

Virginia Tourism Authority (320)
d/b/a
Virginia Tourism Corporation



Budget to Expenditure and Salary Report

For the Fiscal Year Ended June 30, 2007



Virginia Tourism Authority (320)
d/b/a Virginia Tourism Corporation
Summary Budget & Expenditure Report
For the Fiscal Year Ended June 30, 2007

	<u>Actual</u>	<u>Amended Operating Plan</u>	<u>Variance</u>
Revenues			
General Fund Appropriation	\$ 17,009,448	\$ 17,009,448	\$ -
Carryforward Funds	1,219,830	1,219,830	-
V400 Jamestown 2007 Funds	1,000,000 *	1,000,000	-
VDOT Transfers	1,000,000	1,100,000	(100,000)
Participation Fees	98,673	160,000	(61,327)
Interest Income	246,656	115,000	131,656
Other Revenue	440,245	382,700	57,545
Total Revenues	<u>\$ 21,014,852</u>	<u>\$ 20,986,978</u>	<u>\$ 27,874</u>
Expenditures			
Personal Services Costs			
Salaries, Taxes and Benefits	\$ 5,203,983	\$ 5,194,666	\$ (9,317)
Wages and Taxes	424,272	424,124	(148)
Total Personal Services Costs	5,628,255	5,618,790	(9,465)
Advertising and Promotion	6,090,200	6,489,253	399,053
Missions, Shows & Events	542,572	595,541	52,969
Electronic Marketing	459,040	459,200	160
Travel	440,524	450,394	9,870
Services	4,110,028	4,568,024	457,996
Supplies and Materials	227,489	244,475	16,986
Grants & Pass-Through Payments	1,230,909	2,095,000	864,091 **
Fixed Asset Payments	224,262	225,054	792
Other Expenditures	225,852	241,247	15,395
Total Expenditures	<u>19,179,131</u>	<u>20,986,978</u>	<u>1,807,847</u>
Net Surplus (Deficit)	<u>\$ 1,835,721</u>	<u>\$ -</u>	<u>\$ 1,835,721</u>

* Represents the last installment of Virginia license V400 funds for Jamestown 2007 marketing.

** Grant awards totalling \$804,138 remained undistributed at year's end pending reimbursement requests from grantees. Such grants are reimbursed to the recipient upon completion of their proposed marketing programs which occur in phases. Many marketing efforts carryover into the next fiscal year.



Virginia Tourism Authority (320)
Administration & Support Services
Budget & Expenditure Report
For the Fiscal Year Ended June 30, 2007

	<u>Actual</u>	<u>Amended Operating Plan</u>	<u>Variance</u>
Revenues			
General Fund Appropriation	\$ 2,468,468	\$ 2,468,468	\$ -
Carryforward Funds	85,000	85,000	-
V400 Jamestown 2007 Funds	-	-	-
VDOT Transfers	-	-	-
Participation Fees	-	-	-
Interest Income	206,656	75,000	131,656
Other Revenue	22,254	-	22,254
	<u>\$ 2,782,378</u>	<u>\$ 2,628,468</u>	<u>\$ 153,910</u>
Expenditures			
Personal Services Costs			
Salaries, Taxes and Benefits	\$ 648,918	\$ 650,422	\$ 1,504
Wages and Taxes	-	-	-
Total Personal Services Costs	648,918	650,422	1,504
Advertising and Promotion	302,433	358,569	56,136
Missions, Shows & Events	76,005	81,700	5,695
Electronic Marketing	-	-	-
Travel	96,772	105,142	8,370
Services	82,392	136,258	53,866
Supplies and Materials	21,755	46,599	24,844
Grants & Pass-Through Payments	100,909	925,000	824,091 *
Fixed Asset Payments	146,297	146,470	173
Other Expenditures	164,050	178,308	14,258
	<u>1,639,531</u>	<u>2,628,468</u>	<u>988,937</u>
Total Expenditures	<u>1,639,531</u>	<u>2,628,468</u>	<u>988,937</u>
Net Surplus (Deficit)	<u>\$ 1,142,847</u>	<u>\$ -</u>	<u>\$ 1,142,847</u>

* Grant awards totalling \$804,138 remained undistributed at year's end pending reimbursement requests from grantees. Such grants are reimbursed to the recipient upon completion of their proposed marketing programs which occur in phases. Many marketing efforts carryover into the next fiscal year.



**Virginia Tourism Authority (320)
Marketing and Promotions**

**Budget & Expenditure Report
For the Fiscal Year Ended June 30, 2007**

	<u>Actual</u>	<u>Amended Operating Plan</u>	<u>Variance</u>
Revenues			
General Fund Appropriation	\$ 5,248,876	\$ 5,248,876	\$ -
Carryforward Funds	461,800	461,800	-
V400 Jamestown 2007 Funds	1,000,000 *	1,000,000	-
VDOT Transfers	-	-	-
Participation Fees	94,332	160,000	(65,668)
Interest Income	-	-	-
Other Revenue	27,656	2,200	25,456
Total Revenues	<u>\$ 6,832,664</u>	<u>\$ 6,872,876</u>	<u>\$ (40,212)</u>
Expenditures			
Personal Services Costs			
Salaries, Taxes and Benefits	\$ 1,627,985	\$ 1,630,343	\$ 2,358
Wages and Taxes	-	-	-
Total Personal Services Costs	<u>1,627,985</u>	<u>1,630,343</u>	<u>2,358</u>
Advertising and Promotion	1,314,634	1,608,380	293,746
Missions, Shows & Events	326,553	366,905	40,352
Electronic Marketing	459,040	459,200	160
Travel	211,584	214,592	3,008
Services	2,446,590	2,486,595	40,005
Supplies and Materials	58,585	63,544	4,959
Grants & Pass-Through Payments	-	-	-
Fixed Asset Payments	16,817	16,983	166
Other Expenditures	25,328	26,334	1,006
Total Expenditures	<u>6,487,116</u>	<u>6,872,876</u>	<u>385,760</u>
Net Surplus (Deficit)	<u>\$ 345,548</u>	<u>\$ -</u>	<u>\$ 345,548</u>

* Represents the last installment of Virginia license V400 funds for Jamestown 2007 marketing.



Virginia Tourism Authority (320)
Corporate Communications
Budget & Expenditure Report
For the Fiscal Year Ended June 30, 2007

	<u>Actual</u>	<u>Amended Operating Plan</u>	<u>Variance</u>
Revenues			
General Fund Appropriation	\$ 5,288,291	\$ 5,288,291	\$ -
Carryforward Funds	310,000	310,000	-
V400 Jamestown 2007 Funds	-	-	-
VDOT Transfers	-	-	-
Participation Fees	-	-	-
Interest Income	-	-	-
Other Revenue	15,000	-	15,000
	<u>5,613,291</u>	<u>5,598,291</u>	<u>15,000</u>
Total Revenues	<u>\$ 5,613,291</u>	<u>\$ 5,598,291</u>	<u>\$ 15,000</u>
Expenditures			
Personal Services Costs			
Salaries, Taxes and Benefits	\$ 902,847	\$ 903,267	\$ 420
Wages and Taxes	1,614	1,617	3
Total Personal Services Costs	<u>904,461</u>	<u>904,884</u>	<u>423</u>
Advertising and Promotion	4,286,666	4,335,729	49,063
Missions, Shows & Events	103,825	103,980	155
Electronic Marketing	-	-	-
Travel	31,555	31,603	48
Services	188,999	189,166	167
Supplies and Materials	12,475	14,574	2,099
Grants & Pass-Through Payments	-	-	-
Fixed Asset Payments	967	970	3
Other Expenditures	17,191	17,385	194
	<u>5,546,139</u>	<u>5,598,291</u>	<u>52,152</u>
Total Expenditures	<u>5,546,139</u>	<u>5,598,291</u>	<u>52,152</u>
Net Surplus (Deficit)	<u>\$ 67,152</u>	<u>\$ -</u>	<u>\$ 67,152</u>



Virginia Tourism Authority (320)
Customer Service & Industry Relations
Budget & Expenditure Report
For the Fiscal Year Ended June 30, 2007

	<u>Actual</u>	<u>Amended Operating Plan</u>	<u>Variance</u>
Revenues			
General Fund Appropriation	\$ 2,247,158	\$ 2,247,158	\$ -
Carryforward Funds	43,030	43,030	-
V400 Jamestown 2007 Funds	-	-	-
VDOT Transfers	1,000,000	1,100,000	(100,000)
Participation Fees	4,341	-	4,341
Interest Income	40,000	40,000	-
Other Revenue	375,335	380,500	(5,165)
Total Revenues	<u>\$ 3,709,864</u>	<u>\$ 3,810,688</u>	<u>\$ (100,824)</u>
Expenditures			
Personal Services Costs			
Salaries, Taxes and Benefits	\$ 1,521,349	\$ 1,507,737	\$ (13,612)
Wages and Taxes	422,658	422,507	(151)
Total Personal Services Costs	1,944,007	1,930,244	(13,763)
Advertising and Promotion	20,007	20,100	93
Missions, Shows & Events	794	7,543	6,749
Electronic Marketing	-	-	-
Travel	35,835	34,147	(1,688)
Services	1,276,906	1,640,780	363,874
Supplies and Materials	125,673	110,758	(14,915)
Grants & Pass-Through Payments	-	-	-
Fixed Asset Payments	58,728	59,171	443
Other Expenditures	8,022	7,945	(77)
Total Expenditures	<u>3,469,972</u>	<u>3,810,688</u>	<u>340,716</u>
Net Surplus (Deficit)	<u>\$ 239,892</u>	<u>\$ -</u>	<u>\$ 239,892</u>



Virginia Tourism Authority (320)
Virginia Film Office
Budget & Expenditure Report
For the Fiscal Year Ended June 30, 2007

	<u>Actual</u>	<u>Amended Operating Plan</u>	<u>Variance</u>
Revenues			
General Fund Appropriation	\$ 1,406,655	\$ 1,406,655	\$ -
Carryforward Funds	320,000	320,000	-
V400 Jamestown 2007 Funds	-	-	-
VDOT Transfers	-	-	-
Participation Fees	-	-	-
Interest Income	-	-	-
Other Revenue	-	-	-
	<u> </u>	<u> </u>	<u> </u>
Total Revenues	<u>\$ 1,726,655</u>	<u>\$ 1,726,655</u>	<u>\$ -</u>
Expenditures			
Personal Services Costs			
Salaries, Taxes and Benefits	\$ 502,884	\$ 502,897	\$ 13
Wages and Taxes	-	-	-
Total Personal Services Costs	<u>502,884</u>	<u>502,897</u>	<u>13</u>
Advertising and Promotion	166,460	166,475	15
Missions, Shows & Events	35,395	35,413	18
Electronic Marketing	-	-	-
Travel	64,778	64,910	132
Services	115,141	115,225	84
Supplies and Materials	9,001	9,000	(1)
Grants & Pass-Through Payments	780,000	820,000	40,000
Fixed Asset Payments	1,453	1,460	7
Other Expenditures	<u>11,261</u>	<u>11,275</u>	<u>14</u>
	<u> </u>	<u> </u>	<u> </u>
Total Expenditures	<u>1,686,373</u>	<u>1,726,655</u>	<u>40,282</u>
	<u> </u>	<u> </u>	<u> </u>
Net Surplus (Deficit)	<u>\$ 40,282</u>	<u>\$ -</u>	<u>\$ 40,282</u>



Virginia Tourism Authority (320)
Pass-Through Payments
Budget & Expenditure Report
For the Fiscal Year Ended June 30, 2007

	<u>Actual</u>	<u>Amended Operating Plan</u>	<u>Variance</u>
Revenues			
General Fund Appropriation	\$ 350,000	\$ 350,000	\$ -
Carryforward Funds	-	-	-
V400 Jamestown 2007 Funds	-	-	-
VDOT Transfers	-	-	-
Participation Fees	-	-	-
Interest Income	-	-	-
Other Revenue	-	-	-
	<hr/>	<hr/>	<hr/>
Total Revenues	<u>\$ 350,000</u>	<u>\$ 350,000</u>	<u>\$ -</u>
Expenditures			
Personal Services Costs			
Salaries, Taxes and Benefits	\$ -	\$ -	\$ -
Wages and Taxes	-	-	-
Total Personal Services Costs	<hr/>	<hr/>	<hr/>
Advertising and Promotion	-	-	-
Missions, Shows & Events	-	-	-
Electronic Marketing	-	-	-
Travel	-	-	-
Services	-	-	-
Supplies and Materials	-	-	-
Grants & Pass-Through Payments	350,000	350,000	-
Fixed Asset Payments	-	-	-
Other Expenditures	-	-	-
	<hr/>	<hr/>	<hr/>
Total Expenditures	<u>350,000</u>	<u>350,000</u>	<u>-</u>
Net Surplus (Deficit)	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>

All Salaries and Wage Personnel

Position Title	Salaries & Wages Paid	FY 2007 Spot Bonus	FY 2007 Total Paid	Note :
President/CEO	160,000.08	10,000.00	170,000.08	
Executive Assistant	56,129.40		56,129.40	
Special Assistant to President	83,734.56	2,500.00	86,234.56	
Welcome Center Supervisor	39,279.36		39,279.36	
Tourism Counselor	27,362.88		27,362.88	
Welcome Center Supervisor	32,358.56		32,358.56	
Tourism Counselor	30,099.00		30,099.00	
Welcome Center Supervisor	43,086.48		43,086.48	
Tourism Counselor	36,896.76		36,896.76	
Welcome Center Supervisor	36,049.86		36,049.86	
Tourism Counselor	27,230.52		27,230.52	
Welcome Center Supervisor	39,139.86		39,139.86	
Tourism Counselor	32,065.86		32,065.86	
Welcome Center Supervisor	43,086.48		43,086.48	
Tourism Counselor	29,151.06		29,151.06	
Welcome Center Supervisor	37,400.40		37,400.40	
Tourism Counselor	33,349.20		33,349.20	
Welcome Center Supervisor	39,919.98		39,919.98	
Tourism Counselor	33,735.42		33,735.42	
Welcome Center Supervisor	28,076.83		28,076.83	1
Tourism Counselor	28,579.20		28,579.20	
Welcome Center Supervisor	36,851.24		36,851.24	
Tourism Counselor	25,898.16		25,898.16	
Bell Tower Manager	43,272.12		43,272.12	
Bell Tower Counselor	39,797.52		39,797.52	
VFO Admin Staff Assistant	41,200.14		41,200.14	
VP Of Film and Industry	108,572.40	2,000.00	110,572.40	
VFO Assistant Director	68,355.30		68,355.30	
VFO Promotions Manager	72,672.78		72,672.78	
VFO Promotions Manager	49,590.48		49,590.48	
VFO Locations and Digital Imaging Specialist	34,085.58		34,085.58	
VP Of Administration & Finance	93,972.84	1,000.00	94,972.84	
Advertising Program Coordinator	24,604.30		24,604.30	1
Fiscal Assistant	30,690.75		30,690.75	1
Procurement/Contracts	47,625.00		47,625.00	
Procurement/Receivables Specialist	10,262.73		10,262.73	1
Sr. Marketing Assistant	38,117.76		38,117.76	
North American Marketing Manager	65,977.92		65,977.92	
Director of Electronic Marketing	83,340.60		83,340.60	
Meetings & Conventions	72,575.28		72,575.28	
Electronic Events Coordinator	41,143.56		41,143.56	
Director of Sales	74,623.26		74,623.26	
International Marketing Manager	51,363.22		51,363.22	1
Director of Research	66,430.74		66,430.74	
VP of Strategy & Marketing	96,178.38	1,000.00	97,178.38	
Electronic Marketing Specialist	58,066.56		58,066.56	
Senior Tourism Development Specialist	69,628.14		69,628.14	
Tourism Development Program Assistant	50,304.27		50,304.27	
Tourism Development Specialist SW	50,470.14		50,470.14	
Tourism Development Specialist S	46,350.00		46,350.00	
Marketing Budget Analyst	49,409.80		49,409.80	
Multi-Media Specialist	53,560.38		53,560.38	
Tourism Development Program Assistant	36,763.62		36,763.62	
Electronic Mktg Strategist & Programmer	74,844.78		74,844.78	
Public Relations Coordinator	51,228.42		51,228.42	
Research Manager	39,780.18		39,780.18	
Electronic Marketing Assistant	38,992.50		38,992.50	
Director of Customer Service & Industry Relations	75,831.90		75,831.90	
Distribution Center Supervisor	35,221.50		35,221.50	

All Salaries and Wage Personnel

Position Title	Salaries & Wages Paid	FY 2007 Spot Bonus	FY 2007 Total Paid	Note :
CSIR Manager	50,729.22		50,729.22	
Postal Assistant	26,780.10		26,780.10	
CSIR Manager	51,846.18		51,846.18	
Admin Staff Assistant	43,269.96		43,269.96	
VP of Corporate	102,999.90	2,000.00	104,999.90	
Graphic Design Manager	65,312.40		65,312.40	
Sr. Graphic Designer	45,143.88		45,143.88	
Director of Public Relations	69,895.80		69,895.80	
Graphic Designer	39,720.06		39,720.06	
Editorial Manager	58,408.86		58,408.86	
Advertising Marketing Manager	57,526.95		57,526.95	
National Public Relations	49,719.06		49,719.06	
Admin Staff Assistant	42,464.70		42,464.70	
National Media Assistant	52,000.08		52,000.08	
National Media Manager	70,124.94		70,124.94	
Tourism Counselor	10,771.30		10,771.30	2
Advertising Intern	1,563.00		1,563.00	2
Tourism Counselor	10,812.07		10,812.07	2
Tourism Counselor	13,028.57		13,028.57	2
Tourism Counselor	12,256.09		12,256.09	2
Tourism Counselor	12,723.56		12,723.56	2
Tourism Counselor	12,581.98		12,581.98	2
Tourism Counselor	12,434.05		12,434.05	2
Tourism Counselor	10,984.74		10,984.74	2
Tourism Counselor	8,890.50		8,890.50	2
Tourism Counselor	4,558.76		4,558.76	2
Tourism Counselor	11,518.71		11,518.71	2
Tourism Counselor	7,005.88		7,005.88	2
Tourism Counselor	12,444.77		12,444.77	2
Tourism Counselor	9,165.12		9,165.12	2
Tourism Counselor	5,422.08		5,422.08	2
Tourism Counselor	10,600.56		10,600.56	2
Tourism Counselor	9,315.60		9,315.60	2
Tourism Counselor	9,880.32		9,880.32	2
Tourism Counselor	8,777.74		8,777.74	2
Tourism Counselor	11,467.41		11,467.41	2
Tourism Counselor	10,838.05		10,838.05	2
Tourism Counselor	8,916.88		8,916.88	2
Tourism Counselor	8,478.63		8,478.63	2
Tourism Counselor	15,667.30		15,667.30	2
Tourism Counselor	8,543.32		8,543.32	2
Tourism Counselor	17,313.12		17,313.12	2
Tourism Counselor	9,664.25		9,664.25	2
Tourism Counselor	3,736.80		3,736.80	2
Tourism Counselor	19,857.86		19,857.86	2
Tourism Counselor	9,390.13		9,390.13	2
Tourism Counselor	4,358.80		4,358.80	2
Tourism Counselor	8,445.12		8,445.12	2
Tourism Counselor	7,529.02		7,529.02	2
Tourism Counselor	1,961.82		1,961.82	2
Tourism Counselor	5,667.21		5,667.21	2
Tourism Counselor	4,813.00		4,813.00	2
Tourism Counselor	4,961.13		4,961.13	2
Tourism Counselor	11,786.00		11,786.00	2
Tourism Counselor	9,155.22		9,155.22	2
Tourism Counselor	8,405.58		8,405.58	2
Tourism Counselor	3,427.20		3,427.20	2
Tourism Counselor	3,248.00		3,248.00	2
	4,182,695.34	18,500.00	4,201,195.34	
Note 1	Partial year employment			
Note 2	Part-time and seasonal staff			