

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



Expenditure and Salary Report

For the Fiscal Year Ended June 30, 2009



**Virginia Tourism Authority (320)**  
**d/b/a Virginia Tourism Corporation**  
**Summary Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2009**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 13,617,798
Carryforward Funds	1,828,469
VDOT Transfers	1,200,000
Participation Fees	86,951
Interest Income	76,205
Other Revenue	<u>891,877</u>
<b>Total Revenues</b>	<b><u>\$ 17,701,300</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 5,287,962
Wages and Taxes	<u>379,681</u>
Total Personal Services Costs	5,667,643
Advertising and Promotion	4,016,238
Missions, Shows & Events	456,160
Electronic Marketing	860,542
Travel	262,449
Services	2,331,915
Supplies and Materials	100,342
Grants & Pass-Through Payments	1,125,262 (1) (2)
Fixed Asset Payments	151,882
Other Expenditures	<u>531,190</u>
<b>Total Expenditures</b>	<b><u>15,503,623</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 2,197,677</u></b>

(1) VTC received funds in FY2008 for the Civil War Sesquicentennial activities totalling \$130,000. The funds are to be used for research and planning assistance and development of a grant program. As of June 30, these funds were committed for FY2010 expenditure but were not expended as of June 30, 2009.

(2) Marketing matching grant awards totaling \$945,572 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**  
**Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2009**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 1,548,287
Carryforward Funds	77,500
VDOT Transfers	-
Participation Fees	-
Interest Income	76,205
Other Revenue	413
	<hr/>
<b>Total Revenues</b>	<b><u><u>\$ 1,702,405</u></u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 586,768
Wages and Taxes	-
Total Personal Services Costs	<hr/> 586,768
Advertising and Promotion	553,696
Missions, Shows & Events	15,158
Electronic Marketing	-
Travel	60,322
Services	157,450
Supplies and Materials	7,996
Grants & Pass-Through Payments	17,472
Fixed Asset Payments	82,551
Other Expenditures	226,106
	<hr/>
<b>Total Expenditures</b>	<b><u><u>1,707,519</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ (5,114)</u></u></b>



Virginia Tourism Authority (320)  
Customer Services & Fulfillment  
Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2009

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 1,931,442
Carryforward Funds	-
VDOT Transfers	1,200,000
Participation Fees	4,415
Interest Income	-
Other Revenue	<u>568,017</u>
<b>Total Revenues</b>	<b><u><u>\$ 3,703,874</u></u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,617,074
Wages and Taxes	<u>345,608</u>
Total Personal Services Costs	1,962,682
Advertising and Promotion	-
Missions, Shows & Events	5,935
Electronic Marketing	-
Travel	35,871
Services	1,146,773
Supplies and Materials	50,067
Grants & Pass-Through Payments	-
Fixed Asset Payments	59,037
Other Expenditures	<u>5,484</u>
<b>Total Expenditures</b>	<b><u><u>3,265,849</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ 438,025</u></u></b>



**Virginia Tourism Authority (320)**  
**Marketing**  
**Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2009**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 6,893,478
Carryforward Funds	466,197
VDOT Transfers	-
Participation Fees	82,536
Interest Income	-
Other Revenue	<u>69,118</u>
<b>Total Revenues</b>	<b><u>\$ 7,511,329</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,636,216
Wages and Taxes	24,635
Total Personal Services Costs	<u>1,660,851</u>
Advertising and Promotion	3,180,548
Missions, Shows & Events	390,572
Electronic Marketing	860,542
Travel	91,777
Services	725,256
Supplies and Materials	27,997
Grants & Pass-Through Payments	292,084
Fixed Asset Payments	7,428
Other Expenditures	<u>45,908</u>
<b>Total Expenditures</b>	<b><u>7,282,963</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 228,366</u></b>



**Virginia Tourism Authority (320)**  
**Partnership Marketing**  
**Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2009**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 2,192,266
Carryforward Funds	1,190,892
VDOT Transfers	-
Participation Fees	-
Interest Income	-
Other Revenue	800
	<hr/>
<b>Total Revenues</b>	<b><u><u>\$ 3,383,958</u></u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 917,354
Wages and Taxes	9,438
Total Personal Services Costs	<hr/> 926,792
Advertising and Promotion	95,512
Missions, Shows & Events	11,904
Electronic Marketing	-
Travel	42,345
Services	190,464
Supplies and Materials	8,837
Grants & Pass-Through Payments	604,804 (1) (2)
Fixed Asset Payments	2,016
Other Expenditures	22,853
	<hr/>
<b>Total Expenditures</b>	<b><u><u>1,905,527</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ 1,478,431</u></u></b>

(1) VTC received funds in FY2008 for the Civil War Sesquicentennial activities totalling \$130,000. The funds are to be used for research and planning assistance and development of a grant program. As of June 30, these funds were committed for FY2010 expenditure but were not expended as of June 30, 2009.

(2) Marketing matching grant awards totaling \$945,572 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

Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2009

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 902,325
Carryforward Funds	93,880
VDOT Transfers	-
Participation Fees	-
Interest Income	-
Other Revenue	<u>253,529</u>
<b>Total Revenues</b>	<b><u>\$ 1,249,734</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 530,550
Wages and Taxes	-
Total Personal Services Costs	<u>530,550</u>
Advertising and Promotion	186,482
Missions, Shows & Events	32,591
Electronic Marketing	-
Travel	32,134
Services	111,972
Supplies and Materials	5,445
Grants & Pass-Through Payments	60,902
Fixed Asset Payments	850
Other Expenditures	<u>230,839</u>
<b>Total Expenditures</b>	<b><u>1,191,765</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 57,969</u></b>



Virginia Tourism Authority (320)  
*Pass-Through Payments*

Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2009

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 150,000
Carryforward Funds	-
VDOT Transfers	-
Participation Fees	-
Interest Income	-
Other Revenue	-
	<hr/>
<b>Total Revenues</b>	<b><u>\$ 150,000</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	150,000
Fixed Asset Payments	-
Other Expenditures	-
	<hr/>
<b>Total Expenditures</b>	<b><u>150,000</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ -</u></b>



## All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2009 Spot Bonus	FY 2009 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

\* = Partial Year

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2009 Spot Bonus	FY 2009 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

\* = Partial Year

## All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2009 Spot Bonus	FY 2009 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>