

AUSTIN CONVENTION & VISITORS BUREAU
dba Visit Austin
Budget Fiscal Year 2021 -2022

REVENUE		Proposed FY2022	Amended FY 2021	Approved FY 2021	Amended FY 2020	Approved FY2019
City Contract - Visit Austin Operations		7,199,458	4,091,767	8,776,726	10,059,265	13,126,471
Total City Contract		7,199,458	4,091,767	8,776,726	10,059,265	13,126,471
Private Sector Revenue						
Retail Revenue		875,000	125,000	750,000	791,941	1,140,000
Publication Sales		-	20,000	20,000	20,000	-
Rack Rental		5,500	-	5,500	10,000	15,000
Partnership Revenue		275,000	247,000	247,000	429,680	646,525
Austin Sports Commission Revenue		40,000	40,000	40,000	48,705	68,000
Services Billed		10,750	5,750	13,750	15,000	22,400
Donated Services		75,000	25,000	25,000	315,000	315,000
Interest Income		24,000	24,000	24,000	35,000	3,600
Draw on Reserve Funds		2,999,998	1,000,000	2,000,000	1,000,000	376,100
Sub-Total, Private Sector Revenue		4,305,248	1,486,750	3,125,250	2,665,326	2,586,625
TOTAL REVENUE		11,504,708	5,578,517	11,901,976	12,724,591	15,713,096
BUDGET BY PROGRAM						
Convention Sales & Services	*	4,735,659	2,425,275	4,625,275	4,676,280	6,750,862
Marketing	**	3,432,776	1,074,434	4,074,434	3,994,747	4,576,127
Music & Film		555,985	480,688	489,688	587,944	563,430
Visitor Center		986,740	323,120	994,270	1,442,767	1,640,135
Finance/Administration/IT		1,793,548	1,275,000	1,718,309	2,022,853	2,182,542
TOTAL		11,504,708	5,578,517	11,901,976	12,724,591	15,713,096
CHANGE IN NET ASSETS		-	-	-	-	-
		FY2022	Amended FY2021	Approved FY2021	FY2020	FY2019
		Percentage Allocation	Percentage Allocation	Percentage Allocation	Percentage Allocation	Percentage Allocation
Convention Sales	*	31%	32%	28%	28%	23%
Convention Services	*	7%	6%	8%	6%	14%
Convention Services - Housing	*	0%	0%	0%	0%	1%
Tourism Sales	*	3%	3%	3%	3%	3%
Marketing/Advertising	**	30%	33%	34%	31%	30%
Music & Film		5%	5%	4%	3%	3%
Visitor Center		9%	8%	8%	9%	8%
Finance/Administrative/IT		16%	13%	14%	13%	11%
Pass Through		0%	0%	0%	7%	0%
Current and Future Convention Commitments		0%	0%	1%	0%	7%
		100%	100%	100%	100%	100%

AUSTIN CONVENTION AND VISITORS BUREAU
dba VISIT AUSTIN
PROPOSED FY 2021/2022 BUDGET

	Sales	Services	Tourism	ASC	Communications	Strategic Partnership	Advertising	Film	Music	VC	Operations	Total
City Contract	2,832,405	454,692	398,244	199,804	698,167	319,370	-	187,928	233,057	106,240	1,769,550	7,199,458
Retail Revenue	-	-	-	-	-	-	-	-	-	875,000	-	875,000
Publication Sales	-	-	-	-	-	-	-	-	-	-	-	-
Rack Rental Revenue	-	-	-	-	-	-	-	-	-	5,500	-	5,500
Partnership Revenue	-	-	-	-	-	275,000	-	-	-	-	-	275,000
ASC Revenue	-	-	-	40,000	-	-	-	-	-	-	-	40,000
Services Revenue	-	10,750	-	-	-	-	-	-	-	-	-	10,750
Donated Services	-	-	-	-	-	75,000	-	-	-	-	-	75,000
Interest	-	-	-	-	-	-	-	-	-	-	24,000	24,000
Draw on Reserve Fund	500,000	299,762	-	-	300,000	-	1,765,236	-	135,000	-	-	2,999,998
Total Private Revenue	500,000	310,512	-	40,000	300,000	350,000	1,765,236	-	135,000	880,500	24,000	4,305,248
Total Revenue												11,504,708
Client Development	184,400	60,100	20,000	27,042	4,000	41,500	-	1,800	4,300	-	-	343,142
FAMS/Site Visits	60,000	-	6,000	6,000	10,000	2,000	-	-	-	-	-	84,000
Convention Commitments	-	65,650	-	-	-	-	-	-	-	-	-	65,650
Local Meetings	3,500	2,620	-	2,640	750	2,400	-	-	-	-	-	11,910
Promotional Items	50,000	-	-	-	-	-	-	-	-	-	-	50,000
Special Promotions	-	1,500	4,700	33,500	-	161,000	-	-	-	-	-	200,700
Industry Relations	330,750	-	-	-	-	37,500	-	-	-	-	-	368,250
Trade Shows	198,500	4,000	25,500	5,700	-	20,000	-	-	-	-	-	253,700
Professional Development	4,500	7,500	-	-	14,250	2,000	-	-	-	-	2,640	30,890
Information Technology	51,000	-	-	-	-	-	-	-	-	-	221,591	272,591
Fulfillment	-	-	-	-	25,000	-	-	-	-	-	-	25,000
Collateral	-	800	-	-	-	-	-	-	-	7,000	-	7,800
Media Production and Placement	-	16,000	-	-	-	-	1,765,236	-	13,000	-	-	1,794,236
Research	66,000	-	-	-	38,108	-	-	-	-	-	-	104,108
Professional and Contracted Services	-	-	12,000	-	9,000	86,400	-	-	-	-	145,258	252,658
Music/Film Programs	-	-	-	-	-	-	-	42550	237,655	-	-	280,205
Heritage Grant Program	-	-	-	-	-	-	-	-	-	-	-	-
Retail Cost of Goods Sold	-	-	-	-	-	-	-	-	-	532,521	-	532,521
Visitor Services	-	-	-	-	-	-	-	-	-	16,708	-	16,708
Employee Relations	-	-	-	-	-	-	-	-	-	-	-	-
Donated Services	-	-	-	-	-	75,000	-	-	-	-	-	75,000
Total Program Expenses	948,650	158,170	68,200	74,882	101,108	427,800	1,765,236	44,350	254,955	556,229	369,489	4,769,069
Overhead and Office Expenses	36,220	9,114	66,210	17,729	70,361	4,642	-	5,883	1,613	6,914	53,908	272,593
Depreciation	-	-	-	-	-	-	-	-	-	-	-	-
Rent	467,359	117,243	54,184	45,354	133,585	45,969	-	19,982	17,294	82,982	239,707	1,223,657
Personnel Costs	1,880,176	480,678	209,650	101,840	693,115	190,960	-	117,714	94,195	340,615	1,130,445	5,239,389
	3,332,405	765,205	398,244	239,804	998,169	669,371	1,765,236	187,928	368,057	986,740	1,793,548	11,504,708
Total by Functional Area				4,735,659			3,432,776		555,985	986,740	1,793,548	11,504,708
				41.2%			29.8%		4.8%	8.6%	15.6%	