

AUSTIN CONVENTION AND VISITORS BUREAU  
dba VISIT AUSTIN  
PROPOSED FY 2018/2019 BUDGET

|                                      | Sales     | Services  | Tourism | ASC       | Communications | Heritage | Strategic<br>Partnership | Advertising | Film    | Music   | VC        | Operations | Total      |
|--------------------------------------|-----------|-----------|---------|-----------|----------------|----------|--------------------------|-------------|---------|---------|-----------|------------|------------|
| City Contract                        | 4,589,913 | 911,297   | 558,077 | 276,075   | 995,756        | -        | 41,248                   | 2,592,598   | 187,533 | 309,697 | 485,135   | 2,180,542  | 13,127,871 |
| Retail Revenue                       | -         | -         | -       | -         | -              | -        | -                        | -           | -       | -       | 1,140,000 | -          | 1,140,000  |
| Publication Sales                    | -         | -         | -       | -         | -              | -        | -                        | -           | -       | -       | -         | -          | -          |
| Rack Rental Revenue                  | -         | -         | -       | -         | -              | -        | -                        | -           | -       | -       | 15,000    | -          | 15,000     |
| Partnership Revenue                  | -         | -         | -       | -         | -              | -        | 646,525                  | -           | -       | -       | -         | -          | 646,525    |
| ASC Revenue                          | -         | -         | -       | 68,000    | -              | -        | -                        | -           | -       | -       | -         | -          | 68,000     |
| Services Revenue                     | -         | 22,400    | -       | -         | -              | -        | -                        | -           | -       | -       | -         | -          | 22,400     |
| Donated Services                     | -         | -         | -       | 15,000    | -              | -        | 300,000                  | -           | -       | -       | -         | -          | 315,000    |
| Interest                             | -         | -         | -       | -         | -              | -        | -                        | -           | -       | -       | -         | 3,600      | 3,600      |
| Draw on Reserve Fund                 | -         | 310,100   | -       | -         | -              | -        | -                        | -           | -       | 66,000  | -         | -          | 376,100    |
| Total Private Revenue                | -         | 332,500   | -       | 83,000    | -              | -        | 946,525                  | -           | -       | 66,000  | 1,155,000 | 3,600      | 2,586,625  |
| Total Revenue                        |           |           |         |           |                |          |                          |             |         |         |           |            | 15,714,496 |
| Client Development                   | 297,000   | 72,300    | 12,000  | 11,500    | 2,500          | -        | 32,000                   | -           | -       | -       | -         | -          | 427,300    |
| FAMS/Site Visits                     | 101,000   | -         | 15,000  | 1,000     | 14,992         | -        | 6,000                    | -           | -       | -       | -         | -          | 137,992    |
| Convention Commitments               | 200,000   | 350,100   | -       | -         | -              | -        | -                        | -           | -       | -       | -         | -          | 550,100    |
| Local Meetings                       | 8,200     | 7,145     | 250     | 3,000     | 1,608          | -        | 3,600                    | -           | -       | -       | -         | -          | 23,803     |
| Promotional Items                    | 100,000   | -         | -       | -         | -              | -        | -                        | -           | -       | -       | -         | -          | 100,000    |
| Special Promotions                   | -         | 4,000     | 7,300   | 41,000    | -              | -        | 151,000                  | -           | -       | -       | -         | -          | 203,300    |
| Industry Relations                   | 296,100   | -         | -       | -         | -              | -        | 9,500                    | -           | -       | -       | -         | -          | 305,600    |
| Trade Shows                          | 351,500   | 4,950     | 63,000  | 11,500    | -              | -        | 22,500                   | -           | -       | -       | -         | -          | 453,450    |
| Professional Development             | 23,000    | 9,500     | 3,000   | -         | 13,500         | -        | 2,000                    | -           | -       | -       | -         | 10,850     | 61,850     |
| Information Technology               | 78,964    | 9,918     | 1,304   | 3,172     | 19,601         | -        | 2,608                    | -           | 2,094   | 1,868   | 10,726    | 154,570    | 284,825    |
| Fulfillment                          | -         | -         | -       | -         | 51,072         | -        | -                        | -           | -       | -       | -         | -          | 51,072     |
| Collateral                           | -         | 1,600     | -       | -         | -              | -        | -                        | -           | -       | -       | 10,000    | -          | 11,600     |
| Media Production and Placement       | -         | 21,000    | -       | -         | -              | -        | -                        | 2,592,598   | -       | -       | -         | -          | 2,613,598  |
| Research                             | 220,960   | -         | -       | -         | 48,288         | -        | -                        | -           | -       | -       | -         | -          | 269,248    |
| Professional and Contracted Services | -         | -         | 35,000  | -         | 50,004         | -        | 148,000                  | -           | -       | -       | 2,000     | 261,212    | 496,216    |
| Music/Film Programs                  | -         | -         | -       | -         | -              | -        | -                        | -           | 53,980  | 279,395 | -         | -          | 333,375    |
| Heritage Grant Program               | -         | -         | -       | -         | -              | -        | -                        | -           | -       | -       | -         | -          | -          |
| Retail Cost of Goods Sold            | -         | -         | -       | -         | -              | -        | -                        | -           | -       | -       | 859,130   | -          | 859,130    |
| Visitor Services                     | -         | -         | -       | -         | -              | -        | -                        | -           | -       | -       | 52,373    | -          | 52,373     |
| Employee Relations                   | -         | -         | -       | -         | -              | -        | -                        | -           | -       | -       | -         | -          | -          |
| Donated Services                     | -         | -         | -       | 15,000    | -              | -        | 300,000                  | -           | -       | -       | -         | -          | 315,000    |
| Total Program Expenses               | 1,676,724 | 480,513   | 136,854 | 86,172    | 201,565        | -        | 677,208                  | 2,592,598   | 56,074  | 281,263 | 934,229   | 426,632    | 7,549,832  |
| Overhead and Office Expenses         | 71,404    | 14,758    | 59,075  | 4,023     | 18,759         | -        | 6,408                    | -           | 2,208   | 1,404   | 7,740     | 117,920    | 303,699    |
| Depreciation                         | -         | -         | -       | -         | -              | -        | -                        | -           | -       | -       | -         | 222,000    | 222,000    |
| Rent                                 | 419,484   | 116,100   | 54,048  | 43,980    | 141,864        | -        | 44,160                   | -           | 19,188  | 16,524  | 237,216   | 238,584    | 1,331,148  |
| Personnel Costs                      | 2,422,301 | 632,426   | 308,100 | 224,900   | 633,568        | -        | 259,997                  | -           | 110,063 | 76,506  | 460,950   | 1,179,006  | 6,307,817  |
|                                      | 4,589,913 | 1,243,797 | 558,077 | 359,075   | 995,756        | -        | 987,773                  | 2,592,598   | 187,533 | 375,697 | 1,640,135 | 2,184,142  | 15,714,496 |
| Total by Functional Area             |           |           |         | 6,750,862 |                |          |                          | 4,576,127   |         | 563,230 | 1,640,135 | 2,184,142  | 15,714,496 |
|                                      |           |           |         | 43.0%     |                |          |                          | 29.1%       |         | 3.6%    | 10.4%     | 13.9%      |            |