

**Visit Orlando**  
**Results of Operations**  
**For the Three Months Ending March 31, 2020**

	Tourist Development Tax				Company Total
	Company Funds	Sports Incentive Funds	Total TDT	Non-TDT Funds	
<b>Revenue</b>					
Tourist Development Tax					
Primary agreement	\$ 15,779,076	\$ -	\$ 15,779,076	\$ -	\$ 15,779,076
Sports incentive fund distributions	-	3,090,500	3,090,500	-	3,090,500
Advertising and co-op program revenue	-	-	-	587,433	587,433
Attraction ticket sales	-	-	-	2,214,564	2,214,564
Member dues and events	-	-	-	3,037,330	3,037,330
Registration services revenue	-	-	-	437,333	437,333
Interest and other income	-	-	-	(370,502)	(370,502)
	<u>15,779,076</u>	<u>3,090,500</u>	<u>18,869,576</u>	<u>5,906,158</u>	<u>24,775,734</u>
<b>Expenses</b>					
Global Marketing	10,402,889	-	10,402,889	317,572	10,720,461
Convention Sales & Marketing	2,017,807	-	2,017,807	1,143,460	3,161,267
Destination Meeting Services	255,219	-	255,219	346,185	601,404
Member Relations & Development	2,457,548	-	2,457,548	249,546	2,707,094
Sports Marketing	-	3,090,500	3,090,500	-	3,090,500
Visitor Services	195,459	-	195,459	2,182,121	2,377,580
Public Relations	443,519	-	443,519	78,910	522,429
Market Research & Insights	299,446	-	299,446	3,521	302,967
Administration	1,371,982	-	1,371,982	206,090	1,578,072
	<u>17,443,869</u>	<u>3,090,500</u>	<u>20,534,369</u>	<u>4,527,405</u>	<u>25,061,774</u>
Net from operations	(1,664,793)	-	(1,664,793)	1,378,753	(286,040)
Transfer of co-op revenue	199,033	-	199,033	(199,033)	-
	<u>(1,465,760)</u>	<u>-</u>	<u>(1,465,760)</u>	<u>1,179,720</u>	<u>(286,040)</u>
<b>Other (uses) and sources</b>					
Capital	-	-	-	(18,691)	(18,691)
	<u>-</u>	<u>-</u>	<u>-</u>	<u>(18,691)</u>	<u>(18,691)</u>
NET	<u>\$ (1,465,760)</u>	<u>\$ -</u>	<u>\$ (1,465,760)</u>	<u>\$ 1,161,029</u>	<u>\$ (304,731)</u>