

Visit Orlando
Results of Operations
For the Nine Months Ending September 30, 2018

	Tourist Development Tax						
	Company Funds	Additional Advertising Funds	Supplemental Marketing Funds	Sports Incentive Funds	Total TDT	Non-TDT Funds	Company Total
Revenue							
Tourist Development Tax	\$ 20,080,086	\$ 18,381,038	\$ 4,125,000	\$ -	\$ 42,586,124	\$ -	\$ 42,586,124
Advertising and co-op program revenue	-	-	-	-	-	4,438,910	4,438,910
Attraction ticket sales	-	-	-	-	-	13,661,883	13,661,883
Member dues and events	-	-	-	-	-	3,403,919	3,403,919
Registration services revenue	-	-	-	-	-	1,205,672	1,205,672
Sports Marketing	-	-	-	550,000	550,000	-	550,000
Interest and other income	-	-	-	-	-	146,984	146,984
	<u>20,080,086</u>	<u>18,381,038</u>	<u>4,125,000</u>	<u>550,000</u>	<u>42,586,124</u>	<u>22,857,368</u>	<u>65,443,492</u>
Expenses							
Global Marketing	5,205,839	15,261,303	3,750,000	-	24,217,142	2,793,341	27,010,483
Convention Sales & Marketing	3,969,071	1,661,776	-	-	5,630,847	1,498,930	7,129,777
Destination Meeting Services	697,576	-	-	-	697,576	1,121,245	1,818,821
Member Relations & Development	452,092	-	-	-	452,092	1,062,987	1,515,079
Sports Marketing	-	-	375,000	550,000	925,000	-	925,000
Visitor Services	893,341	-	-	-	893,341	13,170,114	14,063,455
Public Relations	1,814,917	32,770	-	-	1,847,687	324,950	2,172,637
Market Research & Insights	889,429	-	-	-	889,429	3,801	893,230
Administration	3,187,515	-	-	-	3,187,515	668,066	3,855,581
	<u>17,109,780</u>	<u>16,955,849</u>	<u>4,125,000</u>	<u>550,000</u>	<u>38,740,629</u>	<u>20,643,434</u>	<u>59,384,063</u>
Net from operations	2,970,306	1,425,189	-	-	4,395,495	2,213,934	6,609,429
Transfer of private funds generated	13,473	-	-	-	13,473	(13,473)	-
	<u>2,983,779</u>	<u>1,425,189</u>	<u>-</u>	<u>-</u>	<u>4,408,968</u>	<u>2,200,461</u>	<u>6,609,429</u>
Other (uses) and sources							
Reserves, net	203,250	-	-	-	203,250	-	203,250
Capital	-	-	-	-	-	(89,882)	(89,882)
	<u>203,250</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>203,250</u>	<u>(89,882)</u>	<u>113,368</u>
NET	<u>\$ 3,187,029</u>	<u>\$ 1,425,189</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 4,612,218</u>	<u>\$ 2,110,579</u>	<u>\$ 6,722,797</u>