

Visit Orlando
Results of Operations
For the Three Months Ending March 31, 2018

	Tourist Development Tax			Total TDT	Non-TDT Funds	Company Total
	Company Funds	Additional Advertising Funds	Supplemental Marketing Funds			
Revenue						
Tourist Development Tax	\$ 7,457,807	\$ 6,742,464	\$ 1,375,000	\$ 15,575,271	\$ -	\$ 15,575,271
Advertising and co-op program revenue	-	-	-	-	1,545,285	1,545,285
Attraction ticket sales	-	-	-	-	5,128,970	5,128,970
Member dues and events	-	-	-	-	3,086,151	3,086,151
Registration services revenue	-	-	-	-	572,493	572,493
Interest and other income	-	-	-	-	(19,399)	(19,399)
	<u>7,457,807</u>	<u>6,742,464</u>	<u>1,375,000</u>	<u>15,575,271</u>	<u>10,313,500</u>	<u>25,888,771</u>
Expenses						
Global Marketing	1,536,519	7,799,036	1,250,000	10,585,555	1,038,190	11,623,745
Convention Sales & Marketing	1,308,074	548,537	-	1,856,611	442,120	2,298,731
Destination Meeting Services	231,573	-	-	231,573	486,845	718,418
Member Relations & Development	138,250	-	-	138,250	221,188	359,438
Sports Marketing	-	-	125,000	125,000	-	125,000
Visitor Services	300,353	-	-	300,353	5,004,948	5,305,301
Public Relations	584,420	-	-	584,420	181,920	766,340
Market Research & Insights	258,368	-	-	258,368	1,569	259,937
Administration	1,001,400	-	-	1,001,400	178,324	1,179,724
	<u>5,358,957</u>	<u>8,347,573</u>	<u>1,375,000</u>	<u>15,081,530</u>	<u>7,555,104</u>	<u>22,636,634</u>
Net from operations	2,098,850	(1,605,109)	-	493,741	2,758,396	3,252,137
Other (uses) and sources						
Reserves, net	67,750	-	-	67,750	-	67,750
Capital	-	-	-	-	(108,875)	(108,875)
	<u>67,750</u>	<u>-</u>	<u>-</u>	<u>67,750</u>	<u>(108,875)</u>	<u>(41,125)</u>
NET	<u>\$ 2,166,600</u>	<u>\$ (1,605,109)</u>	<u>\$ -</u>	<u>\$ 561,491</u>	<u>\$ 2,649,521</u>	<u>\$ 3,211,012</u>