

**Visit Orlando
2018 Budget**

	Tourist Development Tax			Total TDT	Non-TDT Funds	Company Total
	Company Funds	Additional Advertising Funds	Supplemental Marketing Funds			
Revenue						
Tourist Development Tax	\$ 27,247,809	\$ 23,652,191	\$ 5,500,000	\$ 56,400,000	\$ -	\$ 56,400,000
Advertising and co-op program revenue	-	-	-	-	7,171,000	7,171,000
Attraction ticket sales	-	-	-	-	18,520,499	18,520,499
Member dues and events	-	-	-	-	3,558,600	3,558,600
Registration services revenue	-	-	-	-	1,413,300	1,413,300
Interest and other income	-	-	-	-	242,450	242,450
	<u>27,247,809</u>	<u>23,652,191</u>	<u>5,500,000</u>	<u>56,400,000</u>	<u>30,905,849</u>	<u>87,305,849</u>
Expenses						
Global Marketing	8,203,966	25,089,154	5,000,000	38,293,120	3,759,312	42,052,432
Convention Sales & Marketing	5,424,139	2,136,600	-	7,560,739	2,409,813	9,970,552
Destination Meeting Services	1,003,271	-	-	1,003,271	1,357,439	2,360,710
Member Relations & Development	820,880	-	-	820,880	1,584,602	2,405,482
Sports Marketing	-	-	500,000	500,000	-	500,000
Visitor Services	1,204,501	-	-	1,204,501	17,866,354	19,070,855
Public Relations	2,934,090	60,000	-	2,994,090	598,212	3,592,302
Market Research & Insights	1,731,308	-	-	1,731,308	20,369	1,751,677
Administration	4,260,182	-	-	4,260,182	1,012,657	5,272,839
	<u>25,582,337</u>	<u>27,285,754</u>	<u>5,500,000</u>	<u>58,368,091</u>	<u>28,608,758</u>	<u>86,976,849</u>
Net from operations	1,665,472	(3,633,563)	-	(1,968,091)	2,297,091	329,000
Transfer of private funds generated	(1,936,472)	1,936,472	-	-	-	-
	<u>(271,000)</u>	<u>(1,697,091)</u>	<u>-</u>	<u>(1,968,091)</u>	<u>2,297,091</u>	<u>329,000</u>
Other (uses) and sources						
Reserves, net	271,000	-	-	271,000	-	271,000
Capital	-	-	-	-	(600,000)	(600,000)
	<u>271,000</u>	<u>-</u>	<u>-</u>	<u>271,000</u>	<u>(600,000)</u>	<u>(329,000)</u>
NET	<u>\$ -</u>	<u>\$ (1,697,091)</u>	<u>\$ -</u>	<u>\$ (1,697,091)</u>	<u>\$ 1,697,091</u>	<u>\$ -</u>