

**Visit Orlando  
2019 Budget**

	Tourist Development Tax			Total TDT	Non-TDT Funds	Company Total
	Company Funds	Additional Advertising Funds	Supplemental Marketing Funds			
<b>Revenue</b>						
Tourist Development Tax	\$ 28,110,000	\$ 27,890,000	\$ 10,000,000	\$ 66,000,000	\$ -	\$ 66,000,000
Advertising and co-op program revenue	-	-	-	-	5,717,709	5,717,709
Attraction ticket sales	-	-	-	-	21,510,000	21,510,000
Member dues and events	-	-	-	-	3,648,550	3,648,550
Registration services revenue	-	-	-	-	1,477,339	1,477,339
Interest and other income	-	-	-	-	244,000	244,000
	<u>28,110,000</u>	<u>27,890,000</u>	<u>10,000,000</u>	<u>66,000,000</u>	<u>32,597,598</u>	<u>98,597,598</u>
<b>Expenses</b>						
Global Marketing	8,733,023	29,346,454	10,000,000	48,079,477	2,857,779	50,937,256
Convention Sales & Marketing	5,847,508	2,958,255	-	8,805,763	2,476,725	11,282,488
Destination Meeting Services	994,375	-	-	994,375	1,339,468	2,333,843
Member Relations & Development	660,479	-	-	660,479	1,739,516	2,399,995
Visitor Services	1,231,721	-	-	1,231,721	20,640,001	21,871,722
Public Relations	2,987,849	60,000	-	3,047,849	524,320	3,572,169
Market Research & Insights	1,562,874	-	-	1,562,874	30,577	1,593,451
Administration	4,726,402	-	-	4,726,402	1,175,272	5,901,674
	<u>26,744,231</u>	<u>32,364,709</u>	<u>10,000,000</u>	<u>69,108,940</u>	<u>30,783,658</u>	<u>99,892,598</u>
Net from operations	<u>1,365,769</u>	<u>(4,474,709)</u>	<u>-</u>	<u>(3,108,940)</u>	<u>1,813,940</u>	<u>(1,295,000)</u>
<b>Other (uses) and sources</b>						
New 2018 TDT carryover to 2019		1,250,000	-	1,250,000	-	1,250,000
Reserves, net	295,000	-	-	295,000	-	295,000
Capital	-	-	-	-	(250,000)	(250,000)
	<u>295,000</u>	<u>1,250,000</u>	<u>-</u>	<u>1,545,000</u>	<u>(250,000)</u>	<u>1,295,000</u>
NET	<u>\$ 1,660,769</u>	<u>\$ (3,224,709)</u>	<u>\$ -</u>	<u>\$ (1,563,940)</u>	<u>\$ 1,563,940</u>	<u>\$ -</u>