

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



Expenditure and Salary Report

For the Fiscal Year Ended June 30, 2010



**Virginia Tourism Authority (320)**  
**d/b/a Virginia Tourism Corporation**  
**Summary Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2010**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 14,431,321
Carryforward Funds	1,779,914 (1)
VDOT Transfers	1,200,000
Participation Fees	96,125
Interest Income	16,394
Other Revenue	<u>793,914</u>
<b>Total Revenues</b>	<b><u><u>\$ 18,317,669</u></u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 5,032,749
Wages and Taxes	<u>350,182</u>
Total Personal Services Costs	5,382,931
Advertising and Promotion	5,316,400
Missions, Shows & Events	366,657
Electronic Marketing	799,014
Travel	247,013
Services	2,471,664
Supplies and Materials	243,999
Grants & Pass-Through Payments	841,996 (2) (3)
Fixed Asset Payments	78,562
Other Expenditures	<u>258,407</u>
<b>Total Expenditures</b>	<b><u><u>16,006,643</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ 2,311,026</u></u></b>

(1) This includes \$1,075,572 in Grant Funds awarded prior to FY10 but not expended as of June 30, 2009

(2) VTC received funds in FY2008 for the Civil War Sesquicentennial activities totaling \$130,000. Grant awards are to be used for research and planning assistance and development of a grant program. As of June 30, \$109,675 of these funds remained and were committed for FY2011 expenditure but were not expended as of June 30, 2010. VTC also received funds in FY2010 for the Civil War Sesquicentennial totaling \$200,000. These funds are committed for FY2011 but were not expended as of June 30, 2010.

(3) Cumulative marketing matching grant awards totaling \$1,068,899 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, 2010**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 877,432
Carryforward Funds	10,209
VDOT Transfers	-
Participation Fees	-
Interest Income	16,394
Other Revenue	26,901
<b>Total Revenues</b>	<b><u>\$ 930,937</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 530,178
Wages and Taxes	23,413
Total Personal Services Costs	<u>553,591</u>
Advertising and Promotion	-
Missions, Shows & Events	10,958
Electronic Marketing	-
Travel	42,940
Services	151,076
Supplies and Materials	41,497
Grants & Pass-Through Payments	-
Fixed Asset Payments	28,959
Other Expenditures	171,300
<b>Total Expenditures</b>	<b><u>1,000,321</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ (69,385)</u></b>



Virginia Tourism Authority (320)  
Customer Services & Fulfillment  
Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2010

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 1,981,722
Carryforward Funds	-
VDOT Transfers	1,200,000
Participation Fees	3,634
Interest Income	-
Other Revenue	<u>430,905</u>
<b>Total Revenues</b>	<b><u><u>\$ 3,616,261</u></u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,588,646
Wages and Taxes	<u>310,391</u>
Total Personal Services Costs	1,899,037
Advertising and Promotion	944
Missions, Shows & Events	12,451
Electronic Marketing	-
Travel	33,258
Services	1,117,144
Supplies and Materials	112,661
Grants & Pass-Through Payments	-
Fixed Asset Payments	44,723
Other Expenditures	<u>10,762</u>
<b>Total Expenditures</b>	<b><u><u>3,230,980</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ 385,281</u></u></b>



**Virginia Tourism Authority (320)**  
**Marketing**  
**Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2010**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 8,233,339
Carryforward Funds	361,347
VDOT Transfers	-
Participation Fees	92,491
Interest Income	-
Other Revenue	<u>91,068</u>
<b>Total Revenues</b>	<b><u>\$ 8,778,245</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,592,454
Wages and Taxes	16,378
Total Personal Services Costs	<u>1,608,832</u>
Advertising and Promotion	4,709,200
Missions, Shows & Events	316,444
Electronic Marketing	799,014
Travel	95,776
Services	801,085
Supplies and Materials	32,657
Grants & Pass-Through Payments	286,208
Fixed Asset Payments	2,170
Other Expenditures	<u>62,431</u>
<b>Total Expenditures</b>	<b><u>8,713,817</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 64,428</u></b>



**Virginia Tourism Authority (320)**  
**Partnership Marketing**  
**Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2010**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 2,167,554
Carryforward Funds	1,388,682 (1)
VDOT Transfers	-
Participation Fees	-
Interest Income	-
Other Revenue	<u>205,791</u>
<b>Total Revenues</b>	<b><u><u>\$ 3,762,027</u></u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 798,541
Wages and Taxes	-
Total Personal Services Costs	<u>798,541</u>
Advertising and Promotion	420,439
Missions, Shows & Events	4,069
Electronic Marketing	-
Travel	40,879
Services	318,481
Supplies and Materials	52,026
Grants & Pass-Through Payments	347,621 (2) (3)
Fixed Asset Payments	2,697
Other Expenditures	<u>6,559</u>
<b>Total Expenditures</b>	<b><u><u>1,991,312</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ 1,770,715</u></u></b>

(1) This includes \$1,075,572 in Grant Funds awarded prior to FY10 but not expended as of June 30, 2009

(2) VTC received funds in FY2008 for the Civil War Sesquicentennial activities totaling \$130,000. Grant awards are to be used for research and planning assistance and development of a grant program. As of June 30, \$109,675 of these funds remained and were committed for FY2011 expenditure but were not expended as of June 30, 2010. VTC also received funds in FY2010 for the Civil War Sesquicentennial totaling \$200,000. These funds are committed for FY2011 but were not expended as of June 30, 2010.

(3) Cumulative marketing matching grant awards totaling \$1,068,899 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, 2010

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 1,026,274
Carryforward Funds	19,676
VDOT Transfers	-
Participation Fees	-
Interest Income	-
Other Revenue	<u>39,250</u>
<b>Total Revenues</b>	<b><u>\$ 1,085,200</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 522,930
Wages and Taxes	-
Total Personal Services Costs	<u>522,930</u>
Advertising and Promotion	185,817
Missions, Shows & Events	22,735
Electronic Marketing	-
Travel	34,160
Services	83,878
Supplies and Materials	5,158
Grants & Pass-Through Payments	63,167
Fixed Asset Payments	13
Other Expenditures	<u>7,355</u>
<b>Total Expenditures</b>	<b><u>925,213</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 159,987</u></b>



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

Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2010

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 145,000
Carryforward Funds	-
VDOT Transfers	-
Participation Fees	-
Interest Income	-
Other Revenue	-
	<hr/>
<b>Total Revenues</b>	<b><u>\$ 145,000</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	145,000
Fixed Asset Payments	-
Other Expenditures	-
	<hr/>
<b>Total Expenditures</b>	<b><u>145,000</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ -</u></b>



## All Salaried and Wage Personnel

As of June 30, 2010

Position Title	Salaries & Wages Paid	Partial Year	FY 2010 Spot Bonus	FY 2010 Total Paid
Assistant Manager	31,497.09			31,497.09
Assistant Manager	34,406.08	*		34,406.08
Tourism Counselor	1,804.00	*		1,804.00
President/CEO	165,822.58			165,822.58
Assistant Manager	29,895.87			29,895.87
Postal Assistant	29,145.12			29,145.12
Tourism Development Specialist	52,814.52			52,814.52
Tourism Counselor	1,707.54	*		1,707.54
VP of Marketing	100,646.00			100,646.00
VFO Assistant Director	71,530.53			71,530.53
Electronic Marketing Manager	60,763.95			60,763.95
Budget and Finance Assistant	26,250.89	*		26,250.89
Office Manager	45,280.04			45,280.04
Assistant Manager	33,555.36			33,555.36
Assistant Manager	26,906.28			26,906.28
Assistant Manager	39,659.38			39,659.38
Marketing Assistant	25,061.25			25,061.25
VP of Partnership Alliance Marketing	107,784.42			107,784.42
Tourism Relations Manager	38,100.80	*		38,100.80
Tourism Counselor	5,256.90	*		5,256.90
Procurement/AR Specialist	34,178.39			34,178.39
Tourism Counselor	10,008.78			10,008.78
Tourism Relations Manager	6,201.46	*		6,201.46
Partnership Marketing Outreach Director	87,211.99			87,211.99
Tourism Counselor	11,064.43			11,064.43
Tourism Counselor	7,810.50			7,810.50
Director of Advertising	68,589.73			68,589.73
Senior Graphic Designer	45,721.79			45,721.79
Tourism Counselor	4,380.55	*		4,380.55
Tourism Relations Manager	42,035.98			42,035.98
Tourism Counselor	7,220.43			7,220.43
Tourism Counselor	2,691.98			2,691.98
Locations Manager	76,048.63			76,048.63
Assistant Manager	4,895.87	*		4,895.87
Tourism Counselor	13,128.32			13,128.32
Assistant Graphic Design Manager	51,102.80			51,102.80
Tourism Counselor	14,629.73			14,629.73
Public Relations Specialist	35,140.62			35,140.62
Tourism Counselor	10,843.38			10,843.38
Tourism Counselor	11,628.63			11,628.63
Executive Assistant	52,639.69	*		52,639.69
Graphic Design Manager	68,346.26			68,346.26
Partnership Marketing Development Director	72,862.45			72,862.45
Assistant Manager	37,939.77			37,939.77
Revenue Program Coordinator	42,751.09			42,751.09
Consumer & Revenue Programs Manager	56,967.42			56,967.42
Marketing/Graphics Intern	864.00	*		864.00
Tourism Counselor	5,245.94			5,245.94
Tourism Relations Manager	45,282.20			45,282.20
Tourism Counselor	8,243.28			8,243.28

## All Salaried and Wage Personnel

As of June 30, 2010

Position Title	Salaries & Wages Paid	Partial Year	FY 2010 Spot Bonus	FY 2010 Total Paid
Tourism Relations Manager	37,828.08			37,828.08
Welcome Centers Operations Manager	55,209.06			55,209.06
EM Content Specialist	41,854.22			41,854.22
Tourism Counselor	4,173.00			4,173.00
Media Imaging Specialist	44,437.22			44,437.22
Regional Tourism Manager	41,610.98			41,610.98
International Marketing Director	69,756.87			69,756.87
National Sales Manager	57,798.52			57,798.52
Tourism Counselor	4,594.71	*		4,594.71
Regional Tourism Manager	45,054.03			45,054.03
Tourism Relations Manager	45,087.99			45,087.99
Multi-Media Specialist	56,048.30			56,048.30
VP of Administration & Finance	99,652.98			99,652.98
Tourism Relations Manager	31,770.05			31,770.05
Tourism Counselor	8,389.64			8,389.64
Tourism Relations Manager	35,987.23	*		35,987.23
Tourism Counselor	8,313.85			8,313.85
Tourism Counselor	12,056.00			12,056.00
Public Relations Manager	52,028.62			52,028.62
Tourism Counselor	8,352.51			8,352.51
Tourism Counselor	6,952.05			6,952.05
Senior Marketing Assistant	39,888.42			39,888.42
Tourism Counselor	13,022.79			13,022.79
Director of Research	62,283.14			62,283.14
Executive VP of Operations and Film	117,556.70			117,556.70
Tourism Counselor	9,132.30			9,132.30
Tourism Counselor	4,539.08			4,539.08
Procurement & Contracts Officer	52,329.25			52,329.25
Tourism Counselor	174.40			174.40
Tourism Counselor	2,889.00			2,889.00
Director of Electronic Marketing	82,237.56			82,237.56
Distribution Center Supervisor	36,857.54			36,857.54
Tourism Counselor	10,442.20			10,442.20
Tourism Relations Manager	40,742.57			40,742.57
Tourism Counselor	8,973.88			8,973.88
Tourism Relations Manager	25,569.40	*		25,569.40
Assistant Manager	35,302.48			35,302.48
Assistant Manager	28,545.61			28,545.61
Tourism Development Specialist	52,814.52			52,814.52
Promotions Manager	51,893.97			51,893.97
Promotions Manager	53,608.08			53,608.08
Administrative Assistant	43,113.91			43,113.91
Tourism Counselor	574.00	*		574.00
Assistant Manager	27,404.47			27,404.47
Tourism Counselor	10,968.26			10,968.26
Tourism Counselor	8,594.63	*		8,594.63
Digital Imaging Specialist	35,668.88			35,668.88
Tourism Counselor	7,913.90			7,913.90
Tourism Counselor	11,235.90			11,235.90
Director of Public Relations	79,097.30			79,097.30
Tourism Development Specialist	48,503.06			48,503.06

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2010 Spot Bonus	FY 2010 Total Paid
Tourism Relations Manager	41,103.95			41,103.95
Director of Sales	78,089.69			78,089.69
Tourism Counselor	4,663.94	*		4,663.94
Assistant Manager	28,495.31			28,495.31
Tourism Counselor	7,967.51			7,967.51
Director of Education & Workforce Readiness	79,354.40			79,354.40
Tourism Counselor	10,874.70			10,874.70
National Media Specialist	7,799.73	*		7,799.73
Regional Tourism Manager	44,843.80			44,843.80
Publications Manager	61,121.99			61,121.99
Tourism Counselor	1,070.23			1,070.23
Partnership Marketing Outreach Coordinator	40,803.80			40,803.80
Advertising Assistant	52,816.20			52,816.20
<b>Totals</b>	<b>4,091,403.05</b>		<b>0.00</b>	<b>4,091,403.05</b>