

# AUSTIN CONVENTION & VISITORS BUREAU

## Proposed Budget 2011 - 2012

REVENUE	Proposed FY2012	Amended FY2011	Estimated FY2011
City Contract - FY 2011/12 Hotel Occupancy Tax & Convention Center Operating Fund	8,036,337	6,682,776	6,682,776
<b>Private Sector Revenue</b>			
Retail Revenue	838,600	818,500	818,500
Publication Sales	20,000	20,000	20,000
Rack Rental	22,400	22,375	22,375
Assessment Fees	24,000	12,000	12,000
Promotional Participation	311,500	300,740	300,740
Services Billed	203,600	143,200	143,200
Donated Services	239,000	254,000	254,000
Interest Income	2,100	6,600	6,600
Sponsorship Revenue	194,250	62,200	62,200
Reserve Fund	-	300,000	300,000
Other Income	6,000	3,000	3,000
<b>Sub-Total, Private Sector Revenue</b>	<b>1,861,450</b>	<b>1,942,615</b>	<b>1,942,615</b>
<b>TOTAL REVENUE</b>	<b>9,897,787</b>	<b>8,625,391</b>	<b>8,625,391</b>
<b>EXPENSES</b>			
Convention Sales & Services	* 4,852,862	4,273,034	4,273,034
Marketing	** 2,167,463	1,936,906	1,936,906
Finance/Administration/IT	1,294,503	1,002,601	1,002,601
Music & Film	430,249	347,864	347,864
Visitor Center	1,152,710	1,064,986	1,064,986
<b>TOTAL EXPENSES</b>	<b>9,897,787</b>	<b>8,625,391</b>	<b>8,625,391</b>
<b>CHANGE IN NET ASSETS</b>	<b>-</b>	<b>-</b>	<b>-</b>

	FY2012 Percentage Allocation	FY2011 Percentage Allocation
Convention Sales	* 36%	37%
Convention Services	* 6%	5%
Convention Services - Housing	* 2%	2%
Tourism Sales	* 5%	5%
Marketing/Advertising	** 22%	22%
Music & Film	4%	4%
Visitor Center	12%	12%
Finance/Administrative/IT	13%	13%
	<b>100%</b>	<b>100%</b>