

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



Expenditure and Salary Report

For the Fiscal Year Ended June 30, 2012



**Virginia Tourism Authority (320)**  
**d/b/a Virginia Tourism Corporation**  
**Summary Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2012**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 19,691,249
Carryforward Funds	3,151,299 (1) (2)
VDOT Transfers	1,200,000
Participation Fees	77,170
Interest Income	8,391
Other Revenue	<u>1,599,171 (3) (4)</u>
<b>Total Revenues</b>	<b><u>\$ 25,727,280</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 5,536,513
Wages and Taxes	<u>514,101</u>
Total Personal Services Costs	6,050,614
Advertising and Promotion	6,207,544
Missions, Shows & Events	329,813
Electronic Marketing	1,931,071
Travel	385,415
Services	3,268,424
Supplies and Materials	500,402
Grants & Pass-Through Payments	3,217,498
Fixed Asset Payments	514,078
Other Expenditures	<u>263,384</u>
<b>Total Expenditures</b>	<b><u>22,668,242</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 3,059,038 (5) (6) (7)</u></b>

(1) This includes \$1,139,650 in marketing matching grant funds awarded prior to FY2012 but not expended as of June 30, 2011.

(2) This includes \$270,250 in film incentive grant funds awarded or in serious negotiations prior to FY2012 but not expended as of June 30, 2011.

(3) In FY2012, VTC received Federal Transportation Enhancement grant funds totaling \$1,228,345. Of these funds, \$1,218,599 was administered by VDOT on a reimbursement basis for the Virginia "By the Way" kiosk program. The remaining \$9,746 was administered by VDOT on a reimbursement basis for the Sappony Trading Path project.

(4) VTC received funds in FY2012 for the Civil War 150 History Mobile program totaling \$216,850. These funds were administered on a reimbursement basis by the VA Sesquicentennial Commission.

(5) 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, \$52,114 of these funds remained and are committed for FY2013 expenditure but were not expended as of June 30, 2012. VTC also received funds in FY2010 for the Civil War Sesquicentennial totaling \$200,000. These funds are committed for FY2013 but were not expended as of June 30, 2012.

(6) Cumulative marketing matching grant awards totaling \$1,640,862 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 \$252,114 for the Sesquicentennial grant program.

(7) Cumulative film incentive grant funds totaling \$431,944 remained undistributed at year's end. These funds are reserved for projects that are either committed or in serious negotiations for FY2013 expenditure.



**Virginia Tourism Authority (320)**  
**Administration & Revenue**  
**Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2012**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 3,234,385
Carryforward Funds	287,332
VDOT Transfers	-
Participation Fees	(2,150)
Interest Income	8,391
Other Revenue	1,472,295 (1) (2)
<b>Total Revenues</b>	<b><u><u>\$ 5,000,253</u></u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 827,122
Wages and Taxes	37,711
Total Personal Services Costs	<u>864,833</u>
Advertising and Promotion	493,952
Missions, Shows & Events	56,826
Electronic Marketing	1,123,872
Travel	142,345
Services	917,145
Supplies and Materials	91,086
Grants & Pass-Through Payments	-
Fixed Asset Payments	418,641
Other Expenditures	175,372
<b>Total Expenditures</b>	<b><u><u>4,284,071</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ 716,182</u></u></b>

(1) In FY2012, VTC received Federal Transportation Enhancement grant funds totaling \$1,228,345. Of these funds, \$1,218,599 was administered by VDOT on a reimbursement basis for the Virginia "By the Way" kiosk program. The remaining \$9,746 was administered by VDOT on a reimbursement basis for the Sappony Trading Path project.

(2) VTC received funds in FY2012 for the Civil War 150 History Mobile program totaling \$216,850. 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, 2012

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 1,910,370
Carryforward Funds	100,000
VDOT Transfers	1,200,000
Participation Fees	4,605
Interest Income	-
Other Revenue	<u>64,935</u>
<b>Total Revenues</b>	<b><u><u>\$ 3,279,910</u></u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,639,817
Wages and Taxes	407,890
Total Personal Services Costs	<u>2,047,707</u>
Advertising and Promotion	3,252
Missions, Shows & Events	13,754
Electronic Marketing	-
Travel	40,869
Services	709,498
Supplies and Materials	162,467
Grants & Pass-Through Payments	200,000
Fixed Asset Payments	40,332
Other Expenditures	<u>12,973</u>
<b>Total Expenditures</b>	<b><u><u>3,230,853</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ 49,057</u></u></b>



**Virginia Tourism Authority (320)**  
**Marketing**  
**Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2012**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 9,280,681
Carryforward Funds	504,067
VDOT Transfers	-
Participation Fees	74,715
Interest Income	-
Other Revenue	<u>35,491</u>
<b>Total Revenues</b>	<b><u>\$ 9,894,954</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,619,869
Wages and Taxes	34,378
Total Personal Services Costs	<u>1,654,247</u>
Advertising and Promotion	5,373,376
Missions, Shows & Events	234,454
Electronic Marketing	764,879
Travel	105,157
Services	812,276
Supplies and Materials	145,124
Grants & Pass-Through Payments	666,710
Fixed Asset Payments	44,074
Other Expenditures	<u>55,147</u>
<b>Total Expenditures</b>	<b><u>9,855,443</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 39,511</u></b>



**Virginia Tourism Authority (320)**  
**Partnership Marketing**  
**Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2012**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 3,031,368
Carryforward Funds	1,739,650 (1)
VDOT Transfers	-
Participation Fees	-
Interest Income	-
Other Revenue	<u>26,450</u>
<b>Total Revenues</b>	<b><u>\$ 4,797,468</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 927,428
Wages and Taxes	<u>34,122</u>
Total Personal Services Costs	961,551
Advertising and Promotion	170,941
Missions, Shows & Events	7,201
Electronic Marketing	42,320
Travel	60,125
Services	743,623
Supplies and Materials	78,696
Grants & Pass-Through Payments	923,788
Fixed Asset Payments	7,513
Other Expenditures	<u>11,693</u>
<b>Total Expenditures</b>	<b><u>3,007,451</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 1,790,017</u></b> (2) (3)

(1) This includes \$1,139,650 in marketing matching grant funds awarded prior to FY2012 but not expended as of June 30, 2011.

(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, \$52,114 of these funds remained and are committed for FY2013 expenditure but were not expended as of June 30, 2012. VTC also received funds in FY2010 for the Civil War Sesquicentennial totaling \$200,000. These funds are committed for FY2013 but were not expended as of June 30, 2012.

(3) Cumulative marketing matching grant awards totaling \$1,640,862 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 \$252,114 for the Sesquicentennial grant program.



**Virginia Tourism Authority (320)**  
**Virginia Film Office**  
**Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2012**

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 1,089,445
Carryforward Funds	270,250 (1)
VDOT Transfers	-
Participation Fees	-
Interest Income	-
Other Revenue	-
	<hr/>
<b>Total Revenues</b>	<b><u>\$ 1,359,695</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 522,277
Wages and Taxes	-
Total Personal Services Costs	<hr/> 522,277
Advertising and Promotion	166,024
Missions, Shows & Events	17,578
Electronic Marketing	-
Travel	36,919
Services	85,882
Supplies and Materials	23,029
Grants & Pass-Through Payments	32,000
Fixed Asset Payments	3,518
Other Expenditures	<hr/> 8,197
	<hr/>
<b>Total Expenditures</b>	<b><u>895,423</u></b>
	<hr/>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 464,272</u></b> (2)

(1) This represents film incentive grant funds awarded or in serious negotiations prior to FY2012 but not expended as of June 30, 2011.

(2) Cumulative film incentive grant funds totaling \$431,944 remained undistributed at year's end. These funds are reserved for projects that are either committed or in serious negotiations for FY2013 expenditure.



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

Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2012

	<u>Actual</u>
<b>Revenues</b>	
General Fund Appropriation	\$ 1,145,000
Carryforward Funds	250,000
VDOT Transfers	-
Participation Fees	-
Interest Income	-
Other Revenue	-
	<hr/>
<b>Total Revenues</b>	<b><u>\$ 1,395,000</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	1,395,000
Fixed Asset Payments	-
Other Expenditures	-
	<hr/>
<b>Total Expenditures</b>	<b><u>1,395,000</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ -</u></b>



## All Salaried and Wage Personnel

Name	Position Title	Salaries & Wages Paid	Partial Year	FY 2012 Bonus	FY 2012 Total Paid
Allison, Joyce	Assistant Manager	33,187.20		-	33,187.20
Ayers, Regina	Tourism Counselor	8,548.50	*	-	8,548.50
Bailey, Alisa	President/CEO	128,000.00	*	-	128,000.00
Baker, Noelle	Tour Manager	41,999.76		-	41,999.76
Banks, Michael	Postal Assistant	37,800.00		-	37,800.00
Barker, Karen	Tourism Development Specialist	60,777.09		3,000.00	63,777.09
Bechamps, Diane	VP of Marketing	107,100.00		13,568.00	120,668.00
Beckstoffer, Rebecca	VFO Assistant Director	30,292.32	*	-	30,292.32
Bishop, Mary	Electronic Marketing Manager	64,024.32		-	64,024.32
Blair, John	Budget and Finance Assistant	37,983.20		2,000.00	39,983.20
Bowden, Kristen	Tourism Counselor	11,063.00		-	11,063.00
Bozorth, Mary	Office Manager	47,709.60		-	47,709.60
Brooks, Deirdre	Assistant Manager	38,850.00		-	38,850.00
Brown, Cynthia	Assistant Manager	28,350.00		-	28,350.00
Bulls, Judy	Assistant Manager	35,375.43	*	-	35,375.43
Burkath, John	Marketing Assistant	34,158.74		-	34,158.74
Calvert, Esra	Tourism Development Manager	54,650.00		-	54,650.00
Campbell, O'Brian	Distribution Center Assistant	27,970.17	*	-	27,970.17
Canfield, Christopher	VP of Partnership Alliance Marketing	113,567.76		6,814.06	120,381.82
Castainca, Caitlin	Marketing Coordinator	10,539.00	*	-	10,539.00
Caudill, Jesse	Tourism Counselor	9,592.22		-	9,592.22
Cherkis, Norman	Tourism Counselor	9,348.90		-	9,348.90
Chongasing, Athelia	Procurement/AR Specialist	35,969.06		-	35,969.06
Cline, Donald	Tourism Counselor	15,119.10		-	15,119.10
Collins, Teresa	Tourism Relations Manager	39,900.24		-	39,900.24
Confroy, Wirt	Partnership Marketing Outreach Director	91,891.44		-	91,891.44
Conrad, Dale	Tourism Counselor	14,124.41		-	14,124.41
Constantino, Vickie	Tourism Counselor	6,814.50	*	-	6,814.50
Coomes, Janet	Tourism Counselor	1,476.00	*	-	1,476.00
Crabtree, William	Senior Graphic Designer	53,550.00		-	53,550.00
Davis, Cherron	Tourism Relations Manager	44,291.52		-	44,291.52
Durham, Dema	Tourism Counselor	7,673.76		-	7,673.76
Edmondson, Susan	Tourism Counselor	5,732.40		-	5,732.40
Edmunds, Andrew	Locations Manager	84,698.27		3,000.00	87,698.27
Edwards, Shirley	Assistant Manager	31,500.00		-	31,500.00
Elkins, Teresa	Tourism Counselor	14,465.68		-	14,465.68
Elliott, Frances	Assistant Graphic Design Manager	53,844.96		2,500.00	56,344.96
Elliott, Hazel	Tourism Counselor	12,991.37		-	12,991.37
Emerson, Danielle	Public Relations Specialist	42,000.00		-	42,000.00
Estep, Charlotte	Tourism Counselor	15,677.64		-	15,677.64
Estes, Doris	Tourism Counselor	13,442.92		-	13,442.92
Exley, Cheryl	Graphic Design Manager	75,613.92		4,536.84	80,150.76
Galyean, Steven	Partnership Marketing Development Director	84,000.24		5,000.00	89,000.24
Gardner, Joyce	Assistant Manager	39,975.60		-	39,975.60
Govoruhk, Jane	Revenue Program Coordinator	51,450.00		-	51,450.00
Guffy, Valerie	Director of Customer & Partner Services	78,750.00		-	78,750.00
Hall, Peggy	Tourism Counselor	9,318.26		-	9,318.26
Hauser, Sarah	Digital Imaging Specialist	20,713.26		-	20,713.26
Headley, Rebecca	Tourism Counselor	168.00	*	-	168.00
Henderson, Marie	Tourism Relations Manager	55,316.66		-	55,316.66
Hensley, Ollivean	Tourism Counselor	12,390.60		-	12,390.60
Hess, Jeffrey	Tourism Relations Manager	39,857.76		-	39,857.76
Higgins, Casey	EM Content Specialist	48,510.00		-	48,510.00
Holland, Deborah	Tourism Counselor	4,680.18		-	4,680.18
Horvath, George	Media Imaging Specialist	46,821.60		-	46,821.60
Jeffrey, Gary	Regional Tourism Manager	55,650.24		-	55,650.24
Johannesen, Heidi	International Marketing Director	67,200.00		4,032.00	71,232.00
Johnson, Joni	National Sales Manager	60,899.76		3,600.00	64,499.76
Johnson Jr., Paige	Distribution Center Assistant	27,970.17	*	-	27,970.17
Kamai, Hedwig	Tourism Counselor	11,564.62		-	11,564.62
Kidd, Kenneth	Tourism Counselor	9,025.50	*	-	9,025.50
Kimble, Janet	Regional Tourism Manager	55,650.24		-	55,650.24
Kirby, Judith	Tourism Relations Manager	47,507.28		-	47,507.28
Kirk, Thomas	Multi-Media Specialist	59,055.60		-	59,055.60
Knox, Roy	VP of Administration & Finance	109,637.43		-	109,637.43
Koger, Tonja	Tourism Relations Manager	36,750.24		-	36,750.24
Lafferty, Mary	Tourism Counselor	12,334.63		-	12,334.63
Leibforth, Iris	Tourism Counselor	11,704.00		-	11,704.00
Lewis, Richard	Public Relations Manager	54,820.32		-	54,820.32
Lochen, Lynne	Tourism Development Specialist	53,550.00		-	53,550.00
Looney, Gladys	Tourism Counselor	7,109.27		-	7,109.27
Maddox, Faith	Tourism Counselor	8,885.72		-	8,885.72
Mamunes, Robin	Senior Marketing Assistant	42,028.80		-	42,028.80
Maples, Dale	Tourism Counselor	14,659.26		-	14,659.26
Martin, Shannon	Partnership Marketing Intern	2,340.00	*	-	2,340.00

## All Salaried and Wage Personnel

Name	Position Title	Salaries & Wages Paid	Partial Year	FY 2012 Bonus	FY 2012 Total Paid
McClenny, Rita	Executive VP of Operations and Film	129,101.28		10,897.72	139,999.00
McLaughlin, Elizabeth	VP of Research	99,999.84		-	99,999.84
Mikeal, Patsy	Tourism Counselor	10,551.42		-	10,551.42
Minor, Terry	Procurement & Contracts Officer	55,137.12		-	55,137.12
Myers, Phyllis	Tourism Counselor	3,967.56	*	-	3,967.56
Neudeck, David	Director of Electronic Marketing	86,650.32		8,665.03	95,315.35
Neville, Darryl	Distribution Center Supervisor	47,250.00		-	47,250.00
Nix, Paul	Tour Manager	39,999.84		-	39,999.84
Norris, Barbara	Assistant Manager	28,500.00		-	28,500.00
Parnell, Kenneth	Tourism Counselor	9,624.70		-	9,624.70
Pasko, Leslie	Tourism Counselor	4,015.00	*	-	4,015.00
Petkofsky, Jean	Tourism Counselor	5,053.27	*	-	5,053.27
Powers, Donna	Tourism Relations Manager	42,928.80		-	42,928.80
Prezioso, Richard	Tourism Counselor	8,802.21		-	8,802.21
Reilly, Kathleen	Tourism Relations Manager	41,474.88		-	41,474.88
Rew, Barrie Jo	Assistant Manager	37,196.64		-	37,196.64
Rhodes, Gloria	Assistant Manager	30,170.40		-	30,170.40
Rose, Randall	Tourism Development Specialist	60,777.09		-	60,777.09
Schoen, Mary	Promotions Manager	61,063.95		-	61,063.95
Scott, Julia	Promotions Manager	56,484.48		5,648.45	62,132.93
Severin, Mary	Administrative Assistant	47,904.22		-	47,904.22
Shenk, Rachel	Tourism Counselor	2,316.50	*	-	2,316.50
Slaughter, Amanda	Assistant Manager	34,650.00		-	34,650.00
Smith, Jo Ann	Tourism Counselor	11,006.51		-	11,006.51
Smith, Lynn	Assistant Manager	32,288.44	*	-	32,288.44
Smith, Thad	Advertising Director	69,999.84		4,199.99	74,199.83
Spain, Steve	Tourism Counselor	9,481.50		-	9,481.50
Stephens, Kathryn	Digital Imaging Specialist	44,275.00		-	44,275.00
Stephens, Margaret	Tourism Counselor	8,301.48		-	8,301.48
Stiltner, Douglas	Tourism Counselor	6,853.00	*	-	6,853.00
Stowitts, Thomas	Tourism Counselor	10,548.33		-	10,548.33
Talmadge-Anderson, Tamra	Director of Public Relations	83,341.44		8,334.14	91,675.58
Tanner, Sandra	Tourism Development Specialist	60,777.09		3,000.00	63,777.09
Taylor, Marie	Tourism Relations Manager	43,309.44		-	43,309.44
Tooms, Lynbea	Public Relations Intern	942.50	*	-	942.50
Torricelli, Carol	Director of Sales	82,279.68		4,936.78	87,216.46
Trivette, Leslie	Tourism Counselor	8,076.88		-	8,076.88
Tyree, Kelly	Assistant Manager	30,024.24		-	30,024.24
Vest, Mary	Tourism Counselor	11,389.34		-	11,389.34
Walker, Bobbie	Director of Education & Workforce Readiness	83,612.40		2,500.00	86,112.40
Walton, Peggy	Tourism Counselor	14,227.03		-	14,227.03
Waltrip, Catherine	Regional Tourism Manager	47,250.00		-	47,250.00
Watkins, Judith	Publications Manager	67,200.00		-	67,200.00
Wiggins, Angela	Partnership Marketing Outreach Coordinator	50,400.00		-	50,400.00
Worrell, Jordan	Tourism Counselor	5,719.50	*	-	5,719.50
Worthington, Paige	Advertising Assistant	55,650.24		-	55,650.24
* Partial Year indicates employees who were employed for less than 12 full months in the fiscal year.					
<b>FY 2012 Totals</b>		<b>4,652,533.04</b>		<b>96,233.01</b>	<b>4,748,766.05</b>