

Visit Orlando
Results of Operations
For the Twelve Months Ending December 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	\$ 39,377,214	\$ 18,610,187	\$ 10,000,000	\$ -	\$ 67,987,401	\$ -	\$ 67,987,401
Sports incentive fund distributions	-	-	-	4,915,500	4,915,500	-	4,915,500
Business development fund	-	-	-	-	-	1	1
Advertising and co-op program revenue	-	-	-	-	-	5,314,872	5,314,872
Attraction ticket sales	-	-	-	-	-	23,361,968	23,361,968
Member dues and events	-	-	-	-	-	3,642,783	3,642,783
Registration services revenue	-	-	-	-	-	1,361,832	1,361,832
Interest and other income	-	-	-	-	-	620,960	620,960
	<u>39,377,214</u>	<u>18,610,187</u>	<u>10,000,000</u>	<u>4,915,500</u>	<u>72,902,901</u>	<u>34,302,416</u>	<u>107,205,317</u>
Expenses							
Global Marketing	10,394,776	27,613,994	10,000,000	-	48,008,770	3,558,608	51,567,378
Convention Sales & Marketing	5,368,278	3,043,720	-	-	8,411,998	2,999,081	11,411,079
Destination Meeting Services	1,077,924	-	-	-	1,077,924	1,354,761	2,432,685
Member Relations & Development	558,495	-	-	-	558,495	1,629,438	2,187,933
Sports Marketing	-	-	-	4,915,500	4,915,500	-	4,915,500
Visitor Services	904,948	-	-	-	904,948	22,551,952	23,456,900
Public Relations	2,539,871	54,266	-	-	2,594,137	584,429	3,178,566
Market Research & Insights	1,266,216	-	-	-	1,266,216	42,367	1,308,583
Administration	4,679,661	-	-	-	4,679,661	1,345,854	6,025,515
	<u>26,790,169</u>	<u>30,711,980</u>	<u>10,000,000</u>	<u>4,915,500</u>	<u>72,417,649</u>	<u>34,066,490</u>	<u>106,484,139</u>
Net from operations	12,587,045	(12,101,793)	-	-	485,252	235,926	721,178
Transfer of co-op revenue	-	842,925	-	-	842,925	(842,925)	-
	<u>12,587,045</u>	<u>(11,258,868)</u>	<u>-</u>	<u>-</u>	<u>1,328,177</u>	<u>(606,999)</u>	<u>721,178</u>
Other (uses) and sources							
Capital	-	-	-	-	-	(302,100)	(302,100)
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>(302,100)</u>	<u>(302,100)</u>
NET	<u>\$ 12,587,045</u>	<u>\$ (11,258,868)</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 1,328,177</u>	<u>\$ (909,099)</u>	<u>\$ 419,078</u>