

Orlando/Orange County Convention & Visitors Bureau, Inc.
2008 Annual Budget

	Tourist Development Tax			Private Funds	Total CVB
	Bureau Funds	Additional Advertising Funds	Total TDT		
Revenue					
Tourist Development Tax	\$18,300,000	\$27,200,000	\$45,500,000		\$45,500,000
Advertising and co-op program revenue				8,150,783	8,150,783
Attraction ticket sales				6,125,000	6,125,000
Membership dues and events				2,951,240	2,951,240
Convention registration revenue				1,412,000	1,412,000
Interest and other income	36,000		36,000	122,360	158,360
	<u>18,336,000</u>	<u>27,200,000</u>	<u>45,536,000</u>	<u>18,761,383</u>	<u>64,297,383</u>
Expenses					
Convention Sales	4,862,944		4,862,944	3,485,617	8,348,561
Destination Meeting Services	2,186,728		2,186,728	44,030	2,230,758
Member Services	648,154		648,154	451,007	1,099,161
Interactive Services	1,458,829		1,458,829	23,150	1,481,979
Publications	54,228		54,228	224,801	279,029
Leisure Marketing	10,495,636	28,014,812	38,510,448	1,244,885	39,755,333
Travel Industry Marketing	1,600,675		1,600,675	1,206,472	2,807,147
Visitor Services	1,053,834		1,053,834	5,703,665	6,757,499
Public Relations	1,543,247		1,543,247	491,596	2,034,843
Research	1,702,671		1,702,671	11,820	1,714,491
Administration	3,267,641		3,267,641	219,691	3,487,332
Interest expense	251,250		251,250		251,250
	<u>29,125,837</u>	<u>28,014,812</u>	<u>57,140,649</u>	<u>13,106,734</u>	<u>70,247,383</u>
Net from operations	(10,789,837)	(814,812)	(11,604,649)	5,654,649	(5,950,000)
Transfer of private funds generated	5,654,649	0	5,654,649	(5,654,649)	0
	<u>(5,135,188)</u>	<u>(814,812)</u>	<u>(5,950,000)</u>	<u>0</u>	<u>(5,950,000)</u>
Other (uses) and sources					
Reserves					
General operating reserve	(250,000)		(250,000)		(250,000)
Future event reserve	(125,000)		(125,000)		(125,000)
Convention incentive reserve	(950,000)		(950,000)		(950,000)
Capital	(350,000)		(350,000)		(350,000)
	<u>(1,675,000)</u>	<u>0</u>	<u>(1,675,000)</u>	<u>0</u>	<u>(1,675,000)</u>
NET (1)	<u>(\$6,810,188)</u>	<u>(\$814,812)</u>	<u>(\$7,625,000)</u>		<u>(\$7,625,000)</u>

Note (1)- The budget for 2008 reflects expenses and other uses of funds in excess of revenues earned, due to the utilization of the 6th percent of TDT earned in 2006 but not fully expended in 2006 or 2007.

Orlando/Orange County Convention & Visitors Bureau, Inc.
2008 Annual Budget

	Tourist Development Tax				Total CVB
	Bureau Funds	Additional Advertising Funds	Total TDT	Private Funds	
Budget Recap					
Payroll and related expenses	\$14,617,818		\$14,617,818		\$14,617,818
Operating expenses	14,508,019	28,014,812	42,522,831	13,106,734	55,629,565
Capital and reserves	1,675,000		1,675,000		1,675,000
	\$30,800,837	\$28,014,812	\$58,815,649	\$13,106,734	\$71,922,383

Number of Employees

Full time equivalents	179
Part time registrars	350