

# AUSTIN CONVENTION & VISITORS BUREAU

## Proposed Budget 2010-2011

REVENUE	Proposed FY2011	Amended FY2010	Estimated FY2010
City Contract - FY 2010/11 Hotel Occupancy Tax & PEC Revenue Fund*	6,682,776	6,969,914	6,157,699
Retail Revenue	818,500	775,000	778,000
Publication Sales	20,000	20,000	20,000
Rack Rental	22,375	22,375	22,375
Assessment Fees	12,000	20,000	15,000
Promotional Participation	300,740	256,440	266,440
Services Billed	143,200	116,700	116,700
Donated Services	254,000	349,000	309,000
Interest Income	6,600	22,000	6,000
Sponsorship Revenue	62,200	58,000	58,000
Reserve Fund	300,000	400,000	724,617
Other Income	3,000	3,000	3,000
<b>TOTAL REVENUE</b>	<b>8,625,391</b>	<b>9,012,429</b>	<b>8,476,831</b>

## EXPENSES

Convention Sales & Services	*	4,273,034	4,792,786	4,458,701
Marketing	**	1,936,906	1,578,711	1,592,793
Finance/Administration/IT		1,002,601	1,165,484	1,131,574
Music & Film		347,864	472,272	291,690
Visitor Center		1,064,986	1,003,176	1,002,073

## TOTAL EXPENSES

8,625,391    9,012,429    8,476,831

## CHANGE IN NET ASSETS

	FY2010 Percentage Allocation	FY2009 Percentage Allocation
Convention Sales	* 37%	40%
Tourism Sales	* 5%	5%
Convention Services	* 5%	5%
Convention Services - Housing	* 2%	2%
Marketing Communications	** 19%	17%
Music & Film	4%	3%
Heritage Tourism	** 2%	2%
Visitor Center	12%	12%
Finance/Administrative/IT	12%	13%
	<b>100%</b>	<b>100%</b>