

AUSTIN CONVENTION & VISITORS BUREAU
dba Visit Austin
Proposed Budget Fiscal Year 2020 -2021

REVENUE	Proposed FY2021	Amended FY 2020	Approved FY2020	Approved FY2019	Approved FY2018
City Contract - Visit Austin Operations	8,776,726	10,584,682	14,748,301	13,126,471	13,345,700
City Contract - Pass Through Funding					
Spring Festival Security	-	-	-	-	1,200,000
Heritage Grants	-	-	-	-	250,000
Local Business Grants	-	-	-	-	200,000
Total City Contract	8,776,726	10,584,682	14,748,301	13,126,471	14,995,700
Private Sector Revenue					
Retail Revenue	750,000	791,941	1,250,000	1,140,000	1,110,000
Publication Sales	20,000	20,000	20,000	-	20,000
Rack Rental	5,500	10,000	15,000	15,000	15,000
Partnership Revenue	247,000	429,680	674,500	646,525	549,500
Austin Sports Commission Revenue	40,000	48,705	73,000	68,000	68,000
Services Billed	13,750	15,000	30,200	22,400	80,000
Donated Services	25,000	315,000	315,000	315,000	315,000
Interest Income	24,000	35,000	42,000	3,600	4,200
Draw on Reserve Funds	2,000,000	1,000,000	533,800	376,100	112,350
Sub-Total, Private Sector Revenue	3,125,250	2,665,326	2,953,500	2,586,625	2,274,050
TOTAL REVENUE	11,901,976	13,250,008	17,701,801	15,713,096	17,269,750
BUDGET BY PROGRAM					
Convention Sales & Services *	4,625,273	4,951,697	7,528,490	6,750,862	6,381,191
Marketing **	4,014,434	4,244,747	5,249,747	4,576,127	5,092,971
Music & Film	549,688	587,944	702,944	563,430	539,890
Visitor Center	994,270	1,442,767	1,697,767	1,640,135	1,591,040
Finance/Administration/IT	1,718,309	2,022,853	2,522,853	2,182,542	2,254,658
Future Convention Commitments	-	-	-	-	-
Pass Through: Spring Festival	-	-	-	-	1,200,000
Heritage Grants	-	-	-	-	250,000
Local Business Grant	-	-	-	-	200,000
Compensation Reductions	-	-	-	-	(240,000)
TOTAL	11,901,974	13,250,008	17,701,801	15,713,096	17,269,750
CHANGE IN NET ASSETS	-	-	-	-	-

	FY2021 Percentage Allocation	Amended FY2020 Percentage Allocation	FY2020 Percentage Allocation	FY2019 Percentage Allocation	FY2018 Percentage Allocation
Convention Sales *	28%	28%	28%	23%	28%
Convention Services *	8%	8%	6%	14%	6%
Convention Services - Housing *	0%	0%	0%	1%	2%
Tourism Sales *	3%	3%	3%	3%	3%
Marketing/Advertising **	34%	34%	31%	30%	33%
Music & Film	5%	4%	3%	3%	3%
Visitor Center	8%	8%	9%	8%	8%
Finance/Administrative/IT	14%	14%	13%	11%	11%
Pass Through	0%	0%	7%	0%	0%
Current and Future Convention Commitments	0%	1%	0%	7%	6%
	100%	100%	100%	100%	100%

AUSTIN CONVENTION AND VISITORS BUREAU
dba VISIT AUSTIN
PROPOSED FY 2020/2021 BUDGET

	Sales	Services	Tourism	ASC	Communications	Strategic Partnership	Advertising	Film	Music	VC	Operations	Total
City Contract	3,078,920	901,263	413,279	178,066	1,176,306	145,343	400,774	180,792	368,900	238,772	1,694,311	8,776,726
Retail Revenue	-	-	-	-	-	-	-	-	-	750,000	-	750,000
Publication Sales	-	-	-	-	-	20,000	-	-	-	-	-	20,000
Rack Rental Revenue	-	-	-	-	-	-	-	-	-	5,500	-	5,500
Partnership Revenue	-	-	-	-	-	247,000	-	-	-	-	-	247,000
ASC Revenue	-	-	-	40,000	-	-	-	-	-	-	-	40,000
Services Revenue	-	13,750	-	-	-	-	-	-	-	-	-	13,750
Donated Services	-	-	-	-	-	25,000	-	-	-	-	-	25,000
Interest	-	-	-	-	-	-	-	-	-	-	24,000	24,000
Draw on Reserve Fund	-	-	-	-	-	-	2,000,000	-	-	-	-	2,000,000
Total Private Revenue	-	13,750	-	40,000	-	292,000	2,000,000	-	-	755,500	24,000	3,125,250
Total Revenue												11,901,976
Client Development	212,700	65,550	16,000	32,275	6,000	42,000	-	-	-	-	-	374,525
FAMS/Site Visits	63,000	-	13,500	8,000	10,000	2,000	-	-	-	-	-	96,500
Convention Commitments	-	288,500	-	-	-	-	-	-	-	-	-	288,500
Local Meetings	5,150	2,645	500	3,000	900	2,400	-	-	-	-	-	14,595
Promotional Items	54,000	-	-	-	-	-	-	-	-	-	-	54,000
Special Promotions	-	1,500	7,500	33,000	-	54,500	-	-	-	-	-	96,500
Industry Relations	546,456	-	-	-	-	12,500	-	-	-	-	-	558,956
Trade Shows	158,000	4,000	29,000	6,000	-	17,500	-	-	-	-	-	214,500
Professional Development	3,500	5,000	-	-	11,850	1,000	-	-	-	-	2,250	23,600
Information Technology	65,340	6,120	1,776	2,256	13,896	1,512	-	1,740	1,512	17,250	141,700	253,102
Fulfillment	-	-	-	-	36,750	-	-	-	-	-	-	36,750
Collateral	-	800	-	-	-	-	-	-	-	-	-	800
Media Production and Placement	-	19,000	-	-	-	-	2,400,780	-	-	-	-	2,419,780
Research	66,850	-	-	-	43,288	-	-	-	-	-	-	110,138
Professional and Contracted Services	-	-	17,500	-	12,000	86,400	-	-	-	-	212,991	328,891
Music/Film Programs	-	-	-	-	-	-	-	57,500	263,385	-	-	320,885
Heritage Grant Program	-	-	-	-	-	-	-	-	-	-	-	-
Retail Cost of Goods Sold	-	-	-	-	-	-	-	-	-	532,519	-	532,519
Visitor Services	-	-	-	-	-	-	-	-	-	27,735	-	27,735
Employee Relations	-	-	-	-	-	-	-	-	-	-	-	-
Donated Services	-	-	-	-	-	25,000	-	-	-	-	-	25,000
Total Program Expenses	1,174,996	393,115	85,776	84,531	134,684	244,812	2,400,780	59,240	264,897	577,504	356,941	5,777,276
Overhead and Office Expenses	61,528	15,162	53,664	3,843	11,487	6,196	-	1,656	1,392	8,040	53,022	215,990
Depreciation	-	-	-	-	-	-	-	-	-	-	204,000	204,000
Rent	453,528	112,824	51,072	43,368	144,852	43,248	-	18,480	17,724	145,344	229,584	1,260,024
Personnel Costs	1,388,865	393,912	222,767	86,322	885,283	143,092	-	101,416	84,883	263,382	874,762	4,444,684
	3,078,917	915,013	413,279	218,064	1,176,306	437,348	2,400,780	180,792	368,896	994,270	1,718,309	11,901,974
Total by Functional Area				4,625,273			4,014,434		549,688	994,270	1,718,309	11,901,974
				38.9%			33.7%		4.6%	8.4%	14.4%	