

**Orlando/Orange County Convention & Visitors Bureau, Inc.**  
**2010 Budget**

	Tourist Development Tax				
	Bureau Funds	Additional Advertising Funds	Total TDT	Private Funds	Total CVB
<b>Revenue</b>					
Tourist Development Tax	\$ 15,828,000	\$ 12,922,000	\$ 28,750,000	\$ -	\$ 28,750,000
Advertising and co-op program revenue	-	-	-	9,052,071	9,052,071
Attraction ticket sales	-	-	-	6,050,200	6,050,200
Membership dues and events	-	-	-	2,671,786	2,671,786
Convention registration revenue	-	-	-	1,000,000	1,000,000
Interest and other income	60,000	-	60,000	115,360	175,360
	<u>15,888,000</u>	<u>12,922,000</u>	<u>28,810,000</u>	<u>18,889,417</u>	<u>47,699,417</u>
<b>Expenses</b>					
Convention Sales	3,791,320	666,750	4,458,070	2,897,125	7,355,195
Destination Meeting Services	1,630,818	-	1,630,818	62,450	1,693,268
Member Services	734,585	-	734,585	340,896	1,075,481
Interactive Services	1,972,628	25,000	1,997,628	13,779	2,011,407
Publications	-	-	-	197,485	197,485
Domestic Marketing	5,875,848	8,443,150	14,318,998	1,218,556	15,537,554
International Marketing	1,393,712	3,815,000	5,208,712	1,360,434	6,569,146
Visitor Services	1,021,510	-	1,021,510	5,590,234	6,611,744
Public Relations	1,775,367	-	1,775,367	467,938	2,243,305
Research	1,176,588	-	1,176,588	10,740	1,187,328
Administration	3,139,403	-	3,139,403	271,851	3,411,254
Interest expense	1,250	-	1,250	-	1,250
	<u>22,513,029</u>	<u>12,949,900</u>	<u>35,462,929</u>	<u>12,431,488</u>	<u>47,894,417</u>
Net from operations	(6,625,029)	(27,900)	(6,652,929)	6,457,929	(195,000)
Transfer of private funds generated	6,180,029	27,900	6,207,929	(6,207,929)	-
	<u>(445,000)</u>	<u>-</u>	<u>(445,000)</u>	<u>250,000</u>	<u>(195,000)</u>
<b>Other (uses) and sources</b>					
Reserves:					
Future event reserve, net	170,000	-	170,000	-	170,000
Usage of convention incentive reserve	275,000	-	275,000	-	275,000
Capital	-	-	-	(250,000)	(250,000)
	<u>445,000</u>	<u>-</u>	<u>445,000</u>	<u>(250,000)</u>	<u>195,000</u>
NET	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>

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<b>Recap</b>					
Payroll and related expenses	\$ 14,239,046	\$ -	\$ 14,239,046	\$ -	\$ 14,239,046
Operating expenses	8,273,983	12,949,900	21,223,883	12,431,488	33,655,371
Capital and reserves	(445,000)	-	(445,000)	250,000	(195,000)
	\$ 22,068,029	\$ 12,949,900	\$ 35,017,929	\$ 12,681,488	\$ 47,699,417

**Number of Employees**

Full time equivalents	175
Part time registrars	350