

VISIT AUSTIN BUDGET OVERVIEW

Fiscal Year 2018-2019

Tom Noonan, President & CEO



MISSION

Visit Austin, as an accredited member of Destinations International, is contracted by the City to market Austin nationally and internationally as a premier business and leisure destination, thus enriching Austin's hospitality industry and our community's overall quality of life.

In addition, Visit Austin houses the Austin Film Commission, Music Office and Sports Commission. The organization is a private, nonprofit 501 (c)(6) corporation in its 22nd year of operation as an independent agency.

TOURISM & PROMOTION FUND

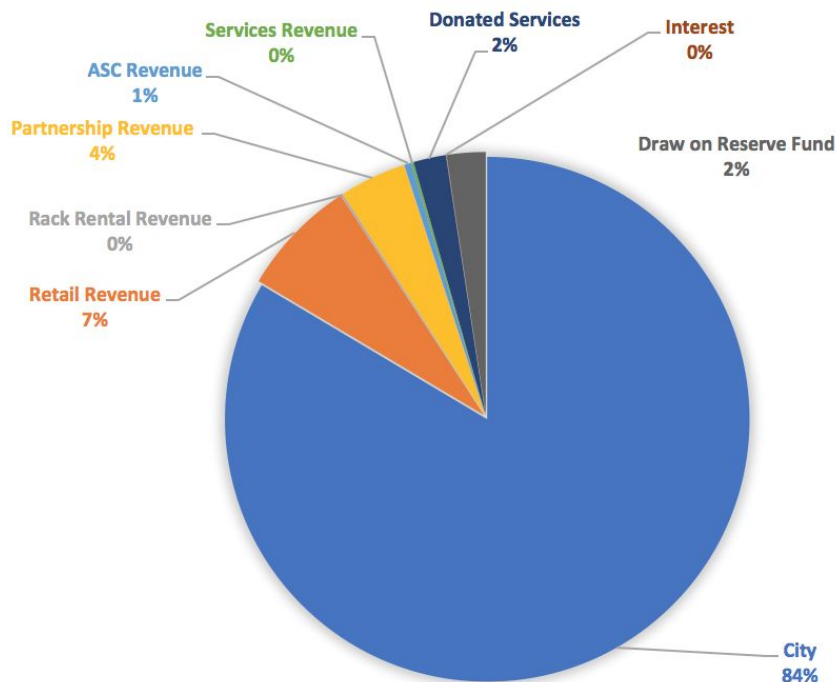
	2015-16	2016-17	2017-18	2017-18	2018-19
	Actual	Actual	Estimated	Amended	Proposed
Beginning Balance	2,079,256	1,434,925	(10,688)	11,004	0
Revenue					
Interest	15,654	25,620	34,354	17,259	17,260
Total Revenue	15,654	25,620	34,354	17,259	17,260
Transfers In					
Other Funds	14,112,966	15,001,538	8,367,437	8,367,437	4,267,755
Convention Center	125,382	0	0	0	2,142,856
Total Transfers In	14,238,348	15,001,538	8,367,437	8,367,437	6,410,611
Total Available Funds	14,254,002	15,027,158	8,401,791	8,384,696	6,427,871
Program Requirements					
Tourism and Promotion Contracts	14,473,733	15,478,930	8,391,103	8,395,700	6,427,871
Total Program Requirements	14,473,733	15,478,930	8,391,103	8,395,700	6,427,871
Transfers Out					
Trf to PARD CIP Fund	0	993,841	0	0	0
Total Transfers Out	0	993,841	0	0	0
Total Requirements	14,473,733	16,472,771	8,391,103	8,395,700	6,427,871
Excess (Deficiency) of Total Available Funds Over Total Requirements	(219,731)	(1,445,613)	10,688	(11,004)	0
Adjustment to GAAP	(424,600)	0	0	0	0
Ending Balance	1,434,925	(10,688)	0	0	0

Plus \$6,700,000 from Convention Center Operations Funding for Convention Sales & Services Activities

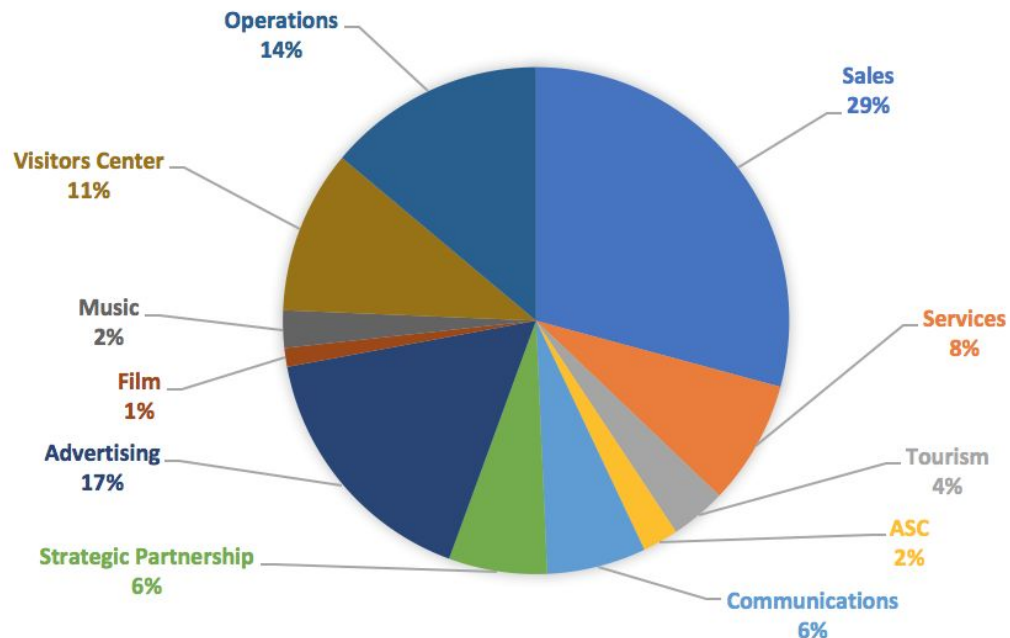
Total City Funding: \$13,127,871

VISIT AUSTIN 2018-2019 ALL SOURCES & USES OF FUNDS

SOURCES OF FUNDS



USES OF FUNDS BY PROGRAM



VISIT AUSTIN SOURCES & USES ALLOCATION IN DOLLARS

Sources			Uses		
City	13,127,871.00	83.54%	Sales	4,589,913.00	29.21%
Retail Revenue	1,140,000.00	7.25%	Services	1,243,797.00	7.91%
Rack Rental Revenue	15,000.00	0.10%	Tourism	558,077.00	3.55%
Partnership Revenue	646,525.00	4.11%	ASC	359,075.00	2.28%
ASC Revenue	68,000.00	0.43%	Communications	995,756.00	6.34%
Services Revenue	22,400.00	0.14%	Strategic Partnership	987,773.00	6.29%
Donated Services	315,000.00	2.00%	Advertising	2,592,598.00	16.50%
Interest	3,600.00	0.02%	Film	187,533.00	1.19%
Draw on Reserve Fund	376,100.00	2.39%	Music	375,697.00	2.39%
Total	15,714,496.00	100.00%	Visitors Center	1,640,135.00	10.44%
			Operations	2,184,142.00	13.90%
			Total	15,714,496.00	100.00%

VISIT AUSTIN DEPARTMENTS

CONVENTION SALES

Promote Austin nationally and internationally to meeting professionals, generate high-impact revenue for hotels in greater Austin, and secure citywide conventions which benefit multiple hotels and the Austin Convention Center.

AUSTIN SPORTS COMMISSION

Working as an extension of the Visit Austin sales team, the Austin Sports Commission (ASC) actively recruits, retains and grows sporting events in the Austin area.

CONVENTION SERVICES

Provide destination support, guidance and resources to booked meetings and conventions to ensure the highest level of success.

VISITOR SERVICES

Market Austin by promoting activities that will generate new and repeat visitors to both leisure visitors to both leisure and business travelers.

FILM COMMISSION

Market Austin to filmmakers, industry producers and entertainment studios. In doing so, the Austin Film Commission works as a clearing house bringing ready-to-film features, commercials, still shoots and television productions to Austin.

MARKETING

Deliver targeted messaging about Austin and Visit Austin to constituents, meeting professionals, travel trade professionals and the hospitality industry through integrated efforts including advertising, social media, experiential and other promotions.

COMMUNICATIONS

Deliver compelling and consistent messaging about Austin and Visit Austin to press and the hospitality industry at large through a variety of strategic integrated efforts.

TOURISM

Promote the Austin travel product to domestic and international travel markets through strategic activities, attending trade shows, sales missions, familiarization tours (FAMs), and Air service development.

STRATEGIC ALLIANCES

Further the mission of Visit Austin by building and growing strategic alliances with hospitality and corporate partners.

MUSIC OFFICE

Promotes Austin as the Live Music Capital of the World® and serves as a clearing house for music inquiries.

QUESTIONS