



VIRGINIA TOURISM AUTHORITY
d/b/a Virginia Tourism Corporation

EXPENDITURE AND SALARY REPORT

FOR THE FISCAL YEAR ENDING JUNE 30, 2019

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, 2019

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 21,085,553
Carryforward Funds	4,197,938 (1) (2)
VDOT Transfers	1,322,158
Federal Grants	-
Interest Revenue	156,347
Other Revenue	<u>1,427,734 (3)</u>
Total Revenues	<u>\$ 28,189,730</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 7,665,850
Wages and Taxes	<u>668,954</u>
Total Personal Services Costs	\$ 8,334,804
Operating Costs	
Advertising and Promotion	\$ 5,906,876
Missions, Shows & Events	233,748
Digital Marketing	1,102,199
Travel	583,343
Services	2,365,481
Supplies and Materials	407,850
Grants & Pass-Through Payments	4,376,644
Fixed Asset Payments	213,416
Other Expenditures	<u>787,561</u>
Total Operating Costs	\$ 15,977,118
Total Expenditures	<u>\$ 24,311,921</u>
Net Surplus (Deficit)	<u>\$ 3,877,809 (4) (5)</u>

(1) This includes \$2,052,173 in marketing grant funds appropriated prior to FY 2019 but not expended as of June 30, 2018. 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.

(2) This includes Film Sponsorship Fund grant funds totaling \$154,177 appropriated prior to FY 2019 but not expended as of June 30, 2018.

(3) This includes a total of \$124,446 in FY 2019 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 \$2,048,965 that remained unexpended as of June 30, 2019 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, \$1,913,246 was for the Marketing Leverage Program and \$135,719 was for the Virginia World War I and World War II Tourism Marketing Program.

(5) This includes cumulative Film Sponsorship Fund grant funds totaling \$344,101 that remained unexpended as of June 30, 2019.



Virginia Tourism Authority (320)
Executive and Board of Directors
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2019

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 642,385
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
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Total Revenues	\$ 642,385
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Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 329,757
Wages and Taxes	-
Total Personal Services Costs	<hr/> \$ 329,757
Operating Costs	
Advertising and Promotion	\$ 2,500
Missions, Shows & Events	10,812
Digital Marketing	-
Travel	71,671
Services	43,947
Supplies and Materials	19,166
Grants & Pass-Through Payments	-
Fixed Asset Payments	1,083
Other Expenditures	163,419
Total Operating Costs	<hr/> \$ 312,598
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Total Expenditures	\$ 642,354
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Net Surplus (Deficit)	\$ 31
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Virginia Tourism Authority (320)
Operations and Finance
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2019

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 882,011
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	156,347
Other Revenue	<u>21,010</u>
Total Revenues	<u>\$ 1,059,369</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 535,983
Wages and Taxes	<u>4,914</u>
Total Personal Services Costs	\$ 540,897
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	-
Digital Marketing	-
Travel	73,347
Services	277,571
Supplies and Materials	16,833
Grants & Pass-Through Payments	-
Fixed Asset Payments	72,755
Other Expenditures	<u>71,563</u>
Total Operating Costs	\$ 512,069
Total Expenditures	<u>\$ 1,052,966</u>
Net Surplus (Deficit)	<u>\$ 6,403</u>



Virginia Tourism Authority (320)
Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2019

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 11,685,865
Carryforward Funds	1,505,998
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>454,428</u> (1)
Total Revenues	<u>\$ 13,646,291</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 2,684,458
Wages and Taxes	<u>54,212</u>
Total Personal Services Costs	\$ 2,738,671
Operating Costs	
Advertising and Promotion	\$ 5,547,686
Missions, Shows & Events	209,485
Digital Marketing	1,102,199
Travel	245,596
Services	931,878
Supplies and Materials	127,573
Grants & Pass-Through Payments	1,150,360
Fixed Asset Payments	78,780
Other Expenditures	<u>489,779</u>
Total Operating Costs	\$ 9,883,336
Total Expenditures	<u>\$ 12,622,007</u>
Net Surplus (Deficit)	<u>\$ 1,024,284</u>

(1) This includes a total of \$124,446 in FY 2019 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, 2019

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,522,726
Carryforward Funds	35,000
VDOT Transfers	1,322,158
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>948,011</u>
Total Revenues	<u>\$ 3,827,895</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 2,149,847
Wages and Taxes	<u>579,621</u>
Total Personal Services Costs	\$ 2,729,467
Operating Costs	
Advertising and Promotion	\$ 500
Missions, Shows & Events	1,322
Digital Marketing	-
Travel	74,514
Services	605,610
Supplies and Materials	188,040
Grants & Pass-Through Payments	100,000
Fixed Asset Payments	58,493
Other Expenditures	<u>21,659</u>
Total Operating Costs	\$ 1,050,139
Total Expenditures	<u>\$ 3,779,606</u>
Net Surplus (Deficit)	<u>\$ 48,288</u>



Virginia Tourism Authority (320)
Film
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2019

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,149,445
Carryforward Funds	314,177 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
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Total Revenues	<u>\$ 1,463,622</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 499,474
Wages and Taxes	24,942
Total Personal Services Costs	<hr/> \$ 524,417
Operating Costs	
Advertising and Promotion	\$ 222,749
Missions, Shows & Events	7,305
Digital Marketing	-
Travel	40,980
Services	249,050
Supplies and Materials	36,418
Grants & Pass-Through Payments	10,076
Fixed Asset Payments	(8,898) (2)
Other Expenditures	12,150
Total Operating Costs	<hr/> \$ 569,830
Total Expenditures	<u>\$ 1,094,247</u>
Net Surplus (Deficit)	<u>\$ 369,375</u> (3)

(1) This includes Film Sponsorship Fund grant funds totaling \$154,177 appropriated prior to FY 2019 but not expended as of June 30, 2018.

(2) This includes \$10,000 in receipts related to a sublease of state-owned property for a film production. While the receipts were credited in FY 2019, the offsetting payments will not be made until FY 2020 due to timing issues.

(3) This includes cumulative Film Sponsorship Fund grant funds totaling \$344,101 that remained unexpended as of June 30, 2019.



Virginia Tourism Authority (320)
Partnership Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2019

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 4,103,121
Carryforward Funds	2,342,763 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	4,285
	<hr/>
Total Revenues	<u>\$ 6,450,169</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,466,331
Wages and Taxes	5,264
Total Personal Services Costs	<u>\$ 1,471,595</u>
Operating Costs	
Advertising and Promotion	\$ 133,441
Missions, Shows & Events	4,824
Digital Marketing	-
Travel	77,234
Services	257,425
Supplies and Materials	19,820
Grants & Pass-Through Payments	2,016,208
Fixed Asset Payments	11,203
Other Expenditures	28,991
Total Operating Costs	<u>\$ 2,549,146</u>
	<hr/>
Total Expenditures	<u>\$ 4,020,741</u>
	<hr/>
Net Surplus (Deficit)	<u>\$ 2,429,428</u> (2)

(1) This includes \$2,052,173 in marketing grant funds appropriated prior to FY 2019 but not expended as of June 30, 2018. 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.

(2) This includes cumulative marketing grant funds totaling \$2,048,965 that remained unexpended as of June 30, 2019 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, \$1,913,246 was for the Marketing Leverage Program and \$135,719 was for the Virginia World War I and World War II Tourism Marketing Program.



Virginia Tourism Authority (320)
Legislative Pass-Throughs
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2019

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,100,000
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
	<hr/>
Total Revenues	<u>\$ 1,100,000</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	1,100,000
Fixed Asset Payments	-
Other Expenditures	-
Total Operating Costs	<hr/> \$ 1,100,000
Total Expenditures	<u>\$ 1,100,000</u>
Net Surplus (Deficit)	<u>\$ -</u>

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2019 Bonus	FY 2019 Total Paid
Lead Tourism Counselor	5,805.54	*	0.00	5,805.54
Budget and Finance Analyst	52,849.30		0.00	52,849.30
Assistant Manager	37,717.13		0.00	37,717.13
Consumer & Partner Services Manager	54,853.92		0.00	54,853.92
Tourism Counselor	32,267.68		0.00	32,267.68
Tourism Counselor	10,981.12	*	0.00	10,981.12
VP, Marketing	132,576.01		0.00	132,576.01
Canadian Media Relations & Marketing Specialist	82,616.22	*	0.00	82,616.22
Research Analyst	51,607.45		0.00	51,607.45
Digital Marketing Manager	76,848.43		0.00	76,848.43
Tourism Counselor	3,246.00		0.00	3,246.00
Destination Development Specialist	47,098.08		0.00	47,098.08
International Media Relations Manager	85,177.16		0.00	85,177.16
Distribution Center Associate	35,931.65		0.00	35,931.65
Assistant Manager	44,604.09		0.00	44,604.09
Tourism Relations Manager	34,307.43		0.00	34,307.43
Honor Tour Counselor	5,099.29	*	0.00	5,099.29
Tourism Counselor	10,373.64		0.00	10,373.64
Tourism Counselor	12,662.44		0.00	12,662.44
Tourism Counselor	686.00	*	0.00	686.00
Director of Research	103,877.87		0.00	103,877.87
Senior Distribution Center Associate	39,334.02		0.00	39,334.02
VP, Partnership Marketing	134,651.73		0.00	134,651.73
Business Development Specialist	57,800.09		5,000.00	62,800.09
Tourism Counselor	5,475.96		0.00	5,475.96
Assistant Manager	19,728.47	*	0.00	19,728.47
Tourism Counselor	6,154.80		0.00	6,154.80
Tourism Counselor	12,719.84		0.00	12,719.84
Director of Business Development	102,290.66		0.00	102,290.66
Destination Development Specialist	57,800.33		0.00	57,800.33
Tourism Counselor	11,983.19		0.00	11,983.19
Communications Manager	52,092.30		0.00	52,092.30
Tourism Relations Manager	50,153.39		0.00	50,153.39
Tourism Relations Manager	45,638.72		0.00	45,638.72
Communications Manager	46,745.83		0.00	46,745.83
VP, Film	133,547.89		0.00	133,547.89
Tourism Relations Manager	51,376.99		0.00	51,376.99
Honor Tour Counselor	3,937.50	*	0.00	3,937.50
Tourism Counselor	5,793.77	*	0.00	5,793.77
Tourism Counselor	16,337.68		0.00	16,337.68
Deputy Director of Communications	65,454.72		3,000.00	68,454.72
Tourism Counselor	12,686.72		0.00	12,686.72
Tourism Counselor	22,938.01	*	0.00	22,938.01
Tourism Counselor	9,069.20		0.00	9,069.20
Honor Tour Counselor	1,417.51	*	0.00	1,417.51
Film Office Communications Manager	56,792.65		0.00	56,792.65
Tourism Counselor	4,258.13	*	0.00	4,258.13
Honor Tour Counselor	3,516.76	*	0.00	3,516.76
Director of Planning & Partnerships	107,198.55		0.00	107,198.55
Assistant Manager	44,980.23		0.00	44,980.23
Tourism Counselor	5,782.52	*	0.00	5,782.52
Tourism Counselor	13,389.98		0.00	13,389.98
Assistant Manager	28,425.42		0.00	28,425.42
Contracts Specialist	42,142.48	*	0.00	42,142.48
Director of Consumer & Partner Services	90,033.82		0.00	90,033.82
Tourism Counselor	6,080.63	*	0.00	6,080.63
Lead Tourism Counselor	16,878.49		0.00	16,878.49
Brand Manager	47,685.14		5,000.00	52,685.14

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2019 Bonus	FY 2019 Total Paid
Tourism Counselor	10,441.06		0.00	10,441.06
Tourism Counselor	14,218.55		0.00	14,218.55
Tourism Counselor	1,159.60	*	0.00	1,159.60
Film Office Assistant	5,887.50		0.00	5,887.50
Photographer & Creative Specialist	51,253.79		0.00	51,253.79
Tourism Counselor	2,126.25	*	0.00	2,126.25
Consumer & Partner Services Manager	37,990.32	*	0.00	37,990.32
Tourism Relations Manager	44,738.77		0.00	44,738.77
Tourism Counselor	14,210.68		0.00	14,210.68
Tourism Counselor	6,020.00		0.00	6,020.00
Film Office Staff Assistant	45,339.83		0.00	45,339.83
Tourism Counselor	9,405.03		0.00	9,405.03
Tourism Counselor	13,887.09		0.00	13,887.09
PMP Manager	71,506.90		0.00	71,506.90
Director of Global Marketing	100,945.79		0.00	100,945.79
Director of Operations & Industry Initiatives	58,022.31		5,000.00	63,022.31
Director of Sales	80,367.40		0.00	80,367.40
Brand Director	141,371.71		0.00	141,371.71
Tourism Counselor	10,148.32	*	0.00	10,148.32
Tourism Counselor	11,182.50		0.00	11,182.50
Tourism Counselor	12,586.61		0.00	12,586.61
Tourism Counselor	10,036.97		0.00	10,036.97
Tourism Counselor	9,053.80		0.00	9,053.80
Sales Marketing Coordinator	50,878.26		0.00	50,878.26
Communications, Content Specialist	48,615.88		0.00	48,615.88
Regional Tourism Manager	63,279.40		0.00	63,279.40
Tourism Counselor	7,258.41		0.00	7,258.41
Director of Digital Marketing	76,641.51		0.00	76,641.51
Tourism Counselor	12,966.69		0.00	12,966.69
Director of Marketing Operations	75,611.52		0.00	75,611.52
Tourism Counselor	6,566.56	*	0.00	6,566.56
Tourism Counselor	11,524.13		0.00	11,524.13
Tourism Counselor	3,088.14	*	0.00	3,088.14
Destination Development Specialist	66,638.70		0.00	66,638.70
Lead Tourism Counselor	6,362.61	*	0.00	6,362.61
Director of Communications	85,216.42		0.00	85,216.42
Tourism Counselor	8,982.39		0.00	8,982.39
Honor Tour Counselor	13,090.11		0.00	13,090.11
Digital Marketing Content Specialist	49,002.36		0.00	49,002.36
Procurement Specialist	50,446.32		0.00	50,446.32
Tourism Counselor	7,348.18		0.00	7,348.18
Destination Development Specialist	67,259.43		0.00	67,259.43
Tourism Counselor	720.00	*	0.00	720.00
President and CEO	184,273.02		0.00	184,273.02
Tourism Counselor	6,138.88		0.00	6,138.88
Tourism Counselor	5,748.61		0.00	5,748.61
Contracts & Procurement Manager	72,898.68		0.00	72,898.68
Marketing Coordinator	37,213.68		0.00	37,213.68
Tourism Counselor	1,530.00	*	0.00	1,530.00
Tourism Counselor	8,081.25	*	0.00	8,081.25
Destination Development Specialist	67,130.77		0.00	67,130.77
Director of Digital Marketing	34,611.93	*	0.00	34,611.93
Distribution Center & Fulfillment Manager	62,333.75		0.00	62,333.75
Assistant Manager	24,227.22	*	0.00	24,227.22
Contracts Officer	19,608.36	*	0.00	19,608.36
Honor Tour Manager	49,002.36		0.00	49,002.36
Brand Director	69,088.09		0.00	69,088.09
Honor Tour Counselor	11,482.57		0.00	11,482.57

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2019 Bonus	FY 2019 Total Paid
Tourism Counselor	3,541.58	*	0.00	3,541.58
Tourism Counselor	7,693.84		0.00	7,693.84
Communications, Social Media Specialist	48,773.78		0.00	48,773.78
Tourism Counselor	11,908.25		0.00	11,908.25
Tourism Relations Manager	49,027.13		0.00	49,027.13
Tourism Counselor	2,451.86	*	0.00	2,451.86
Tourism Relations Manager	50,231.07		0.00	50,231.07
Tourism Counselor	2,015.56	*	0.00	2,015.56
Tourism Relations Manager	55,325.82		0.00	55,325.82
Tourism Counselor	24,775.44	*	0.00	24,775.44
Tourism Counselor	9,152.43		0.00	9,152.43
Tourism Counselor	11,687.79		0.00	11,687.79
Tourism Counselor	624.40	*	0.00	624.40
VP, Operations & Finance	134,536.53		0.00	134,536.53
Film Office Locations Manager	50,379.81		0.00	50,379.81
Film Office Assistant Director	68,824.03		0.00	68,824.03
Film Office Outreach Coordinator	17,282.37		0.00	17,282.37
Tourism Counselor	7,852.50	*	0.00	7,852.50
Tourism Relations Manager	46,913.61		0.00	46,913.61
Communications Intern	3,026.25	*	0.00	3,026.25
Assistant Manager	37,788.56		0.00	37,788.56
Tourism Counselor	14,800.50		0.00	14,800.50
Tourism Counselor	11,540.31		0.00	11,540.31
Assistant Manager	33,674.56		0.00	33,674.56
Tourism Counselor	10,715.16	*	0.00	10,715.16
Tourism Relations Manager	44,470.86		0.00	44,470.86
Tourism Counselor	2,554.40	*	0.00	2,554.40
Assistant Manager	28,981.45		0.00	28,981.45
Destination Development Specialist	70,644.95		1,500.00	72,144.95
Tourism Counselor	4,379.62	*	0.00	4,379.62
Director of Sales	6,867.62		0.00	6,867.62
Art Director & Photographer	53,978.56		0.00	53,978.56
Tourism Counselor	518.00	*	0.00	518.00
Honor Tour Counselor	5,701.73		0.00	5,701.73
Tourism Counselor	3,552.19	*	0.00	3,552.19
Assistant Manager	34,252.49		0.00	34,252.49
Tourism Development Intern	4,890.00	*	0.00	4,890.00
International Marketing Manager	70,145.91		0.00	70,145.91
Tourism Counselor	12,209.25		0.00	12,209.25
Tourism Relations Manager	29,782.98	*	0.00	29,782.98
Tourism Counselor	6,708.95		0.00	6,708.95
Tourism Counselor	4,712.54	*	0.00	4,712.54
Government & Industry Liaison	76,614.64		0.00	76,614.64
Tourism Relations Manager	35,602.03	*	0.00	35,602.03
Partnership Marketing Development Specialist	65,942.07		0.00	65,942.07
Tourism Counselor	10,967.54		0.00	10,967.54
Assistant Manager	40,161.82		0.00	40,161.82
Tourism Counselor	4,398.75	*	0.00	4,398.75
Destination Development Specialist	54,513.41		0.00	54,513.41
Senior Executive Assistant	66,254.14		0.00	66,254.14
Art Director & Photographer	55,412.40		0.00	55,412.40
	5,989,008.98		19,500.00	6,008,508.98
* Partial Year indicates employees who were employed for fewer than 12 full months in the fiscal year.				