

AUSTIN CONVENTION & VISITORS BUREAU
dba VISIT AUSTIN
Proposed Budget 2017 - 2018

REVENUE		Proposed FY2018	Approved FY2017	Approved FY2016
City Contract - Hotel Occupancy Tax		14,795,700	15,473,733	14,473,733
Private Sector Revenue				
Retail Revenue		1,110,000	1,107,500	1,022,000
Publication Sales		20,000	20,000	20,000
Rack Rental		15,000	15,000	15,000
Partnership Revenue		549,500	636,500	504,000
Austin Sports Commission Revenue		68,000	118,000	72,500
Services Billed		80,000	256,000	235,000
Donated Services		315,000	415,000	365,000
Interest Income		4,200	600	300
Draw on Reserve Fund for Convention Commitments		112,350	2,240,600	306,100
Sub-Total, Private Sector Revenue		2,274,050	4,809,200	2,539,900
TOTAL REVENUE		17,069,750	20,282,933	17,013,633
BUDGET BY PROGRAM				
Convention Sales & Services	*	6,381,191	8,360,123	6,549,660
Marketing	**	5,342,971	6,122,928	5,646,013
Finance/Administration/IT		2,254,658	2,327,154	1,891,644
Music & Film		539,890	568,824	486,509
Visitor Center		1,591,040	1,581,255	1,439,807
Future Convention Commitments		-	1,322,649	1,000,000
Spring Festival Security		1,200,000	-	-
Compensation and Benefits		(240,000)	-	-
TOTAL		17,069,750	20,282,933	17,013,633
CHANGE IN NET ASSETS		-	-	-
		FY 2018 Percentage Allocation	FY 2017 Percentage Allocation	FY 2016 Percentage Allocation
Convention Sales	*	28%	23%	28%
Convention Services	*	6%	14%	6%
Convention Services - Housing	*	0%	1%	2%
Tourism Sales	*	3%	3%	3%
Marketing/Advertising	**	31%	30%	33%
Music & Film		3%	3%	3%
Visitor Center		9%	8%	8%
Finance/Administrative/IT		13%	11%	11%
Current and Future Convention Commitments		0%	7%	6%
Spring Festival Security		7%	0%	0%
Compensation and Benefits		-1%	0%	0%
		100%	100%	100%