

AUSTIN CONVENTION & VISITORS BUREAU

Proposed Budget 2015 - 2016

REVENUE	Proposed FY2016	Amended FY2015	Estimated FY2015
City Contract - FY 2015/16 Hotel Occupancy Tax & Convention Center Operating Fund	14,473,733	12,410,510	12,410,510
Private Sector Revenue			
Retail Revenue	1,022,000	991,000	991,000
Publication Sales	20,000	20,000	20,000
Rack Rental	15,000	20,000	20,000
Partnership Revenue	504,000	398,250	398,250
Austin Sports Commission Revenue	72,500	67,500	67,500
Services Billed	235,000	174,000	174,000
Donated Services	365,000	350,000	350,000
Interest Income	300	600	600
Sponsorship Revenue	306,100	503,950	503,950
Sub-Total, Private Sector Revenue	2,539,900	2,525,300	2,525,300
TOTAL REVENUE	17,013,633	14,935,810	14,935,810

BUDGET BY PROGRAM

Convention Sales & Services	*	6,549,660	5,767,908	5,767,908
Marketing	**	5,646,013	4,911,699	4,911,699
Finance/Administration/IT		1,891,644	1,790,700	1,790,700
Music & Film		486,509	461,104	461,104
Visitor Center		1,439,807	1,344,972	1,344,972
Reserve Fund		1,000,000	659,427	659,427

TOTAL

17,013,633	14,935,810	14,935,810
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CHANGE IN NET ASSETS

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	FY2015/16 Percentage Allocation	FY2014/15 Percentage Allocation	
Convention Sales	*	28%	31%
Convention Services	*	6%	3%
Convention Services - Housing	*	2%	2%
Tourism Sales	*	3%	3%
Marketing/Advertising	**	33%	33%
Music & Film		3%	3%
Visitor Center		8%	9%
Finance/Administrative/IT		11%	12%
Reserve Fund		6%	4%
	100%	100%	