AUSTIN CONVENTION AND VISITORS BUREAU
dba VISIT AUSTIN
PROPOSED FY 2023/2024 BUDGET

	Sales	Services	Tourism	Sports	Communications	Strategic Partnership	Advertising	Film	Music	VC	Operations	Reserves	Capital Expenditures	Total
City Contract	5,389,108	1,599,711	719,688	588,734	1,598,051	1,087,091	7,266,507	301,957	602,378	1,452,304	3,126,334	-	2,000,000	25,731,862
Retail Revenue	-	-	-	-	-	-	-	-	-	100,000	-	1,100,000	-	1,200,000
Publication Sales	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rack Rental Revenue	-	-	-	-	-	-	-	-	-	5,500	-	-	-	5,500
Partnership Revenue	-	-	-	-	-	531,750	-	-	-	-	-	-	-	531,750
Sponshorship Revenue	-	-	-	-	-	-	-	-	-					-
ASC Revenue	-	-	-	143,500	-	-	-	-	-	-	-	-	-	143,500
Services Revenue	-	27,400	-	-	-	-	-	-	-	-	-	-	-	27,400
Donated Services	-	-	-	-	-	340,000	-	-	-	-	-	-	-	340,000
Interest	-	-	-	-	-	-	-	-	-	-	36,000	-	-	36,000
Accrued Sponsorship	-	-	-	-	-	-	-		-	-	-	-	-	-
Total Private Revenue	**-**	**27,400**	**-**	**143,500**	**-**	**871,750**	**-**	**-**	**-**	**105,500**	**36,000**	**1,100,000**	**-**	**2,284,150**
Total Revenue														**28,016,012**
Client Development	378,150	102,500	65,000	200,600	87,500	59,500	-	3,000	281,800	-	-	-	-	1,178,050
FAMS/Site Visits	150,000	-	18,000	15,000	36,000	6,000	-	3,000	-	-	-	-	-	228,000
Convention Commitments	-	464,000	-	-	-	-	-	-	120,000	-	-	-	-	584,000
Local Meetings	6,648	4,180	450	4,800	3,936	3,000	-	-	-	-	-	-	-	23,014
Promotional Items	125,000	-	-	-	-	-	-	-	-	-	-	-	-	125,000
Special Promotions	-	14,000	5,000	138,400	-	335,000	-	-	15,000	-	-	-	-	507,400
Industry Relations	581,500	-	-	-	-	701,500	-	-	-	-	-	-	-	1,283,000
Trade Shows	513,000	8,500	67,000	37,000	-	29,000	-	-	9,500	-	-	-	-	664,000
Professional Development	36,600	17,800	4,000	-	68,700	4,500	-	-	-	-	22,650	-	-	154,250
Information Technology	63,388	-	-	-	-	-	-	-	-	-	306,940	-	-	370,328
Fulfillment	-	-	-	-	50,712	-	-	-	-	-	-	-	-	50,712
Collateral	-	2,500	-	-	1,000	-	-	-	-	7,000	-	-	-	10,500
Media Production and Placement	-	28,500	-	-	-	-	7,266,507	-	-	-	-	-	-	7,295,007
Research	117,500	-	-	-	33,480	-	-	-	-	-	-	-	-	150,980
Professional and Contracted Services	-	-	42,000	-	42,000	-	-	-	-	2,000	316,491	-	-	402,491
Music/Film Programs	-	-	-	-	-	-	-	93,500	10,000	-	-	-	-	103,500
Heritage Grant Program	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Retail Cost of Goods Sold	-	-	-	-	-	-	-	-	-	852,033	-	-	-	852,033
Visitor Services	-	-	-	-	-	-	-	-	-	87,407	-	-	-	87,407
Employee Relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Donated Services	-	-	-	-	-	340,000	-	-	-	-	-	-	-	340,000
Total Program Expenses	1,971,786	641,980	201,450	395,800	323,328	1,478,500	7,266,507	99,500	436,300	948,440	646,081	-	-	14,409,673
Overhead and Office Expenses	55,731	13,498	91,257	6,899	32,133	5,874	-	10,904	1,104	21,780	228,052	-	2,000,000	2,467,232
Depreciation	-	-	-	-	-	-	-	-	-	-	206,667	-	-	206,667
Rent	492,996	125,675	56,472	47,810	152,579	46,618	-	20,520	20,087	139,403	252,923	-	-	1,355,083
Reserves	-	-	-	-	-	-	-	-	-	-	-	1,100,000	-	1,100,000
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Personnel Costs	2,868,595	845,958	370,509	281,725	1,090,011	427,849	-	171,033	144,887	448,180	1,828,611	-	-	8,477,357
	5,389,108	1,627,111	719,688	732,234	1,598,051	1,958,841	7,266,507	301,957	602,378	1,557,804	3,162,334	1,100,000	2,000,000	28,016,012
Total by Functional Area				8,468,140			10,823,399		904,335	1,557,804	3,162,334	1,100,000	2,000,000	**28,016,012**
				30.2%			38.6%		3.2%	5.6%	11.3%	3.9%	7.1%	