

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



Expenditure and Salary Report

For the Fiscal Year Ended June 30, 2008



**Virginia Tourism Authority (320)**  
**d/b/a Virginia Tourism Corporation**  
**Summary Expenditure Report**  
**For the Fiscal Year Ended June 30, 2008**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 15,276,953
Carryforward Funds	1,560,888
V400 Jamestown 2007 Funds	1,000,000 (1)
VDOT Transfers	1,200,000
Participation Fees	88,413
Interest Income	188,977
Other Revenue	<u>578,723</u>
<b>Total Revenues</b>	<b><u>\$ 19,893,954</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 5,625,351
Wages and Taxes	<u>482,109</u>
Total Personal Services Costs	6,107,460
Advertising and Promotion	6,006,172
Missions, Shows & Events	422,058
Electronic Marketing	815,069
Travel	277,957
Services	2,473,806
Supplies and Materials	172,475
Grants & Pass-Through Payments	1,050,371 (2)
Fixed Asset Payments	227,097
Other Expenditures	<u>280,229</u>
<b>Total Expenditures</b>	<b><u>17,832,694</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 2,061,260</u></b>

(1) Represents the final installment of Virginia license V400 funds for Jamestown 2007 marketing.

(2) Grant awards totaling \$877,782 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 of these marketing efforts crossover fiscal years.



**Virginia Tourism Authority (320)**  
**Administration & Revenue**  
**Expenditure Report**  
**For the Fiscal Year Ended June 30, 2008**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 1,685,061
Carryforward Funds	83,500
V400 Jamestown 2007 Funds	-
VDOT Transfers	-
Participation Fees	200
Interest Income	188,977
Other Revenue	7,087
	<hr/>
<b>Total Revenues</b>	<b><u>\$ 1,964,825</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 637,767
Wages and Taxes	-
Total Personal Services Costs	<hr/> 637,767
Advertising and Promotion	555,626
Missions, Shows & Events	14,189
Electronic Marketing	-
Travel	60,554
Services	75,169
Supplies and Materials	11,881
Grants & Pass-Through Payments	25,000
Fixed Asset Payments	63,845
Other Expenditures	196,022
	<hr/>
<b>Total Expenditures</b>	<b><u>1,640,053</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 324,772</u></b>



**Virginia Tourism Authority (320)**  
**Customer Services**  
**Expenditure Report**  
**For the Fiscal Year Ended June 30, 2008**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 2,147,804
Carryforward Funds	-
V400 Jamestown 2007 Funds	-
VDOT Transfers	1,200,000
Participation Fees	4,480
Interest Income	-
Other Revenue	<u>382,246</u>
<b>Total Revenues</b>	<b><u>\$ 3,734,530</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 637,767
Wages and Taxes	-
Total Personal Services Costs	<u>637,767</u>
Advertising and Promotion	555,626
Missions, Shows & Events	14,189
Electronic Marketing	-
Travel	60,554
Services	75,169
Supplies and Materials	11,881
Grants & Pass-Through Payments	25,000
Fixed Asset Payments	63,845
Other Expenditures	<u>196,022</u>
<b>Total Expenditures</b>	<b><u>1,640,053</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 2,094,477</u></b>



**Virginia Tourism Authority (320)**  
**Marketing**  
**Expenditure Report**  
**For the Fiscal Year Ended June 30, 2008**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 7,507,727
Carryforward Funds	502,500
V400 Jamestown 2007 Funds	1,000,000 (1)
VDOT Transfers	-
Participation Fees	82,737
Interest Income	-
Other Revenue	<u>54,690</u>
<b>Total Revenues</b>	<b><u>\$ 9,147,654</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,879,973
Wages and Taxes	<u>2,689</u>
Total Personal Services Costs	<u>1,882,662</u>
Advertising and Promotion	5,149,435
Missions, Shows & Events	359,091
Electronic Marketing	815,069
Travel	91,695
Services	543,734
Supplies and Materials	45,826
Grants & Pass-Through Payments	-
Fixed Asset Payments	11,618
Other Expenditures	<u>40,290</u>
<b>Total Expenditures</b>	<b><u>8,939,420</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 208,234</u></b>

(1) Represents the final installment of Virginia license V400 funds for Jamestown 2007 marketing.



Virginia Tourism Authority (320)  
Education and Development

Expenditure Report  
For the Fiscal Year Ended June 30, 2008

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 2,669,313
Carryforward Funds	974,888
V400 Jamestown 2007 Funds	-
VDOT Transfers	-
Participation Fees	996
Interest Income	-
Other Revenue	<u>131,700</u> (1)
<b>Total Revenues</b>	<b><u>\$ 3,776,897</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 973,575
Wages and Taxes	<u>1,119</u>
Total Personal Services Costs	974,694
Advertising and Promotion	135,702
Missions, Shows & Events	8,920
Electronic Marketing	-
Travel	48,211
Services	317,477
Supplies and Materials	8,254
Grants & Pass-Through Payments	611,621 (2)
Fixed Asset Payments	55
Other Expenditures	<u>16,581</u>
<b>Total Expenditures</b>	<b><u>2,121,515</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 1,655,382</u></b>

- (1) VTC received a funds for the Civil War Sesquicentennial activities. Such funds are to be used for research and planning assistance and development of a grant program.
- (2) Grant awards totaling \$877,782 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 of these marketing efforts crossover fiscal years.



Virginia Tourism Authority (320)  
Virginia Film Office  
Expenditure Report  
For the Fiscal Year Ended June 30, 2008

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 858,298
Carryforward Funds	-
V400 Jamestown 2007 Funds	-
VDOT Transfers	-
Participation Fees	-
Interest Income	-
Other Revenue	<u>3,000</u>
<b>Total Revenues</b>	<b><u>\$ 861,298</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 526,801
Wages and Taxes	<u>1,596</u>
Total Personal Services Costs	<u>528,397</u>
Advertising and Promotion	158,058
Missions, Shows & Events	31,587
Electronic Marketing	-
Travel	30,369
Services	107,454
Supplies and Materials	9,486
Grants & Pass-Through Payments	-
Fixed Asset Payments	1,758
Other Expenditures	<u>9,709</u>
<b>Total Expenditures</b>	<b><u>876,818</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ (15,520)</u></b>



**Virginia Tourism Authority (320)**  
**Pass-Through Payments**  
**Expenditure Report**  
**For the Fiscal Year Ended June 30, 2008**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 408,750
Carryforward Funds	-
V400 Jamestown 2007 Funds	-
VDOT Transfers	-
Participation Fees	-
Interest Income	-
Other Revenue	-
	<hr/>
<b>Total Revenues</b>	<b><u>\$ 408,750</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ -
Wages and Taxes	-
Total Personal Services Costs	<hr/> -
Advertising and Promotion	-
Missions, Shows & Events	-
Electronic Marketing	-
Travel	-
Services	-
Supplies and Materials	-
Grants & Pass-Through Payments	413,750
Fixed Asset Payments	-
Other Expenditures	-
	<hr/>
<b>Total Expenditures</b>	<b><u>413,750</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ (5,000)</u></b> <sup>(1)</sup>

(1) A refund due from a pass-through recipient was not received as of year end.



All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2008 Spot Bonus	FY 2008 Total Paid
Tourism Counselor	1,408.43	*		1,408.43
Assistant Manager	31,302.90			31,302.90
Assistant Manager	34,683.12			34,683.12
President/CEO	163,733.46			163,733.46
Assistant Manager	20,923.04	*		20,923.04
Postal Assistant	30,773.27			30,773.27
Tourism Development Specialist	52,488.90			52,488.90
Tourism Counselor	12,926.05			12,926.05
VP of Marketing	100,025.46			100,025.46
VFO Assistant Director	71,089.50			71,089.50
Tourism Counselor	7,882.88	*		7,882.88
Electronic Marketing Manager	60,389.28			60,389.28
Meetings & Conventions Manager	85,156.99	*		85,156.99
Administrative Assistant	45,000.84			45,000.84
Tourism Counselor	4,349.24	*		4,349.24
Assistant Manager	39,797.52			39,797.52
Assistant Manager	33,348.48			33,348.48
VP of Education & Development	107,119.86			107,119.86
Tourism Relations Manager	43,504.80			43,504.80
Tourism Counselor	11,660.33			11,660.33
Procurement /AR Specialist	34,000.44			34,000.44
Tourism Counselor	12,966.72			12,966.72
Director of Partnerships	86,674.26			86,674.26
Tourism Counselor	9,303.75	*		9,303.75
Tourism Counselor	2,542.00	*		2,542.00
Director of Advertising	66,580.88			66,580.88
Sr. Graphic Designer	44,349.67			44,349.67
Tourism Counselor	7,768.57	*		7,768.57
Tourism Relations Manager	41,776.80			41,776.80
Tourism Counselor	12,179.46			12,179.46
Special Assistant to the President	32,697.90	*		32,697.90
Tourism Counselor	9,445.89			9,445.89
Locations Manager	75,579.72			75,579.72
Tourism Counselor	16,632.80			16,632.80
Asst. Graphic Design Manager	50,787.72			50,787.72
Tourism Counselor	18,501.26			18,501.26
Tourism Counselor	945.00	*		945.00
Tourism Counselor	13,076.83			13,076.83
Tourism Counselor	6,529.25	*		6,529.25
Executive Assistant	58,374.60			58,374.60
Graphic Design Manager	67,924.86			67,924.86
Assistant Manager	29,312.04			29,312.04
Director of Development	72,413.22			72,413.22
Assistant Manager	37,867.68			37,867.68
Revenue Program Coordinator	19,992.49	*		19,992.49
Fiscal Technician-AR	4,974.88	*		4,974.88
Consumer Services Communications Manager	53,920.02			53,920.02
Tourism Counselor	11,088.13			11,088.13
Tourism Relations Manager	45,003.00			45,003.00
Tourism Counselor	11,189.16			11,189.16
Tourism Relations Manager	37,594.86			37,594.86
Welcome Centers Operations Manager	54,293.11			54,293.11
EM Content Specialist	23,073.07	*		23,073.07

## All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2008 Spot Bonus	FY 2008 Total Paid
Tourism Counselor	8,903.63			8,903.63
Administrative Assistant	44,163.24			44,163.24
Tourism Relations Manager	40,362.26			40,362.26
International Marketing Manager	65,181.90			65,181.90
National Sales Manager	20,225.55	*		20,225.55
Tourism Counselor	9,889.75			9,889.75
Tourism Relations Manager	43,701.93			43,701.93
Tourism Relations Manager	44,809.98			44,809.98
Multi-Media Specialist	55,702.74			55,702.74
VP of Administration & Revenue	98,501.44			98,501.44
Assistant Manager	30,317.16			30,317.16
Tourism Counselor	13,201.82			13,201.82
Tourism Relations Manager	37,491.90			37,491.90
Tourism Counselor	10,954.69			10,954.69
Tourism Counselor	13,281.90			13,281.90
Vertical Marketing Manager	51,707.82			51,707.82
Tourism Counselor	7,254.47	*		7,254.47
Tourism Relations Manager	15,867.87	*		15,867.87
Tourism Counselor	16,445.40			16,445.40
Tourism Counselor	10,256.18			10,256.18
Tourism Counselor	5,867.30	*		5,867.30
Sr. Sales Assistant	39,642.54			39,642.54
Tourism Counselor	14,394.21			14,394.21
Tourism Counselor	2,596.80	*		2,596.80
Director of Research	41,371.32			41,371.32
Exec. VP Of Operations and Film	112,915.26			112,915.26
Tourism Counselor	12,171.42			12,171.42
Tourism Counselor	8,841.77			8,841.77
Procurement & Contracts Officer	49,530.06			49,530.06
Tourism Counselor	9,213.24			9,213.24
Tourism Counselor	5,029.64			5,029.64
Director of Electronic Marketing	80,130.90			80,130.90
Distribution Center Supervisor	36,630.30			36,630.30
Tourism Counselor	13,149.64			13,149.64
Tourism Counselor	11,010.52			11,010.52
Tourism Counselor	11,031.65	*		11,031.65
Special Projects Coordinator	51,788.40			51,788.40
Tourism Counselor	1,530.00	*		1,530.00
Tourism Relations Manager	39,971.15			39,971.15
Tourism Counselor	7,029.05			7,029.05
Tourism Counselor	5,078.89	*		5,078.89
Assistant Manager	25,956.34	*		25,956.34
North American Marketing Manager	33,463.62	*		33,463.62
Tourism Relations Manager	19,901.88	*		19,901.88
Assistant Manager	35,084.82			35,084.82
Assistant Manager	28,457.46			28,457.46
Tourism Counselor	4,618.32	*		4,618.32
Tourism Relations Manager	26,382.53	*		26,382.53
Tourism Development Specialist	52,488.90			52,488.90
Tourism Counselor	5,358.19	*		5,358.19
Communications Manager	51,574.02			51,574.02
Promotions Manager	53,277.54			53,277.54
Administrative Assistant	42,848.10			42,848.10
Director of Research	45,478.09	*		45,478.09

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2008 Spot Bonus	FY 2008 Total Paid
Tourism Counselor	6,046.44	*		6,046.44
Tourism Counselor	12,599.06			12,599.06
Director of Public Relations	37,027.50	*		37,027.50
Locations and Digital Imaging Specialist	35,448.96			35,448.96
Tourism Counselor	12,565.95			12,565.95
Tourism Counselor	15,090.42			15,090.42
Assistant to Education & Development	37,120.56			37,120.56
Director of Public Relations	76,780.80			76,780.80
Tourism Development Specialist	48,204.00			48,204.00
Tourism Relations Manager	40,850.52			40,850.52
Director of Domestic Marketing	77,608.20			77,608.20
Assistant Manager	28,319.64			28,319.64
Tourism Counselor	11,402.69			11,402.69
Tourism Counselor	12,471.59			12,471.59
Director of Education & Workforce Readiness	78,865.14			78,865.14
Tourism Counselor	11,282.32			11,282.32
National Media Specialist	53,560.14			53,560.14
Tourism Relations Manager	31,384.56	*		31,384.56
Publications Manager	60,745.14			60,745.14
Tourism Counselor	3,852.58			3,852.58
Electronic Events Coordinator	15,267.55	*		15,267.55
Partnership Coordinator	40,552.20			40,552.20
Advertising Assistant	38,968.65	*		38,968.65
<b>4,434,974.50</b>			<b>0.00</b>	<b>4,434,974.50</b>