

Visit Orlando 2021 Budget

	TDT Funds	Non-TDT Funds	Company Totals
Revenue			
Tourist Development Tax	\$41,000,000		\$41,000,000
Advertising & co-op programs	637,500	1,686,500	2,324,000
Ticket Sales & Guest Services		1,000,000	1,000,000
Member Dues and Events		2,290,000	2,290,000
Interest & Other		43,000	43,000
Total	41,637,500	5,019,500	46,657,000
Expense			
Global Marketing	\$24,800,256	\$791,094	\$25,591,350
Convention Sales & Marketing	5,581,905	1,046,395	6,628,300
Public Relations	1,479,658	353,242	1,832,900
Visitor Services	270,129	1,032,971	1,303,100
Member Services	184,481	1,024,819	1,209,300
Destination Meeting Services	978,630	5,970	984,600
Market Research & Insights	777,755	166,745	944,500
Client and Member Services	481,600	4,700	486,300
Administration	5,183,086	493,564	5,676,650
Total	\$39,737,500	\$4,919,500	\$44,657,000
Net From Operations	\$1,900,000	\$100,000	\$2,000,000
Other (Uses) & Sources			
Capital		\$100,000	\$100,000
Contingency	1,900,000		1,900,000
Reserves			0
	\$1,900,000	\$100,000	\$2,000,000
Company Net	\$0	\$0	\$0