# AUSTIN CONVENTION AND VISITORS BUREAU
# dba VISIT AUSTIN
# PROPOSED FY 2019/2020 BUDGET

| | Sales | Services | Tourism | ASC | Communications | Heritage | Strategic Partnership | Advertising | Film | Music | VC | Operations | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| City Contract | 5,129,967 | 958,034 | 583,454 | 304,835 | 1,248,462 | - | 65,518 | 2,940,248 | 217,684 | 385,477 | 432,770 | 2,481,852 | 14,748,301 |
| Retail Revenue | - | - | - | - | - | - | - | - | - | - | 1,250,000 | - | 1,250,000 |
| Publication Sales | - | - | - | - | - | - | 20,000 | - | - | - | - | - | 20,000 |
| Rack Rental Revenue | - | - | - | - | - | - | - | - | - | - | 15,000 | - | 15,000 |
| Partnership Revenue | - | - | - | - | - | - | 674,500 | - | - | - | - | - | 674,500 |
| ASC Revenue | - | - | - | 73,000 | - | - | - | - | - | - | - | - | 73,000 |
| Services Revenue | - | 30,200 | - | - | - | - | - | - | - | - | - | - | 30,200 |
| Donated Services | - | - | - | 15,000 | - | - | 300,000 | - | - | - | - | - | 315,000 |
| Interest | - | - | - | - | - | - | - | - | - | - | - | 42,000 | 42,000 |
| Draw on Reserve Fund | - | 434,000 | - | - | - | - | - | - | - | 99,800 | - | - | 533,800 |
| **Total Private Revenue** | **-** | **464,200** | **-** | **88,000** | **-** | **-** | **994,500** | **-** | **-** | **99,800** | **1,265,000** | **42,000** | **2,953,500** |
| Total Revenue | | | | | | | | | | | | | **17,701,801** |
| Client Development | 347,900 | 97,750 | 24,000 | 56,775 | 2,500 | - | 32,800 | - | - | - | - | - | 561,725 |
| FAMS/Site Visits | 101,000 | - | 14,500 | 4,000 | 15,000 | - | 6,000 | - | - | - | - | - | 140,500 |
| Convention Commitments | 200,000 | 474,500 | - | - | - | - | - | - | - | - | - | - | 674,500 |
| Local Meetings | 8,200 | 8,355 | 250 | 3,000 | 1,608 | - | 3,600 | - | - | - | - | - | 25,013 |
| Promotional Items | 108,000 | - | - | - | - | - | - | - | - | - | - | - | 108,000 |
| Special Promotions | - | 4,500 | 7,300 | 38,500 | - | - | 61,000 | - | - | - | - | - | 111,300 |
| Industry Relations | 560,956 | - | - | - | - | - | 139,500 | - | - | - | - | - | 700,456 |
| Trade Shows | 303,500 | 6,250 | 63,000 | 16,065 | - | - | 31,000 | - | - | - | - | - | 419,815 |
| Professional Development | 30,000 | 8,000 | 3,000 | - | 23,000 | - | 2,000 | - | - | - | - | 12,950 | 78,950 |
| Information Technology | 104,968 | 9,672 | 2,400 | 3,456 | 20,784 | - | 9,036 | - | 2,904 | 2,112 | 90,968 | 211,624 | 457,924 |
| Fulfillment | - | - | - | - | 49,224 | - | - | - | - | - | - | - | 49,224 |
| Collateral | - | 5,800 | - | - | - | - | - | - | - | - | - | - | 5,800 |
| Media Production and Placement | - | 28,500 | - | - | - | - | - | 2,941,372 | - | - | - | - | 2,969,872 |
| Research | 215,950 | - | - | - | 50,288 | - | - | - | - | - | - | - | 266,238 |
| Professional and Contracted Services | - | - | 45,000 | - | 50,000 | - | 148,000 | - | - | - | 2,000 | 370,202 | 615,202 |
| Music/Film Programs | - | - | - | - | - | - | - | - | 86,180 | 373,935 | - | - | 460,115 |
| Heritage Grant Program | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Retail Cost of Goods Sold | - | - | - | - | - | - | - | - | - | - | 955,219 | - | 955,219 |
| Visitor Services | - | - | - | - | - | - | - | - | - | - | 59,597 | - | 59,597 |
| Employee Relations | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Donated Services | - | - | - | 15,000 | - | - | 300,000 | - | - | - | - | - | 315,000 |
| **Total Program Expenses** | 1,980,474 | 643,327 | 159,450 | 136,796 | 212,404 | - | 732,936 | 2,941,372 | 89,084 | 376,047 | 1,107,784 | 594,776 | 8,974,450 |
| Overhead and Office Expenses | 66,782 | 18,122 | 60,647 | 6,251 | 15,771 | - | 5,728 | - | 1,556 | 1,848 | 8,280 | 102,158 | 287,143 |
| Depreciation | - | - | - | - | - | - | - | - | - | - | - | 228,000 | 228,000 |
| Rent | 483,876 | 117,348 | 54,744 | 45,036 | 142,032 | - | 46,308 | - | 19,488 | 17,016 | 93,060 | 241,836 | 1,260,744 |
| Personnel Costs | 2,598,836 | 641,037 | 311,013 | 204,751 | 878,255 | - | 274,941 | - | 107,497 | 90,408 | 488,643 | 1,356,083 | 6,951,464 |
| | 5,129,968 | 1,419,834 | 585,854 | 392,834 | 1,248,462 | - | 1,059,913 | 2,941,372 | 217,625 | 485,319 | 1,697,767 | 2,522,853 | 17,701,801 |
| **Total by Functional Area** | | | | 7,528,490 | | | | 5,249,747 | | 702,944 | 1,697,767 | 2,522,853 | **17,701,801** |
| | | | | 42.5% | | | | 29.7% | | 4.0% | 9.6% | 14.3% | |

First Draft: Submitted 6/13/19