



VIRGINIA TOURISM AUTHORITY  
D/B/A Virginia Tourism Corporation

# **EXPENDITURE AND SALARY REPORT**

**FOR THE FISCAL YEAR ENDING JUNE 30, 2017**

**VIRGINIA IS FOR LO♥ERS**



**Virginia Tourism Authority (320)**  
**d/b/a Virginia Tourism Corporation**  
**Summary Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2017**

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 21,578,603
Carryforward Funds	3,866,267 (1) (2)
VDOT Transfers	1,324,271
Federal Grants	-
Interest Revenue	47,096
Other Revenue	<u>1,392,965 (3)</u>
<b>Total Revenues</b>	<b><u>\$ 28,209,203</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 6,534,252
Wages and Taxes	<u>594,954</u>
Total Personal Services Costs	\$ 7,129,206
Operating Costs	
Advertising and Promotion	\$ 5,657,683
Missions, Shows & Events	327,844
Digital Marketing	1,532,906
Travel	579,670
Services	2,398,753
Supplies and Materials	566,351
Grants & Pass-Through Payments	4,515,911
Fixed Asset Payments	555,487
Other Expenditures	<u>792,756</u>
Total Operating Costs	\$ 16,927,361
<b>Total Expenditures</b>	<b><u>\$ 24,056,567</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 4,152,636 (4) (5)</u></b>

(1) This includes \$2,198,323 in marketing grant funds appropriated prior to FY 2017 but not expended as of June 30, 2016. Of this amount, \$1,783,955 was for the Marketing Leverage Program, \$50,200 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.

(2) This includes Film Sponsorship Fund grant funds totaling \$445,944 appropriated prior to FY 2017 but not expended as of June 30, 2016.

(3) This includes a total of \$53,562 in FY 2017 for the WW I & WW II Profiles of Honor Tour. These funds were provided on a reimbursement basis by the Virginia World War I and World War II Commemoration Commission.

(4) This includes cumulative marketing grant funds totaling \$2,266,985 that remained unexpended as of June 30, 2017 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, \$1,656,916 was for the Marketing Leverage Program, \$5,000 was for the Sesquicentennial Tourism Marketing Program, \$200,000 was for the Virginia World War I and World War II Tourism Marketing Program, and \$405,069 was from recovered grant funds.

(5) This includes cumulative Film Sponsorship Fund grant funds totaling \$97,789 that remained unexpended as of June 30, 2017.



Virginia Tourism Authority (320)  
Executive and Board of Directors  
Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2017

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 549,885
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
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<b>Total Revenues</b>	<b>\$ 549,885</b>
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<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 292,706
Wages and Taxes	3,142
Total Personal Services Costs	<hr/> \$ 295,848
Operating Costs	
Advertising and Promotion	\$ 1,850
Missions, Shows & Events	20,212
Digital Marketing	-
Travel	31,412
Services	11,752
Supplies and Materials	5,839
Grants & Pass-Through Payments	-
Fixed Asset Payments	1,052
Other Expenditures	178,298
Total Operating Costs	<hr/> \$ 250,415
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<b>Total Expenditures</b>	<b>\$ 546,263</b>
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<b>Net Surplus (Deficit)</b>	<b>\$ 3,622</b>
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**Virginia Tourism Authority (320)**  
**Operations and Finance**  
**Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2017**

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 854,157
Carryforward Funds	330,000
VDOT Transfers	-
Federal Grants	-
Interest Revenue	47,096
Other Revenue	<u>14,442</u>
<b>Total Revenues</b>	<b><u>\$ 1,245,696</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 469,120
Wages and Taxes	-
Total Personal Services Costs	<u>\$ 469,120</u>
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	-
Digital Marketing	-
Travel	63,807
Services	193,929
Supplies and Materials	12,216
Grants & Pass-Through Payments	-
Fixed Asset Payments	397,932
Other Expenditures	<u>51,322</u>
Total Operating Costs	<u>\$ 719,206</u>
<b>Total Expenditures</b>	<b><u>\$ 1,188,326</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 57,369</u></b>



**Virginia Tourism Authority (320)**  
**Marketing**  
**Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2017**

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 12,138,294
Carryforward Funds	785,000
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>691,774</u> (1)
<b>Total Revenues</b>	<b><u><u>\$ 13,615,068</u></u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 2,059,033
Wages and Taxes	<u>40,161</u>
Total Personal Services Costs	\$ 2,099,194
Operating Costs	
Advertising and Promotion	\$ 5,291,605
Missions, Shows & Events	274,425
Digital Marketing	1,516,506
Travel	287,620
Services	1,652,027
Supplies and Materials	235,526
Grants & Pass-Through Payments	727,556
Fixed Asset Payments	55,135
Other Expenditures	<u>485,250</u>
Total Operating Costs	\$ 10,525,651
<b>Total Expenditures</b>	<b><u><u>\$ 12,624,844</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ 990,223</u></u></b>

(1) This includes a total of \$53,562 in FY 2017 for the WW I & WW II Profiles of Honor Tour. These funds were provided on a reimbursement basis by the Virginia World War I and World War II Commemoration Commission.



**Virginia Tourism Authority (320)**  
**Visitor Services**  
**Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2017**

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 1,609,576
Carryforward Funds	-
VDOT Transfers	1,324,271
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>555,939</u>
<b>Total Revenues</b>	<b><u>\$ 3,489,787</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,986,123
Wages and Taxes	<u>505,846</u>
Total Personal Services Costs	\$ 2,491,968
Operating Costs	
Advertising and Promotion	\$ 750
Missions, Shows & Events	158
Digital Marketing	15,000
Travel	76,406
Services	344,666
Supplies and Materials	238,415
Grants & Pass-Through Payments	100,000
Fixed Asset Payments	66,633
Other Expenditures	<u>18,140</u>
Total Operating Costs	\$ 860,168
<b>Total Expenditures</b>	<b><u>\$ 3,352,136</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 137,651</u></b>



Virginia Tourism Authority (320)  
*Film*

Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2017

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 1,149,445
Carryforward Funds	510,944 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>25,250</u>
<b>Total Revenues</b>	<b><u>\$ 1,685,639</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 486,537
Wages and Taxes	<u>45,423</u>
Total Personal Services Costs	\$ 531,960
Operating Costs	
Advertising and Promotion	\$ 201,286
Missions, Shows & Events	19,736
Digital Marketing	-
Travel	47,138
Services	91,239
Supplies and Materials	20,552
Grants & Pass-Through Payments	548,155
Fixed Asset Payments	22,169
Other Expenditures	<u>13,196</u>
Total Operating Costs	\$ 963,471
<b>Total Expenditures</b>	<b><u>\$ 1,495,431</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 190,208</u></b> (2)

(1) This includes Film Sponsorship Fund grant funds totaling \$445,944 appropriated prior to FY 2017 but not expended as of June 30, 2016.

(2) This includes cumulative Film Sponsorship Fund grant funds totaling \$97,789 that remained unexpended as of June 30, 2017.



**Virginia Tourism Authority (320)**  
**Partnership Marketing**  
**Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2017**

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 4,427,246
Carryforward Funds	2,240,323 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>105,560</u>
<b>Total Revenues</b>	<b><u>\$ 6,773,129</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,240,733
Wages and Taxes	<u>382</u>
Total Personal Services Costs	\$ 1,241,115
Operating Costs	
Advertising and Promotion	\$ 162,193
Missions, Shows & Events	13,314
Digital Marketing	1,400
Travel	73,288
Services	105,140
Supplies and Materials	53,802
Grants & Pass-Through Payments	2,290,200
Fixed Asset Payments	12,566
Other Expenditures	<u>46,549</u>
Total Operating Costs	\$ 2,758,451
<b>Total Expenditures</b>	<b><u>\$ 3,999,566</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 2,773,563</u></b> (2)

(1) This includes \$2,198,323 in marketing grant funds appropriated prior to FY 2017 but not expended as of June 30, 2016. Of this amount, \$1,783,955 was for the Marketing Leverage Program, \$50,200 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.

(2) This includes cumulative marketing grant funds totaling \$2,266,985 that remained unexpended as of June 30, 2017 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, \$1,656,916 was for the Marketing Leverage Program, \$5,000 was for the Sesquicentennial Tourism Marketing Program, \$200,000 was for the Virginia World War I and World War II Tourism Marketing Program, and \$405,069 was from recovered grant funds.





**Virginia Tourism Authority (320)**  
**Legislative Pass-Throughs**  
**Revenue and Expenditure Report**  
**For the Fiscal Year Ended June 30, 2017**

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 850,000
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
	<hr/>
<b>Total Revenues</b>	<b><u><u>\$ 850,000</u></u></b>
<b>Expenditures</b>	
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	850,000
Fixed Asset Payments	-
Other Expenditures	-
Total Operating Costs	<hr/> \$ 850,000
<b>Total Expenditures</b>	<b><u><u>\$ 850,000</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ -</u></u></b>

## All Salaried and Wage Personnel

As of June 30, 2017

Position Title	Salaries & Wages Paid	Partial Year	FY 2017 Bonus	FY 2017 Total Paid
Budget and Finance Analyst	40,553.83	*	0.00	40,553.83
Assistant Manager	36,542.40		0.00	36,542.40
Marketing Intern	1,727.50	*	0.00	1,727.50
Tourism Counselor	1,092.00	*	0.00	1,092.00
Special Projects Coordinator	49,820.64		0.00	49,820.64
Tourism Counselor	6,742.55	*	0.00	6,742.55
Distribution Center Assistant	28,066.24		0.00	28,066.24
Tourism Counselor	14,166.23		0.00	14,166.23
VP, Marketing	125,387.52		0.00	125,387.52
Research Analyst	22,916.74	*	0.00	22,916.74
Digital Marketing Manager	69,797.04		0.00	69,797.04
Tourism Counselor	56,196.42		0.00	56,196.42
Tourism Counselor	6,093.48	*	0.00	6,093.48
Distribution Center Assistant	33,550.08		0.00	33,550.08
Assistant Manager	43,214.88		0.00	43,214.88
Assistant Manager	30,475.44		0.00	30,475.44
Honor Tour Counselor	1,592.50	*	0.00	1,592.50
Tourism Relations Manager	15,336.51	*	0.00	15,336.51
Tourism Counselor	8,587.26	*	0.00	8,587.26
Tourism Counselor	4,460.00	*	0.00	4,460.00
Research Director	95,196.72		0.00	95,196.72
Senior Distribution Center Associate	38,108.88		0.00	38,108.88
VP, Partnership Marketing	125,470.32		0.00	125,470.32
Marketing Intern	1,440.00	*	0.00	1,440.00
Business Development Specialist	55,858.47		0.00	55,858.47
Tourism Counselor	9,119.25	*	0.00	9,119.25
Film Workforce Development Liaison	10,763.55		0.00	10,763.55
Tourism Counselor	9,115.13	*	0.00	9,115.13
Tourism Counselor	7,060.76	*	0.00	7,060.76
Tourism Counselor	7,319.98	*	0.00	7,319.98
Assistant Manager	9,456.45	*	0.00	9,456.45
Tourism Relations Manager	43,085.76		0.00	43,085.76
Director of Business Development	99,104.88		0.00	99,104.88
Planning and Development Specialist	56,000.16		0.00	56,000.16
Tourism Counselor	8,214.57	*	0.00	8,214.57
Tourism Counselor	4,759.13	*	0.00	4,759.13
Communications Specialist	48,066.48		0.00	48,066.48
Film Office Intern	1,320.00	*	0.00	1,320.00
Tourism Relations Manager	48,591.36		0.00	48,591.36
Tourism Relations Manager	44,217.36		0.00	44,217.36
Tourism Counselor	2,304.50	*	0.00	2,304.50
Tourism Counselor	1,982.15	*	0.00	1,982.15
Communications Coordinator	36,663.50	*	0.00	36,663.50
VP, Film	117,250.92		0.00	117,250.92
Tourism Relations Manager	44,000.16		0.00	44,000.16
Tourism Counselor	16,787.35		0.00	16,787.35
Communications Manager	57,891.33		0.00	57,891.33
Tourism Counselor	15,971.88		0.00	15,971.88
Tourism Counselor	20,073.87		0.00	20,073.87
Tourism Counselor	4,945.04	*	0.00	4,945.04
Marketing Intern	777.50	*	0.00	777.50
Administrative Staff Assistant	46,151.29		0.00	46,151.29
Director of Planning and Partnerships	90,200.16		0.00	90,200.16
Assistant Manager	43,579.44		0.00	43,579.44
Executive Intern	2,176.25	*	0.00	2,176.25
Tourism Counselor	6,786.91		0.00	6,786.91
Contracts Specialist	59,111.04		0.00	59,111.04
Director of Consumer & Partner Services	87,229.68		0.00	87,229.68
Tourism Counselor	9,943.13		0.00	9,943.13
Brand Coordinator	16,073.07	*	0.00	16,073.07

\* = Partial Year

## All Salaried and Wage Personnel

As of June 30, 2017

Position Title	Salaries & Wages		Partial Year	FY 2017 Bonus	FY 2017 Total Paid
		Paid			
Tourism Counselor		9,909.23		0.00	9,909.23
Tourism Counselor		14,532.96		0.00	14,532.96
Tourism Counselor		624.40	*	0.00	624.40
Photographer and Creative Specialist		47,149.88		0.00	47,149.88
Consumer & Partner Services Manager		60,468.24		0.00	60,468.24
Tourism Relations Manager		43,345.44		0.00	43,345.44
Tourism Counselor		6,072.12		0.00	6,072.12
Tourism Counselor		685.73	*	0.00	685.73
Tourism Counselor		13,770.96		0.00	13,770.96
Tourism Counselor		7,365.46	*	0.00	7,365.46
Executive Intern		742.50	*	0.00	742.50
Regional Tourism Manager		59,982.48		0.00	59,982.48
Research Analyst		12,742.73	*	0.00	12,742.73
International Marketing Director		74,515.68		0.00	74,515.68
Special Projects Manager		53,538.48		3,000.00	56,538.48
Tourism Counselor		2,034.88	*	0.00	2,034.88
National Sales Manager		70,785.84		0.00	70,785.84
Tourism Counselor		7,392.02		0.00	7,392.02
Tourism Counselor		450.00	*	0.00	450.00
Tourism Counselor		12,216.00		0.00	12,216.00
Tourism Counselor		4,893.25	*	0.00	4,893.25
Domestic Sales Marketing Coordinator		47,857.92		0.00	47,857.92
Digital Marketing Content Specialist		40,000.08		0.00	40,000.08
Regional Tourism Manager		61,308.48		0.00	61,308.48
Tourism Counselor		5,334.00	*	0.00	5,334.00
Digital Marketing Technology Manager		68,172.18		0.00	68,172.18
Tourism Counselor		5,352.54		0.00	5,352.54
Tourism Counselor		11,612.45		0.00	11,612.45
Assistant International Marketing Manager		63,701.28		0.00	63,701.28
Tourism Counselor		11,111.66		0.00	11,111.66
Tourism Counselor		4,761.00	*	0.00	4,761.00
Director of Communications		74,000.16		0.00	74,000.16
Tourism Counselor		10,225.64		0.00	10,225.64
Honor Tour Counselor		2,895.75	*	0.00	2,895.75
Digital Marketing Content Coordinator		47,324.88		0.00	47,324.88
Procurement Specialist		45,465.36		0.00	45,465.36
Tourism Counselor		14,527.92		0.00	14,527.92
Planning and Development Specialist		57,770.16		0.00	57,770.16
Tourism Counselor		936.25		0.00	936.25
President and CEO		168,826.08		0.00	168,826.08
Tourism Counselor		4,397.09	*	0.00	4,397.09
Tourism Counselor		2,385.01	*	0.00	2,385.01
Honor Tour Counselor		3,688.75	*	0.00	3,688.75
Honor Tour Counselor		3,643.25	*	0.00	3,643.25
Locations Assistant		4,369.75		0.00	4,369.75
Tourism Counselor		9,493.82		0.00	9,493.82
Tourism Counselor		7,700.74		0.00	7,700.74
Contracts & Procurement Officer		67,150.27		0.00	67,150.27
2019 Commemoration Coordinator		11,084.00		0.00	11,084.00
Tourism Counselor		278.75	*	0.00	278.75
Tourism Counselor		997.50	*	0.00	997.50
Planning and Development Specialist		60,000.00		0.00	60,000.00
Director of Digital Marketing		93,277.68		0.00	93,277.68
Distribution Center Manager		60,392.40		0.00	60,392.40
Honor Tour Manager		46,265.48		0.00	46,265.48
Brand and Promotions Manager		57,124.37		0.00	57,124.37
Honor Tour/Tourism Counselor		4,543.50	*	0.00	4,543.50
Administrative Assistant		10,679.91	*	0.00	10,679.91
Tourism Counselor		6,489.30	*	0.00	6,489.30
Tourism Counselor		6,830.94		0.00	6,830.94
Digital Marketing Social Media Specialist		19,788.42	*	0.00	19,788.42

\* = Partial Year

## All Salaried and Wage Personnel

As of June 30, 2017

Position Title	Salaries & Wages Paid	Partial Year	FY 2017 Bonus	FY 2017 Total Paid
Tourism Relations Manager	11,875.02	*	0.00	11,875.02
Tourism Counselor	6,929.05		0.00	6,929.05
Assistant Manager	27,540.00		0.00	27,540.00
Tourism Relations Manager	48,666.72		0.00	48,666.72
Tourism Counselor	4,542.17		0.00	4,542.17
Tourism Relations Manager	51,978.48		0.00	51,978.48
Assistant Manager	41,062.32		0.00	41,062.32
Honor Tour Counselor	747.50	*	0.00	747.50
Tourism Counselor	9,965.87		0.00	9,965.87
Tourism Counselor	8,733.99		0.00	8,733.99
Tourism Counselor	267.60	*	0.00	267.60
Director of Planning and Development	84,030.48		0.00	84,030.48
VP, Operations & Finance	119,930.34		0.00	119,930.34
Film Office Assistant Director	63,640.60		0.00	63,640.60
Film Office Outreach Coordinator	15,062.00	*	0.00	15,062.00
Tourism Counselor	450.00	*	0.00	450.00
Assistant Manager	37,564.08		0.00	37,564.08
Assistant Manager	36,611.76		0.00	36,611.76
Tourism Counselor	13,063.79		0.00	13,063.79
Brand Director	93,184.08		0.00	93,184.08
Assistant Manager	30,000.00		0.00	30,000.00
Tourism Counselor	12,521.60		0.00	12,521.60
Planning and Development Specialist	68,444.64		0.00	68,444.64
Tourism Counselor	7,432.40		0.00	7,432.40
Tourism Counselor	3,904.43	*	0.00	3,904.43
Tourism Counselor	9,032.44		0.00	9,032.44
Director of Sales	88,904.64		0.00	88,904.64
Art Director & Photographer	18,589.73	*	0.00	18,589.73
Honor Tour Counselor	2,678.00	*	0.00	2,678.00
Assistant Manager	33,185.76		0.00	33,185.76
Tourism Relations Manager	41,922.24		0.00	41,922.24
Tourism Counselor	3,791.48	*	0.00	3,791.48
Tourism Counselor	10,259.68		0.00	10,259.68
Tourism Counselor	535.20	*	0.00	535.20
Government and Industry Liaison	74,228.40		0.00	74,228.40
Tourism Counselor	1,262.01		0.00	1,262.01
Planning and Partnerships Coordinator	63,950.79		0.00	63,950.79
Partnership Marketing Intern	355.00	*	0.00	355.00
Tourism Counselor	11,162.55		0.00	11,162.55
Assistant Manager	35,520.93		0.00	35,520.93
Tourism Counselor	912.25	*	0.00	912.25
Planning and Development Specialist	41,414.40		0.00	41,414.40
Senior Executive Assistant	58,595.67		0.00	58,595.67
Locations Assistant	42,289.12		0.00	42,289.12
Marketing Intern	5,621.25	*	0.00	5,621.25
Art Director & Photographer	49,654.56		0.00	49,654.56
<b>FY 2017 Totals</b>	<b>5,115,485.66</b>		<b>3,000.00</b>	<b>5,118,485.66</b>
* Partial Year indicates employees who were employed for less than 12 full months in the fiscal year.				