

**Visit Orlando**  
**Results of Operations**  
**For the Nine Months Ending September 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	\$ 20,798,490	\$ 20,760,988	\$ 7,500,000	\$ -	\$ 49,059,478	\$ -	\$ 49,059,478
Sports incentive fund distributions	-	-	-	3,328,000	3,328,000	-	3,328,000
Advertising and co-op program revenue	-	-	-	-	-	4,163,030	4,163,030
Attraction ticket sales	-	-	-	-	-	13,743,750	13,743,750
Member dues and events	-	-	-	-	-	3,564,603	3,564,603
Registration services revenue	-	-	-	-	-	910,968	910,968
Interest and other income	-	-	-	-	-	372,934	372,934
	<u>20,798,490</u>	<u>20,760,988</u>	<u>7,500,000</u>	<u>3,328,000</u>	<u>52,387,478</u>	<u>22,755,285</u>	<u>75,142,763</u>
<b>Expenses</b>							
Global Marketing	6,080,755	20,682,112	7,500,000	-	34,262,867	2,184,621	36,447,488
Convention Sales & Marketing	3,776,040	2,266,102	-	-	6,042,142	1,980,085	8,022,227
Destination Meeting Services	806,321	-	-	-	806,321	881,364	1,687,685
Member Relations & Development	407,467	-	-	-	407,467	1,089,873	1,497,340
Sports Marketing	-	-	-	3,328,000	3,328,000	-	3,328,000
Visitor Services	648,100	-	-	-	648,100	13,299,998	13,948,098
Public Relations	1,864,082	29,466	-	-	1,893,548	402,536	2,296,084
Market Research & Insights	890,256	-	-	-	890,256	23,244	913,500
Administration	3,462,324	-	-	-	3,462,324	783,830	4,246,154
	<u>17,935,345</u>	<u>22,977,680</u>	<u>7,500,000</u>	<u>3,328,000</u>	<u>51,741,025</u>	<u>20,645,551</u>	<u>72,386,576</u>
Net from operations	2,863,145	(2,216,692)	-	-	646,453	2,109,734	2,756,187
Transfer of co-op revenue	-	94,597	-	-	94,597	(94,597)	-
	<u>2,863,145</u>	<u>(2,122,095)</u>	<u>-</u>	<u>-</u>	<u>741,050</u>	<u>2,015,137</u>	<u>2,756,187</u>
<b>Other (uses) and sources</b>							
New 2018 TDT carryover to 2019	-	937,500	-	-	937,500	-	937,500
Reserves, net	221,250	-	-	-	221,250	-	221,250
Capital	-	-	-	-	-	(242,597)	(242,597)
	<u>221,250</u>	<u>937,500</u>	<u>-</u>	<u>-</u>	<u>1,158,750</u>	<u>(242,597)</u>	<u>916,153</u>
NET	<u>\$ 3,084,395</u>	<u>\$ (1,184,595)</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 1,899,800</u>	<u>\$ 1,772,540</u>	<u>\$ 3,672,340</u>