



VIRGINIA TOURISM AUTHORITY
D/B/A Virginia Tourism Corporation

EXPENDITURE AND SALARY REPORT

FOR THE FISCAL YEAR ENDING JUNE 30, 2013



Virginia Tourism Authority (320)
d/b/a Virginia Tourism Corporation
Summary Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2013

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 19,602,035
Carryforward Funds	2,355,229 (1) (2)
VDOT Transfers	1,844,817
Federal Grants	445,151
Interest Revenue	9,533
Other Revenue	<u>411,567 (3)</u>
Total Revenues	<u>\$ 24,668,331</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 5,516,364
Wages and Taxes	<u>556,692</u>
Total Personal Services Costs	\$ 6,073,056
Operating Costs	
Advertising and Promotion	\$ 5,712,241
Missions, Shows & Events	350,264
Electronic Marketing	1,152,583
Travel	372,447
Services	3,700,690
Supplies and Materials	391,419
Grants & Pass-Through Payments	2,815,500
Fixed Asset Payments	204,663
Other Expenditures	<u>254,971</u>
Total Operating Costs	\$ 14,954,778
Total Expenditures	<u>\$ 21,027,834</u>
Net Surplus (Deficit)	<u>\$ 3,640,498</u> (4) (5)

- (1) This includes \$1,640,862 in marketing grant funds awarded prior to FY 2013 but not expended as of June 30, 2012. Of this amount, \$1,310,824 was for the Marketing Leverage Program, \$252,115 was for the Sesquicentennial Tourism Marketing Program, and \$77,923 was from recovered grant funds.
- (2) This includes \$431,944 in Film Incentive Fund grant funds appropriated prior to FY 2013 but not expended as of June 30, 2012. These funds were reserved for projects that were either committed or in negotiation.
- (3) This includes a total of \$144,936 in FY 2013 for the Civil War History Mobile. These funds were provided on a reimbursement basis by the Virginia Sesquicentennial of the American Civil War Commission.
- (4) This includes cumulative marketing grant funds totaling \$1,633,527 that remained unexpended as of June 30, 2013 pending reimbursement requests from grantees. Such funds are paid to grantees on a reimbursement basis after completion of their marketing activities. Many of these marketing efforts cross fiscal years. Of this amount, \$1,359,242 was for the Marketing Leverage Program, \$219,918 was for the Sesquicentennial Tourism Marketing Program, and \$54,367 was from recovered grant funds.
- (5) This includes cumulative Film Incentive Fund grant funds totaling \$537,759 that remained unexpended as of June 30, 2013. These funds are reserved for projects that are either committed or in negotiation.



Virginia Tourism Authority (320)
Executive and Board of Directors
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2013

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 575,823
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	243
	<hr/>
Total Revenues	<u><u>\$ 576,066</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 334,183
Wages and Taxes	-
Total Personal Services Costs	<hr/> \$ 334,183
Operating Costs	
Advertising and Promotion	\$ 31,240
Missions, Shows & Events	5,766
Electronic Marketing	200
Travel	13,527
Services	8,447
Supplies and Materials	14,042
Grants & Pass-Through Payments	-
Fixed Asset Payments	1,888
Other Expenditures	78,416
Total Operating Costs	<hr/> \$ 153,527
Total Expenditures	<u><u>\$ 487,710</u></u>
Net Surplus (Deficit)	<u><u>\$ 88,357</u></u>



Virginia Tourism Authority (320)
Operations and Finance
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2013

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 732,083
Carryforward Funds	50,000
VDOT Transfers	-
Federal Grants	188,777
Interest Revenue	9,533
Other Revenue	-
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Total Revenues	<u><u>\$ 980,393</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 330,974
Wages and Taxes	-
Total Personal Services Costs	<hr/> \$ 330,974
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	-
Electronic Marketing	-
Travel	28,808
Services	335,989
Supplies and Materials	8,812
Grants & Pass-Through Payments	-
Fixed Asset Payments	86,491
Other Expenditures	54,053
Total Operating Costs	<hr/> \$ 514,153
Total Expenditures	<u><u>\$ 845,128</u></u>
Net Surplus (Deficit)	<u><u>\$ 135,265</u></u>



Virginia Tourism Authority (320)
Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2013

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 11,792,755
Carryforward Funds	52,240
VDOT Transfers	-
Federal Grants	256,374
Interest Revenue	-
Other Revenue	<u>309,710</u> ⁽¹⁾
Total Revenues	<u><u>\$ 12,411,078</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,856,281
Wages and Taxes	<u>94,305</u>
Total Personal Services Costs	\$ 1,950,586
Operating Costs	
Advertising and Promotion	\$ 5,303,236
Missions, Shows & Events	291,427
Electronic Marketing	1,152,383
Travel	207,912
Services	1,858,630
Supplies and Materials	168,828
Grants & Pass-Through Payments	631,480
Fixed Asset Payments	65,372
Other Expenditures	<u>80,652</u>
Total Operating Costs	\$ 9,759,920
Total Expenditures	<u><u>\$ 11,710,506</u></u>
Net Surplus (Deficit)	<u><u>\$ 700,572</u></u>

(1) This includes a total of \$144,936 in FY 2013 for the Civil War History Mobile. These funds were provided on a reimbursement basis by the Virginia Sesquicentennial of the American Civil War Commission.



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

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,856,403
Carryforward Funds	-
VDOT Transfers	1,844,817
Federal Grants	-
Interest Revenue	-
Other Revenue	41,614
	<hr/>
Total Revenues	<u>\$ 3,742,834</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,683,888
Wages and Taxes	426,280
Total Personal Services Costs	<hr/> \$ 2,110,168
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	8,673
Electronic Marketing	-
Travel	62,343
Services	783,907
Supplies and Materials	145,126
Grants & Pass-Through Payments	100,000
Fixed Asset Payments	46,924
Other Expenditures	12,461
Total Operating Costs	<hr/> \$ 1,159,434
Total Expenditures	<u>\$ 3,269,602</u>
Net Surplus (Deficit)	<u>\$ 473,232</u>



Virginia Tourism Authority (320)
Virginia Film Office

Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2013

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,178,305
Carryforward Funds	431,944 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>60,000</u>
Total Revenues	<u><u>\$ 1,670,249</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 356,890
Wages and Taxes	-
Total Personal Services Costs	<u>\$ 356,890</u>
Operating Costs	
Advertising and Promotion	\$ 208,682
Missions, Shows & Events	40,270
Electronic Marketing	-
Travel	26,135
Services	134,857
Supplies and Materials	16,997
Grants & Pass-Through Payments	304,185
Fixed Asset Payments	1,566
Other Expenditures	<u>9,565</u>
Total Operating Costs	<u>\$ 742,257</u>
Total Expenditures	<u><u>\$ 1,099,147</u></u>
Net Surplus (Deficit)	<u><u>\$ 571,102</u></u> (2)

(1) This includes \$431,944 in Film Incentive Fund grant funds appropriated prior to FY 2013 but not expended as of June 30, 2012. These funds were reserved for projects that were either committed or in negotiation.

(2) This includes cumulative Film Incentive Fund grant funds totaling \$537,759 that remained unexpended as of June 30, 2013. These funds are reserved for projects that are either committed or in negotiation.



Virginia Tourism Authority (320)
Partnership Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2013

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 2,894,166
Carryforward Funds	1,821,045 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
	<hr/>
Total Revenues	<u><u>\$ 4,715,211</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 954,147
Wages and Taxes	36,107
Total Personal Services Costs	<hr/> \$ 990,255
Operating Costs	
Advertising and Promotion	\$ 169,083
Missions, Shows & Events	4,128
Electronic Marketing	-
Travel	33,723
Services	578,859
Supplies and Materials	37,615
Grants & Pass-Through Payments	1,207,335
Fixed Asset Payments	2,422
Other Expenditures	19,823
Total Operating Costs	<hr/> \$ 2,052,987
Total Expenditures	<u><u>\$ 3,043,241</u></u>
Net Surplus (Deficit)	<u><u>\$ 1,671,970</u></u> (2)

(1) This includes \$1,640,862 in marketing grant funds awarded prior to FY 2013 but not expended as of June 30, 2012. Of this amount, \$1,310,824 was for the Marketing Leverage Program, \$252,115 was for the Sesquicentennial Tourism Marketing Program, and \$77,923 was from recovered grant funds.

(2) This includes cumulative marketing grant funds totaling \$1,633,527 that remained unexpended as of June 30, 2013 pending reimbursement requests from grantees. Such funds are paid to grantees on a reimbursement basis after completion of their marketing activities. Many of these marketing efforts cross fiscal years. Of this amount, \$1,359,242 was for the Marketing Leverage Program, \$219,918 was for the Sesquicentennial Tourism Marketing Program, and \$54,367 was from recovered grant funds.



Virginia Tourism Authority (320)
Legislative Pass-Throughs

Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2013

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 572,500
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
	<hr/>
Total Revenues	<u><u>\$ 572,500</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ -
Wages and Taxes	-
Total Personal Services Costs	<hr/> \$ -
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	-
Electronic Marketing	-
Travel	-
Services	-
Supplies and Materials	-
Grants & Pass-Through Payments	572,500
Fixed Asset Payments	-
Other Expenditures	-
Total Operating Costs	<hr/> \$ 572,500
Total Expenditures	<u><u>\$ 572,500</u></u>
Net Surplus (Deficit)	<u><u>\$ -</u></u>

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2013 Bonus	FY 2013 Total Paid
Assistant Manager	33,187.20		996.00	34,183.20
Tourism Counselor	7,923.25		294.00	8,217.25
Tour Manager	43,924.76		1,260.00	45,184.76
Postal Assistant	37,800.00		1,134.00	38,934.00
Tourism Development Specialist	61,000.08		1,830.00	62,830.08
VP, Marketing	107,100.00		3,213.00	110,313.00
Tourism Counselor	6,977.73	*	-	6,977.73
Electronic Marketing Manager	64,024.32		1,921.00	65,945.32
Budget and Finance Assistant	26,451.75	*	1,265.00	27,716.75
Tourism Counselor	10,769.75		340.00	11,109.75
Office Manager	47,709.60		1,431.00	49,140.60
Assistant Manager	38,850.00		1,166.00	40,016.00
Assistant Manager	28,350.00		851.00	29,201.00
Tourism Counselor	830.25	*		830.25
Marketing Assistant	34,000.08		1,020.00	35,020.08
Tourism Development Manager	57,790.00		1,736.00	59,526.00
Distribution Center Assistant	28,500.00		855.00	29,355.00
VP, Partnership Alliance Marketing	113,567.76		3,407.00	116,974.76
Budget and Finance Assistant	9,668.88	*	-	9,668.88
Marketing Coordinator	40,608.47		-	40,608.47
Tourism Counselor	8,865.34		266.00	9,131.34
Tourism Counselor	5,134.68	*	276.00	5,410.68
Procurement/AR Specialist	36,047.04		1,081.00	37,128.04
Tourism Counselor	9,726.30		429.00	10,155.30
Tourism Relations Manager	39,900.24		1,197.00	41,097.24
Partnership Marketing Outreach Director	91,891.44		7,757.00	99,648.44
Tourism Counselor	11,250.02		400.00	11,650.02
Tourism Counselor	8,767.50		266.00	9,033.50
Senior Graphic Designer	16,133.38	*	-	16,133.38
Tourism Relations Manager	44,291.52		1,329.00	45,620.52
Tourism Counselor	8,803.80		243.00	9,046.80
Tourism Counselor	5,676.20		175.00	5,851.20
VP, Virginia Film Office	95,000.16		2,640.00	97,640.16
Assistant Manager	31,500.00		945.00	32,445.00
Tourism Counselor	14,564.88		369.00	14,933.88
Assistant Graphic Design Manager	56,537.28		1,696.00	58,233.28
Tourism Counselor	11,099.21		389.00	11,488.21
Public Relations Specialist	43,687.50		1,260.00	44,947.50
Tourism Counselor	13,969.92		437.00	14,406.92
Tourism Counselor	16,764.22		418.00	17,182.22
Graphic Design Manager	81,600.06		2,495.00	84,095.06
Partnership Marketing Development Director	84,000.24		2,520.00	86,520.24
Assistant Manager	39,975.60		1,199.00	41,174.60
Director of Customer & Partner Services	78,750.00		2,363.00	81,113.00
Tourism Counselor	6,461.98		269.00	6,730.98
Tourism Counselor	2,421.00	*	-	2,421.00
Digital Imaging Specialist	39,894.26		636.00	40,530.26
Tourism Counselor	8,946.00		-	8,946.00
Revenue Program Coordinator	55,108.32		1,653.00	56,761.32
Tourism Counselor	12,095.28		367.00	12,462.28
Tourism Relations Manager	39,857.76		1,196.00	41,053.76
EM Content Specialist	48,510.00		1,455.00	49,965.00
Tourism Counselor	5,264.40		154.00	5,418.40
Media Imaging Specialist	44,840.76		1,405.00	46,245.76
Tourism Counselor	2,655.00	*	-	2,655.00
Regional Tourism Manager	55,650.24		1,670.00	57,320.24
International Marketing Director	67,200.00		2,016.00	69,216.00

* = Partial Year

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2013 Bonus	FY 2013 Total Paid
National Sales Manager	44,699.88		1,827.00	46,526.88
Distribution Center Assistant	44,699.88		855.00	45,554.88
Tourism Counselor	10,221.37		315.00	10,536.37
Regional Tourism Manager	55,650.24		1,670.00	57,320.24
Tourism Relations Manager	47,507.28		1,425.00	48,932.28
Multi-Media Specialist	59,055.60		1,772.00	60,827.60
Tourism Counselor	899.44	*	-	899.44
VP, Administration & Finance	57,916.95	*	3,300.00	61,216.95
Tourism Relations Manager	36,750.24		1,103.00	37,853.24
Tourism Counselor	10,905.37		378.00	11,283.37
Assistant International Marketing Manager	51,450.00		1,544.00	52,994.00
Tourism Counselor	9,867.00		356.00	10,223.00
Public Relations Manager	54,820.32		1,645.00	56,465.32
Tourism Development Specialist	29,503.89	*	1,607.00	31,110.89
Tourism Counselor	12,342.44		279.00	12,621.44
Tourism Counselor	7,930.40		267.00	8,197.40
Senior Marketing Assistant	41,609.56		1,261.00	42,870.56
Tourism Counselor	12,847.23		436.00	13,283.23
Tourism Counselor	8,872.50	*	-	8,872.50
President and CEO	163,360.75		4,500.00	167,860.75
VP, Research	99,999.84		10,000.00	109,999.84
Tourism Counselor	10,498.86		304.00	10,802.86
Tourism Counselor	4,176.38	*	-	4,176.38
Procurement & Contracts Officer	55,137.12		1,654.00	56,791.12
Director of Electronic Marketing	86,650.32		2,600.00	89,250.32
Distribution Center Supervisor	47,250.00		1,418.00	48,668.00
Tour Manager	40,916.58		1,200.00	42,116.58
Advertising Assistant	18,300.00	*	-	18,300.00
Assistant Manager	28,369.84		855.00	29,224.84
Tourism Counselor	10,682.00		301.00	10,983.00
Tourism Counselor	8,420.41		221.00	8,641.41
Tourism Counselor	6,665.09	*	-	6,665.09
Tourism Relations Manager	42,928.80		1,288.00	44,216.80
Tourism Counselor	8,153.90		235.00	8,388.90
Advertising Assistant	55,650.24		1,670.00	57,320.24
Tourism Relations Manager	41,474.88		1,244.00	42,718.88
Assistant Manager	37,196.64		1,116.00	38,312.64
Assistant Manager	30,170.40		905.00	31,075.40
Tourism Counselor	6,357.75	*	-	6,357.75
Tourism Development Specialist	61,000.08		1,830.00	62,830.08
VP, Operations & Finance	47,551.02	*	-	47,551.02
Promotions Manager	68,454.38		1,994.00	70,448.38
Promotions Manager	22,481.57	*	-	22,481.57
Administrative Assistant	51,081.85		1,500.00	52,581.85
Assistant Manager	27,204.87		1,040.00	28,244.87
Tourism Development Specialist	12,757.74	*	-	12,757.74
Tourism Counselor	10,546.90		328.00	10,874.90
Assistant Manager	29,219.58		1,035.00	30,254.58
Tourism Counselor	3,003.00	*	-	3,003.00
Advertising Director	64,916.72		2,310.00	67,226.72
Tourism Counselor	7,239.50		282.00	7,521.50
Digital Imaging Specialist	51,975.04		1,386.00	53,361.04
Tourism Counselor	10,617.80		271.00	10,888.80
Tourism Counselor	13,398.00	*	-	13,398.00
Tourism Counselor	9,722.77		323.00	10,045.77
Director of Public Relations	58,089.21	*	2,500.00	60,589.21
Tourism Development Specialist	66,585.42		1,830.00	68,415.42

* = Partial Year

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2013 Bonus	FY 2013 Total Paid
Tourism Relations Manager	47,732.10		1,299.00	49,031.10
Public Relations Intern	12,052.36	*	-	12,052.36
Director of Sales	81,279.68		3,468.00	84,747.68
Tourism Counselor	586.17	*	-	586.17
Assistant Manager	30,024.24		901.00	30,925.24
Tourism Counselor	9,984.54		320.00	10,304.54
Director of Education & Workforce Readiness	83,612.40		2,508.00	86,120.40
Tourism Counselor	12,695.58		418.00	13,113.58
Regional Tourism Manager	47,250.00		1,418.00	48,668.00
Government and Industry Liaison	67,200.00		2,016.00	69,216.00
Partnership Marketing Outreach Coordinator	50,400.00		1,512.00	51,912.00
Tourism Counselor	8,753.50		239.00	8,992.50
Graphic Designer	11,808.00	*	-	11,808.00
	4,521,008.82		143,969.00	4,664,977.82
* Partial Year indicates employees who were employed for less than 12 full months in the fiscal year.				