



VIRGINIA TOURISM AUTHORITY
D/B/A Virginia Tourism Corporation

EXPENDITURE AND SALARY REPORT

FOR THE FISCAL YEAR ENDING JUNE 30, 2016

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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, 2016

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 23,001,074
Carryforward Funds	3,241,635 (1) (2)
VDOT Transfers	1,225,311
Federal Grants	82,975
Interest Revenue	20,494
Other Revenue	<u>878,834 (3)</u>
Total Revenues	<u>\$ 28,450,322</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 6,231,807
Wages and Taxes	<u>509,459</u>
Total Personal Services Costs	\$ 6,741,266
Operating Costs	
Advertising and Promotion	\$ 7,864,225
Missions, Shows & Events	278,415
Digital Marketing	1,242,263
Travel	445,745
Services	2,726,291
Supplies and Materials	546,093
Grants & Pass-Through Payments	3,842,284
Fixed Asset Payments	97,090
Other Expenditures	<u>714,097</u>
Total Operating Costs	\$ 17,756,503
Total Expenditures	<u>\$ 24,497,768</u>
Net Surplus (Deficit)	<u>\$ 3,952,554 (4) (5)</u>

- (1) This includes \$2,101,998 in marketing grant funds awarded prior to FY 2016 but not expended as of June 30, 2015. 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.
- (2) This includes \$508,997 in Film Incentive Fund grant funds appropriated prior to FY 2016 but not expended as of June 30, 2015.
- (3) This includes a total of \$154,743 in FY 2016 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 \$2,198,323 that remained unexpended as of June 30, 2016 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, \$1,783,955 was for the Marketing Leverage Program, \$50,201 was for the Sesquicentennial Tourism Marketing Program, \$100,000 was for the Virginia World War I and World War II Tourism Marketing Program, and \$264,168 was from recovered grant funds.
- (5) This includes cumulative Film Incentive Fund grant funds totaling \$445,944 that remained unexpended as of June 30, 2016.



Virginia Tourism Authority (320)
Executive and Board of Directors
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2016

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 686,817
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
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Total Revenues	<u>\$ 686,817</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 381,462
Wages and Taxes	3,510
Total Personal Services Costs	<hr/> \$ 384,972
Operating Costs	
Advertising and Promotion	\$ 42,305
Missions, Shows & Events	28,506
Digital Marketing	-
Travel	49,995
Services	21,029
Supplies and Materials	12,605
Grants & Pass-Through Payments	-
Fixed Asset Payments	4,785
Other Expenditures	138,656
Total Operating Costs	<hr/> \$ 297,880
Total Expenditures	<u>\$ 682,852</u>
Net Surplus (Deficit)	<u>\$ 3,965</u>



Virginia Tourism Authority (320)
Operations and Finance
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2016

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 835,126
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	18,925
Interest Revenue	20,494
Other Revenue	<u>9,959</u>
Total Revenues	<u>\$ 884,503</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 468,033
Wages and Taxes	-
Total Personal Services Costs	<u>\$ 468,033</u>
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	-
Digital Marketing	-
Travel	56,685
Services	201,366
Supplies and Materials	10,537
Grants & Pass-Through Payments	-
Fixed Asset Payments	20,306
Other Expenditures	<u>66,302</u>
Total Operating Costs	<u>\$ 355,196</u>
Total Expenditures	<u>\$ 823,230</u>
Net Surplus (Deficit)	<u>\$ 61,274</u>



Virginia Tourism Authority (320)
Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2016

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 13,748,489
Carryforward Funds	570,640
VDOT Transfers	-
Federal Grants	64,050
Interest Revenue	-
Other Revenue	<u>268,309</u> (1)
Total Revenues	<u>\$ 14,651,488</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,887,506
Wages and Taxes	<u>10,040</u>
Total Personal Services Costs	\$ 1,897,546
Operating Costs	
Advertising and Promotion	\$ 7,348,719
Missions, Shows & Events	222,019
Digital Marketing	1,234,946
Travel	158,927
Services	1,558,639
Supplies and Materials	159,711
Grants & Pass-Through Payments	727,556
Fixed Asset Payments	6,665
Other Expenditures	<u>479,978</u>
Total Operating Costs	\$ 11,897,160
Total Expenditures	<u>\$ 13,794,706</u>
Net Surplus (Deficit)	<u>\$ 856,781</u>

(1) This includes a total of \$154,743 in FY 2016 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, 2016

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,756,576
Carryforward Funds	-
VDOT Transfers	1,225,311
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>482,327</u>
Total Revenues	<u>\$ 3,464,214</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,832,494
Wages and Taxes	<u>481,165</u>
Total Personal Services Costs	\$ 2,313,658
Operating Costs	
Advertising and Promotion	\$ 500
Missions, Shows & Events	2,959
Digital Marketing	-
Travel	79,919
Services	518,448
Supplies and Materials	277,255
Grants & Pass-Through Payments	100,000
Fixed Asset Payments	52,337
Other Expenditures	<u>13,865</u>
Total Operating Costs	\$ 1,045,283
Total Expenditures	<u>\$ 3,358,942</u>
Net Surplus (Deficit)	<u>\$ 105,272</u>



Virginia Tourism Authority (320)
Film

Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2016

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,149,445
Carryforward Funds	508,997 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	15,000
	<hr/>
Total Revenues	<u>\$ 1,673,442</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 473,509
Wages and Taxes	14,367
Total Personal Services Costs	<u>\$ 487,876</u>
Operating Costs	
Advertising and Promotion	\$ 197,378
Missions, Shows & Events	18,766
Digital Marketing	5,800
Travel	32,374
Services	81,684
Supplies and Materials	50,829
Grants & Pass-Through Payments	263,053
Fixed Asset Payments	3,697
Other Expenditures	4,657
Total Operating Costs	<u>\$ 658,238</u>
	<hr/>
Total Expenditures	<u>\$ 1,146,114</u>
	<hr/>
Net Surplus (Deficit)	<u>\$ 527,328</u> (2)

(1) These are Film Incentive Fund grant funds appropriated prior to FY 2016 but not expended as of June 30, 2015.

(2) This includes cumulative Film Incentive Fund grant funds totaling \$445,944 that remained unexpended as of June 30, 2016.



Virginia Tourism Authority (320)
Partnership Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2016

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 4,324,621
Carryforward Funds	2,161,998 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>103,240</u>
Total Revenues	<u>\$ 6,589,859</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,188,802
Wages and Taxes	<u>378</u>
Total Personal Services Costs	\$ 1,189,180
Operating Costs	
Advertising and Promotion	\$ 275,323
Missions, Shows & Events	6,165
Digital Marketing	1,518
Travel	67,845
Services	345,124
Supplies and Materials	35,156
Grants & Pass-Through Payments	2,251,675
Fixed Asset Payments	9,299
Other Expenditures	<u>10,639</u>
Total Operating Costs	\$ 3,002,744
Total Expenditures	<u>\$ 4,191,924</u>
Net Surplus (Deficit)	<u>\$ 2,397,935</u> (2)

(1) This includes \$2,101,998 in marketing grant funds awarded prior to FY 2016 but not expended as of June 30, 2015. 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.

(2) This includes cumulative marketing grant funds totaling \$2,198,323 that remained unexpended as of June 30, 2016 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, \$1,783,955 was for the Marketing Leverage Program, \$50,201 was for the Sesquicentennial Tourism Marketing Program, \$100,000 was for the Virginia World War I and World War II Tourism Marketing Program, and \$264,168 was from recovered grant funds.



Virginia Tourism Authority (320)
Legislative Pass-Throughs
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2016

	<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	-
Digital 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 2016 Bonus	FY 2016 Total Paid
Assistant Manager	36,365.22		-	36,365.22
Marketing Intern	532.50	*	-	532.50
Tourism Counselor	7,998.38	*	-	7,998.38
Senior Tour Manager	49,642.77		-	49,642.77
Tourism Counselor	6,635.49		-	6,635.49
Distribution Center Assistant	19,830.60		-	19,830.60
Planning & Development Specialist	35,663.82	*	-	35,663.82
Tourism Counselor	10,657.50	*	-	10,657.50
VP, Marketing	122,206.80		-	122,206.80
Digital Marketing Manager	69,506.49		-	69,506.49
Office Manager	54,235.83		-	54,235.83
Distribution Center Assistant	32,152.09		-	32,152.09
Assistant Manager	42,981.51		-	42,981.51
Assistant Manager	30,352.95		-	30,352.95
Tourism Relations Manager	6,441.31	*	-	6,441.31
Research Director	94,963.38		-	94,963.38
Senior Distribution Center Associate	35,119.88		-	35,119.88
VP, Partnership Marketing	125,067.21		8,000.00	133,067.21
Marketing Intern	785.00	*	-	785.00
Budget and Finance Analyst	51,252.45		-	51,252.45
Special Projects Manager	53,407.26		3,000.00	56,407.26
Tourism Counselor	10,900.16		-	10,900.16
Film Workforce Development Liaison	10,656.45		-	10,656.45
Tourism Counselor	12,901.38		-	12,901.38
Tourism Relations Manager	42,940.32		-	42,940.32
Director of Business Development	98,758.41		3,000.00	101,758.41
Planning & Development Specialist	56,000.16		-	56,000.16
Tourism Counselor	12,345.02		-	12,345.02
Tourism Counselor	9,924.50		-	9,924.50
Communications Specialist	45,334.54		-	45,334.54
Tourism Relations Manager	48,368.70		-	48,368.70
Tourism Relations Manager	44,108.97		-	44,108.97
Tourism Counselor	645.75	*	-	645.75
Tourism Counselor	504.00	*	-	504.00
Tourism Counselor	9,812.25		-	9,812.25
Tourism Counselor	7,207.73	*	-	7,207.73
VP, Film	111,272.42		-	111,272.42
Tourism Relations Manager	43,812.66		-	43,812.66
Tourism Counselor	16,719.28		-	16,719.28
Communications Manager	54,326.56		3,000.00	57,326.56
Tourism Counselor	15,019.85		-	15,019.85
Tourism Counselor	19,480.24		-	19,480.24
Marketing Intern	265.00	*	-	265.00
Administrative Assistant	43,779.96		-	43,779.96
Director of Partnerships and Outreach	89,907.39		3,000.00	92,907.39
Assistant Manager	43,579.44		2,821.68	46,401.12
Executive Intern	947.50	*	-	947.50
Tourism Counselor	8,404.59		-	8,404.59
Contracts Specialist	61,050.00		-	61,050.00
Director of Consumer & Partner Services	86,944.20		-	86,944.20
Tourism Counselor	10,788.14		-	10,788.14
Tourism Counselor	8,686.24		-	8,686.24
Tourism Counselor	13,481.46		-	13,481.46
Photographer and Creative Specialist	46,578.75		-	46,578.75
Consumer & Partner Services Manager	60,192.57		-	60,192.57
Tourism Counselor	4,904.36	*	-	4,904.36
Tourism Counselor	1,681.47	*	-	1,681.47
Tourism Relations Manager	43,167.51		-	43,167.51

* = Partial Year

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2016 Bonus	FY 2016 Total Paid
Digital Marketing Content Specialist	24,724.91	*	-	24,724.91
Tourism Counselor	6,620.16		-	6,620.16
Tourism Counselor	12,602.18		-	12,602.18
Tourism Counselor	10,209.00		-	10,209.00
Regional Tourism Manager	59,771.73		-	59,771.73
Research Analyst	12,115.35	*	-	12,115.35
International Marketing Director	74,197.62		3,000.00	77,197.62
Marketing Intern	3,038.75	*	-	3,038.75
National Sales Manager	70,556.58		1,000.00	71,556.58
Tourism Counselor	4,130.76	*	-	4,130.76
Tourism Counselor	10,975.68		-	10,975.68
Domestic Sales Marketing Specialist	41,774.08		1,000.00	42,774.08
Digital Marketing Content Specialist	18,333.37	*	-	18,333.37
Regional Tourism Manager	61,014.84		-	61,014.84
Tourism Relations Manager	48,457.85	*	-	48,457.85
Multi-Media Specialist	63,625.17		-	63,625.17
Tourism Counselor	5,040.26		-	5,040.26
Tourism Relations Manager	1,249.53	*	-	1,249.53
Tourism Counselor	12,488.34		-	12,488.34
Assistant International Marketing Manager	56,931.77		-	56,931.77
Tourism Counselor	1,548.75	*	-	1,548.75
National Media Relations Director	44,681.58	*	-	44,681.58
Director of Communications	66,370.64		1,500.00	67,870.64
Tourism Counselor	3,208.97	*	-	3,208.97
Tourism Counselor	9,869.30		-	9,869.30
Digital Marketing Content Coordinator	46,822.47		-	46,822.47
Procurement Specialist	43,678.38	*	-	43,678.38
Tourism Counselor	14,215.01		-	14,215.01
Planning & Development Specialist	50,548.89	*	-	50,548.89
Tourism Counselor	7,125.09		-	7,125.09
President and CEO	168,260.94		-	168,260.94
Tourism Counselor	8,801.63		-	8,801.63
Locations Assistant	2,689.50	*	-	2,689.50
Tourism Counselor	11,415.96		-	11,415.96
Tourism Counselor	5,297.99	*	-	5,297.99
Contracts & Procurement Officer	63,811.11		-	63,811.11
Executive Office Intern	2,312.75		-	2,312.75
Tourism Counselor	1,459.50	*	-	1,459.50
Planning & Development Specialist	21,615.32	*	-	21,615.32
Director of Digital Marketing	92,961.45		-	92,961.45
Distribution Center Manager	58,789.93		-	58,789.93
Tour Manager	44,461.41		-	44,461.41
Brand & Promotions Manager	53,843.10		-	53,843.10
Tourism Counselor	8,912.40		-	8,912.40
Tourism Counselor	5,758.91		-	5,758.91
Assistant Manager	27,472.50		-	27,472.50
Tourism Counselor	1,537.62	*	-	1,537.62
Tourism Relations Manager	48,340.32		-	48,340.32
Tourism Counselor	6,746.18		-	6,746.18
Research Manager	8,898.01	*	-	8,898.01
Tourism Relations Manager	48,554.64		-	48,554.64
Assistant Manager	40,858.11		-	40,858.11
Tourism Counselor	9,217.43		-	9,217.43
Tourism Counselor	8,900.22		-	8,900.22
Director of Planning and Development	77,397.60		2,000.00	79,397.60
VP, Operations & Finance	116,122.73		-	116,122.73
Project Manager	55,177.23		-	55,177.23
VFO Deputy Director	87,856.07	*	-	87,856.07

* = Partial Year

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2016 Bonus	FY 2016 Total Paid
Assistant Manager	37,416.24		-	37,416.24
Tourism Counselor	5,857.40	*	-	5,857.40
Assistant Manager	36,522.03		-	36,522.03
Tourism Counselor	9,111.48		-	9,111.48
Brand Director	90,988.23		-	90,988.23
Tourism Counselor	5,284.27	*	-	5,284.27
Assistant Manager	24,673.04	*	-	24,673.04
Tourism Counselor	11,912.28		-	11,912.28
Planning & Development Specialist	68,045.88		1,500.00	69,545.88
Tourism Counselor	2,730.00	*	-	2,730.00
Tourism Counselor	2,110.50	*	-	2,110.50
Marketing Intern	880.00	*	-	880.00
Tourism Counselor	1,858.50	*	-	1,858.50
Director of Domestic Marketing	88,583.19		1,000.00	89,583.19
Assistant Manager	33,016.80		-	33,016.80
Tourism Relations Manager	41,819.49		-	41,819.49
Tourism Counselor	12,342.45		-	12,342.45
Tourism Counselor	588.00	*	-	588.00
Tourism Counselor	391.68	*	-	391.68
Government and Industry Liaison	73,863.27		-	73,863.27
Tourism Counselor	4,350.60		-	4,350.60
Partnerships and Outreach Coordinator	64,539.07		-	64,539.07
Tourism Counselor	9,161.93		-	9,161.93
Assistant Manager	35,286.90		-	35,286.90
Tourism Counselor	6,662.52	*	-	6,662.52
Planning & Development Coordinator	37,366.69		1,500.00	38,866.69
Senior Executive Assistant	54,060.12		-	54,060.12
Locations Assistant	39,528.12		-	39,528.12
Marketing Intern	3,825.00	*	-	3,825.00
Graphic Designer	44,523.87		-	44,523.87
	4,901,893.49		35,321.68	4,937,215.17
* Partial Year indicates employees who were employed for less than 12 full months in the fiscal year.				