

AUSTIN CONVENTION & VISITORS BUREAU
dba Visit Austin
Proposed Budget Fiscal Year 2018 - 2019

| REVENUE | Proposed FY2019 | Approved FY2018 | Amended Amended FY2017 | Amended FY2016 |
|---|--------------------|--------------------|------------------------------|-------------------|
| City Contract - Visit Austin Operations | 13,127,871 | 13,345,700 | 14,973,733 | 14,273,733 |
| City Contract - Pass Through Funding | | | | |
| Spring Festival Security | - | 1,200,000 | - | |
| Heritage Grants | - | 250,000 | 500,000 | 200,000 |
| Local Business Grants | - | 200,000 | - | |
| Total City Contract | 13,127,871 | 14,995,700 | 15,473,733 | 14,473,733 |
| Private Sector Revenue | | | | |
| Retail Revenue | 1,140,000 | 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 | 15,000 |
| Partnership Revenue | 646,525 | 549,500 | 636,500 | 504,000 |
| Austin Sports Commission Revenue | 68,000 | 68,000 | 118,000 | 72,500 |
| Services Billed | 22,400 | 80,000 | 256,000 | 235,000 |
| Donated Services | 315,000 | 315,000 | 415,000 | 365,000 |
| Interest Income | 3,600 | 4,200 | 600 | 300 |
| Draw on Reserve Fund for Convention Commitments | 376,100 | 112,350 | 2,240,600 | 306,100 |
| Sub-Total, Private Sector Revenue | 2,586,625 | 2,274,050 | 4,809,200 | 2,539,900 |
| TOTAL REVENUE | 15,714,496 | 17,269,750 | 20,282,933 | 17,013,633 |
| BUDGET BY PROGRAM | | | | |
| Convention Sales & Services * | 6,750,862 | 6,381,191 | 8,360,123 | 6,549,660 |
| Marketing ** | 4,576,127 | 5,092,971 | 5,622,928 | 5,446,013 |
| Music & Film | 563,230 | 539,890 | 568,824 | 486,509 |
| Visitor Center | 1,640,135 | 1,591,040 | 1,581,255 | 1,439,807 |
| Finance/Administration/IT | 2,184,142 | 2,254,658 | 2,327,154 | 1,891,644 |
| Future Convention Commitments | - | - | 1,322,649 | 1,000,000 |
| Pass Through: Spring Festival | - | 1,200,000 | - | - |
| Heritage Grants | - | 250,000 | 500,000 | 200,000 |
| Local Business Grant | - | 200,000 | - | - |
| Compensation Reductions | - | (240,000) | - | - |
| TOTAL | 15,714,496 | 17,269,750 | 20,282,933 | 17,013,633 |
| CHANGE IN NET ASSETS | - | - | - | - |

| | FY2019 Percentage Allocation | FY2018 Percentage Allocation | FY2017 Percentage Allocation | FY2016 Percentage Allocation |
|---|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| Convention Sales | 31% | 28% | 23% | 28% |
| Convention Services | 8% | 6% | 14% | 6% |
| Convention Services - Housing | 0% | 0% | 1% | 2% |
| Tourism Sales | 4% | 3% | 3% | 3% |
| Marketing/Advertising | 29% | 31% | 30% | 33% |
| Music & Film | 4% | 3% | 3% | 3% |
| Visitor Center | 10% | 9% | 8% | 8% |
| Finance/Administrative/IT | 14% | 13% | 11% | 11% |
| Pass Through | 0% | 7% | 0% | 0% |
| Current and Future Convention Commitments | 0% | 0% | 7% | 6% |
| | 100% | 100% | 100% | 100% |