

Florida Tourism Industry Marketing Corp.  
d/b/a VISIT FLORIDA  
Budget Approved by VISIT FLORIDA Board of Directors  
For Fiscal year 2017-2018

**17-18**  
**Annual Budget**

**Revenues**

State of Florida Proceeds	\$	76,000,000.00
Partner Investment		1,313,260.00
Strategic Alliances		213,332.00
Events Revenue		1,088,129.00
Trade Show Revenue		1,313,967.00
Welcome Center Revenue		461,212.00
Reimbursement Revenue		250,000.00
Publication Revenue		203,000.00
Interest Income		29,000.00
Research Revenue		124,840.00
Website Revenue		38,394.00
Other Revenue		675,900.00
Industry-Contributed Promotional Value		85,000,000.00
Industry-Cooperative Advertising Value		11,083,935.00
<b>Total Revenues</b>	<b>\$</b>	<b>177,794,969.00</b>

**Expenses**

Salaries & Benefits	\$	13,164,762.00
Fees & Services		8,835,542.00
Citrus Juice		250,000.00
Office & Computer Supplies		82,724.00
Decorations		143,562.00
Depreciation & Amortization		1,407,283.00
Dues & Subscriptions		180,024.00
Printing/ Copying/ Photo		331,637.00
Business Promotion		972,349.00
Repairs and Maintenance		163,260.00
Equipment Rental		320,969.00
Postage & Freight		183,209.00
Fulfillment		170,000.00
Grants		455,000.00
Insurance Business		86,523.00
Legal		33,380.00
Promotional Items		191,991.00
Registration Fees/Booth Rental		1,382,397.00
Employee Relocation		8,500.00
Office Rent		478,373.00
Research Project		1,212,990.00
Taxes and Licenses		23,761.00
Telephone		272,134.00
Temp. Labor		52,451.00
Training		126,372.00
Travel		944,450.00
Travel - Projects (Non-Emp)		1,911,568.00
Uniforms		24,614.00
Utilities		121,084.00
Warehouse-Rent		90,375.00
Agency Fees		4,252,939.00
Media		40,389,021.00
Production		3,447,790.00
Industry Contributed Promotional Value		85,000,000.00
Industry Cooperative Advertising Value		11,083,935.00
<b>Total Expenses</b>	<b>\$</b>	<b>177,794,969.00</b>

**Revenues Over Expenses**

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