

**Orlando/Orange County Convention & Visitors Bureau, Inc.**  
**2009 Budget**  
 Revised December 2008

	Tourist Development Tax			CVB Generated Funds	Total CVB
	Bureau Funds	Additional Advertising Funds	Total TDT		
<b>Revenue</b>					
Tourist Development Tax	\$ 16,498,000	\$ 13,602,000	\$ 30,100,000	\$ -	\$ 30,100,000
Advertising and co-op program revenue	-	-	-	9,691,327	9,691,327
Attraction ticket sales	-	-	-	6,050,200	6,050,200
Membership dues and events	-	-	-	2,757,301	2,757,301
Convention registration revenue	-	-	-	1,308,500	1,308,500
Interest and other income	80,000	-	80,000	160,360	240,360
	<u>16,578,000</u>	<u>13,602,000</u>	<u>30,180,000</u>	<u>19,967,688</u>	<u>50,147,688</u>
<b>Expenses</b>					
Convention Sales	4,901,999	-	4,901,999	3,417,625	8,319,624
Destination Meeting Services	1,954,365	-	1,954,365	65,755	2,020,120
Convention Housing	-	-	-	-	-
Member Services	734,757	-	734,757	524,959	1,259,716
Interactive Services	1,863,273	-	1,863,273	14,100	1,877,373
Publications	(134,190)	-	(134,190)	235,344	101,154
Leisure Marketing	6,624,769	14,859,828	21,484,597	1,057,693	22,542,290
Travel Industry Marketing	1,904,208	-	1,904,208	1,147,190	3,051,398
Visitor Services	1,074,895	-	1,074,895	5,520,565	6,595,460
Public Relations	1,798,611	-	1,798,611	562,281	2,360,892
Research	1,297,025	-	1,297,025	8,338	1,305,363
Administration	3,126,812	-	3,126,812	251,236	3,378,048
Interest expense	51,250	-	51,250	-	51,250
	<u>25,197,774</u>	<u>14,859,828</u>	<u>40,057,602</u>	<u>12,805,086</u>	<u>52,862,688</u>
Net from operations	(8,619,774)	(1,257,828)	(9,877,602)	7,162,602	(2,715,000)
Transfer of private funds generated	5,804,774	1,257,828	7,062,602	(7,062,602)	-
	<u>(2,815,000)</u>	<u>-</u>	<u>(2,815,000)</u>	<u>100,000</u>	<u>(2,715,000)</u>
<b>Other (uses) and sources</b>					
Reserves					
Rollforward of 2008 operational savings	2,400,000	-	2,400,000	-	2,400,000
Rollforward of 2008 reserve contribution not made	250,000	-	250,000	-	250,000
Future event reserve	(85,000)	-	(85,000)	-	(85,000)
Convention incentive reserve	250,000	-	250,000	-	250,000
Capital	-	-	-	(100,000)	(100,000)
	<u>2,815,000</u>	<u>-</u>	<u>2,815,000</u>	<u>(100,000)</u>	<u>2,715,000</u>
NET	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>

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<b>Recap</b>					
Payroll and related expenses	\$ 14,460,660	\$ -	\$ 14,460,660	\$ -	\$ 14,460,660
Operating expenses	10,737,114	14,859,828	25,596,942	12,805,086	38,402,028
Capital and reserves	(2,815,000)	-	(2,815,000)	100,000	(2,715,000)
	<u>\$ 22,382,774</u>	<u>\$ 14,859,828</u>	<u>\$ 37,242,602</u>	<u>\$ 12,905,086</u>	<u>\$ 50,147,688</u>

**Number of Employees**

Full time equivalents	175
Part time registrars	350