



VIRGINIA TOURISM AUTHORITY
D/B/A Virginia Tourism Corporation

EXPENDITURE AND SALARY REPORT

FOR THE FISCAL YEAR ENDING JUNE 30, 2014

VIRGINIA IS FOR LOVERS



Virginia Tourism Authority (320)
d/b/a Virginia Tourism Corporation
Summary Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2014

| | <u>Actual</u> |
|--------------------------------|------------------------------------|
| Revenues | |
| COV General Fund Revenue | \$ 20,199,798 |
| Carryforward Funds | 3,646,570 (1) (2) |
| VDOT Transfers | 1,624,188 |
| Federal Grants | 7,028 |
| Interest Revenue | 7,209 |
| Other Revenue | <u>939,554 (3)</u> |
| Total Revenues | <u>\$ 26,424,346</u> |
| Expenditures | |
| Personal Services Costs | |
| Salaries, Taxes and Benefits | \$ 5,678,828 |
| Wages and Taxes | <u>500,278</u> |
| Total Personal Services Costs | \$ 6,179,106 |
| Operating Costs | |
| Advertising and Promotion | \$ 7,182,376 |
| Missions, Shows & Events | 456,966 |
| Electronic Marketing | 986,028 |
| Travel | 352,973 |
| Services | 2,353,343 |
| Supplies and Materials | 497,780 |
| Grants & Pass-Through Payments | 3,965,685 |
| Fixed Asset Payments | 254,254 |
| Other Expenditures | <u>697,683</u> |
| Total Operating Costs | \$ 16,747,088 |
| Total Expenditures | <u>\$ 22,926,195</u> |
| Net Surplus (Deficit) | <u>\$ 3,498,152</u> (4) (5) |

- (1) This includes \$1,633,527 in marketing grant funds awarded prior to FY 2014 but not expended as of June 30, 2013. 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.
- (2) This includes \$537,759 in Film Incentive Fund grant funds appropriated prior to FY 2014 but not expended as of June 30, 2013.
- (3) This includes a total of \$158,696 in FY 2014 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 \$1,738,460 that remained unexpended as of June 30, 2014 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, \$1,511,071 was for the Marketing Leverage Program, \$180,730 was for the Sesquicentennial Tourism Marketing Program, and \$46,659 was from recovered grant funds.
- (5) This includes cumulative Film Incentive Fund grant funds totaling \$405,773 that remained unexpended as of June 30, 2014.



Virginia Tourism Authority (320)
Executive and Board of Directors
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2014

| | <u>Actual</u> |
|--------------------------------|---------------------------------|
| Revenues | |
| COV General Fund Revenue | \$ 581,567 |
| Carryforward Funds | - |
| VDOT Transfers | - |
| Federal Grants | - |
| Interest Revenue | - |
| Other Revenue | - |
| | <hr/> |
| Total Revenues | <u><u>\$ 581,567</u></u> |
| Expenditures | |
| Personal Services Costs | |
| Salaries, Taxes and Benefits | \$ 321,916 |
| Wages and Taxes | - |
| Total Personal Services Costs | <hr/> \$ 321,916 |
| Operating Costs | |
| Advertising and Promotion | \$ 36,545 |
| Missions, Shows & Events | 25,654 |
| Electronic Marketing | 8,619 |
| Travel | 29,483 |
| Services | 12,221 |
| Supplies and Materials | 7,213 |
| Grants & Pass-Through Payments | - |
| Fixed Asset Payments | 2,041 |
| Other Expenditures | 111,334 |
| Total Operating Costs | <hr/> \$ 233,111 |
| Total Expenditures | <u><u>\$ 555,027</u></u> |
| Net Surplus (Deficit) | <u><u>\$ 26,540</u></u> |



Virginia Tourism Authority (320)
Operations and Finance
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2014

| | <u>Actual</u> |
|--------------------------------|---------------------------------|
| Revenues | |
| COV General Fund Revenue | \$ 724,427 |
| Carryforward Funds | - |
| VDOT Transfers | - |
| Federal Grants | 7,028 |
| Interest Revenue | 7,209 |
| Other Revenue | 111 |
| | <hr/> |
| Total Revenues | <u><u>\$ 738,775</u></u> |
| Expenditures | |
| Personal Services Costs | |
| Salaries, Taxes and Benefits | \$ 384,990 |
| Wages and Taxes | - |
| Total Personal Services Costs | <hr/> \$ 384,990 |
| Operating Costs | |
| Advertising and Promotion | \$ - |
| Missions, Shows & Events | - |
| Electronic Marketing | - |
| Travel | 32,565 |
| Services | 188,734 |
| Supplies and Materials | 12,171 |
| Grants & Pass-Through Payments | - |
| Fixed Asset Payments | 33,470 |
| Other Expenditures | 57,002 |
| Total Operating Costs | <hr/> \$ 323,942 |
| Total Expenditures | <u><u>\$ 708,932</u></u> |
| Net Surplus (Deficit) | <u><u>\$ 29,843</u></u> |



Virginia Tourism Authority (320)
Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2014

| | <u>Actual</u> |
|--------------------------------|------------------------------------|
| Revenues | |
| COV General Fund Revenue | \$ 11,567,533 |
| Carryforward Funds | 1,420,989 |
| VDOT Transfers | - |
| Federal Grants | - |
| Interest Revenue | - |
| Other Revenue | <u>328,760</u> ⁽¹⁾ |
| Total Revenues | <u><u>\$ 13,317,282</u></u> |
| Expenditures | |
| Personal Services Costs | |
| Salaries, Taxes and Benefits | \$ 1,769,331 |
| Wages and Taxes | <u>51,395</u> |
| Total Personal Services Costs | \$ 1,820,726 |
| Operating Costs | |
| Advertising and Promotion | \$ 6,373,046 |
| Missions, Shows & Events | 359,618 |
| Electronic Marketing | 970,693 |
| Travel | 137,538 |
| Services | 1,252,663 |
| Supplies and Materials | 186,211 |
| Grants & Pass-Through Payments | 923,632 |
| Fixed Asset Payments | 170,674 |
| Other Expenditures | <u>483,813</u> |
| Total Operating Costs | \$ 10,857,888 |
| Total Expenditures | <u><u>\$ 12,678,614</u></u> |
| Net Surplus (Deficit) | <u><u>\$ 638,668</u></u> |

(1) This includes a total of \$158,696 in FY 2014 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, 2014

| | <u>Actual</u> |
|--------------------------------|-----------------------------------|
| Revenues | |
| COV General Fund Revenue | \$ 1,839,694 |
| Carryforward Funds | 54,295 |
| VDOT Transfers | 1,624,188 |
| Federal Grants | - |
| Interest Revenue | - |
| Other Revenue | 93,107 |
| | <hr/> |
| Total Revenues | <u><u>\$ 3,611,284</u></u> |
| Expenditures | |
| Personal Services Costs | |
| Salaries, Taxes and Benefits | \$ 1,724,365 |
| Wages and Taxes | 448,883 |
| Total Personal Services Costs | <u>\$ 2,173,248</u> |
| Operating Costs | |
| Advertising and Promotion | \$ 200 |
| Missions, Shows & Events | 16,408 |
| Electronic Marketing | - |
| Travel | 68,700 |
| Services | 663,891 |
| Supplies and Materials | 204,599 |
| Grants & Pass-Through Payments | 100,000 |
| Fixed Asset Payments | 41,498 |
| Other Expenditures | 13,760 |
| Total Operating Costs | <u>\$ 1,109,056</u> |
| Total Expenditures | <u><u>\$ 3,282,304</u></u> |
| Net Surplus (Deficit) | <u><u>\$ 328,981</u></u> |



Virginia Tourism Authority (320)
Virginia Film Office

Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2014

| | <u>Actual</u> |
|--------------------------------|-------------------------------------|
| Revenues | |
| COV General Fund Revenue | \$ 1,149,445 |
| Carryforward Funds | 537,759 (1) |
| VDOT Transfers | - |
| Federal Grants | - |
| Interest Revenue | - |
| Other Revenue | <u>515,000</u> |
| Total Revenues | <u><u>\$ 2,202,204</u></u> |
| Expenditures | |
| Personal Services Costs | |
| Salaries, Taxes and Benefits | \$ 403,310 |
| Wages and Taxes | - |
| Total Personal Services Costs | <u>\$ 403,310</u> |
| Operating Costs | |
| Advertising and Promotion | \$ 331,055 |
| Missions, Shows & Events | 24,271 |
| Electronic Marketing | - |
| Travel | 33,083 |
| Services | 82,733 |
| Supplies and Materials | 35,019 |
| Grants & Pass-Through Payments | 846,986 |
| Fixed Asset Payments | 2,562 |
| Other Expenditures | <u>11,413</u> |
| Total Operating Costs | <u>\$ 1,367,121</u> |
| Total Expenditures | <u><u>\$ 1,770,431</u></u> |
| Net Surplus (Deficit) | <u><u>\$ 431,773</u></u> (2) |

(1) This includes \$537,759 in Film Incentive Fund grant funds appropriated prior to FY 2014 but not expended as of June 30, 2013.

(2) This includes cumulative Film Incentive Fund grant funds totaling \$405,773 that remained unexpended as of June 30, 2014.



Virginia Tourism Authority (320)
Partnership Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2014

| | <u>Actual</u> |
|--------------------------------|--------------------------------|
| Revenues | |
| COV General Fund Revenue | \$ 3,837,132 |
| Carryforward Funds | 1,633,527 (1) |
| VDOT Transfers | - |
| Federal Grants | - |
| Interest Revenue | - |
| Other Revenue | <u>2,575</u> |
| Total Revenues | <u>\$ 5,473,234</u> |
| Expenditures | |
| Personal Services Costs | |
| Salaries, Taxes and Benefits | \$ 1,074,917 |
| Wages and Taxes | <u>-</u> |
| Total Personal Services Costs | \$ 1,074,917 |
| Operating Costs | |
| Advertising and Promotion | \$ 441,530 |
| Missions, Shows & Events | 31,013 |
| Electronic Marketing | 6,716 |
| Travel | 51,605 |
| Services | 153,101 |
| Supplies and Materials | 52,566 |
| Grants & Pass-Through Payments | 1,595,068 |
| Fixed Asset Payments | 4,009 |
| Other Expenditures | <u>20,362</u> |
| Total Operating Costs | \$ 2,355,970 |
| Total Expenditures | <u>\$ 3,430,886</u> |
| Net Surplus (Deficit) | <u>\$ 2,042,348</u> (2) |

(1) This includes \$1,633,527 in marketing grant funds awarded prior to FY 2014 but not expended as of June 30, 2013. 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.

(2) This includes cumulative marketing grant funds totaling \$1,738,460 that remained unexpended as of June 30, 2014 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, \$1,511,071 was for the Marketing Leverage Program, \$180,730 was for the Sesquicentennial Tourism Marketing Program, and \$46,659 was from recovered grant funds.



Virginia Tourism Authority (320)
Legislative Pass-Throughs

Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2014

| | <u>Actual</u> |
|--------------------------------|---------------------------------|
| Revenues | |
| COV General Fund Revenue | \$ 500,000 |
| Carryforward Funds | - |
| VDOT Transfers | - |
| Federal Grants | - |
| Interest Revenue | - |
| Other Revenue | - |
| | <hr/> |
| Total Revenues | <u><u>\$ 500,000</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 | 500,000 |
| Fixed Asset Payments | - |
| Other Expenditures | - |
| Total Operating Costs | <hr/> \$ 500,000 |
| Total Expenditures | <u><u>\$ 500,000</u></u> |
| Net Surplus (Deficit) | <u><u>\$ -</u></u> |

All Salaried and Wage Personnel

| Position Title | Salaries & Wages Paid | Partial Year | FY 2014 Bonus | FY 2014 Total Paid |
|---|-----------------------|--------------|---------------|--------------------|
| Tourism Counselor | 8,548.50 | * | | 8,548.50 |
| Assistant Manager | 34,332.08 | | | 34,332.08 |
| Tourism Counselor | 1,322.25 | * | | 1,322.25 |
| Tour Manager | 47,344.64 | | | 47,344.64 |
| Distribution Center Supervisor | 39,391.74 | | | 39,391.74 |
| Tourism Counselor | 714.00 | * | | 714.00 |
| Partnership Marketing Development Specialist | 62,595.08 | | | 62,595.08 |
| VP, Marketing | 110,076.38 | | 3,000.00 | 113,076.38 |
| Tourism Counselor | 2,613.77 | * | | 2,613.77 |
| Digital Marketing Manager | 65,972.64 | | | 65,972.64 |
| Tourism Counselor | 3,467.25 | * | | 3,467.25 |
| Office Manager | 50,371.82 | | | 50,371.82 |
| Assistant Manager | 40,396.60 | | | 40,396.60 |
| Assistant Manager | 28,869.86 | | | 28,869.86 |
| Policy & Operations Manager | 40,530.74 | | 3,500.00 | 44,030.74 |
| Research Director | 88,980.00 | | | 88,980.00 |
| Distribution Center Assistant | 29,022.50 | | | 29,022.50 |
| VP, Partnership Marketing | 116,186.20 | | 3,000.00 | 119,186.20 |
| Budget and Finance Assistant | 45,578.68 | | | 45,578.68 |
| Partnership Marketing Projects Coordinator | 47,005.50 | | | 47,005.50 |
| Tourism Counselor | 10,624.13 | | | 10,624.13 |
| Procurement/AR Specialist | 37,184.66 | | | 37,184.66 |
| Tourism Counselor | 11,491.80 | | | 11,491.80 |
| Tourism Relations Manager | 40,631.74 | | | 40,631.74 |
| Partnership Marketing Outreach Director | 94,231.58 | | | 94,231.58 |
| Tourism Counselor | 12,802.50 | | | 12,802.50 |
| Tourism Counselor | 8,216.25 | | | 8,216.25 |
| Tourism Relations Manager | 45,758.92 | | | 45,758.92 |
| Tourism Relations Manager | 23,729.30 | * | | 23,729.30 |
| Tourism Counselor | 8,567.28 | | | 8,567.28 |
| Tourism Counselor | 6,350.60 | | | 6,350.60 |
| VP, Film Office | 97,635.76 | | | 97,635.76 |
| Assistant Manager | 32,494.62 | | | 32,494.62 |
| Tourism Counselor | 15,073.50 | | | 15,073.50 |
| Creative Services Manager | 62,148.71 | | | 62,148.71 |
| Tourism Counselor | 10,125.82 | | | 10,125.82 |
| National Media Relations Manager | 47,062.50 | | | 47,062.50 |
| Tourism Counselor | 12,737.28 | | | 12,737.28 |
| Tourism Counselor | 20,860.89 | | | 20,860.89 |
| Graphic Design Manager | 66,263.99 | * | | 66,263.99 |
| Administrative Staff Assistant | 10,269.08 | * | | 10,269.08 |
| Partnership Marketing Development Director | 85,957.36 | | | 85,957.36 |
| Assistant Manager | 42,495.92 | | | 42,495.92 |
| Partnership Marketing Tourism Development Assistant | 5,317.29 | * | | 5,317.29 |
| Director of Consumer & Partner Services | 80,610.98 | | | 80,610.98 |
| Tourism Counselor | 8,922.34 | | | 8,922.34 |
| Tourism Counselor | 13,008.00 | | | 13,008.00 |
| Digital Imaging Specialist | 40,733.34 | | | 40,733.34 |
| Consumer & Partner Services Manager | 56,952.80 | | | 56,952.80 |
| Tourism Counselor | 10,631.52 | | | 10,631.52 |
| Tourism Counselor | 6,573.00 | * | | 6,573.00 |
| Tourism Relations Manager | 40,945.88 | | | 40,945.88 |
| Digital Marketing Content Specialist | 49,697.34 | | | 49,697.34 |
| Tourism Counselor | 5,566.14 | | | 5,566.14 |
| Media Imaging Specialist | 23,926.90 | * | | 23,926.90 |
| Tourism Counselor | 13,207.50 | | | 13,207.50 |
| Regional Tourism Manager | 57,028.10 | | | 57,028.10 |
| International Marketing Director | 70,280.00 | | | 70,280.00 |
| National Sales Manager | 62,373.76 | | | 62,373.76 |
| Distribution Center Assistant | 28,016.27 | | | 28,016.27 |
| Tourism Counselor | 10,181.02 | | | 10,181.02 |

* = Partial Year

All Salaried and Wage Personnel

| Position Title | Salaries & Wages Paid | Partial Year | FY 2014 Bonus | FY 2014 Total Paid |
|--|-----------------------|--------------|---------------|--------------------|
| Domestic Sales Marketing Coordinator | 9,410.23 | * | | 9,410.23 |
| Regional Tourism Manager | 57,623.86 | | | 57,623.86 |
| Tourism Relations Manager | 50,165.76 | | | 50,165.76 |
| Multi-Media Specialist | 60,614.96 | | | 60,614.96 |
| Tourism Counselor | 5,727.22 | | | 5,727.22 |
| Tourism Relations Manager | 38,240.43 | | | 38,240.43 |
| Tourism Counselor | 11,887.26 | | | 11,887.26 |
| Asst. International Marketing Manager | 52,691.24 | | | 52,691.24 |
| Tourism Counselor | 7,304.00 | | | 7,304.00 |
| National Media Relations Director | 57,332.72 | | | 57,332.72 |
| Director of Corporate Communications | 57,092.81 | * | | 57,092.81 |
| Tourism Counselor | 6,964.70 | | | 6,964.70 |
| Tourism Counselor | 9,409.43 | | | 9,409.43 |
| Digital Marketing Content Coordinator | 43,752.50 | | | 43,752.50 |
| Tourism Counselor | 13,054.14 | | | 13,054.14 |
| Tourism Counselor | 10,479.00 | | | 10,479.00 |
| President and CEO | 163,946.22 | | | 163,946.22 |
| VP, Research | 13,629.26 | * | | 13,629.26 |
| Tourism Counselor | 9,986.40 | | | 9,986.40 |
| Tourism Counselor | 504.00 | * | | 504.00 |
| Tourism Counselor | 738.00 | * | | 738.00 |
| Contracts & Procurement Officer | 57,935.52 | | | 57,935.52 |
| Director of Digital Marketing | 88,775.30 | | | 88,775.30 |
| Distribution Center Manager | 49,069.62 | | | 49,069.62 |
| Tour Manager | 42,770.00 | | | 42,770.00 |
| Brand and Promotions Manager | 44,480.80 | | | 44,480.80 |
| Assistant Manager | 10,350.64 | * | | 10,350.64 |
| Tourism Counselor | 9,123.30 | | | 9,123.30 |
| Tourism Counselor | 9,414.64 | | | 9,414.64 |
| Tourism Counselor | 7,661.90 | | | 7,661.90 |
| Tourism Relations Manager | 44,967.10 | | | 44,967.10 |
| Tourism Counselor | 8,676.63 | | | 8,676.63 |
| Partnership Marketing Manager | 56,968.48 | | 3,000.00 | 59,968.48 |
| Tourism Relations Manager | 42,235.20 | | | 42,235.20 |
| Assistant Manager | 38,534.02 | | | 38,534.02 |
| Assistant Manager | 16,565.30 | * | | 16,565.30 |
| Tourism Counselor | 3,743.25 | * | | 3,743.25 |
| Tourism Counselor | 7,596.75 | | | 7,596.75 |
| Partnership Marketing Development Specialist Sr. | 69,804.81 | | | 69,804.81 |
| VP, Operations & Finance | 104,306.70 | | 3,000.00 | 107,306.70 |
| Project manager | 48,427.91 | * | | 48,427.91 |
| VFO Deputy Director | 72,415.46 | | | 72,415.46 |
| Promotions Manager | 12,229.00 | | | 12,229.00 |
| Administrative Assistant | 52,369.44 | | | 52,369.44 |
| Assistant Manager | 35,583.24 | | | 35,583.24 |
| Tourism Development Specialist | 15,861.98 | * | | 15,861.98 |
| Tourism Counselor | 10,263.27 | | | 10,263.27 |
| Assistant Manager | 35,132.50 | | | 35,132.50 |
| Tourism Counselor | 9,523.50 | | | 9,523.50 |
| Brand Director | 79,470.65 | | | 79,470.65 |
| Tourism Counselor | 9,309.50 | | | 9,309.50 |
| Industry Relations Manager | 3,059.31 | * | | 3,059.31 |
| Tourism Counselor | 10,326.23 | | | 10,326.23 |
| Tourism Counselor | 8,276.00 | | | 8,276.00 |
| Partnership Marketing Development Specialist | 63,727.20 | | | 63,727.20 |
| Tourism Relations Manager | 45,771.68 | | | 45,771.68 |
| Marketing Intern | 1,680.00 | * | | 1,680.00 |
| Director of Sales | 84,443.60 | | | 84,443.60 |
| Assistant Manager | 31,111.04 | | | 31,111.04 |
| Assistant Manager | 9,580.20 | * | | 9,580.20 |
| Tourism Counselor | 10,416.32 | | | 10,416.32 |
| Partnership Marketing Development Specialist | 85,979.60 | | | 85,979.60 |

* = Partial Year

All Salaried and Wage Personnel

| Position Title | Salaries & Wages Paid | Partial Year | FY 2014 Bonus | FY 2014 Total Paid |
|---|-----------------------|--------------|------------------|---------------------|
| Tourism Counselor | 13,086.92 | | | 13,086.92 |
| Tourism Relations Manager | 23,345.48 | * | | 23,345.48 |
| Government & Industry Liaison | 69,683.36 | | | 69,683.36 |
| Tourism Counselor | 1,796.88 | * | | 1,796.88 |
| Partnership Marketing Development Coordinator | 52,694.38 | | | 52,694.38 |
| Tourism Counselor | 9,551.38 | * | | 9,551.38 |
| Assistant Manager | 11,464.12 | * | | 11,464.12 |
| Tourism Counselor | 9,778.50 | | | 9,778.50 |
| Sr. Executive Assistant | 30,221.24 | * | | 30,221.24 |
| Locations Assistant | 9,099.19 | * | | 9,099.19 |
| Graphic Designer | 33,707.00 | | | 33,707.00 |
| FY 2014 Totals | 4,642,926.78 | | 15,500.00 | 4,658,426.78 |

* Partial Year indicates employees who were employed for less than 12 full months in the fiscal year.