULATION INITIATIVES

### OUTREACH AND EDUCATION TO INFORM.

The Division continues to put great emphasis on educating the public on the dangers of unlicensed activity. Through our efforts in partnering with outside agencies and associations, the Department will broaden awareness and restrict unlicensed activity. The goal was to complete 500 outreach events during Fiscal Year 13-14. The Division has exceeded that goal.

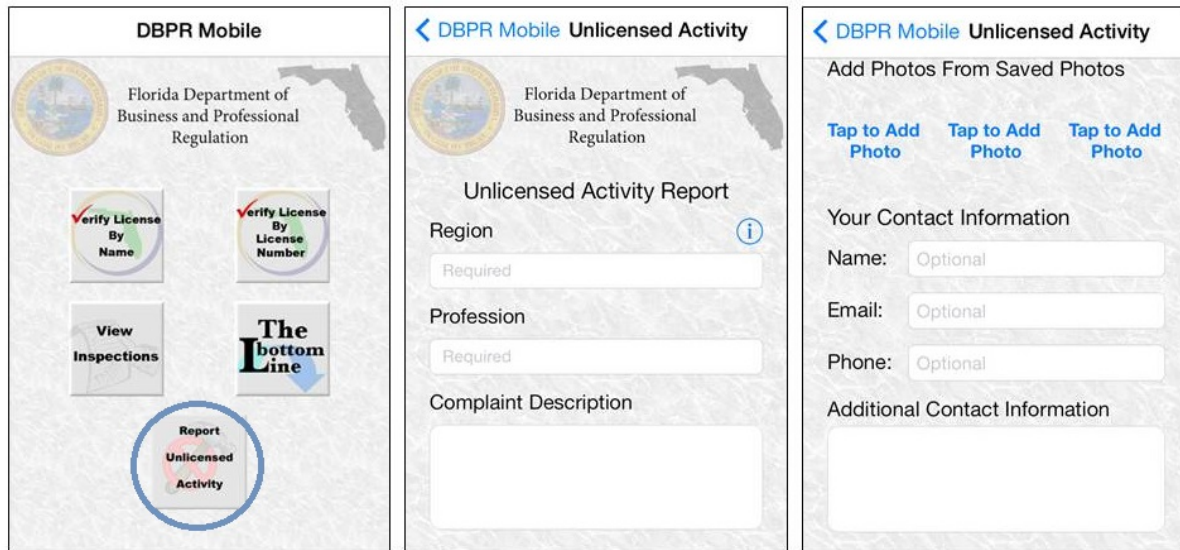
FY 2013 2014 Educational Outreaches
<b>Total Outreaches: 612</b>

### PREEMPTIVE ENFORCEMENT TO PROTECT.

In order to help protect the public and maintain the integrity of the licensed professions, the Division of Regulation engages in two proactive enforcement efforts: Sweeps and Stings. 1) Sweeps refer to compliance checks performed in areas of known or suspected unlicensed activity. 2) Stings refer to enforcement actions in which the Department provides the environment for individuals offering services that require a license to either bid, give proposals or actually perform the service to undercover investigators and/or law enforcement personnel.

FY 2013 2014 Sweeps	FY 2013 2014 Stings
<b>Total Sweeps Conducted: 489</b>	<b>Total Stings Conducted: 34</b>
<b>Cases Opened as a Result: 123</b>	<b>Cases Opened as a Result: 156</b>
<b>Total Sites Visited during Operation: 9,254</b>	

In addition, the Division has recently introduced a new mobile app for smartphones that will allow the consumer to verify a license and submit complaints regarding unlicensed activity on the spot. With this new technology, the Division has the ability to tabulate the types of unlicensed activities that are being reported through this mobile phone app and tailor the Division's efforts to problem areas.



## COMPLAINTS AND INVESTIGATIONS

The Division evaluates unlicensed activity complaints through the complaint/investigations process. Complaints are analyzed and may be sent for investigation. Investigations of unlicensed activity may result in a Notice to Cease and Desist, a citation or fines.

Fiscal Year 2013 2014
<b>Total ULA Cases Opened: 3,371</b>
<b>Notices to Cease and Desist Issued: 1507</b>
<b>ULA Citations and Fines Assessed: \$504,478.85</b>
<b>Number of ULA Citations Issued: 353</b>

### Unlicensed Activity Complaints Report FY 2013-2014

	Accountancy	Asbestos	Athlete Agents	Auctioneers	Barbers	BCAI	CAMS	CILB	Cosmetology	ECLB	Employee Leasing	Geologists	Harbor Pilots	Home Inspectors	Landscape Architecture	Mold Related Services	Real Estate and Appraisal	Talent Agencies	Veterinary Medicine	Totals	
<b>Unlicensed Complaints by Profession</b>																					
Complaints Received	227	1	0	20	233	7	76	1960	573	261	18	2	3	20	11	49	696	39	50	4264	
Complaints Legally Sufficient	175	1	0	9	117	2	46	1503	239	195	17	1	3	16	6	35	220	26	30	2641	
Investigations Assigned	149	1	0	9	36	2	46	1414	72	189	15	1	0	16	6	32	170	25	29	2212	
Investigations Completed	89	1	0	10	37	0	44	1333	68	185	11	1	0	17	6	30	210	23	26	2091	
UL Citations Filed	0	0	0	0	80	0	1	24	149	6	0	0	0	0	0	1	0	0	0	261	
<b>Office of the General Counsel</b>																					
Cases Received in Legal	85	1	0	10	26	0	39	1285	59	165	13	0	0	18	5	30	214	18	18	1986	
Closed Notice of Cease & Desist	138	1	0	6	3	0	21	1197	3	157	1	1	0	13	3	29	72	21	16	1682	
Closed Insufficient Evidence	140	0	0	8	102	5	29	518	333	75	3	1	0	4	3	17	338	16	22	1614	
Administrative Complaint Filed	5	0	0	0	8	1	11	196	20	14	10	0	0	4	0	4	41	3	0	317	
Final Orders Filed	1	0	0	0	3	1	2	92	10	5	0	0	0	4	1	1	44	3	1	168	

**Complaints Received** refers to complaints received and assigned a case number.

**Complaints Legally Sufficient** refers to complaints that met the standard of legal sufficiency established in Section 455.225 (1), Florida Statutes.

**Number of Investigations Assigned** refers to legally sufficient complaints assigned to an investigator.

**Number of Investigations Completed** refers to cases completed by the Division's investigators.

**Number of Citations Filed** refers to citations filed with Department's Agency Clerk.

**Cases Received in Legal** refers to cases received in the Office of General Counsel from DBPR investigators after their investigation is complete.

**Closed Notice of Cease & Desist** refers to cases closed based on a Notice of Cease and Desist being issued.

**Closed Insufficient Evidence** refers to cases closed based on insufficient evidence to prove that the violation occurred.

**Administrative Complaint Filed** refers to cases where an administrative complaint has been filed with the Agency Clerks Office.

**Final Orders Filed** refers to final orders entered, which imposed administrative fines and investigative costs.

\* These statistics may not be all inclusive of the reporting period and may include information from previous quarters. Therefore, the numbers should not be added.

# Section Three: Complaint Access

## UNLICENSED ACTIVITY COMPLAINTS ACCESS

Consumers and licensees have many user-friendly options for filing a complaint against unlicensed individuals and businesses. The following are ways consumers can report unlicensed activity:

- Complaint forms are online at [www.myfloridalicense.com](http://www.myfloridalicense.com).
- Consumers may send an e-mail to the unlicensed activity inbox at [ula@myfloridalicense.com](mailto:ula@myfloridalicense.com).
- Complaints may be mailed to the Department at 1940 North Monroe Street, Tallahassee, FL 32399-0782.
- Complaints relating to Public Accounting may be mailed to 240 NW 76th Drive Suite A, Gainesville, FL 32607.
- Complaints relating to Real Estate may be mailed to 400 West Robinson Street, N801, Orlando, FL 32801.
- Consumers may call the toll free hotline at (866) 532-1440.
- Consumers may call the customer contact center at (850) 487-1395.

# Section Four: Operational Budget Allocation and Expenditures

## OPERATIONAL BUDGET ALLOCATION AND EXPENDITURES

### DIVISION OF CERTIFIED PUBLIC ACCOUNTING

Net Budget Allocation: \$100,000

In the last fiscal year, 227 unlicensed complaints were received by the Division. The majority of the unlicensed activity complaints filed concerned the improper use of the “certified public accountant” designation, and unlicensed firms associated with a certified public accountant. These complaints were primarily received from consumers and licensees, social media and Google Alert reviews. Generally, when the unlicensed individual was made aware of the violation, he or she stopped using the designation and/or applied for a firm license with the Division. During the Fiscal Year 2013-2014, the Division also focused its efforts on raising public awareness by providing education at industry tradeshows and speaking engagements. In addition, all unlicensed activity reports are forwarded to the related State Attorney’s Offices. The Division of Certified Public Accounting directed all appropriated funds to the Unlicensed Activity Media Campaign.

<i>Category</i>	<i>Amount</i>	<i>Details</i>
Media Campaign:	\$84,858	<b>Multi-media Campaign:</b> Including Billboards, Radio Advertisements, Google AdWords
<b>Total:</b>	<b>\$84,858</b>	



## OPERATIONAL BUDGET ALLOCATION AND EXPENDITURES

### DIVISION OF REAL ESTATE

Total Budget Allocation: \$500,000

The Division of Real Estate puts forth a concerted effort to combat unlicensed activity. The unlicensed activity investigative unit is currently staffed with employees located in Orlando, Jacksonville and Miami. All complaints alleging unlicensed real estate activity are considered high priority and are analyzed and processed upon receipt.

In the past fiscal year, 686 unlicensed complaints were received compared to 524 complaints for the last fiscal year. There were 204 cases completed by the investigators and 71 Notices to Cease and Desist were issued. When completed, the reports are forwarded to the Division of Real Estate's Legal Section and to the State Attorney's Office. The investigators also work with local law enforcement departments, State Attorney investigators and postal inspectors to combat unlicensed activity complaints.

<b>Category</b>	<b>Amount</b>	<b>Details</b>
Staffing	\$177,058	(8)Temporary Employees (Field): Unlicensed Activity Investigators sought out and investigated unlicensed activity, engaged in proactive enforcement through close interaction with federal, state, county and city governmental entities within the region. At times during the reporting period, investigators may have carried an average case load of 15+ cases.
Media Campaign:	\$71,956	Media Campaign involved Public Service Announcements, print advertising and internet Google AdWords.
<b>Total:</b>	<b>\$249,014</b>	

## OPERATIONAL BUDGET ALLOCATION AND EXPENDITURES

### DIVISION OF REGULATION

Total Budget Allocated: \$849,175

The Division of Regulation's Unlicensed Activity Program is responsible for directing and delivering quality control for consumer complaints of unlicensed activity, and providing preemptive outreach and enforcement actions. The deterrence of unlicensed activity is a high priority for the Division. Unlicensed activity causes considerable consumer harm and often carries criminal penalties. Proactive measures include a constant focus on education and compliance through broadcasting of public service announcements, partnerships with professional organizations and associations, and the production of consumer/licensee brochures - all aimed at educating the public. The Division continues to reduce unlicensed activity through sweep and sting operations.

**The Division focused expenditures in three categories: 1) Outreach and Education 2) Enforcement and Investigations 3) Operational Expenses for equipment and supplies for preventative and enforcement actions.**

<b>Category</b>	<b>Amount</b>	<b>Details</b>
Outreach	\$359,017	<b>Multi-media Campaign:</b> Including Billboards, Radio Advertisements, Google AdWords
	\$46,821	<b>Participation in Outreach Events and Presentations:</b> Including Trade Show Registrations, Travel Expenses
	\$25,305	<b>Unlicensed Activity Hotline Promotional Items:</b> Including brochures and various promotional merchandise
	Total= \$431,143	
Enforcement	\$477,792	<b>Staffing:</b> Including Unlicensed Activity Investigators, who sought out, investigated unlicensed activity, engaged in proactive enforcement and provided information to consumers regarding licensure and possible violations of laws and rules by licensees regulated by the Department; Unlicensed Activity Analysts who staff the Toll Free Hotline; and one Administrative Assistant
	\$13,097	<b>Investigative Tools:</b> Including electronic equipment to assist investigators in the field to verify licenses, software to identify unlicensed subjects, and any other tools necessary to conduct investigations, sweeps, stings or outreaches
	Total= \$490,889	
Operations	\$34,380	<b>Equipment and Operation:</b> Including rental equipment, copiers, postage, office rental space and office supplies all to provide Unlicensed Activity staff the necessary tools to carry out investigations and other functions related to the program. <ul style="list-style-type: none"> <li>New phone app added towards end of fiscal year</li> </ul>
<b>Total:</b>	<b>\$956,412</b>	

# Section Five: Multi-Media Campaign Summary

## UNLICENSED ACTIVITY MEDIA CAMPAIGN

# UNLICENSED ACTIVITY IS AGAINST THE LAW

### BACKGROUND

The Florida Department of Business and Professional Regulation (DBPR) licenses and regulates more than one million of Florida's professionals and businesses. Unlicensed activity occurs when an individual is compensated for work or services that require a state license and the individual does not hold the required license. Unlicensed activity can threaten the livelihood of law-abiding, state-licensed professionals and may also pose personal or financial harm to consumers.

Per Section [455.2281](#), Florida Statutes, DBPR collects a \$5 fee upon initial and renewal licensure for combating unlicensed activity. Part of the efforts to combat unlicensed activity is a coordinated media campaign, including paid advertising in digital, print and radio. In addition, other proactive public relations activities are added to each year's campaign.

The Office of Communications develops three media campaigns, based on proviso language, that support the main message – one for the Division of Regulation and the professions it supports, one for the Division of Real Estate and one for the Division of Certified Public Accounting.

### TARGET AUDIENCE

The most effective way to stop unlicensed activity is to only hire state-licensed professionals. Consumers should be educated about what services require a state license, encouraged to verify state licenses before hiring a professional or signing a contract for licensed services and encouraged to report suspected unlicensed activity to DBPR. Floridians seeking services that require a state license were one of two target audiences for the campaign.

Additionally, unlicensed activity has a negative impact on licensed professionals. Licensed professionals should report unlicensed activity to the Department to protect the integrity of their profession and value of their own licenses. This group was the second target audience of the campaign.

### GOALS

The primary goal of the Unlicensed Activity Media Campaign was to raise awareness about the threats unlicensed activity poses to both consumers and licensed professionals. The following objectives were pursued throughout the campaign:

1. Promote the newly added "Report Unlicensed Activity" function of the DBPR Mobile app.
2. Increase the number of Florida consumers and licensed professionals exposed to educational information including:
  - Services requiring a license
  - License verification
  - Unlicensed Activity reporting

## KEY MESSAGES

The **overall DBPR campaign**, which focused on the more than 20 professional license types was centered on the theme “LICENSED. TESTED. TRUSTED”.

In addition to the overall theme, the Division of Real Estate and the Division of Certified Public Accounting campaigns had their own specific themes: “Make Your First Move the Right Move” for the Division of Real Estate and “Because Every Business Counts” for the Division of Certified Public Accounting.

## UNLICENSED ACTIVITY MEDIA CAMPAIGN: “Unlicensed Activity is Against the Law”

### CAMPAIGN PLAN

**Strategy:** Made consumers aware of the dangers of unlicensed activity, and provided instructions to both verify professional licenses and report suspected unlicensed activity.

**Tactics:** Used a combination of radio, print, digital and unpaid efforts in tandem to maximize dollars spent on advertising.

- Developed a content creation plan for maximizing the message via all DBPR communications means, i.e. social networking and paid advertising.
- Created a landing page on the website, which is used in the print and online advertising to direct traffic and measure results of the advertising: [www.MyFloridaLicense.com/ULA](http://www.MyFloridaLicense.com/ULA)
- Proactive measures are free opportunities to spread the message of unlicensed activity to consumers and licensees. These included press releases, news coverage, newspaper editorials, social media posts on DBPR’s Facebook, Twitter and LinkedIn pages, DBPR’s weekly Bottom Line newsletter and articles in association publications.

**Measures of Success:** Several benchmarks were set in order to measure the effectiveness of the media campaign and evaluate if the goals of the campaign were met or exceeded. One measure of success was paid advertising impressions, which included magazine and newspaper circulation, television viewers and radio listeners who were potentially exposed to the PSAs. Other proactive measures of success included earned media, press releases, social media posts and visitors to the ULA landing page on the DBPR website.

### BUDGET ALLOTTED

The campaign was organized and funded by three categories:

1. Division of Regulation: \$360,000
2. Division of Certified Public Accounting: \$100,000
3. Division of Real Estate: \$80,000

### BUDGET SPENT

- 1- Division of Regulation: \$359,017
- 2- Division of Certified Public Accounting: \$84,858
- 3- Division of Real Estate: \$74,206

## UNLICENSED ACTIVITY MEDIA CAMPAIGN: “Unlicensed Activity is Against the Law”

### DIVISION OF REGULATION MEDIA CAMPAIGN

#### CAMPAIGN PLAN

**Total Budget: \$360,000**

**Total Spent: \$359,017**

- \$144,000 allotted for print advertising in statewide publications and metro markets
  - 850 Magazine – February, April and June issues
  - Tallahassee Magazine – March issue
  - Florida Trend – sponsored report in June issue featured the construction industry; cost included full-page ad in July issue that highlighted all professions licensed by DBPR
  - Daily newspaper campaign from May 15 – June 30
    - Florida Times-Union
    - Ft. Myers News-Press
    - Orlando Sentinel
    - Pensacola News Journal
    - Tampa Tribune
  - Photos.com subscription for royalty-free images used in the print ads
- \$65,000 allotted for statewide broadcast of radio PSAs in English and Spanish from February - June
  - Florida Public Broadcasting
  - Clear Channel Radio
- \$140,000 allotted for television PSAs
  - Florida Association of Broadcasters: Statewide broadcast of TV and radio PSAs in English and Spanish
  - Florida Association of Broadcasters: Production of three new TV and three radio PSAs that will air February – April 2015
- \$11,000 allotted for statewide digital advertisements
  - Florida Public Radio station websites February - June
  - Digital ads ran on the following daily newspaper websites May 15 – June 30 (**included in print advertising costs**)
    - Florida Times-Union
    - Fort Myers News-Press
    - Orlando Sentinel
    - Pensacola News Journal
    - Tampa Tribune

## DIVISION OF REGULATION MEDIA CAMPAIGN

### PROACTIVE EFFORTS

- Throughout the year, the Office of Communications highlighted various professions in the weekly DBPR Bottom Line newsletter. The posts focused on which services require a professional license, the importance of hiring licensed professionals and how to verify licenses.
- The Volusia Building Industry Association reached out to the Office of Communications to use a graphic created by the office about unlicensed construction in their Parade of Homes Guidebook. They also had extra advertising space in the Daytona Beach News-Journal and used the same graphic in those newspaper ads warning consumers about the dangers of hiring an unlicensed contractor.
- Florida Stylist, a monthly cosmetology industry publication, featured a regular column with updates from DBPR, which the Office of Communications wrote. Topics included protecting the cosmetology industry by reporting unlicensed activity and the dangers of methyl methacrylate in nail products.
- The Office of Communications sent several press releases and consumer advisories throughout the year warning consumers about the dangers of hiring unlicensed individuals. An additional press release was sent out announcing the new “Report Unlicensed Activity” function of the DBPR Mobile app.
- Another proactive measure is earned media, which is news coverage by a reputable news organization. The Office of Communications made every effort to take advantage of this “free” method to inform and educate Floridians on the dangers of unlicensed activity.
- In response to several injuries resulting from faulty pool lights, the Office of Communications wrote an op-ed on behalf of the Secretary addressing hiring licensed pool contractors. Another op-ed was written in response to a news article in Jacksonville about unlicensed barbering.
- The Office of Communications shared information on DBPR’s Facebook, Twitter and LinkedIn pages about the importance of hiring licensed professionals and how to verify licenses.
- DBPR created a children’s eBook to promote the various careers licensed and regulated by DBPR as well as other professions to inspire Florida students to pursue their dreams to become whatever they want to be when they grow up. As part of promoting the book, DBPR made efforts to inform and educate Floridians on the dangers of unlicensed activity. The eBook was available in the iTunes store as well as a PDF on DBPR’s website. It has been downloaded 473 times.

### MEASURES OF SUCCESS

- Division of Regulation ULA Campaign Measures of Success – Paid Advertising Impressions:
  - Radio PSAs – **6,500,000**
  - FL Trend Magazine– **56,665**
  - Daily Newspaper campaign – **4,853,000**
  - 850 Magazine – **17,000**
  - Tallahassee Magazine – **18,974**
- Division of Regulation ULA Campaign Measures of Success – Proactive:
  - Visitors to ULA landing page – **3,800**
  - DBPR Mobile app downloads - **4,271**
  - Children’s eBook downloads – **473**
  - Visitor’s to DBPR Children’s Corner page – **2,261**
  - Social Media Posts – **127**

## UNLICENSED ACTIVITY MEDIA CAMPAIGN: “Unlicensed Activity is Against the Law”

### DIVISION OF REGULATION MEDIA CAMPAIGN

#### MEASURES OF SUCCESS (Continued)

- Social media likes/comments/shares/retweets – **411**
- Press releases – **5**
- Op-eds – **2**
- Earned media – **34**



## UNLICENSED ACTIVITY MEDIA CAMPAIGN: “Unlicensed Activity is Against the Law”

### DIVISION OF CERTIFIED PUBLIC ACCOUNTING MEDIA CAMPAIGN

#### KEY MESSAGES

The Division of Certified Public Accounting’s campaign theme was “BECAUSE EVERY BUSINESS COUNTS” to draw attention to the specific services that only licensed CPAs can provide to businesses and individuals.

#### CAMPAIGN PLAN

**Total Budget:** \$100,000

**Total Spent:** \$84,858

- \$40,000 allotted for print advertising in statewide business publications from February - April
  - 850 Magazine – sponsored report in Feb/March issue
  - Florida Business Journals – 3 ads each in Jacksonville, Orlando, Tampa Bay and South Florida in February and March
  - Florida Trend – sponsored report rain in April issue
- \$45,000 allotted for statewide broadcast of radio PSAs in English and Spanish from February – June
  - Florida Public Broadcasting
  - Clear Channel Radio
- Statewide broadcast of TV and radio PSAs in English and Spanish from May – July 2014
  - *\*paid by Division of Regulation*
- \$1,000 allotted for statewide digital advertisements
  - Florida Business Journals digital ads in Jacksonville, Orlando, Tampa Bay and South Florida Feb. 24 – March 1 (**included in cost of print advertising**)
  - Florida Public Broadcasting digital ads from March – April

#### PROACTIVE EFFORTS

- In December, as consumers began thinking about hiring a CPA in preparation for tax season, the importance of hiring a licensed CPA was the focus of the weekly Bottom Line newsletter. Information on which accounting services require a state license was also included.
- The Office of Communications sent a press release in January to media outlets throughout the state warning consumers about the dangers of hiring an unlicensed CPA. An additional press release was sent out announcing the new “Report Unlicensed Activity” function of the DBPR Mobile app.
- Another proactive measure is earned media, which is news coverage by a reputable news organization. The Office of Communications made every effort to take advantage of this “free” method to inform and educate Floridians on the dangers of unlicensed activity.
- The Office of Communications shared information on DBPR’s Facebook, Twitter and LinkedIn pages about the importance of hiring licensed CPAs and how to verify licenses.

## UNLICENSED ACTIVITY MEDIA CAMPAIGN: “Unlicensed Activity is Against the Law”

### DIVISION OF CERTIFIED PUBLIC ACCOUNTING MEDIA CAMPAIGN

#### PROACTIVE EFFORTS (Continued)

- DBPR created a children’s eBook to promote the various careers licensed and regulated by DBPR, as well as other professions, to inspire Florida students to pursue their dreams to become whatever they want to be when they grow up. As part of promoting the book, DBPR made efforts to inform and educate Floridians on the dangers of unlicensed activity. The eBook is available in the iTunes store as well as a PDF on DBPR’s website. It has been downloaded 473 times.

#### MEASURES OF SUCCESS

- Division of Certified Public Accounting ULA Campaign Measures of Success – Paid Advertising Impressions
  - Radio PSAs – **5,100,000**
  - FL Trend - **56,665**
  - Florida Business Journals – **37,181**
  - 850 Magazine – **17,000**
- Division of Certified Public Accounting ULA Campaign Measures of Success – Proactive
  - Visitors to ULA landing page - **3,800**
  - DBPR Mobile app downloads FY 13-14 - **4,271**
  - Children’s eBook downloads – **473**
  - Visitor’s to DBPR Children’s Corner page - **2,261**
  - Social media posts - **8**
  - Social media likes/comments/shares/retweets – **35**
  - Press releases – **1**
  - Earned media - **3**

## UNLICENSED ACTIVITY MEDIA CAMPAIGN: “Unlicensed Activity is Against the Law”

### DIVISION OF REAL ESTATE MEDIA CAMPAIGN

#### KEY MESSAGES

The theme for real estate professionals was “MAKE YOUR FIRST MOVE THE RIGHT MOVE. HIRE A REAL ESTATE AGENT.” Floridians seeking to buy real estate should always use a licensed professional who is tested by the state and can assist in order to successfully make the right decision on major real estate investments.

#### CAMPAIGN PLAN

**Total Budget:** \$80,000

**Total Spent:** \$74,206

- \$26,000 allotted for print advertising in statewide publications
  - Florida Realtor Magazine ad in March issue
  - Florida Trend sponsored report in May issue
  - Emerald Coast Magazine ad in April/May issue
- \$17,000 allotted for statewide broadcast of radio PSAs in English and Spanish from February – May
  - Florida Public Broadcasting
  - Clear Channel Radio
- \$30,000 allotted for statewide broadcast of TV and radio PSAs in English and Spanish from May – July
- \$1,000 allotted for statewide digital advertisements
  - Florida Public Radio station websites from April – May
  - Floridarealtors.com Jan – June **(included in cost of print advertising)**
  - Florida REALTOR daily e-newsletter – week of March 10 and May 5 **(included in cost of print advertising)**

#### PROACTIVE EFFORTS

- The Office of Communications sent a press release to media outlets across the state reminding consumers to only hire licensed real estate agents when buying or selling a property. An additional press release was sent out announcing the new “Report Unlicensed Activity” function of the DBPR Mobile app.
- Another proactive measure is earned media, which is news coverage by a reputable news organization. The Office of Communications made every effort to take advantage of this “free” method to inform and educate Floridians on the dangers of unlicensed activity.
- To reach licensees in the Tallahassee area, the Office of Communications wrote two blog posts for the Tallahassee Board of REALTORS’ website and e-newsletter.
- To reach licensees in the Orlando area, the Office of Communications submitted real estate case studies from the Division to the Orlando Regional REALTOR Association’s magazine, which is published every other month.
- The Office of Communications shared information on DBPR’s Facebook, Twitter and LinkedIn pages about the importance of hiring licensed real estate agents and how to verify licenses.

## UNLICENSED ACTIVITY MEDIA CAMPAIGN: “Unlicensed Activity is Against the Law”

### DIVISION OF REAL ESTATE MEDIA CAMPAIGN (Continued)

#### PROACTIVE EFFORTS (Continued)

- DBPR created a children’s eBook to promote the various careers licensed and regulated by DBPR, as well as other professions, to inspire Florida students to pursue their dreams to become whatever they want to be when they grow up. As part of promoting the book, DBPR made efforts to inform and educate Floridians on the dangers of unlicensed activity. The eBook is available in the iTunes store as well as a PDF on DBPR’s website. It has been downloaded 473 times.

#### MEASURES OF SUCCESS

- Division of Real Estate ULA Campaign Measures of Success – Paid Advertising Impressions
  - Radio PSAs – **2,500,000**
  - FL Trend Magazine – **56,665**
  - Emerald Coast Magazine– **22,533**
  - Florida Realtor Magazine– **111,867**
- Division of Real Estate ULA Campaign Measures of Success – Proactive
  - Visitors to ULA landing page - **3,800**
  - DBPR Mobile app downloads - **4,271**
  - Children’s ebook downloads **473**
  - Visitor’s to DBPR Children’s Corner page – **2,261**
  - Social media posts – **6**
  - Social media likes/comments/shares/retweets – **29**
  - Press release – **1**
  - Earned media – **3**

## Budget – Division of Regulation

AMOUNT	VNAME	ADVERTISING COMPANY
\$ 40,000.00	FAB	Florida Association of Broadcasters
\$ (66,000.00)	FAB	Florida Association of Broadcasters
\$ (40,000.00)	FAB	Florida Association of Broadcasters
\$ 70,000.00	FAB	Florida Association of Broadcasters
\$ 70,000.00	FAB	Florida Association of Broadcasters
\$ 16,500.00	FAB	Florida Association of Broadcasters
\$ 16,500.00	FAB	Florida Association of Broadcasters
\$ 33,000.00	FAB	Florida Association of Broadcasters
\$ 2,945.00	CLEAR CHANNEL ST	Clear Channel
\$ 6,000.00	CLEAR CHANNEL ST	Clear Channel
\$ 2,555.00	CLEAR CHANNEL ST	Clear Channel
\$ 3,610.00	CLEAR CHANNEL ST	Clear Channel
\$ 6,000.00	CLEAR CHANNEL ST	Clear Channel
\$ 6,000.00	CLEAR CHANNEL ST	Clear Channel
\$ 2,945.00	CLEAR CHANNEL ST	Clear Channel
\$ 2,945.00	CLEAR CHANNEL ST	Clear Channel
\$ 6,000.00	CLEAR CHANNEL ST	Clear Channel
\$ 6,000.00	CLEAR CHANNEL ST	Clear Channel
\$ (2,105.00)	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 2,205.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 3,958.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 585.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 2,105.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 1,755.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 3,988.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 5,987.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 1,990.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 2,590.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 2,740.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 3,948.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 13,710.00	FLORIDA TREND	Florida Trend
\$ 13,238.59	NEWS-PRESS MEDIA	Ft. Myers News-Press
\$ 10,679.36	NEWS-PRESS MEDIA	Ft. Myers News-Press
\$ 750.00	NEWS-PRESS MEDIA	Ft. Myers News-Press
\$ 11,999.00	PENSACOLA NEWS J	Pensacola News Journal

## Budget – Division of Regulation Continued

AMOUNT	VNAME	ADVERTISING COMPANY
\$ 7,012.99	PENSACOLA NEWS J	Pensacola News Journal
\$ 4,095.00	THE FLORIDA TIME	Florida Times-Union
\$ 2,060.00	THE FLORIDA TIME	Florida Times-Union
\$ 18,185.00	THE FLORIDA TIME	Florida Times-Union
\$ 2,600.00	THE TAMPA TRIBUN	The Tampa Tribune
\$ 2,600.00	THE TAMPA TRIBUN	The Tampa Tribune
\$ 2,600.00	THE TAMPA TRIBUN	The Tampa Tribune
\$ 2,600.00	THE TAMPA TRIBUN	The Tampa Tribune
\$ 2,600.00	THE TAMPA TRIBUN	The Tampa Tribune
\$ 2,600.00	THE TAMPA TRIBUN	The Tampa Tribune
\$ 2,600.00	THE TAMPA TRIBUN	The Tampa Tribune
\$ 25,000.00	ORLANDO SENTINEL	Orlando Sentinel
\$ 6,600.00	RPI	Rowland Publishing
\$ (2,250.00)	RPI	Rowland Publishing
\$ 2,250.00	RPI	Rowland Publishing
\$ 3,300.00	RPI	Rowland Publishing
\$ (2,250.00)	RPI	Rowland Publishing
\$ 2,250.00	RPI	Rowland Publishing
\$ 2,105.00	RPI	Rowland Publishing
\$ 3,790.80	DELUXE	Deluxe Corporation

**Total spent: \$359,017**

## Budget – Division of Certified Public Accounting

Amount	VNAME	Advertising Company
\$ 7,200.00	CLEAR CHANNEL ST	Clear Channel
\$ 480.00	CLEAR CHANNEL ST	Clear Channel
\$ 7,140.00	CLEAR CHANNEL ST	Clear Channel
\$ 5,180.00	CLEAR CHANNEL ST	Clear Channel
\$ 5,062.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 2,066.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 735.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 2,940.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 5,112.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 7,668.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 500.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 750.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 13,710.00	FLORIDA TREND	Florida Trend
\$ 1,888.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 980.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 1,205.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 1,000.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 1,205.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 1,378.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 393.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 1,740.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 2,098.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 1,000.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 980.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 1,888.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 1,205.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 980.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 2,187.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 1,888.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 1,000.00	JACKSONVILLE BUS	Jacksonville Business Journal
\$ 3,300.00	RPI	Rowland Publishing
\$ 3,350.83	DELUXE	Deluxe Corporation

**Total spent: \$84,858**

## Budget – Division of Real Estate

Amount	VNAME	Advertising Company
\$ 3,620.00	CLEAR CHANNEL ST	Clear Channel
\$ 3,790.00	CLEAR CHANNEL ST	Clear Channel
\$ 2,590.00	CLEAR CHANNEL ST	Clear Channel
\$ 30,000.00	FAB	Florida Association of Broadcasters
\$ 4,996.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 1,755.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 750.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ (1,755.00)	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 250.00	FLORIDA PUBLIC B	Florida Public Broadcasting
\$ 1,245.00	FLORIDA REALTORS	Florida REALTORS
\$ 3,275.00	FLORIDA REALTORS	Florida REALTORS
\$ 2,160.00	FLORIDA REALTORS	Florida REALTORS
\$ 3,320.00	FLORIDA REALTORS	Florida REALTORS
\$ 13,710.00	FLORIDA TREND	Florida Trend
\$ 2,250.00	RPI	Rowland Publishing
\$ 1,469.06	DELUXE	Deluxe Corporation

**Total spent: \$74,206**



**BARBERS BOARD  
 UNLICENSED ACTIVITY ACCOUNT  
 STATEMENT OF REVENUE AND EXPENDITURES  
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<b>6/30/2014</b>	<b>6/30/2013</b>
Unlicensed Activity Fees	\$ 38,820	\$ 58,965
Fines	18,490	11,300
Investment Earnings	<u>2,367</u>	<u>4,316</u>
Total Revenues	<u>59,677</u>	<u>74,581</u>
<b>EXPENSES</b>		
Refunds	105	12,587
Service Charge to General Revenue	4,832	588
Investigations	41,807	6,042
General Counsel	<u>23,914</u>	<u>13,611</u>
Total Expenses	<u>70,658</u>	<u>32,828</u>
<b>CHANGE IN ACCOUNT BALANCE</b>	(10,981)	41,753
<b>Transfer to General Revenue</b>	7,793	7,114
<b>ACCOUNT BALANCE, Beginning of Period</b>	<u>289,513</u>	<u>254,874</u>
<b>ACCOUNT BALANCE, End of Period</b>	<u>\$ 270,739</u>	<u>\$ 289,513</u>

**FLORIDA BUILDING CODE ADMINISTRATORS AND INSPECTORS BOARD  
 UNLICENSED ACTIVITY ACCOUNT  
 STATEMENT OF REVENUE AND EXPENDITURES  
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<b>6/30/2014</b>	<b>6/30/2013</b>
Unlicensed Activity Fees	\$ 45,050	3,395
Investment Earnings	<u>2,789</u>	<u>4,853</u>
Total Revenues	<u>47,839</u>	<u>8,248</u>
<b>EXPENSES</b>		
Investigations	477	447
Refunds	20	25
Service Charge to General Revenue	3,921	669
General Counsel	<u>311</u>	<u>-</u>
Total Expenses	<u>4,729</u>	<u>1,141</u>
<b>CHANGE IN ACCOUNT BALANCE</b>	43,110	7,107
<b>TRANSFERS</b>		
Transfer to General Revenue	-	8,049
<b>ACCOUNT BALANCE, Beginning of Period</b>	<u>310,744</u>	<u>311,686</u>
<b>ACCOUNT BALANCE, End of Period</b>	<u>\$ 353,854</u>	<u>\$ 310,744</u>

**MOLD-RELATED SERVICES LICENSING UNIT  
UNLICENSED ACTIVITY ACCOUNT  
FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<b>6/30/2014</b>	<b>6/30/2013</b>
Unlicensed Activity Fees	\$ 12,070	\$ 9,920
Investment Earnings	230	527
Total Revenues	<u>12,300</u>	<u>10,447</u>
<b>EXPENSES</b>		
General Counsel	-	847
Investigations	24,138	5,703
Refunds	-	5
Service Charge to General Revenue	987	852
Total Expenses	<u>25,125</u>	<u>7,408</u>
<b>TRANSFERS</b>		
Transfer to General Revenue	553	-
Total Transfers	<u>553</u>	<u>-</u>
<b>CHANGE IN ACCOUNT BALANCE</b>	(13,379)	3,039
<b>ACCOUNT BALANCE, Beginning of Period</b>	<u>31,368</u>	<u>28,329</u>
<b>ACCOUNT BALANCE, End of Period</b>	<u>\$ 17,989</u>	<u>\$ 31,368</u>

**COMMUNITY ASSOCIATION MANAGERS  
UNLICENSED ACTIVITY ACCOUNT  
STATEMENT OF REVENUE AND EXPENDITURES  
FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<b>6/30/2014</b>	<b>6/30/2013</b>
Unlicensed Activity Fees	\$ 28,695	\$ 79,255
Fines	3,825	2,500
Investment Earnings	1,234	2,257
	<hr/>	<hr/>
Total Revenues	33,755	84,012
	<hr/>	<hr/>
<b>EXPENSES</b>		
Investigations	57,694	11,968
General Counsel/Legal	811	-
Refunds	90	40
Service Charge to General Revenue	2,727	6,854
	<hr/>	<hr/>
Total Expenses	61,321	18,862
	<hr/>	<hr/>
<b>CHANGE IN ACCOUNT BALANCE</b>	(27,566)	65,150
<b>ACCOUNT BALANCE, Beginning of Period</b>	149,633	84,483
	<hr/>	<hr/>
<b>ACCOUNT BALANCE, End of Period</b>	\$ 122,067	\$ 149,633
	<hr/> <hr/>	<hr/> <hr/>

**BOARD OF COSMETOLOGY  
 UNLICENSED ACTIVITY ACCOUNT  
 STATEMENT OF REVENUE AND EXPENDITURES  
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<u><b>6/30/2014</b></u>	<u><b>6/30/2013</b></u>
Unlicensed Activity Fees	\$ 568,315	\$ 643,484
Fines	38,454	35,092
Investment Earnings	<u>19,855</u>	<u>30,551</u>
Total Revenues	<u>626,625</u>	<u>709,127</u>
<b>EXPENSES</b>		
Investigations	283,637	32,063
Refunds	115	926
Service Charge to General Revenue	50,735	1,381
General Counsel	<u>1,359</u>	<u>57,721</u>
Total Expenses	<u>335,846</u>	<u>92,091</u>
<b>CHANGE IN ACCOUNT BALANCE</b>	290,779	617,036
<b>TRANSFER TO GENERAL REVENUE</b>	65,450	53,625
<b>ACCOUNT BALANCE, Beginning of Period</b>	<u>2,127,472</u>	<u>1,564,061</u>
<b>ACCOUNT BALANCE, End of Period</b>	<u><u>\$ 2,352,801</u></u>	<u><u>\$ 2,127,472</u></u>

**BOARD OF ARCHITECTURE AND INTERIOR DESIGN  
 UNLICENSED ACTIVITY ACCOUNT  
 STATEMENT OF REVENUE AND EXPENDITURES  
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<b><u>6/30/2014</u></b>	<b><u>6/30/2013</u></b>
Unlicensed Activity Fees	\$ 4,520	\$ 82,415
Fines	62,285	40,877
Investment Earnings	<u>3,501</u>	<u>5,946</u>
Total Revenues	<u>70,306</u>	<u>129,238</u>
<b>EXPENSES</b>		
Refunds	5	5
Service Charge to General Revenue	5,747	10,534
Contracted Services	17,566	<u>50,239</u>
Total Expenses	<u>23,318</u>	<u>60,778</u>
<b>CHANGE IN ACCOUNT BALANCE</b>	46,988	68,460
<b>TRANSFER TO GENERAL REVENUE</b>	12,155	10,882
<b>ACCOUNT BALANCE, Beginning of Period</b>	<u>420,238</u>	<u>362,660</u>
<b>ACCOUNT BALANCE, End of Period</b>	<u>\$ 455,072</u>	<u>\$ 420,238</u>

**BOARD OF LANDSCAPE ARCHITECTURE  
UNLICENSED ACTIVITY ACCOUNT  
STATEMENT OF REVENUE AND EXPENDITURES  
FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<b>6/30/2014</b>	<b>6/30/2013</b>
Unlicensed Activity Fees	\$ 7,800	\$ 445
Investment Earnings	<u>288</u>	<u>501</u>
Total Revenues	<u>8,088</u>	<u>946</u>
 <b>EXPENSES</b>		
Investigations	1,808	995
General Counsel/Legal	-	2,802
Refunds	-	5
Service Charge to General Revenue	<u>657</u>	<u>77</u>
Total Expenses	<u>2,465</u>	<u>3,879</u>
 <b>CHANGE IN ACCOUNT BALANCE</b>	 5,623	 (2,933)
 <b>ACCOUNT BALANCE, Beginning of Period</b>	 <u>30,664</u>	 <u>33,597</u>
 <b>ACCOUNT BALANCE, End of Period</b>	 <u>\$ 36,288</u>	 <u>\$ 30,664</u>

**BOARD OF VETERINARY MEDICINE  
UNLICENSED ACTIVITY ACCOUNT  
STATEMENT OF REVENUE AND EXPENDITURES  
FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<b>6/30/2014</b>	<b>6/30/2013</b>
Unlicensed Activity Fees	\$ 38,780	\$ 3,620
Fines	3,181	-
Investment Earnings	1,569	2,167
	<hr/>	<hr/>
Total Revenues	43,530	5,787
	<hr/>	<hr/>
<b>EXPENSES</b>		
Investigations	11,082	9,396
General Counsel/Legal	1,277	6,293
Service Charge to General Revenue	3,538	473
Refunds	10	-
	<hr/>	<hr/>
Total Expenses	15,908	16,163
	<hr/>	<hr/>
<b>CHANGE IN ACCOUNT BALANCE</b>	27,623	(10,376)
<b>TRANSFER TO GENERAL REVENUE</b>	-	-
<b>ACCOUNT BALANCE, Beginning of Period</b>	187,739	198,114
	<hr/>	<hr/>
<b>ACCOUNT BALANCE, End of Period</b>	\$ 215,361	\$ 187,739
	<hr/> <hr/>	<hr/> <hr/>



**HOME INSPECTORS LICENSING UNIT  
 UNLICENSED ACTIVITY ACCOUNT  
 STATEMENT OF REVENUE AND EXPENDITURES  
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<u><b>6/30/2014</b></u>	<u><b>6/30/2013</b></u>
Unlicensed Activity Fees	\$ 22,285	\$ 16,840
Investment Earnings	485	860
	<hr/>	<hr/>
Total Revenues	22,770	17,700
	<hr/>	<hr/>
<b>EXPENSES</b>		
Investigations	26,032	3,619
General Counsel/Legal	-	236
Refunds	750	10
Service Charge to General Revenue	1,772	1,442
	<hr/>	<hr/>
Total Expenses	28,553	5,308
	<hr/>	<hr/>
<b>TRANSFERS</b>		
Transfer to General Revenue Fund	1,318	-
	<hr/>	<hr/>
Total Transfers	1,318	-
	<hr/>	<hr/>
<b>CHANGE IN ACCOUNT BALANCE</b>	(7,101)	12,392
<b>ACCOUNT BALANCE, Beginning of Period</b>	54,180	41,788
	<hr/>	<hr/>
<b>ACCOUNT BALANCE, End of Period</b>	\$ 47,079	\$ 54,180
	<hr/> <hr/>	<hr/> <hr/>

**BOARD OF PILOT COMMISSIONERS  
UNLICENSED ACTIVITY ACCOUNT  
STATEMENT OF REVENUE AND EXPENDITURES  
FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<u><b>6/30/2014</b></u>	<u><b>6/30/2013</b></u>
Unlicensed Activity Fees	\$ 5	\$ 450
Investment Earnings	11	13
	<hr/>	<hr/>
Total Revenues	16	463
	<hr/>	<hr/>
<b>EXPENSES</b>		
Investigations	0	
Service Charge to General Revenue	2	38
	<hr/>	<hr/>
Total Expenses	2	38
	<hr/>	<hr/>
<b>CHANGE IN ACCOUNT BALANCE</b>	14	425
<b>ACCOUNT BALANCE, Beginning of Period</b>	<hr/> 1,783	<hr/> 1,358
<b>ACCOUNT BALANCE, End of Period</b>	\$ <u><u>1,797</u></u>	\$ <u><u>1,783</u></u>

**ATHLETE AGENTS  
UNLICENSED ACTIVITY ACCOUNT  
STATEMENT OF REVENUE AND EXPENDITURES  
FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<u><b>6/30/2014</b></u>	<u><b>6/30/2013</b></u>
Unlicensed Activity Fees	\$ 1,195	\$ 360
Investment Earnings	32	50
Total Revenues	<u>1,227</u>	<u>410</u>
 <b>EXPENSES</b>		
Investigations	-	244
Refunds	-	5
Service Charge to General Revenue	99	33
Total Expenses	<u>99</u>	<u>282</u>
 <b>CHANGE IN ACCOUNT BALANCE</b>	 1,128	 128
 <b>ACCOUNT BALANCE, Beginning of Period</b>	 <u>3,248</u>	 <u>3,120</u>
 <b>ACCOUNT BALANCE, End of Period</b>	 <u><u>\$ 4,376</u></u>	 <u><u>\$ 3,248</u></u>

**ELECTRICAL CONTRACTORS' LICENSING BOARD  
 UNLICENSED ACTIVITY ACCOUNT  
 STATEMENT OF REVENUE AND EXPENDITURES  
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<u><b>6/30/2014</b></u>	<u><b>6/30/2013</b></u>
Unlicensed Activity Fees	\$ 25,900	\$ 43,864
Fines	<u>10,309</u>	<u>3,906</u>
Total Revenues	<u>36,209</u>	<u>47,770</u>
<b>EXPENSES</b>		
Investigations	63,468	46,322
General Counsel/Legal	21,522	38,817
Service Charge to General Revenue	-	3,215
Interest Assessment	<u>4,827</u>	<u>7,800</u>
Total Expenses	<u>89,817</u>	<u>96,155</u>
<b>CHANGE IN ACCOUNT BALANCE</b>	(53,608)	(48,385)
<b>TRANSFER FROM OPERATING FUND</b>	100,000	-
<b>ACCOUNT BALANCE, Beginning of Period</b>	<u>(509,133)</u>	<u>(460,748)</u>
<b>ACCOUNT BALANCE, End of Period</b>	<u><u>\$ (462,741)</u></u>	<u><u>\$ (509,133)</u></u>

**BOARD OF AUCTIONEERS  
UNLICENSED ACTIVITY ACCOUNT  
STATEMENT OF REVENUE AND EXPENDITURES  
FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<b>6/30/2014</b>	<b>6/30/2013</b>
Unlicensed Activity Fees	\$ 13,240	\$ 1,670
Fines	1,436	300
Investment Earnings	308	470
	<hr/>	<hr/>
Total Revenues	14,985	2,440
	<hr/>	<hr/>
<b>EXPENSES</b>		
Investigations	3,706	4,537
Service Charge to General Revenue	1,209	199
	<hr/>	<hr/>
Total Expenses	4,916	4,736
	<hr/>	<hr/>
<b>CHANGE IN ACCOUNT BALANCE</b>	10,069	(2,296)
<b>ACCOUNT BALANCE, Beginning of Period</b>	28,661	30,957
	<hr/>	<hr/>
<b>ACCOUNT BALANCE, End of Period</b>	\$ 38,730	\$ 28,661
	<hr/> <hr/>	<hr/> <hr/>

**TALENT AGENTS  
 UNLICENSED ACTIVITY ACCOUNT  
 STATEMENT OF REVENUE AND EXPENDITURES  
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<u><b>6/30/2014</b></u>	<u><b>6/30/2013</b></u>
Unlicensed Activity Fees	\$ 1,830	\$ 225
Total Revenues	1,830	225
 <b>EXPENSES</b>		
Investigations	3,998	5,384
General Counsel/Legal	4,958	2,251
Interest Assessment	<u>240</u>	<u>293</u>
Total Expenses	9,197	7,928
 <b>CHANGE IN ACCOUNT BALANCE</b>	(7,367)	(7,703)
 <b>ACCOUNT BALANCE, Beginning of Period</b>	<u>(21,062)</u>	<u>(13,359)</u>
 <b>ACCOUNT BALANCE, End of Period</b>	<u><u>\$ (28,429)</u></u>	<u><u>\$ (21,062)</u></u>

**CONSTRUCTION INDUSTRY LICENSING BOARD  
 UNLICENSED ACTIVITY ACCOUNT  
 STATEMENT OF REVENUE AND EXPENDITURES  
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<u><b>6/30/2014</b></u>	<u><b>6/30/2013</b></u>
Unlicensed Activity Fees	\$ 164,962	\$ 290,192
Fines	<u>40,356</u>	<u>38,463</u>
Total Revenues	<u>205,318</u>	<u>328,655</u>
<b>EXPENSES</b>		
Investigations	561,151	334,717
General Counsel/Legal	117,917	116,856
Refunds	5	15
Service Charge to General Revenue	13,902	26,709
Interest Assessment	<u>2,520</u>	<u>1,844</u>
Total Expenses	<u>695,495</u>	<u>480,141</u>
<b>TRANSFERS</b>		
Transfer from Operating Account	<u>350,000</u>	<u>-</u>
Total Transfers	<u>350,000</u>	<u>-</u>
<b>CHANGE IN ACCOUNT BALANCE</b>	(140,177)	(151,486)
<b>ACCOUNT BALANCE, Beginning of Period</b>	<u>(304,432)</u>	<u>(152,946)</u>
<b>ACCOUNT BALANCE, End of Period</b>	<u><u>\$ (444,609)</u></u>	<u><u>\$ (304,432)</u></u>

**BOARD OF PROFESSIONAL ENGINEERS  
UNLICENSED ACTIVITY ACCOUNT  
STATEMENT OF REVENUE AND EXPENDITURES  
FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<u><b>6/30/2014</b></u>	<u><b>6/30/2013</b></u>
Unlicensed Activity Fees	\$ 14,065	\$ 191,635
Investment Earnings	1,907	4,062
Total Revenues	<u>15,972</u>	<u>195,697</u>
 <b>EXPENSES</b>		
FEMC Contracted Services	100,875	54,473
Refunds	10	25
Service Charge to General Revenue	1,299	15,950
Total Expenses	<u>102,184</u>	<u>70,448</u>
 <b>CHANGE IN ACCOUNT BALANCE</b>	 (86,211)	 125,248
 <b>TRANSFERS</b>		
Transfer of Excess Cash to General Revenue	1,436	8,567
 <b>ACCOUNT BALANCE, Beginning of Period</b>	 <u>231,789</u>	 <u>115,108</u>
 <b>ACCOUNT BALANCE, End of Period</b>	 <u>\$ 144,142</u>	 <u>\$ 231,789</u>



**ASBESTOS UNIT  
 UNLICENSED ACTIVITY ACCOUNT  
 STATEMENT OF REVENUE AND EXPENDITURES  
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<b>6/30/2014</b>	<b>6/30/2013</b>
Unlicensed Activity Fees	\$ 1,200	\$ 1,200
Investment Earnings	<u>74</u>	<u>129</u>
Total Revenues	<u>1,274</u>	<u>1,329</u>
<b>EXPENSES</b>		
Investigations	478	136
Refunds	-	10
Service Charge to General Revenue	104	<u>108</u>
Total Expenses	<u>582</u>	<u>254</u>
<b>CHANGE IN ACCOUNT BALANCE</b>	692	1,075
<b>ACCOUNT BALANCE, Beginning of Period</b>	<u>8,391</u>	<u>7,316</u>
<b>ACCOUNT BALANCE, End of Period</b>	<u><u>\$ 9,083</u></u>	<u><u>\$ 8,391</u></u>

**BOARD OF PROFESSIONAL GEOLOGISTS  
 UNLICENSED ACTIVITY ACCOUNT  
 STATEMENT OF REVENUE AND EXPENDITURES  
 FOR THE TWELVE MONTHS ENDING JUNE 30, 2014  
 (WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)**

<b>REVENUES</b>	<u><b>6/30/2014</b></u>	<u><b>6/30/2013</b></u>
Unlicensed Activity Fees	\$ 7,995	\$ 3,975
Investment Earnings	<u>542</u>	<u>968</u>
Total Revenues	<u>8,537</u>	<u>4,943</u>
<b>EXPENSES</b>		
General Counsel	-	315
Investigations	190	90
Service Charge to General Revenue	<u>701</u>	<u>402</u>
Total Expenses	<u>891</u>	<u>807</u>
<b>CHANGE IN ACCOUNT BALANCE</b>	7,645	4,136
<b>ACCOUNT BALANCE, Beginning of Period</b>	<u>62,657</u>	<u>58,521</u>
<b>ACCOUNT BALANCE, End of Period</b>	<u><u>\$ 70,303</u></u>	<u><u>\$ 62,657</u></u>

**BOARD OF EMPLOYEE LEASING COMPANIES**  
**UNLICENSED ACTIVITY ACCOUNT**  
**STATEMENT OF REVENUE AND EXPENDITURES**  
**FOR THE TWELVE MONTHS ENDING JUNE 30, 2014**  
(WITH COMPARATIVE TOTALS FOR THE TWELVE MONTHS ENDING JUNE 30, 2013)

<b>REVENUES</b>	<b>6/30/2014</b>	<b>6/30/2013</b>
Unlicensed Activity Fees	\$ 2,560	\$ 350
Investment Earnings	225	392
	<hr/>	<hr/>
Total Revenues	2,785	742
	<hr/>	<hr/>
<b>EXPENSES</b>		
Investigations	857	415
General Counsel/Legal	-	1,864
Refunds	15	-
Service Charge to General Revenue	231	64
	<hr/>	<hr/>
Total Expenses	1,103	2,343
	<hr/>	<hr/>
<b>CHANGE IN ACCOUNT BALANCE</b>	1,682	(1,600)
<b>ACCOUNT BALANCE, Beginning of Period</b>	28,717	30,317
	<hr/>	<hr/>
<b>ACCOUNT BALANCE, End of Period</b>	\$ 30,399	\$ 28,717
	<hr/> <hr/>	<hr/> <hr/>