

AUSTIN CONVENTION & VISITORS BUREAU
dba Visit Austin
Budget Fiscal Year 2023 -2024

REVENUE		Proposed FY2024	Approved FY 2023	Actual FY 2022	Actual FY 2021
City Contract		25,731,862	13,647,279	8,281,613	4,091,767
Total City Contract		25,731,862	13,647,279	8,281,613	4,091,767
Private Sector Revenue					
Retail Revenue		1,200,000	1,000,000	875,000	125,000
Publication Sales		-	-	-	20,000
Rack Rental		5,500	5,500	5,500	-
Partnership Revenue		531,750	481,000	275,000	247,000
Sponsorship Revenue		-			
Austin Sports Commission Revenue		143,500	101,500	40,000	40,000
Services Billed		27,400	15,500	10,750	5,750
Donated Services		340,000	250,000	75,000	25,000
Interest Income		36,000	9,000	24,000	24,000
Draw on Reserve Funds		-	-	3,000,000	1,000,000
Sub-Total, Private Sector Revenue		2,284,150	1,862,500	4,305,250	1,486,750
TOTAL REVENUE		28,016,012	15,509,779	12,586,863	5,578,517
BUDGET BY PROGRAM					
Convention Sales & Services	*	8,468,140	5,647,623	5,317,814	2,425,275
Marketing	**	10,823,399	4,657,863	3,932,776	1,074,434
Music & Film		904,335	618,396	555,985	480,688
Visitor Center		1,557,804	1,479,902	986,740	323,120
Finance/Administration/IT		3,162,334	2,395,216	1,793,548	1,275,000
Reserves		1,100,000	710,779	-	-
Capital Expenditures		2,000,000	710,779	-	-
TOTAL EXPENSES		28,016,012	15,509,779	12,586,863	5,578,517
CHANGE IN NET ASSETS		-	(0)	-	-
		FY 2024	FY 2023	FY 2022	FY 2021
		Percentage Allocation	Percentage Allocation	Percentage Allocation	Percentage Allocation
Convention Sales, Sports	*	22%	26%	32%	28%
Convention Services	*	6%	7%	6%	8%
Tourism Sales	*	3%	4%	3%	3%
Marketing/Advertising	**	39%	30%	33%	34%
Music & Film		3%	4%	5%	4%
Visitor Center		6%	9%	7%	8%
Finance/Administrative/IT		11%	15%	13%	14%
Reserves		4%	5%	0%	
Capital Expenditures		7%	0%	0%	0%
Current and Future Convention Commitments		0%	0%	1%	1%
		100%	100%	100%	100%