

Visit Orlando
Results of Operations
For the Three Months Ending March 31, 2019

	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							
Primary agreement	\$ 6,027,040	\$ 9,313,508	\$ 2,500,000	\$ -	\$ 17,840,548	\$ -	\$ 17,840,548
Sports incentive fund distributions	-	-	-	1,350,000	1,350,000	-	1,350,000
Advertising and co-op program revenue	-	-	-	-	-	990,090	990,090
Attraction ticket sales	-	-	-	-	-	5,383,277	5,383,277
Member dues and events	-	-	-	-	-	3,033,477	3,033,477
Registration services revenue	-	-	-	-	-	419,542	419,542
Interest and other income	-	-	-	-	-	216,064	216,064
	<u>6,027,040</u>	<u>9,313,508</u>	<u>2,500,000</u>	<u>1,350,000</u>	<u>19,190,548</u>	<u>10,042,450</u>	<u>29,232,998</u>
Expenses							
Global Marketing	2,043,499	9,726,455	2,500,000	-	14,269,954	463,990	14,733,944
Convention Sales & Marketing	1,222,388	451,211	-	-	1,673,599	572,064	2,245,663
Destination Meeting Services	251,586	-	-	-	251,586	385,368	636,954
Member Relations & Development	129,573	-	-	-	129,573	245,494	375,067
Sports Marketing	-	-	-	1,350,000	1,350,000	-	1,350,000
Visitor Services	217,819	-	-	-	217,819	5,177,177	5,394,996
Public Relations	585,673	-	-	-	585,673	161,534	747,207
Market Research & Insights	271,107	-	-	-	271,107	2,615	273,722
Administration	1,166,407	-	-	-	1,166,407	172,207	1,338,614
	<u>5,888,052</u>	<u>10,177,666</u>	<u>2,500,000</u>	<u>1,350,000</u>	<u>19,915,718</u>	<u>7,180,449</u>	<u>27,096,167</u>
Net from operations	138,988	(864,158)	-	-	(725,170)	2,862,001	2,136,831
Transfer of private funds generated	-	94,597	-	-	94,597	(94,597)	-
	<u>138,988</u>	<u>(769,561)</u>	<u>-</u>	<u>-</u>	<u>(630,573)</u>	<u>2,767,404</u>	<u>2,136,831</u>
Other (uses) and sources							
New 2018 TDT carryover to 2019	-	312,500	-	-	312,500	-	312,500
Reserves, net	73,750	-	-	-	73,750	-	73,750
Capital	-	-	-	-	-	(138,700)	(138,700)
	<u>73,750</u>	<u>312,500</u>	<u>-</u>	<u>-</u>	<u>386,250</u>	<u>(138,700)</u>	<u>247,550</u>
NET	<u>\$ 212,738</u>	<u>\$ (457,061)</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ (244,323)</u>	<u>\$ 2,628,704</u>	<u>\$ 2,384,381</u>