

VIRGINIA TOURISM AUTHORITY D/B/A Virginia Tourism Corporation

EXPENDITURE AND SALARY REPORT

FOR THE FISCAL YEAR ENDING JUNE 30, 2018





Virginia Tourism Authority (320) d/b/a Virginia Tourism Corporation

		Actual	_
Revenues			
COV General Fund Revenue	\$	20,044,733	
Carryforward Funds	,	3,326,960	(1) (2)
VDOT Transfers		1,322,416	() ()
Federal Grants		, , , <u>-</u>	
Interest Revenue		98,300	
Other Revenue		2,084,710	(3)
Total Revenues	\$	26,877,119	=
Expenditures			
Personal Services Costs			
Salaries, Taxes and Benefits	\$	7,040,864	
Wages and Taxes	,	672,221	
Total Personal Services Costs	\$		_
Operating Costs			
Advertising and Promotion	\$	5,902,160	
Missions, Shows & Events	·	303,540	
Digital Marketing		1,316,524	
Travel		516,913	
Services		1,961,681	
Supplies and Materials		564,054	
Grants & Pass-Through Payments		3,568,882	
Fixed Asset Payments		273,781	
Other Expenditures		788,444	_
Total Operating Costs	\$	15,195,978	
Total Expenditures	\$	22,909,063	=
Net Surplus (Deficit)	\$	3,968,057	(4) (5)

- (1) This includes \$2,266,985 in marketing grant funds appropriated prior to FY 2018 but not expended as of June 30, 2017. 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.
- (2) This includes Film Sponsorship Fund grant funds totaling \$97,789 appropriated prior to FY 2018 but not expended as of June 30, 2017.
- (3) This includes a total of \$124,556 in FY 2018 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 \$2,052,173 that remained unexpended as of June 30, 2018 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, \$1,859,716 was for the Marketing Leverage Program, \$175,006 was for the Virginia World War I and World War II Tourism Marketing Program, and \$17,450 was from recovered grant funds.
- (5) This includes cumulative Film Sponsorship Fund grant funds totaling \$154,177 that remained unexpended as of June 30, 2018.



Virginia Tourism Authority (320) Executive and Board of Directors

		Actual
Revenues		
COV General Fund Revenue	\$	562,885
Carryforward Funds		-
VDOT Transfers		-
Federal Grants		-
Interest Revenue		-
Other Revenue		
Total Revenues	\$	562,885
Expenditures		
Personal Services Costs		
Salaries, Taxes and Benefits	\$	314,118
Wages and Taxes		2,188
Total Personal Services Costs	\$	316,306
Operating Costs		
Advertising and Promotion	\$	880
Missions, Shows & Events		8,917
Digital Marketing		-
Travel		39,751
Services		16,091
Supplies and Materials		9,710
Grants & Pass-Through Payments		-
Fixed Asset Payments		1,642
Other Expenditures Total Operating Costs	\$	164,561 241,552
Total Operating Gosts	Ψ	241,002
Total Expenditures	\$	557,858
Net Surplus (Deficit)	\$	5,027



Virginia Tourism Authority (320) Operations and Finance

		Actual
Revenues COV General Fund Revenue Carryforward Funds VDOT Transfers	\$	877,858 50,000
Federal Grants Interest Revenue Other Revenue		98,300 18,173
Total Revenues	\$	1,044,331
Expenditures Personal Services Costs Salaries, Taxes and Benefits	\$	515,543
Wages and Taxes Total Personal Services Costs	\$	515,543
Operating Costs Advertising and Promotion Missions, Shows & Events	\$	- -
Digital Marketing Travel Services Supplies and Materials		- 64,550 225,369 19,717
Grants & Pass-Through Payments Fixed Asset Payments Other Expenditures		129,293 62,617
Total Operating Costs	\$	501,546
Total Expenditures	<u>\$</u>	1,017,090
Net Surplus (Deficit)	\$	27,241



Virginia Tourism Authority (320) *Marketing*

		Actual
Revenues		
COV General Fund Revenue	\$	11,500,986
Carryforward Funds		318,439
VDOT Transfers		-
Federal Grants		-
Interest Revenue		-
Other Revenue		662,461 (1)
Total Revenues	\$	12,481,886
Expenditures		
Personal Services Costs		
Salaries, Taxes and Benefits	\$	2,368,764
Wages and Taxes		62,088
Total Personal Services Costs	\$	2,430,852
Operating Costs		
Advertising and Promotion	\$	5,056,340
Missions, Shows & Events		269,071
Digital Marketing		1,314,775
Travel		244,288
Services		822,274
Supplies and Materials		181,567
Grants & Pass-Through Payments		663,692
Fixed Asset Payments		74,976
Other Expenditures		496,632
Total Operating Costs	\$	9,123,616
Total Expenditures	\$	11,554,468
Net Surplus (Deficit)	\$	927,418
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⁽¹⁾ This includes a total of \$124,556 in FY 2018 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

	Actual
Revenues COV General Fund Revenue Carryforward Funds VDOT Transfers Federal Grants Interest Revenue Other Revenue	\$ 1,596,576 97,925 1,322,416 - - 966,781
Total Revenues	\$ 3,983,698
Expenditures Personal Services Costs Salaries, Taxes and Benefits Wages and Taxes Total Personal Services Costs	\$ 2,049,400 568,272 2,617,672
Operating Costs Advertising and Promotion Missions, Shows & Events Digital Marketing Travel Services Supplies and Materials Grants & Pass-Through Payments Fixed Asset Payments Other Expenditures Total Operating Costs	\$ 605 2,398 - 60,981 538,748 230,563 100,000 43,325 17,567 994,188
Total Expenditures	\$ 3,611,859
Net Surplus (Deficit)	\$ 371,839



Virginia Tourism Authority (320) *Film*

		Actual	
Revenues			
COV General Fund Revenue	\$	1,149,445	
Carryforward Funds	·	180,238 (1	1)
VDOT Transfers		-	,
Federal Grants		-	
Interest Revenue		-	
Other Revenue		365,030	
Total Revenues		1,694,713	
Expenditures			
Personal Services Costs			
Salaries, Taxes and Benefits	\$	449,745	
Wages and Taxes	·	38,656	
Total Personal Services Costs	\$	488,401	
Operating Costs			
Advertising and Promotion	\$	388,585	
Missions, Shows & Events	·	9,689	
Digital Marketing		42	
Travel		29,018	
Services		253,053	
Supplies and Materials		69,512	
Grants & Pass-Through Payments		143,613	
Fixed Asset Payments		7,160	
Other Expenditures		14,064	
Total Operating Costs	\$	914,738	
Total Expenditures	\$	1,403,139	
Net Surplus (Deficit)	\$	291,574 (2	2)

⁽¹⁾ This includes Film Sponsorship Fund grant funds totaling \$97,789 appropriated prior to FY 2018 but not expended as of June 30, 2017.

⁽²⁾ This includes cumulative Film Sponsorship Fund grant funds totaling \$154,177 that remained unexpended as of June 30, 2018.



Virginia Tourism Authority (320) Partnership Marketing

	 Actual	_
Revenues		
COV General Fund Revenue	\$ 3,881,983	
Carryforward Funds	2,680,358	(1)
VDOT Transfers	, , -	()
Federal Grants	_	
Interest Revenue	_	
Other Revenue	 72,265	_
Total Revenues	\$ 6,634,606	=
Expenditures		
Personal Services Costs		
Salaries, Taxes and Benefits	\$ 1,343,293	
Wages and Taxes	1,017	
Total Personal Services Costs	\$ 1,344,311	•
Operating Costs		
Advertising and Promotion	\$ 455,750	
Missions, Shows & Events	13,464	
Digital Marketing	1,708	
Travel	78,324	
Services	106,145	
Supplies and Materials	52,984	
Grants & Pass-Through Payments	2,186,577	
Fixed Asset Payments	17,384	
Other Expenditures	 33,002	_
Total Operating Costs	\$ 2,945,338	
Total Expenditures	\$ 4,289,648	=
Net Surplus (Deficit)	\$ 2,344,958	(2)

- (1) This includes \$2,266,985 in marketing grant funds appropriated prior to FY 2018 but not expended as of June 30, 2017. 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.
- (2) This includes cumulative marketing grant funds totaling \$2,052,173 that remained unexpended as of June 30, 2018 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, \$1,859,716 was for the Marketing Leverage Program, \$175,006 was for the Virginia World War I and World War II Tourism Marketing Program, and \$17,450 was from recovered grant funds.



Virginia Tourism Authority (320) Legislative Pass-Throughs

		Actual
Revenues		
COV General Fund Revenue	\$	475,000
Carryforward Funds		-
VDOT Transfers		-
Federal Grants		-
Interest Revenue		-
Other Revenue		
Total Revenues	<u>\$</u>	475,000
Expenditures		
Personal Services Costs		
Salaries, Taxes and Benefits	\$	-
Wages and Taxes		
Total Personal Services Costs	\$	-
Operating Costs		
Advertising and Promotion	\$	-
Missions, Shows & Events		-
Digital Marketing Travel		-
Services		_
Supplies and Materials		<u>-</u>
Grants & Pass-Through Payments		475,000
Fixed Asset Payments		-
Other Expenditures		
Total Operating Costs	\$	475,000
Total Expenditures	\$	475,000
Net Surplus (Deficit)	\$	

Virginia Tourism Authority Salary and Bonus Information As of June 30, 2018

All Salaried and Wage Personnel

	Salaries & Wages	Partial	FY 2018	FY 2018
Position Title	Paid	Year	Bonus	Total Paid
Budget & Finance Analyst	\$49,380.00		\$0.00	\$49,380.00
Assistant Manager	\$37,593.04		\$0.00	\$37,593.04
Tourism Counselor	\$1,972.26	*	\$0.00	\$1,972.26
Tourism Relations Manager	\$51,253.08		\$0.00	\$51,253.08
Tourism Counselor	\$32,798.87		\$0.00	\$32,798.87
Tourism Counselor	\$14,773.74		\$0.00	\$14,773.74
VP of Marketing	\$131,252.47		\$0.00	\$131,252.47
Research Analyst	\$51,437.66		\$0.00	\$51,437.66
Digital Marketing Manager	\$71,803.79		\$0.00	\$71,803.79
Tourism Counselor	\$8,665.13		\$0.00	\$8,665.13
Tourism Development Coordinator	\$34,285.98	*	\$0.00	\$34,285.98
International Media Relations Manager	\$17,435.79	*	\$0.00	\$17,435.79
Tourism Counselor	\$2,237.61	*	\$0.00	\$2,237.61
Distribution Center Assistant	\$34,514.70		\$0.00	\$34,514.70
Assistant Manager	\$44,457.34		\$0.00	\$44,457.34
Assistant Manager	\$31,351.51		\$0.00	\$31,351.51
Honor Tour Counselor	\$10,824.00		\$0.00	\$10,824.00
Tourism Counselor	\$8,947.23		\$0.00	\$8,947.23
Tourism Counselor	\$11,277.18		\$0.00	\$11,277.18
Director of Research	\$99,649.70		\$0.00	\$99,649.70
Senior Distribution Center Associate	\$39,204.60		\$0.00	\$39,204.60
VP of Partnership Marketing	\$131,339.20		\$0.00	\$131,339.20
Business Development Specialist	\$57,609.92		\$0.00	\$57,609.92
Film Workforce Development Liaison	\$6,986.31		\$0.00	\$6,986.31
Tourism Counselor	\$5,433.73		\$0.00	\$5,433.73
Tourism Counselor	\$2,163.10	*	\$0.00	\$2,163.10
Tourism Counselor	\$12,177.11		\$0.00	\$12,177.11
	\$31,940.27	*	\$0.00	
Assistant Manager			\$0.00	\$31,940.27
Director of Business Development Tourism Development Specialist	\$101,954.12		\$0.00	\$101,954.12 \$57,610.16
Tourism Development Specialist Tourism Counselor	\$57,610.16		\$0.00	\$57,610.16
	\$10,624.32		\$0.00	\$10,624.32 \$50,376,67
Communications Specialist	\$50,376.67		\$0.00	\$50,376.67
Tourism Relations Manager Tourism Relations Manager	\$49,988.38 \$45,488.57		\$0.00	\$49,988.38 \$45,489,57
Communications Coordinator	\$45,265.16		\$0.00	\$45,488.57 \$45,265,16
VP of Film			\$0.00	\$45,265.16
Tourism Relations Manager	\$128,071.78 \$45,265.16		\$0.00	\$128,071.78
Honor Tour Counselor	\$1,972.75	*	\$0.00	\$45,265.16 \$1,972.75
Tourism Counselor	\$16,295.45		\$0.00	\$1,972.75 \$16,295.45
	\$65,239.37		\$0.00	\$65,239.37
Communications Manager Tourism Counselor	\$14,234.88		\$0.00	\$14,234.88
Tourism Counselor	\$19,846.86		\$0.00	\$19,846.86
Tourism Counselor	\$8,449.41		\$0.00	\$8,449.41
	\$52,616.86		\$0.00	
Communications Manager Director of Planning & Partnerships	\$92,793.41		\$0.00	\$52,616.86 \$92,793.41
			\$0.00	
Assistant Manager Tourism Counselor	\$44,832.25 \$2,114.65	*	\$0.00	\$44,832.25 \$2,114.65
Tourism Counselor Tourism Counselor		*	\$0.00	\$2,114.65 \$7,764.00
Contracts Specialist	\$7,764.00 \$62,959.50		\$0.00	\$7,764.00 \$62,959.50
Director of Consumer & Partner Services	\$89,737.60		\$0.00	\$89,737.60
Tourism Counselor	\$13,591.06		\$0.00	\$13,591.06
	\$13,591.06		\$0.00	\$13,591.06
Brand Manager Tourism Counselor	\$10,984.64		\$0.00	\$10,984.64
Tourism Counselor Tourism Counselor	\$10,984.64		\$0.00	
Tourism Counselor Tourism Counselor	\$15,307.12		\$0.00	\$15,307.12 \$10,997.09
	\$10,887.98		\$0.00	\$10,887.98 \$48.841.13
Photographer & Creative Specialist Consumer & Partner Services Manager	\$65,212.80		\$0.00	\$48,841.13 \$65,212.80
	\$44,591.58		\$0.00	
Tourism Relations Manager	\$44,591.58		Φυ.υυ	\$44,591.58

All Salaried and Wage Personnel

	Salaries & Wages	Partial	FY 2018	FY 2018
Position Title	Paid	Year	Bonus	Total Paid
Tourism Counselor	\$5,580.58	*	\$0.00	\$5,580.58
Tourism Counselor	\$6,913.28		\$0.00	\$6,913.28
Administrative Assistant	\$34,041.06	*	\$0.00	\$34,041.06
Tourism Counselor	\$8,055.89		\$0.00	\$8,055.89
Tourism Counselor	\$12,768.90		\$0.00	\$12,768.90
Executive Intern	\$2,032.50	*	\$0.00	\$2,032.50
Regional Tourism Manager	\$64,688.91		\$0.00	\$64,688.91
Director of Global Marketing	\$96,476.98		\$0.00	\$96,476.98
Special Projects Manager	\$56,915.72		\$0.00	\$56,915.72
Director of Sales	\$73,428.46		\$0.00	\$73,428.46
Brand Director	\$4,458.34	*	\$0.00	\$4,458.34
Tourism Counselor	\$6,636.13		\$0.00	\$6,636.13
Tourism Counselor	\$10,867.50		\$0.00	\$10,867.50
Tourism Counselor	\$13,743.89		\$0.00	\$13,743.89
Tourism Counselor	\$10,516.12		\$0.00	\$10,516.12
Tourism Counselor	\$3,746.40	*	\$0.00	\$3,746.40
Sales Marketing Coordinator	\$49,357.02		\$0.00	\$49,357.02
Digital Marketing Content Specialist	\$41,566.74		\$0.00	\$41,566.74
Regional Tourism Manager	\$63,071.20		\$0.00	\$63,071.20
Tourism Counselor	\$6,801.00		\$0.00	\$6,801.00
Digital Marketing Technology Manager	\$71,610.35		\$0.00	\$71,610.35
Tourism Counselor	\$626.58	*	\$0.00	\$626.58
Tourism Counselor	\$13,259.77		\$0.00	\$13,259.77
Director of Marketing Operations	\$69,223.49		\$0.00	\$69,223.49
Tourism Counselor	\$9,951.44		\$0.00	\$9,951.44
Tourism Counselor	\$11,763.34		\$0.00	\$11,763.34
Tourism Development Specialist	\$48,127.32	*	\$0.00	\$48,127.32
Tourism Counselor	\$7,693.52	*	\$0.00	\$7,693.52
Director of Communications	\$78,985.88		\$0.00	\$78,985.88
Tourism Counselor	\$10,424.19		\$0.00	\$10,424.19
Honor Tour Counselor	\$10,022.30		\$0.00	\$10,022.30
Digital Marketing Content Coordinator	\$48,841.13		\$0.00	\$48,841.13
Procurement Specialist	\$48,674.87		\$0.00	\$48,674.87
Tourism Counselor	\$14,446.12		\$0.00	\$14,446.12
Tourism Development Specialist	\$59,430.99		\$0.00	\$59,430.99
Tourism Counselor	\$321.44	*	\$0.00	\$321.44
President and CEO	\$178,186.95		\$0.00	\$178,186.95
Tourism Counselor	\$258.75	*	\$0.00	\$258.75
Honor Tour Counselor	\$2,800.99	*	\$0.00	\$2,800.99
Honor Tour Counselor	\$2,814.37	*	\$0.00	\$2,814.37
Tourism Counselor	\$9,300.80		\$0.00	\$9,300.80
Tourism Counselor	\$5,889.24		\$0.00	\$5,889.24
Contracts & Procurement Officer	\$72,658.83		\$0.00	\$72,658.83
Marketing Coordinator	\$30,804.44		\$0.00	\$30,804.44
Tourism Development Specialist	\$61,725.00		\$0.00	\$61,725.00
Director of Digital Marketing	\$95,959.48		\$3,000.00	\$98,959.48
Distribution Center Manager	\$62,128.67		\$0.00	\$62,128.67
Honor Tour Manager	\$48,841.13		\$0.00	\$48,841.13
Assistant Brand Director	\$63,563.79		\$0.00	\$63,563.79
Honor Tour Counselor	\$8,648.23	_	\$0.00	\$8,648.23
Administrative Assistant	\$1,939.44	*	\$0.00	\$1,939.44
Tourism Counselor	\$9,804.84		\$0.00	\$9,804.84
Tourism Counselor	\$9,092.72		\$0.00	\$9,092.72
Digital Marketing Social Media Specialist	\$41,020.08		\$0.00	\$41,020.08
Tourism Counselor	\$5,522.88	*	\$0.00	\$5,522.88
Tourism Relations Manager	\$48,865.82		\$0.00	\$48,865.82
Tourism Counselor	\$6,078.18		\$0.00	\$6,078.18
Assistant Manager	\$28,331.89		\$0.00	\$28,331.89

Virginia Tourism Authority Salary and Bonus Information As of June 30, 2018

All Salaried and Wage Personnel

	Salaries & Wages	Partial	FY 2018	FY 2018
Position Title	Paid	Year	Bonus	Total Paid
Tourism Relations Manager	\$50,065.81		\$0.00	\$50,065.81
Tourism Counselor	\$8,243.73		\$0.00	\$8,243.73
Tourism Relations Manager	\$55,143.80		\$0.00	\$55,143.80
Assistant Manager	\$42,242.91		\$0.00	\$42,242.91
Tourism Counselor	\$1,984.71	*	\$0.00	\$1,984.71
Tourism Counselor	\$10,424.99		\$0.00	\$10,424.99
Tourism Counselor	\$9,225.53		\$0.00	\$9,225.53
Tourism Counselor	\$11,183.45		\$0.00	\$11,183.45
VP of Operations & Finance	\$130,998.21		\$0.00	\$130,998.21
Locations Manager	\$39,805.89	*	\$0.00	\$39,805.89
Assistant Director	\$64,811.25		\$0.00	\$64,811.25
Outreach Coordinator	\$16,365.90		\$0.00	\$16,365.90
Assistant Manager	\$40,511.51		\$0.00	\$40,511.51
Assistant Manager	\$37,664.24		\$0.00	\$37,664.24
Tourism Counselor	\$10,902.00	*	\$0.00	\$10,902.00
Tourism Counselor	\$13,238.93		\$0.00	\$13,238.93
Brand Director	\$75,297.98	*	\$0.00	\$75,297.98
Assistant Manager	\$30,862.50		\$0.00	\$30,862.50
Tourism Relations Manager	\$44,324.54		\$0.00	\$44,324.54
Tourism Counselor	\$10,257.12		\$0.00	\$10,257.12
Assistant Manager	\$10,902.00	*	\$0.00	\$10,902.00
Tourism Development Specialist	\$70,412.52		\$0.00	\$70,412.52
Tourism Counselor	\$4,624.72	*	\$0.00	\$4,624.72
Tourism Counselor	\$8,837.42		\$0.00	\$8,837.42
Director of Sales	\$91,460.63		\$0.00	\$91,460.63
Art Director & Photographer	\$51,437.66		\$0.00	\$51,437.66
Honor Tour Counselor	\$5,582.01		\$0.00	\$5,582.01
Tourism Counselor	\$2,018.16	*	\$0.00	\$2,018.16
Assistant Manager	\$34,139.80		\$0.00	\$34,139.80
Tourism Development Intern	\$945.00	*	\$0.00	\$945.00
International Marketing Manager	\$7,179.44	*	\$0.00	\$7,179.44
Tourism Counselor	\$7,280.95	*	\$0.00	\$7,280.95
Tourism Relations Manager	\$43,127.44		\$0.00	\$43,127.44
Tourism Counselor	\$960.18	*	\$0.00	\$960.18
Tourism Counselor	\$11,278.54		\$0.00	\$11,278.54
Tourism Counselor	\$808.38	*	\$0.00	\$808.38
Government & Industry Liaison	\$76,362.57		\$0.00	\$76,362.57
Tourism Counselor	\$178.76	*	\$0.00	\$178.76
Partnership Marketing Development Specialist	\$62,830.20		\$0.00	\$62,830.20
Tourism Counselor	\$10,025.11		\$0.00	\$10,025.11
Assistant Manager	\$40,029.68		\$0.00	\$40,029.68
Tourism Development Specialist	\$54,400.08		\$0.00	\$54,400.08
Senior Executive Assistant	\$65,236.10		\$0.00	\$65,236.10
Locations Manager	\$10,886.16	*	\$0.00	\$10,886.16
Art Director & Photographer	\$52,804.00		\$0.00	\$52,804.00
FY 2018 Totals	\$5,596,400.07		\$3,000.00	\$5,599,400.07

* = Partial Year