

**Visit Orlando  
2020 Budget**

	TDT Funds	Non-TDT Funds	Company Total
<b>Revenue</b>			
Tourist Development Tax	\$ 75,400,000	\$ -	\$ 75,400,000
Advertising and co-op program revenue	-	6,510,041	6,510,041
Attraction ticket sales	-	21,950,000	21,950,000
Member dues and events	-	3,883,055	3,883,055
Registration services revenue	-	1,503,000	1,503,000
Interest and other income	-	350,000	350,000
	<u>75,400,000</u>	<u>34,196,096</u>	<u>109,596,096</u>
<b>Expenses</b>			
Global Marketing	57,465,719	2,893,046	60,358,765
Convention Sales & Marketing	10,527,883	2,684,992	13,212,875
Destination Meeting Services	1,094,522	1,435,386	2,529,908
Member Relations & Development	402,587	1,831,511	2,234,098
Visitor Services	857,049	21,481,946	22,338,995
Public Relations	2,106,484	636,280	2,742,764
Market Research & Insights	1,472,353	25,992	1,498,345
Administration	4,919,091	1,186,255	6,105,346
	<u>78,845,688</u>	<u>32,175,408</u>	<u>111,021,096</u>
Net from operations	(3,445,688)	2,020,688	(1,425,000)
Transfer of non-TDT funds generated	1,414,703	(1,414,703)	-
	<u>(2,030,985)</u>	<u>605,985</u>	<u>(1,425,000)</u>
<b>Other (uses) and sources</b>			
New 2019 TDT carryover to 2020	1,500,000	-	1,500,000
Reserves, net	375,000	-	375,000
Capital	-	(450,000)	(450,000)
	<u>1,875,000</u>	<u>(450,000)</u>	<u>1,425,000</u>
NET	<u>\$ (155,985)</u>	<u>\$ 155,985</u>	<u>\$ -</u>