



VIRGINIA TOURISM AUTHORITY
D/B/A Virginia Tourism Corporation

EXPENDITURE AND SALARY REPORT

FOR THE FISCAL YEAR ENDING JUNE 30, 2015

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Virginia Tourism Authority (320)
d/b/a Virginia Tourism Corporation
Summary Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2015

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 20,007,123
Carryforward Funds	2,872,966 (1) (2)
VDOT Transfers	1,626,565
Federal Grants	236,223
Interest Revenue	7,199
Other Revenue	<u>364,386 (3)</u>
Total Revenues	<u>\$ 25,114,461</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 6,137,276
Wages and Taxes	<u>478,766</u>
Total Personal Services Costs	\$ 6,616,042
Operating Costs	
Advertising and Promotion	\$ 7,156,604
Missions, Shows & Events	209,902
Digital Marketing	1,166,399
Travel	570,405
Services	2,581,371
Supplies and Materials	437,034
Grants & Pass-Through Payments	2,560,794
Fixed Asset Payments	202,118
Other Expenditures	<u>731,017</u>
Total Operating Costs	\$ 15,615,643
Total Expenditures	<u>\$ 22,231,685</u>
Net Surplus (Deficit)	<u>\$ 2,882,776</u> (4) (5)

- (1) This includes \$1,738,460 in marketing grant funds awarded prior to FY 2015 but not expended as of June 30, 2014. 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.
- (2) This includes \$405,773 in Film Incentive Fund grant funds appropriated prior to FY 2015 but not expended as of June 30, 2014.
- (3) This includes a total of \$150,386 in FY 2015 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 \$2,101,998 that remained unexpended as of June 30, 2015 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, \$1,920,544 was for the Marketing Leverage Program, \$161,463 was for the Sesquicentennial Tourism Marketing Program, and \$19,992 was from recovered grant funds.
- (5) This includes cumulative Film Incentive Fund grant funds totaling \$508,997 that remained unexpended as of June 30, 2015.



Virginia Tourism Authority (320)
Executive and Board of Directors
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2015

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 640,067
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
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Total Revenues	<u>\$ 640,067</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 360,226
Wages and Taxes	4,959
Total Personal Services Costs	<hr/> \$ 365,185
Operating Costs	
Advertising and Promotion	\$ 31,111
Missions, Shows & Events	15,941
Digital Marketing	1,717
Travel	43,076
Services	23,342
Supplies and Materials	14,796
Grants & Pass-Through Payments	-
Fixed Asset Payments	567
Other Expenditures	140,211
Total Operating Costs	<hr/> \$ 270,762
Total Expenditures	<u>\$ 635,946</u>
Net Surplus (Deficit)	<u>\$ 4,121</u>



Virginia Tourism Authority (320)
Operations and Finance
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2015

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 941,552
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	7,199
Other Revenue	-
	<hr/>
Total Revenues	<u>\$ 948,751</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 479,276
Wages and Taxes	-
Total Personal Services Costs	<hr/> \$ 479,276
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	-
Digital Marketing	-
Travel	58,609
Services	196,009
Supplies and Materials	13,761
Grants & Pass-Through Payments	-
Fixed Asset Payments	136,846
Other Expenditures	60,330
Total Operating Costs	<hr/> \$ 465,556
Total Expenditures	<u>\$ 944,832</u>
Net Surplus (Deficit)	<u>\$ 3,919</u>



Virginia Tourism Authority (320)
Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2015

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 11,931,204
Carryforward Funds	708,733
VDOT Transfers	-
Federal Grants	236,223
Interest Revenue	-
Other Revenue	<u>276,841</u> (1)
Total Revenues	<u><u>\$ 13,153,001</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,907,849
Wages and Taxes	<u>6,196</u>
Total Personal Services Costs	\$ 1,914,045
Operating Costs	
Advertising and Promotion	\$ 6,529,670
Missions, Shows & Events	166,190
Digital Marketing	1,152,867
Travel	288,899
Services	1,642,626
Supplies and Materials	133,489
Grants & Pass-Through Payments	727,556
Fixed Asset Payments	17,143
Other Expenditures	<u>495,328</u>
Total Operating Costs	\$ 11,153,768
Total Expenditures	<u><u>\$ 13,067,813</u></u>
Net Surplus (Deficit)	<u><u>\$ 85,188</u></u>

(1) This includes a total of \$150,386 in FY 2015 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, 2015

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,472,234
Carryforward Funds	-
VDOT Transfers	1,626,565
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>81,862</u>
Total Revenues	<u>\$ 3,180,661</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,794,066
Wages and Taxes	<u>461,922</u>
Total Personal Services Costs	\$ 2,255,988
Operating Costs	
Advertising and Promotion	\$ 2,200
Missions, Shows & Events	1,938
Digital Marketing	-
Travel	62,683
Services	454,195
Supplies and Materials	227,195
Grants & Pass-Through Payments	100,000
Fixed Asset Payments	40,061
Other Expenditures	<u>11,763</u>
Total Operating Costs	\$ 900,036
Total Expenditures	<u>\$ 3,156,023</u>
Net Surplus (Deficit)	<u>\$ 24,638</u>



Virginia Tourism Authority (320)
Virginia Film Office

Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2015

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,104,445
Carryforward Funds	405,773 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
	<hr/>
Total Revenues	<u>\$ 1,510,218</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 435,655
Wages and Taxes	5,689
Total Personal Services Costs	<u>\$ 441,344</u>
Operating Costs	
Advertising and Promotion	\$ 267,543
Missions, Shows & Events	18,539
Digital Marketing	3,050
Travel	34,689
Services	46,997
Supplies and Materials	23,490
Grants & Pass-Through Payments	96,776
Fixed Asset Payments	4,408
Other Expenditures	8,179
Total Operating Costs	<u>\$ 503,672</u>
Total Expenditures	<u>\$ 945,016</u>
Net Surplus (Deficit)	<u>\$ 565,202</u> (2)

(1) This includes \$405,773 in Film Incentive Fund grant funds appropriated prior to FY 2015 but not expended as of June 30, 2014.

(2) This includes cumulative Film Incentive Fund grant funds totaling \$508,997 that remained unexpended as of June 30, 2015.



Virginia Tourism Authority (320)
Partnership Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2015

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 3,617,621
Carryforward Funds	1,758,460 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	5,682
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Total Revenues	<u>\$ 5,381,763</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,160,204
Wages and Taxes	-
Total Personal Services Costs	\$ 1,160,204
	<hr/>
Operating Costs	
Advertising and Promotion	\$ 326,081
Missions, Shows & Events	7,294
Digital Marketing	8,765
Travel	82,449
Services	218,202
Supplies and Materials	24,302
Grants & Pass-Through Payments	1,336,462
Fixed Asset Payments	3,093
Other Expenditures	15,204
Total Operating Costs	\$ 2,021,850
	<hr/>
Total Expenditures	<u>\$ 3,182,054</u>
	<hr/>
Net Surplus (Deficit)	<u>\$ 2,199,709</u> (2)

(1) This includes \$1,738,460 in marketing grant funds awarded prior to FY 2015 but not expended as of June 30, 2014. 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.

(2) This includes cumulative marketing grant funds totaling \$2,101,998 that remained unexpended as of June 30, 2015 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, \$1,920,544 was for the Marketing Leverage Program, \$161,463 was for the Sesquicentennial Tourism Marketing Program, and \$19,992 was from recovered grant funds.



Virginia Tourism Authority (320)
Legislative Pass-Throughs
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2015

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 300,000
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
	<hr/>
Total Revenues	<u><u>\$ 300,000</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	-
Digital Marketing	-
Travel	-
Services	-
Supplies and Materials	-
Grants & Pass-Through Payments	300,000
Fixed Asset Payments	-
Other Expenditures	-
Total Operating Costs	<hr/> \$ 300,000
Total Expenditures	<u><u>\$ 300,000</u></u>
Net Surplus (Deficit)	<u><u>\$ -</u></u>

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2015 Bonus	FY 2015 Total Paid
Tourism Counselor	7,234.51	*	-	7,234.51
Assistant Manager	34,952.76		-	34,952.76
Tour Manager	48,160.44		-	48,160.44
Tourism Counselor	2,672.25	*	-	2,672.25
Distribution Center Supervisor	25,347.54	*	-	25,347.54
Partnership Marketing Development Specialist	63,681.12		-	63,681.12
VP, Marketing	114,484.98		-	114,484.98
Tourism Counselor	336.00	*	-	336.00
Digital Marketing Manager	67,141.92		-	67,141.92
Office Manager	51,447.54		-	51,447.54
Distribution Center Assistant	351.91	*	-	351.91
Assistant Manager	41,145.24		-	41,145.24
Assistant Manager	29,350.92		-	29,350.92
Policy & Operations Manager	45,510.66	*	-	45,510.66
Research Director	92,872.50		-	92,872.50
Distribution Center Assistant	30,618.36		-	30,618.36
VP, Partnership Marketing	120,790.14		-	120,790.14
Budget and Finance Analyst	46,338.00		-	46,338.00
Partnership Marketing Projects Coordinator	50,577.28		3,000.00	53,577.28
Tourism Counselor	10,478.97		-	10,478.97
Film Workforce Development Liason	5,285.00	*	-	5,285.00
Procurement/AR Specialist	38,388.21	*	-	38,388.21
Tourism Counselor	10,790.95		-	10,790.95
Tourism Relations Manager	41,616.24		-	41,616.24
Partnership Marketing Outreach Director	95,860.92		-	95,860.92
Partnership Marketing Development Specialist	4,666.68	*	-	4,666.68
Tourism Counselor	14,306.92		-	14,306.92
Tourism Counselor	9,499.88		-	9,499.88
Public Relations & Communications Coordinator	41,364.60	*	-	41,364.60
Tourism Relations Manager	46,580.64		-	46,580.64
Tourism Relations Manager	43,137.72		-	43,137.72
Tourism Counselor	8,645.12		-	8,645.12
Tourism Counselor	7,027.36		-	7,027.36
VP, Film Office	101,545.74		-	101,545.74
Tourism Relations Manager	33,459.72		-	33,459.72
Tourism Counselor	16,172.39		-	16,172.39
Creative Services Manager	63,964.66	*	-	63,964.66
Tourism Counselor	7,239.05		-	7,239.05
National Media Relations Manager	50,062.50		-	50,062.50
Tourism Counselor	13,205.45		-	13,205.45
Tourism Counselor	21,676.34		-	21,676.34
Administrative Assistant	40,092.72		-	40,092.72
Partnership Marketing Development Director	87,427.32		-	87,427.32
Assistant Manager	43,365.84		-	43,365.84
Tourism Counselor	11,155.41	*	-	11,155.41
Procurement Specialist	41,153.80	*	-	41,153.80
Director of Consumer & Partner Services	83,904.42		-	83,904.42
Tourism Counselor	5,328.54	*	-	5,328.54
Tourism Counselor	732.88	*	-	732.88
Tourism Counselor	4,656.75	*	-	4,656.75
Tourism Counselor	12,044.04		-	12,044.04
Digital Imaging Specialist	44,533.20		-	44,533.20
Consumer & Partner Services Manager	57,977.28		-	57,977.28
Tourism Counselor	12,129.28		-	12,129.28
Tourism Counselor	8,986.74		-	8,986.74
Tourism Relations Manager	41,702.70		-	41,702.70
Digital Marketing Content Specialist	50,552.28		-	50,552.28
Tourism Counselor	6,036.23		-	6,036.23

* = Partial Year

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2015 Bonus	FY 2015 Total Paid
Tourism Counselor	13,445.24		-	13,445.24
Tourism Counselor	246.00	*	-	246.00
Regional Tourism Manager	58,010.70		-	58,010.70
International Marketing Director	71,618.40		-	71,618.40
Marketing Intern	935.00	*	-	935.00
National Sales Manager	67,340.76		-	67,340.76
Distribution Center Assistant	27,209.95	*	-	27,209.95
Tourism Counselor	11,549.80		-	11,549.80
Executive Office Intern	4,961.00	*	-	4,961.00
Domestic Sales Marketing Coordinator	40,600.02		-	40,600.02
Regional Tourism Manager	58,670.34		-	58,670.34
Tourism Relations Manager	51,163.62		-	51,163.62
Multi-Media Specialist	61,668.06		-	61,668.06
Tourism Counselor	5,303.93		-	5,303.93
Tourism Relations Manager	41,106.66		-	41,106.66
Tourism Counselor	11,809.02		-	11,809.02
Asst. International Marketing Manager	53,596.08		-	53,596.08
Tourism Counselor	3,637.48	*	-	3,637.48
National Media Relations Director	65,029.50		-	65,029.50
Director of Corporate Communications	60,047.40		-	60,047.40
Tourism Counselor	6,066.83		-	6,066.83
Tourism Counselor	9,178.31		-	9,178.31
Digital Marketing Content Coordinator	44,567.82		-	44,567.82
Tourism Counselor	14,729.82		-	14,729.82
Tourism Counselor	10,629.21		-	10,629.21
President and CEO	164,304.96		-	164,304.96
Tourism Counselor	10,209.94		-	10,209.94
Tourism Counselor	4,961.60	*	-	4,961.60
Contracts & Procurement Officer	60,325.08		-	60,325.08
Executive Office Intern	261.25	*	-	261.25
Director of Digital Marketing	90,303.00		-	90,303.00
Distribution Center Manager	53,740.08		-	53,740.08
Tour Manager	43,482.60		-	43,482.60
Brand & Promotions Manager	49,388.22		-	49,388.22
Tourism Counselor	9,772.66		-	9,772.66
Tourism Counselor	6,374.40		-	6,374.40
Assistant Manager	10,228.85	*	-	10,228.85
Tourism Counselor	8,034.68		-	8,034.68
Tourism Relations Manager	45,829.74		-	45,829.74
Tourism Counselor	6,425.96		-	6,425.96
Partnership Marketing Outreach Specialist	30,770.41	*	-	30,770.41
Research Manager	17,820.52	*	-	17,820.52
Tourism Relations Manager	46,072.26		-	46,072.26
Assistant Manager	39,235.38		-	39,235.38
Tourism Counselor	11,811.46		-	11,811.46
Tourism Counselor	10,461.69		-	10,461.69
Partnership Marketing Development Specialist Sr.	73,892.22		-	73,892.22
VP, Operations & Finance	108,511.14		-	108,511.14
Project Manager	53,962.44		-	53,962.44
VFO Deputy Director	73,724.58		-	73,724.58
Promotions Manager	1,260.00	*	-	1,260.00
Sr. Marketing Assistant	7,085.97	*	-	7,085.97
Assistant Manager	36,203.04		-	36,203.04
Tourism Counselor	10,170.80		-	10,170.80
Assistant Manager	35,717.94		-	35,717.94
Tourism Counselor	9,517.20		-	9,517.20
Brand Director	85,237.74		-	85,237.74
Tourism Counselor	10,970.98		-	10,970.98
Tourism Counselor	9,905.04		-	9,905.04

* = Partial Year

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2015 Bonus	FY 2015 Total Paid
Tourism Counselor	357.76	*	-	357.76
Partnership Marketing Development Specialist	64,934.70		-	64,934.70
Tourism Relations Manager	28,520.40	*	-	28,520.40
Marketing Intern	3,561.00	*	-	3,561.00
Director of Sales	85,909.86		-	85,909.86
Assistant Manager	31,678.02		-	31,678.02
Tourism Relations Manager	36,631.54		-	36,631.54
Tourism Counselor	10,428.26		-	10,428.26
Partnership Marketing Development Specialist	95,357.86	*	-	95,357.86
Tourism Counselor	14,554.56	*	-	14,554.56
Government and Industry Liaison	70,957.80		-	70,957.80
Tourism Counselor	4,741.73		-	4,741.73
Partnership Marketing Development Coordinator	56,511.27		-	56,511.27
Tourism Counselor	11,223.74		-	11,223.74
Assistant Manager	34,510.02		-	34,510.02
Partnership Marketing Tourism Dev. Assistant	35,525.22		-	35,525.22
Sr. Executive Assistant	52,497.72		-	52,497.72
Locations Assistant	37,068.10		-	37,068.10
Graphic Designer	42,568.50		2,000.00	44,568.50
FY 2015 Totals	4,856,401.40		5,000.00	4,861,401.40
* Partial Year indicates employees who were employed for less than 12 full months in the fiscal year.				