

**Visit Orlando**  
**Results of Operations**  
**For the Six Months Ending June 30, 2019**

	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							
Primary agreement	\$ 14,779,852	\$ 14,755,684	\$ 5,000,000	\$ -	\$ 34,535,536	\$ -	\$ 34,535,536
Sports incentive fund distributions	-	-	-	2,475,000	2,475,000	-	2,475,000
Advertising and co-op program revenue	-	-	-	-	-	2,851,254	2,851,254
Attraction ticket sales	-	-	-	-	-	10,157,324	10,157,324
Member dues and events	-	-	-	-	-	3,456,203	3,456,203
Registration services revenue	-	-	-	-	-	769,619	769,619
Interest and other income	-	-	-	-	-	325,598	325,598
	<u>14,779,852</u>	<u>14,755,684</u>	<u>5,000,000</u>	<u>2,475,000</u>	<u>37,010,536</u>	<u>17,559,998</u>	<u>54,570,534</u>
<b>Expenses</b>							
Global Marketing	4,151,036	17,117,415	2,500,000	-	23,768,451	1,363,509	25,131,960
Convention Sales & Marketing	2,496,228	1,240,761	-	-	3,736,989	1,428,836	5,165,825
Destination Meeting Services	535,272	-	-	-	535,272	724,400	1,259,672
Member Relations & Development	266,872	-	-	-	266,872	698,183	965,055
Sports Marketing	-	-	-	2,475,000	2,475,000	-	2,475,000
Visitor Services	446,675	-	-	-	446,675	9,793,155	10,239,830
Public Relations	1,233,477	26,525	-	-	1,260,002	295,906	1,555,908
Market Research & Insights	490,652	-	-	-	490,652	4,472	495,124
Administration	2,312,323	-	-	-	2,312,323	400,358	2,712,681
	<u>11,932,535</u>	<u>18,384,701</u>	<u>2,500,000</u>	<u>2,475,000</u>	<u>35,292,236</u>	<u>14,708,819</u>	<u>50,001,055</u>
Net from operations	2,847,317	(3,629,017)	2,500,000	-	1,718,300	2,851,179	4,569,479
Transfer of private funds generated	-	94,597	-	-	94,597	(94,597)	-
	<u>2,847,317</u>	<u>(3,534,420)</u>	<u>2,500,000</u>	<u>-</u>	<u>1,812,897</u>	<u>2,756,582</u>	<u>4,569,479</u>
<b>Other (uses) and sources</b>							
New 2018 TDT carryover to 2019	-	625,000	-	-	625,000	-	625,000
Reserves, net	147,500	-	-	-	147,500	-	147,500
Capital	-	-	-	-	-	(190,994)	(190,994)
	<u>147,500</u>	<u>625,000</u>	<u>-</u>	<u>-</u>	<u>772,500</u>	<u>(190,994)</u>	<u>581,506</u>
NET	<u>\$ 2,994,817</u>	<u>\$ (2,909,420)</u>	<u>\$ 2,500,000</u>	<u>\$ -</u>	<u>\$ 2,585,397</u>	<u>\$ 2,565,588</u>	<u>\$ 5,150,985</u>