

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



Expenditure Report

For the Fiscal Year Ended June 30, 2011



Virginia Tourism Authority (320)
d/b/a Virginia Tourism Corporation
Summary Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2011

	<u>Actual</u>
Revenues	
General Fund Appropriation	\$ 18,090,678
Carryforward Funds	2,813,574 (1)
VDOT Transfers	1,200,000
Participation Fees	68,304
Interest Income	11,940
Other Revenue	<u>1,104,066 (2)</u>
Total Revenues	<u>\$ 23,288,562</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 5,259,646
Wages and Taxes	<u>378,607</u>
Total Personal Services Costs	5,638,252
Advertising and Promotion	6,763,201
Missions, Shows & Events	272,620
Electronic Marketing	2,311,623
Travel	320,232
Services	2,762,734
Supplies and Materials	391,894
Grants & Pass-Through Payments	2,069,433
Fixed Asset Payments	159,233
Other Expenditures	<u>258,506</u>
Total Expenditures	<u>20,947,727</u>
Net Surplus (Deficit)	<u>\$ 2,340,835</u> (3) (4)

(1) This includes \$1,068,899 in Grant Funds awarded prior to FY11 but not expended as of June 30, 2010

(2) In FY2011, VTC received Federal Transportation Enhancement grant funds totaling \$487,082. These funds were administered by VDOT on a reimbursement basis for the Virginia "By the Way" kiosk program. In addition, VTC received funds in FY2011 for the Civil War 150 History Mobile program totaling \$34,500. These funds were administered on a reimbursement basis by the VA Sesquicentennial Commission.

(3) 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, \$77,105 of these funds remained and were committed for FY2012 expenditure but were not expended as of June 30, 2011. VTC also received funds in FY2010 for the Civil War Sesquicentennial totaling \$200,000. These funds are committed for FY2012 but were not expended as of June 30, 2011.

(4) Cumulative marketing matching grant awards totaling \$1,139,650 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. This figure includes the \$277,105 for the Sesquicentennial grant program.



Virginia Tourism Authority (320)
Administration & Revenue
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2011

	<u>Actual</u>
Revenues	
General Fund Appropriation	\$ 2,716,702
Carryforward Funds	963,400
VDOT Transfers	-
Participation Fees	-
Interest Income	11,940
Other Revenue	522,609 (1)
Total Revenues	<u>\$ 4,214,651</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 707,632
Wages and Taxes	12,957
Total Personal Services Costs	<u>720,588</u>
Advertising and Promotion	733,051
Missions, Shows & Events	27,456
Electronic Marketing	1,628,378
Travel	101,836
Services	784,225
Supplies and Materials	56,232
Grants & Pass-Through Payments	-
Fixed Asset Payments	91,150
Other Expenditures	172,536
Total Expenditures	<u>4,315,451</u>
Net Surplus (Deficit)	<u>\$ (100,800)</u>

(1) In FY2011, VTC received Federal Transportation Enhancement grant funds totaling \$487,082. These funds were administered on a reimbursement basis by VDOT for the Virginia "By the Way" kiosk program. In addition, VTC received funds in FY2011 for the Civil War 150 History Mobile program totaling \$34,500. These funds were administered on a reimbursement basis by the VA Sesquicentennial Commission.



Virginia Tourism Authority (320)
Customer Services & Fulfillment
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2011

	<u>Actual</u>
Revenues	
General Fund Appropriation	\$ 1,984,360
Carryforward Funds	-
VDOT Transfers	1,200,000
Participation Fees	2,631
Interest Income	-
Other Revenue	<u>516,307</u>
Total Revenues	<u><u>\$ 3,703,298</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,593,423
Wages and Taxes	<u>358,691</u>
Total Personal Services Costs	1,952,114
Advertising and Promotion	-
Missions, Shows & Events	4,701
Electronic Marketing	-
Travel	38,789
Services	956,464
Supplies and Materials	195,969
Grants & Pass-Through Payments	100,000
Fixed Asset Payments	44,700
Other Expenditures	<u>14,894</u>
Total Expenditures	<u><u>3,307,631</u></u>
Net Surplus (Deficit)	<u><u>\$ 395,667</u></u>



Virginia Tourism Authority (320)
Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2011

	<u>Actual</u>
Revenues	
General Fund Appropriation	\$ 9,924,891
Carryforward Funds	-
VDOT Transfers	-
Participation Fees	65,673
Interest Income	-
Other Revenue	<u>60,400</u>
Total Revenues	<u><u>\$ 10,050,964</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,553,371
Wages and Taxes	<u>6,818</u>
Total Personal Services Costs	1,560,189
Advertising and Promotion	5,495,928
Missions, Shows & Events	211,095
Electronic Marketing	681,500
Travel	90,567
Services	870,018
Supplies and Materials	57,952
Grants & Pass-Through Payments	977,875
Fixed Asset Payments	17,651
Other Expenditures	<u>55,894</u>
Total Expenditures	<u><u>10,018,669</u></u>
Net Surplus (Deficit)	<u><u>\$ 32,295</u></u>



Virginia Tourism Authority (320)
Partnership Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2011

	<u>Actual</u>
Revenues	
General Fund Appropriation	\$ 2,225,852
Carryforward Funds	1,645,174 (1)
VDOT Transfers	-
Participation Fees	-
Interest Income	-
Other Revenue	<u>2,500</u>
Total Revenues	<u>\$ 3,873,526</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 857,661
Wages and Taxes	<u>141</u>
Total Personal Services Costs	857,802
Advertising and Promotion	342,290
Missions, Shows & Events	3,809
Electronic Marketing	1,745
Travel	49,590
Services	74,304
Supplies and Materials	72,310
Grants & Pass-Through Payments	709,558
Fixed Asset Payments	5,732
Other Expenditures	<u>6,842</u>
Total Expenditures	<u>2,123,982</u>
Net Surplus (Deficit)	<u>\$ 1,749,544</u> (2) (3)

(1) This includes \$1,068,899 in Grant Funds awarded prior to FY11 but not expended as of June 30, 2010.

(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, \$77,105 of these funds remained and were committed for FY2012 expenditure but were not expended as of June 30, 2011. VTC also received funds in FY2010 for the Civil War Sesquicentennial totaling \$200,000. These funds are committed for FY2012 but were not expended as of June 30, 2011.

(3) Cumulative marketing matching grant awards totaling \$1,139,650 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. This figure includes the \$277,105 for the Sesquicentennial grant program.



Virginia Tourism Authority (320)
Virginia Film Office
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2011

	<u>Actual</u>
Revenues	
General Fund Appropriation	\$ 1,093,873
Carryforward Funds	205,000
VDOT Transfers	-
Participation Fees	-
Interest Income	-
Other Revenue	<u>2,250</u>
Total Revenues	<u><u>\$ 1,301,123</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 547,559
Wages and Taxes	-
Total Personal Services Costs	<u>547,559</u>
Advertising and Promotion	191,932
Missions, Shows & Events	25,559
Electronic Marketing	-
Travel	39,450
Services	77,723
Supplies and Materials	9,431
Grants & Pass-Through Payments	137,000
Fixed Asset Payments	-
Other Expenditures	<u>8,340</u>
Total Expenditures	<u><u>1,036,994</u></u>
Net Surplus (Deficit)	<u><u>\$ 264,129</u></u>



Virginia Tourism Authority (320)
Pass-Through Payments
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2011

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

All Salaried and Wage Personnel

Name	Position Title	Salaries & Wages Paid	Partial Year	FY 2011 Bonus	FY 2011 Total Paid
Allison, Joyce	Assistant Manager	31,606.80		948.00	32,554.80
Bailey, Alisa	President/CEO	166,400.16		4,992.00	171,392.16
Baker, Noelle	Tour Manager	30,659.71		900.00	31,559.71
Banks, Michael	Postal Assistant	29,246.64		877.00	30,123.64
Barker, Karen	Tourism Development Specialist	52,998.48		1,590.00	54,588.48
Bechamps, Diane	VP of Marketing	101,540.09		3,030.00	104,570.09
Beckstoffer, Rebecca	VFO Assistant Director	71,779.68		2,153.00	73,932.68
Bishop, Mary	Electronic Marketing Manager	60,975.60		1,829.00	62,804.60
Blair, John	Budget and Finance Assistant	35,380.80		1,061.00	36,441.80
Bowden, Kristen	Tourism Counselor	5,181.75	*	-	5,181.75
Bozorth, Mary	Office Manager	45,437.76		1,363.00	46,800.76
Brooks, Deirdre	Assistant Manager	33,672.24		1,010.00	34,682.24
Brown, Cynthia	Assistant Manager	27,000.00		810.00	27,810.00
Bulls, Judy	Assistant Manager	39,797.52		1,194.00	40,991.52
Burkhardt, John	Marketing Assistant	30,283.26		795.00	31,078.26
Calvert, Esra	Tourism Development Manager	750.00	*	-	750.00
Canfield, Christopher	VP of Partnership Alliance Marketing	108,159.84		3,245.00	111,404.84
Caudill, Jesse	Tourism Counselor	10,948.63		204.00	11,152.63
Cherkis, Norman	Tourism Counselor	914.93	*	-	914.93
Chongasing, Athelia	Procurement/AR Specialist	34,172.12		1,030.00	35,202.12
Cline, Donald	Tourism Counselor	13,770.90		340.00	14,110.90
Collins, Teresa	Tourism Relations Manager	38,000.16		1,140.00	39,140.16
Confroy, Wirt	Partnership Marketing Outreach Director	87,515.76		2,625.00	90,140.76
Conrad, Dale	Tourism Counselor	12,740.66		371.00	13,111.66
Coomes, Janet	Tourism Counselor	4,479.25		236.00	4,715.25
Cox, Jovandra	Director of Advertising	8,360.70	*	-	8,360.70
Crabtree, William	Senior Graphic Designer	46,094.33		1,376.00	47,470.33
Davis, Charles	Tourism Counselor	5,484.02	*	175.00	5,659.02
Davis, Cherron	Tourism Relations Manager	42,182.40		1,265.00	43,447.40
Durham, Dema	Tourism Counselor	8,113.95		265.00	8,378.95
Edmondson, Susan	Tourism Counselor	3,557.46		122.00	3,679.46
Edmunds, Andrew	Locations Manager	76,313.52		2,289.00	78,602.52
Edwards, Shirley	Assistant Manager	30,000.00		900.00	30,900.00
Elkins, Teresa	Tourism Counselor	14,103.60		412.00	14,515.60
Elliott, Frances	Assistant Graphic Design Manager	51,280.80		1,538.00	52,818.80
Elliott, Hazel	Tourism Counselor	13,017.08		486.00	13,503.08
Emerson, Danielle	Public Relations Specialist	35,208.26		1,050.00	36,258.26
Estep, Charlotte	Tourism Counselor	13,899.30		360.00	14,259.30
Estes, Doris	Tourism Counselor	10,854.76		339.00	11,193.76
Exley, Cheryl	Graphic Design Manager	70,441.63		2,058.00	72,499.63
Galyean, Steven	Partnership Marketing Development Director	78,566.01		2,400.00	80,966.01
Gardner, Joyce	Assistant Manager	38,071.92		1,142.00	39,213.92
Govoruhk, Jane	Assistant International Marketing Manager	49,000.08		1,470.00	50,470.08
Guffy, Valerie	Director of Customer & Partner Services	60,138.20		1,715.00	61,853.20
Hall, Anthony	Marketing/Graphics Intern	2,574.00	*	-	2,574.00
Hall, Peggy	Tourism Counselor	8,328.46		175.00	8,503.46
Hauser, Sarah	Digital Imaging Specialist	2,959.38	*	-	2,959.38
Henderson, Marie	Revenue Program Coordinator	50,088.25		1,500.00	51,588.25
Hensley, Ollivean	Tourism Counselor	9,662.10		308.00	9,970.10
Hess, Jeffrey	Tourism Relations Manager	37,959.84		1,139.00	39,098.84
Hicks, Sandra	Welcome Centers Operations Manager	54,903.82	*	1,662.00	56,565.82
Higgins, Casey	EM Content Specialist	45,325.00		1,386.00	46,711.00
Holland, Deborah	Tourism Counselor	3,903.36		126.00	4,029.36
Horvath, George	Media Imaging Specialist	43,313.25		1,338.00	44,651.25
Ivanov, Georgi	Marketing Intern	102.00	*	-	102.00
Jeffrey, Gary	Regional Tourism Manager	43,161.45		1,253.00	44,414.45
Johannesen, Heidi	International Marketing Director	72,333.33		2,400.00	74,733.33
Johnson, Joni	National Sales Manager	57,999.84		1,740.00	59,739.84
Kamai, Hedwig	Tourism Counselor	13,530.47		229.00	13,759.47
Kimble, Janet	Regional Tourism Manager	46,184.61		1,356.00	47,540.61
Kirby, Judith	Tourism Relations Manager	45,245.04		1,357.00	46,602.04
Kirk, Thomas	Multi-Media Specialist	56,243.52		1,687.00	57,930.52
Knox, Roy	VP of Administration & Finance	101,083.37		3,000.00	104,083.37
Koger, Tonja	Tourism Relations Manager	35,000.16		1,050.00	36,050.16
Lafferty, Mary	Tourism Counselor	8,761.48		254.00	9,015.48
Legge, Barbara	Tourism Counselor	10,777.21	*	293.00	11,070.21
Leibforth, Iris	Tourism Counselor	11,902.00		366.00	12,268.00
Lewis, Richard	Public Relations Manager	52,209.84		1,566.00	53,775.84
Lochen, Lynne	Tourism Development Specialist	22,230.73	*	-	22,230.73
Looney, Gladys	Tourism Counselor	9,688.92		264.00	9,952.92
Maddox, Faith	Tourism Counselor	8,016.72		227.00	8,243.72
Mamunes, Robin	Senior Marketing Assistant	40,027.44		1,201.00	41,228.44
Maples, Dale	Tourism Counselor	13,235.97		404.00	13,639.97
Martin, Shannon	Partnership Marketing Intern	132.00	*	-	132.00
McCarthy, Sean	Director of Research	16,005.42	*	-	16,005.42

All Salaried and Wage Personnel

Name	Position Title	Salaries & Wages Paid	Partial Year	FY 2011 Bonus	FY 2011 Total Paid
McClenny, Rita	Executive VP of Operations and Film	119,011.44		3,570.00	122,581.44
McLaughlin, Elizabeth	VP of Research	45,833.26	*	-	45,833.26
Mikeal, Patsy	Tourism Counselor	8,541.00		297.00	8,838.00
Miles, Margaret	Tourism Counselor	866.45	*	-	866.45
Minor, Terry	Procurement & Contracts Officer	52,511.52		1,575.00	54,086.52
Myers, Phyllis	Tourism Counselor	1,797.60		78.00	1,875.60
Neudeck, David	Director of Electronic Marketing	82,524.00		2,476.00	85,000.00
Neville, Darryl	Distribution Center Supervisor	36,985.92		1,110.00	38,095.92
Nix, Paul	Tour Manager	2,743.54	*	-	2,743.54
Norris, Barbara	Assistant Manager	23,439.39	*	-	23,439.39
Parnell, Kenneth	Tourism Counselor	8,022.40		307.00	8,329.40
Powers, Donna	Tourism Relations Manager	40,884.48		1,227.00	42,111.48
Prezioso, Richard	Tourism Counselor	8,189.75		254.00	8,443.75
Reilly, Kathleen	Tourism Relations Manager	39,499.92		1,185.00	40,684.92
Rew, Barrie Jo	Assistant Manager	35,425.44		1,063.00	36,488.44
Rhodes, Gloria	Assistant Manager	28,733.76		862.00	29,595.76
Rose, Randall	Tourism Development Specialist	52,998.48		1,590.00	54,588.48
Schoen, Mary	Promotions Manager	52,074.72		1,562.00	53,636.72
Scott, Julia	Promotions Manager	53,794.80		1,614.00	55,408.80
Severin, Mary	Administrative Assistant	43,264.08		1,298.00	44,562.08
Shenk, Rachel	Tourism Counselor	8,712.50		-	8,712.50
Slaughter, Amanda	Assistant Manager	27,499.92		825.00	28,324.92
Smith, Jo Ann	Tourism Counselor	11,055.70		332.00	11,387.70
Smith, Thad	Advertising Director	42,987.00	*	-	42,987.00
Spain, Steve	Tourism Counselor	8,497.88		312.00	8,809.88
Stephens, Kathryn	Digital Imaging Specialist	38,948.34		1,200.00	40,148.34
Stephens, Margaret	Tourism Counselor	8,365.13		268.00	8,633.13
Stowitts, Thomas	Tourism Counselor	13,427.18		381.00	13,808.18
Talmadge-Anderson, Tamra	Director of Public Relations	79,372.80		2,381.00	81,753.80
Tanner, Sandra	Tourism Development Specialist	51,015.51		1,460.00	52,475.51
Taylor, Marie	Tourism Relations Manager	41,247.12		1,237.00	42,484.12
Torricelli, Carol	Director of Sales	78,361.68		2,351.00	80,712.68
Trivette, Leslie	Tourism Counselor	8,122.54		210.00	8,332.54
Tyree, Kelly	Assistant Manager	28,594.56		858.00	29,452.56
Vest, Mary	Tourism Counselor	9,783.42		306.00	10,089.42
Walker, Bobbie	Director of Education & Workforce Readiness	79,630.80		2,389.00	82,019.80
Walton, Peggy	Tourism Counselor	12,667.48		374.00	13,041.48
Waltrip, Catherine	Regional Tourism Manager	45,000.00		1,350.00	46,350.00
Watkins, Judith	Publications Manager	63,333.78		1,920.00	65,253.78
Weddle, Janet	Tourism Counselor	804.12	*	33.00	837.12
Wiggins, Angela	Partnership Marketing Outreach Coordinator	40,945.92		1,228.00	42,173.92
Worthington, Paige	Partnership Marketing Outreach Specialist	53,000.16		1,590.00	54,590.16
* Partial Year indicates employees who were employed for less than 12 full months in the fiscal year.					
FY 2011 Totals		4,139,505.23		118,459.00	4,257,964.23