

# VISIT AUSTIN BUDGET OVERVIEW

Fiscal Year 2019-2020

Tom Noonan, President & CEO



# MISSION

Visit Austin, as an accredited member of Destinations International, is contracted by the City to market Austin nationally and internationally as a premier business and leisure destination, thus enriching Austin's hospitality industry and our community's overall quality of life.

In addition, Visit Austin houses the Austin Film Commission, Music Office and Sports Commission. The organization is a private, nonprofit 501 (c)(6) corporation in its 22nd year of operation as an independent agency.

# TOURISM & PROMOTION FUND

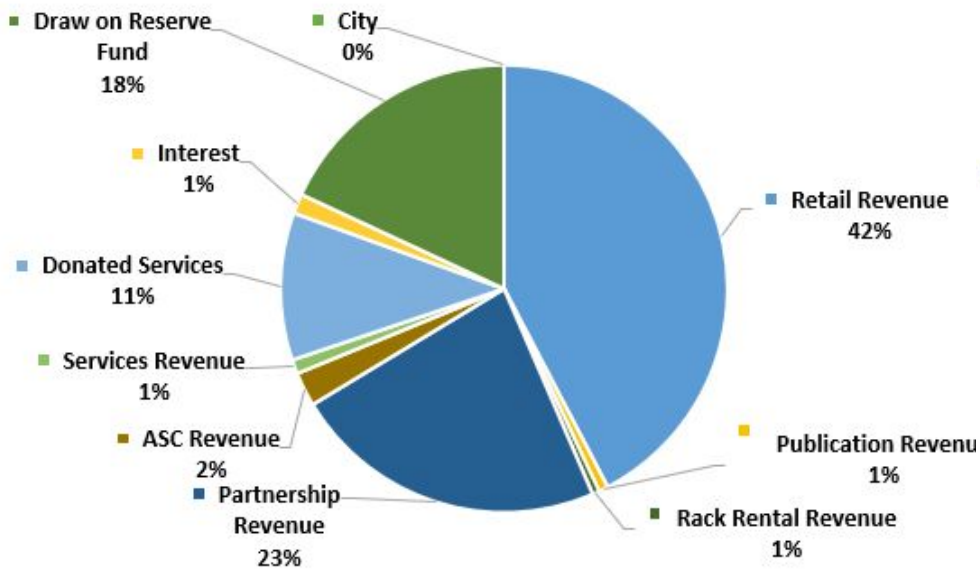
	FY20 Proposed
<b>Visit Austin Total Contract Amount</b>	<b>14,748,301</b>
Initial T&P Fund V.A. contract amount assuming T&P fund received 100% of the 1.45 cents/7 cents	
Beginning Balance	323,708
HOT funds	16,406,583
T&P interest	18,010
Less permanent V.A. cost savings	(2,000,000)
<b>Adjusted Contract amount</b>	<b>14,748,301</b>
<b>FUNDING SOURCES by fund:</b>	
<b>T&amp;P Fund (contract amount)</b>	<b>7,948,301</b>
Beginning balance (prior year additional HOT)	323,708
T&P Fund interest	18,010
HOT transfer in to T&P Fund	4,525,954
ACCD transfer in to T&P Fund	3,080,629
<b>ACC Operating Fund</b>	<b>6,800,000</b>
Convention sales	6,700,000
Convention sales-increase	100,000
<b>Visit Austin Total Contract Amount</b>	<b>14,748,301</b>
variance	0

Plus \$6,800,000 from Convention  
Center Operations Funding for  
Convention Sales & Services Activities

Total City Funding: \$14,748,301

# VISIT AUSTIN 2019-2020 ALL SOURCES & USES OF FUNDS

Sources of Funds



Uses of Funds



# VISIT AUSTIN SOURCES & USES ALLOCATION IN DOLLARS

Sources			Uses		
City	14,748,301.00*	83.32%	Sales	5,129,968.00	28.98%
Retail Revenue	1,250,000.00	7.06%	Services	1,419,834.00	8.02%
Publication Revenue	20,000.00	0.11%	Tourism	585,854.00	3.31%
Rack Rental Revenue	15,000.00	0.08%	ASC	392,834.00	2.22%
Partnership Revenue	674,500.00	3.81%	Communications	1,248,462.00	7.05%
ASC Revenue	73,000.00	0.41%	Strategic Partners	1,059,913.00	5.99%
Services Revenue	30,200.00	0.17%	Advertising	2,941,372.00	16.62%
Donated Services	315,000.00	1.78%	Film	217,625.00	1.23%
Interest	42,000.00	0.24%	Music	485,319.00	2.74%
Draw on Reserve Fund	533,800.00	3.02%	Visitor Center	1,697,767.00	9.59%
			Operations	2,522,853.00	14.25%
Total	17,701,801.00	100.00%	Total	17,701,801.00	100.00%
*5.71% per code =	7,948,301				
ACC Operating Fund =	6,800,000				
	14,748,301				

# VISIT AUSTIN DEPARTMENTS

## **CONVENTION SALES**

Promote Austin nationally and internationally to meeting professionals, generate high-impact revenue for hotels in greater Austin, and secure citywide conventions which benefit multiple hotels and the Austin Convention Center.

## **AUSTIN SPORTS COMMISSION**

Working as an extension of the Visit Austin sales team, the Austin Sports Commission (ASC) actively recruits, retains and grows sporting events in the Austin area.

## **CONVENTION SERVICES**

Provide destination support, guidance and resources to booked meetings and conventions to ensure the highest level of success.

## **VISITOR SERVICES**

Market Austin by promoting activities that will generate new and repeat visitors to both leisure visitors to both leisure and business travelers.

## **FILM COMMISSION**

Market Austin to filmmakers, industry producers and entertainment studios. In doing so, the Austin Film Commission works as a clearing house bringing ready-to-film features, commercials, still shoots and television productions to Austin.

## **MARKETING**

Deliver targeted messaging about Austin and Visit Austin to constituents, meeting professionals, travel trade professionals and the hospitality industry through integrated efforts including advertising, social media, experiential and other promotions.

## **COMMUNICATIONS**

Deliver compelling and consistent messaging about Austin and Visit Austin to press and the hospitality industry at large through a variety of strategic integrated efforts.

## **TOURISM**

Promote the Austin travel product to domestic and international travel markets through strategic activities, attending trade shows, sales missions, familiarization tours (FAMs), and Air service development.

## **STRATEGIC ALLIANCES**

Further the mission of Visit Austin by building and growing strategic alliances with hospitality and corporate partners.

## **MUSIC OFFICE**

Promotes Austin as the Live Music Capital of the World® and serves as a clearing house for music inquiries.

# QUESTIONS