

**Visit Orlando**  
**Results of Operations**  
**For the Year Ending December 31, 2018**

	Tourist Development Tax						
	Company Funds	Additional Advertising Funds	Supplemental Marketing Funds	Sports Incentive Funds	Total TDT	Non-TDT Funds	Company Total
<b>Revenue</b>							
Tourist Development Tax	\$ 27,415,191	\$ 25,232,408	\$ 6,625,000	\$ -	\$ 59,272,599	\$ -	\$ 59,272,599
Advertising and co-op program revenue	-	-	-	-	-	5,983,136	5,983,136
Attraction ticket sales	-	-	-	-	-	20,638,225	20,638,225
Member dues and events	-	-	-	-	-	3,490,699	3,490,699
Registration services revenue	-	-	-	-	-	1,553,372	1,553,372
Sports Marketing	-	-	-	1,562,500	1,562,500	-	1,562,500
Interest and other income	-	-	-	-	-	(53,647)	(53,647)
	<u>27,415,191</u>	<u>25,232,408</u>	<u>6,625,000</u>	<u>1,562,500</u>	<u>60,835,099</u>	<u>31,611,785</u>	<u>92,446,884</u>
<b>Expenses</b>							
Global Marketing	7,560,511	25,493,629	\$ 6,250,000	-	39,304,140	4,169,184	43,473,324
Convention Sales & Marketing	5,380,757	2,162,551	-	-	7,543,308	2,304,033	9,847,341
Destination Meeting Services	926,775	-	-	-	926,775	1,491,029	2,417,804
Member Relations & Development	642,605	-	-	-	642,605	1,549,042	2,191,647
Sports Marketing	-	-	375,000	1,562,500	1,937,500	-	1,937,500
Visitor Services	953,395	-	-	-	953,395	19,816,033	20,769,428
Public Relations	2,508,591	58,945	-	-	2,567,536	543,602	3,111,138
Market Research & Insights	1,245,434	-	-	-	1,245,434	17,145	1,262,579
Administration	4,290,179	-	-	-	4,290,179	1,298,498	5,588,677
	<u>23,508,247</u>	<u>27,715,125</u>	<u>6,625,000</u>	<u>1,562,500</u>	<u>59,410,872</u>	<u>31,188,566</u>	<u>90,599,438</u>
Net from operations	3,906,944	(2,482,717)	-	-	1,424,227	423,219	1,847,446
Transfer of private funds generated	1,113,473	-	-	-	1,113,473	(1,113,473)	-
	<u>5,020,417</u>	<u>(2,482,717)</u>	<u>-</u>	<u>-</u>	<u>2,537,700</u>	<u>(690,254)</u>	<u>1,847,446</u>
<b>Other (uses) and sources</b>							
Reserves, net	241,000	-	-	-	241,000	-	241,000
Capital	-	-	-	-	-	(201,682)	(201,682)
	<u>241,000</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>241,000</u>	<u>(201,682)</u>	<u>39,318</u>
NET	<u>\$ 5,261,417</u>	<u>\$ (2,482,717)</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 2,778,700</u>	<u>\$ (891,936)</u>	<u>\$ 1,886,764</u>