

AUSTIN CONVENTION & VISITORS BUREAU
dba Visit Austin
Proposed Budget Fiscal Year 2019 -2020

REVENUE	Proposed FY2020	Approved FY2019	Approved FY2018	Approved FY2017
City Contract - Visit Austin Operations	14,748,301	13,127,871	13,345,700	14,973,733
City Contract - Pass Through Funding				
Spring Festival Security	-	-	1,200,000	-
Heritage Grants	-	-	250,000	500,000
Local Business Grants	-	-	200,000	-
Total City Contract	14,748,301	13,127,871	14,995,700	15,473,733
Private Sector Revenue				
Retail Revenue	1,250,000	1,140,000	1,110,000	1,107,500
Publication Sales	20,000	-	20,000	20,000
Rack Rental	15,000	15,000	15,000	15,000
Partnership Revenue	674,500	646,525	549,500	636,500
Austin Sports Commission Revenue	73,000	68,000	68,000	118,000
Services Billed	30,200	22,400	80,000	256,000
Donated Services	315,000	315,000	315,000	415,000
Interest Income	42,000	3,600	4,200	600
Draw on Reserve Fund for Convention Commitments	533,800	376,100	112,350	2,240,600
Sub-Total, Private Sector Revenue	2,953,500	2,586,625	2,274,050	4,809,200
TOTAL REVENUE	17,701,801	15,714,496	17,269,750	20,282,933
BUDGET BY PROGRAM				
Convention Sales & Services *	7,528,490	6,750,862	6,381,191	8,360,123
Marketing **	5,249,747	4,576,127	5,092,971	5,622,928
Music & Film	702,944	563,430	539,890	568,824
Visitor Center	1,697,767	1,640,135	1,591,040	1,581,255
Finance/Administration/IT	2,522,853	2,184,142	2,254,658	2,327,154
Future Convention Commitments	-	-	-	1,322,649
Pass Through: Spring Festival	-	-	1,200,000	-
Heritage Grants	-	-	250,000	500,000
Local Business Grant	-	-	200,000	-
Compensation Reductions	-	-	(240,000)	-
TOTAL	17,701,801	15,714,696	17,269,750	20,282,933
CHANGE IN NET ASSETS	-	-	-	-
	FY2019 Percentage Allocation	FY2018 Percentage Allocation	FY2017 Percentage Allocation	FY2016 Percentage Allocation
Convention Sales *	31%	28%	23%	28%
Convention Services *	8%	6%	14%	6%
Convention Services - Housing *	0%	0%	1%	2%
Tourism Sales *	3%	3%	3%	3%
Marketing/Advertising **	30%	31%	30%	33%
Music & Film	4%	3%	3%	3%
Visitor Center	10%	9%	8%	8%
Finance/Administrative/IT	14%	13%	11%	11%
Pass Through	0%	7%	0%	0%
Current and Future Convention Commitments	0%	0%	7%	6%
	100%	100%	100%	100%