

**Florida Tourism Industry Marketing Corp.**  
**d/b/a VISIT FLORIDA**  
**Budget Approved by VISIT FLORIDA Board of Directors**  
**For Fiscal Year 2016-2017**

	<u>16-17</u> <u>Annual Budget</u>
<b>Revenues</b>	
State of Florida Proceeds	\$ 76,000,000.00
Partner Investment	2,268,095.00
Strategic Alliances	291,688.00
Events Revenue	2,347,996.00
Trade Show Revenue	1,691,169.00
Welcome Center Revenue	475,689.00
Reimbursement Revenue	250,000.00
Publication Revenue	254,000.00
Interest Income	45,760.00
Research Revenue	106,112.00
Website Revenue	513,394.00
Other Revenue	6,399,532.00
Industry-Contributed Promotional Value	97,880,000.00
Industry-Cooperative Advertising Value	26,417,304.00
<b>Total Revenues</b>	<b>\$ 214,940,739.00</b>
<b>Expenses</b>	
Salaries & Benefits	\$ 13,550,214.00
Fees & Services	8,580,013.00
Citrus Juice	250,000.00
Office & Computer Supplies	141,955.00
Decorations	167,201.00
Depreciation & Amortization	1,037,897.00
Dues & Subscriptions	238,288.00
Printing/ Copying/ Photo	375,756.00
Business Promotion	1,777,614.00
Repairs and Maintenance	138,435.00
Equipment Rental	366,451.00
Postage & Freight	165,711.00
Fulfillment	411,020.00
Grants	1,314,425.00
Insurance Business	187,872.00
Legal	140,880.00
Promotional Items	343,766.00
Registration Fees/Booth Rental	1,756,403.00
Employee Relocation	11,000.00
Office Rent	457,364.00
Research Project	1,214,110.00
Taxes and Licenses	24,608.00
Telephone	304,816.00
Temp. Labor	61,355.00
Training	228,620.00
Travel	1,560,874.00
Travel - Projects (Non-Emp)	2,295,963.00
Uniforms	23,302.00
Utilities	122,484.00
Warehouse-Rent	107,628.00
Agency Fees	3,928,934.00
Media	44,355,408.00
Production	5,003,068.00
Industry Contributed Promotional Value	97,880,000.00
Industry Cooperative Advertising Value	26,417,304.00
<b>Total Expenses</b>	<b>\$ 214,940,739.00</b>
<b>Revenues Over Expenses</b>	<b>\$ -</b>