

## Visit Orlando 2022 Budget

	TDT Funds	Non-TDT Funds	Company Totals
<b>Revenue</b>			
Tourist Development Tax	\$61,500,000		\$61,500,000
Advertising & co-op programs	\$780,000	2,071,600	2,851,600
Ticket Sales & Guest Services		240,000	240,000
Member Dues and Events		2,703,000	2,703,000
Interest & Other		20,400	20,400
Total	\$62,280,000	5,035,000	67,315,000
<b>Expense</b>			
Global Marketing	\$45,725,831	\$1,836,403	\$47,562,234
Convention Sales & Marketing	\$9,834,458	\$1,012,000	10,846,458
Public Relations	\$2,569,310	\$209,215	2,778,525
Visitor Services	\$441,320	\$2,880	444,200
Member Services	\$246,179	\$1,687,902	1,934,081
Market Research & Insights	\$1,421,678	\$4,760	1,426,438
Client and Member Services	\$932,027	\$4,320	936,347
Administration	\$6,344,197	\$277,520	6,621,717
Total	\$67,515,000	\$5,035,000	\$72,550,000
<b>Net From Operations</b>	(\$5,235,000)	\$0	(\$5,235,000)
<b>Other (Uses) &amp; Sources</b>			
Capital	(\$1,550,000)		(\$1,550,000)
Carry Over	\$6,785,000		6,785,000
	\$5,235,000	\$0	\$5,235,000
<b>Company Net</b>	\$0	\$0	\$0