



VIRGINIA TOURISM AUTHORITY  
d/b/a Virginia Tourism Corporation

# **EXPENDITURE AND SALARY REPORT**

**FOR THE FISCAL YEAR ENDING JUNE 30, 2020**



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

Summary Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2020

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 21,586,302
Carryforward Funds	3,800,126 (1) (2)
VDOT Transfers	1,323,201
Federal Grants	-
Interest Revenue	104,469
Other Revenue	<u>1,148,178 (3)</u>
<b>Total Revenues</b>	<b><u>\$ 27,962,276</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 7,790,599
Wages and Taxes	<u>580,469</u>
Total Personal Services Costs	\$ 8,371,068
Operating Costs	
Advertising and Promotion	\$ 4,302,002
Missions, Shows & Events	156,283
Digital Marketing	996,017
Travel	441,203
Services	2,248,036
Supplies and Materials	363,843
Grants & Pass-Through Payments	4,531,936
Fixed Asset Payments	82,947
Other Expenditures	<u>741,320</u>
Total Operating Costs	\$ 13,863,588
<b>Total Expenditures</b>	<b><u>\$ 22,234,656</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 5,727,621 (4) (5)</u></b>

(1) This includes \$2,048,965 in marketing grant funds appropriated prior to FY 2020 but not expended as of June 30, 2019. 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.

(2) This includes Film Sponsorship Fund grant funds totaling \$344,101 appropriated prior to FY 2020 but not expended as of June 30, 2019.

(3) This includes a total of \$141,692 in FY 2020 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 \$2,111,495 that remained unexpended as of June 30, 2020 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, \$2,098,635 was for the Marketing Leverage Program and \$12,860 was for the Virginia World War I and World War II Tourism Marketing Program.

(5) This includes cumulative Film Sponsorship Fund grant funds totaling \$173,813 that remained unexpended as of June 30, 2020.



Virginia Tourism Authority (320)  
Executive and Board of Directors

Revenue and Expenditure Report  
for the Fiscal Year Ended June 30, 2020

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 655,357
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
	<hr/>
<b>Total Revenues</b>	<b><u><u>\$ 655,357</u></u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 347,209
Wages and Taxes	-
Total Personal Services Costs	<hr/> <b>\$ 347,209</b>
Operating Costs	
Advertising and Promotion	\$ 7,100
Missions, Shows & Events	3,509
Digital Marketing	-
Travel	42,677
Services	54,890
Supplies and Materials	10,679
Grants & Pass-Through Payments	-
Fixed Asset Payments	4,005
Other Expenditures	171,630
Total Operating Costs	<hr/> <b>\$ 294,490</b>
<b>Total Expenditures</b>	<b><u><u>\$ 641,699</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ 13,658</u></u></b>



Virginia Tourism Authority (320)  
*Operations and Finance*

Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2020

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 919,385
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	104,469
Other Revenue	17,931
	<hr/>
<b>Total Revenues</b>	<b><u>\$ 1,041,785</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 542,020
Wages and Taxes	4,197
Total Personal Services Costs	<u>\$ 546,217</u>
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	-
Digital Marketing	-
Travel	80,180
Services	260,562
Supplies and Materials	15,034
Grants & Pass-Through Payments	-
Fixed Asset Payments	71,190
Other Expenditures	66,747
Total Operating Costs	<u>\$ 493,714</u>
<b>Total Expenditures</b>	<b><u>\$ 1,039,931</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 1,854</u></b>



Virginia Tourism Authority (320)  
*Marketing*  
Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2020

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 11,559,608
Carryforward Funds	1,113,060
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	554,102 <sup>(1)</sup>
	<u>554,102</u>
<b>Total Revenues</b>	<b><u><u>\$ 13,226,770</u></u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 2,559,332
Wages and Taxes	32,516
Total Personal Services Costs	<u>\$ 2,591,848</u>
Operating Costs	
Advertising and Promotion	\$ 4,149,509
Missions, Shows & Events	143,363
Digital Marketing	996,017
Travel	174,338
Services	985,566
Supplies and Materials	164,406
Grants & Pass-Through Payments	1,005,035
Fixed Asset Payments	35,914
Other Expenditures	453,170
Total Operating Costs	<u>\$ 8,107,319</u>
<b>Total Expenditures</b>	<b><u><u>\$ 10,699,167</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ 2,527,603</u></u></b>

(1) This includes a total of \$141,692 in FY 2020 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, 2020

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 2,006,377
Carryforward Funds	-
VDOT Transfers	1,323,201
Federal Grants	-
Interest Revenue	-
Other Revenue	382,053
	<hr/>
<b>Total Revenues</b>	<b><u><u>\$ 3,711,631</u></u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 2,282,027
Wages and Taxes	527,696
Total Personal Services Costs	<u>\$ 2,809,723</u>
Operating Costs	
Advertising and Promotion	\$ 1,000
Missions, Shows & Events	265
Digital Marketing	-
Travel	50,205
Services	526,965
Supplies and Materials	120,257
Grants & Pass-Through Payments	100,000
Fixed Asset Payments	23,388
Other Expenditures	12,229
Total Operating Costs	<u>\$ 834,309</u>
<b>Total Expenditures</b>	<b><u><u>\$ 3,644,032</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ 67,599</u></u></b>



Virginia Tourism Authority (320)  
*Film*  
Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2020

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 1,171,722
Carryforward Funds	344,101 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	80,000
	<hr/>
<b>Total Revenues</b>	<b><u><u>\$ 1,595,823</u></u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 543,871
Wages and Taxes	16,060
Total Personal Services Costs	<u>\$ 559,931</u>
Operating Costs	
Advertising and Promotion	\$ 119,393
Missions, Shows & Events	4,140
Digital Marketing	-
Travel	26,206
Services	75,734
Supplies and Materials	35,549
Grants & Pass-Through Payments	370,288
Fixed Asset Payments	(56,571) (2)
Other Expenditures	12,977
Total Operating Costs	<u>\$ 587,716</u>
<b>Total Expenditures</b>	<b><u><u>\$ 1,147,647</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ 448,176</u></u></b> (3)

- (1) This includes Film Sponsorship Fund grant funds totaling \$344,101 appropriated prior to FY 2020 but not expended as of June 30, 2019.
- (2) This includes receipts related to a sublease of state-owned property for a film production. While the receipts were credited in FY 2020, the offsetting payments will not be made until FY 2021 due to timing issues.
- (3) This includes cumulative Film Sponsorship Fund grant funds totaling \$173,813 that remained unexpended as of June 30, 2020.



Virginia Tourism Authority (320)  
*Partnership Marketing*  
Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2020

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 3,923,853
Carryforward Funds	2,342,965 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	114,093
	<hr/>
<b>Total Revenues</b>	<b><u>\$ 6,380,911</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,516,139
Wages and Taxes	-
Total Personal Services Costs	<hr/> \$ 1,516,139
Operating Costs	
Advertising and Promotion	\$ 25,000
Missions, Shows & Events	5,006
Digital Marketing	-
Travel	67,596
Services	344,318
Supplies and Materials	17,918
Grants & Pass-Through Payments	1,706,613
Fixed Asset Payments	5,021
Other Expenditures	24,567
Total Operating Costs	<hr/> \$ 2,196,040
	<hr/>
<b>Total Expenditures</b>	<b><u>\$ 3,712,179</u></b>
	<hr/>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 2,668,732</u></b> (2)

(1) This includes \$2,048,965 in marketing grant funds appropriated prior to FY 2020 but not expended as of June 30, 2019. 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.

(2) This includes cumulative marketing grant funds totaling \$2,111,495 that remained unexpended as of June 30, 2020 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, \$2,098,635 was for the Marketing Leverage Program and \$12,860 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, 2020

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 1,350,000
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
	<hr/>
<b>Total Revenues</b>	<b><u><u>\$ 1,350,000</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	1,350,000
Fixed Asset Payments	-
Other Expenditures	-
Total Operating Costs	<hr/> \$ 1,350,000
<b>Total Expenditures</b>	<b><u><u>\$ 1,350,000</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ -</u></u></b>

## All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2020 Bonus	FY 2020 Total Paid
Lead Tourism Counselor	26,250.00		0.00	26,250.00
Budget and Finance Analyst	57,103.20		0.00	57,103.20
Assistant Manager	39,520.56		0.00	39,520.56
Communications, Content Specialist	53,361.12		0.00	53,361.12
Consumer & Partner Services Manager	60,380.52		0.00	60,380.52
Tourism Counselor	34,480.56		0.00	34,480.56
VP, Marketing	141,750.00		8,000.00	149,750.00
Canadian Media Relations & Marketing Specialist	89,250.00		0.00	89,250.00
Public Relations & Social Media Coordinator	24,283.98	*	0.00	24,283.98
Research Analyst	54,075.12		0.00	54,075.12
Digital Marketing Manager	31,137.75	*	0.00	31,137.75
Tourism Counselor	1,064.00		0.00	1,064.00
Destination Development Specialist	55,298.54		0.00	55,298.54
Assistant Manager	42,082.32		0.00	42,082.32
International Media Relations Manager	89,250.00		0.00	89,250.00
Distribution Center Associate	39,912.72		0.00	39,912.72
Assistant Manager	46,736.88		0.00	46,736.88
Tourism Relations Manager	43,155.12		0.00	43,155.12
Tourism Counselor	11,161.71	*	0.00	11,161.71
Tourism Counselor	13,600.78		0.00	13,600.78
Tourism Counselor	12,908.00		0.00	12,908.00
Director of Research	84,250.24	*	0.00	84,250.24
Senior Distribution Center Associate	41,214.96		0.00	41,214.96
VP, Partnership Marketing	141,750.00		8,000.00	149,750.00
Business Development Specialist	65,357.80		0.00	65,357.80
Tourism Counselor	1,925.01		0.00	1,925.01
Assistant Manager	30,450.24		0.00	30,450.24
Tourism Counselor	5,569.20	*	0.00	5,569.20
Tourism Counselor	13,173.60		0.00	13,173.60
Director of Business Development	107,181.84		0.00	107,181.84
Brand Director	87,074.73		0.00	87,074.73
Destination Development Specialist	60,564.24		0.00	60,564.24
Tourism Counselor	14,119.35		0.00	14,119.35
Communications Manager	54,583.20		0.00	54,583.20
Tourism Relations Manager	52,551.60		0.00	52,551.60
Tourism Relations Manager	47,820.96		0.00	47,820.96
Communications Manager	41,546.27	*	0.00	41,546.27
VP, Film	141,750.00		8,000.00	149,750.00
Tourism Relations Manager	54,724.08		0.00	54,724.08
Tourism Counselor	6,601.58		0.00	6,601.58
Tourism Counselor	13,549.32		0.00	13,549.32
Deputy Director of Communications	68,584.56		0.00	68,584.56
Tourism Counselor	11,538.33		0.00	11,538.33
Tourism Counselor	10,700.40		0.00	10,700.40
Honor Tour Counselor	1,525.50	*	0.00	1,525.50
Film Office Communications Manager	61,846.08		1,000.00	62,846.08
Honor Tour Counselor	3,965.64	*	0.00	3,965.64
Director of Planning & Partnerships	112,324.56		0.00	112,324.56
Assistant Manager	47,130.96		0.00	47,130.96
Tourism Counselor	7,483.88		0.00	7,483.88
Tourism Counselor	11,396.17		0.00	11,396.17
Assistant Manager	30,789.93		0.00	30,789.93
Director of Consumer & Partner Services	94,338.96		0.00	94,338.96
Tourism Counselor	7,743.10		0.00	7,743.10
Lead Tourism Counselor	26,250.00		0.00	26,250.00
Brand Manager	55,187.41		0.00	55,187.41
Tourism Counselor	11,077.10		0.00	11,077.10
Tourism Counselor	13,754.35	*	0.00	13,754.35
Film Office Assistant	1,240.32		0.00	1,240.32

## All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2020 Bonus	FY 2020 Total Paid
Assistant Manager	30,185.32	*	0.00	30,185.32
Photographer & Creative Specialist	56,479.92		0.00	56,479.92
Tourism Counselor	7,411.50		0.00	7,411.50
Web Developer	16,234.60	*	0.00	16,234.60
Tourism Relations Manager	46,878.00		0.00	46,878.00
Tourism Counselor	11,577.07		0.00	11,577.07
Tourism Counselor	5,512.68		0.00	5,512.68
Tourism Counselor	3,234.00	*	0.00	3,234.00
Film Office Administrative Staff Assistant	50,232.24		1,000.00	51,232.24
Tourism Counselor	10,237.20		0.00	10,237.20
Tourism Counselor	14,741.04		0.00	14,741.04
PMP Manager	74,926.08		0.00	74,926.08
Director of Global Marketing	105,772.80		0.00	105,772.80
Director of Operations & Industry Initiatives	69,073.36		0.00	69,073.36
Director of Sales	84,210.24		0.00	84,210.24
Tourism Counselor	9,911.89		0.00	9,911.89
Tourism Counselor	12,830.79	*	0.00	12,830.79
Tourism Counselor	8,564.94		0.00	8,564.94
Tourism Counselor	10,434.64		0.00	10,434.64
Sales Marketing Coordinator	56,138.31		0.00	56,138.31
Regional Tourism Manager	66,305.28		0.00	66,305.28
Tourism Counselor	5,698.22		0.00	5,698.22
Director of Digital Marketing	85,225.84		0.00	85,225.84
Tourism Counselor	10,789.29		0.00	10,789.29
Director of Marketing Operations	81,537.96		0.00	81,537.96
Tourism Counselor	11,208.44		0.00	11,208.44
Honor Tour Counselor	3,115.13	*	0.00	3,115.13
Tourism Counselor	12,470.50	*	0.00	12,470.50
Tourism Counselor	2,744.00	*	0.00	2,744.00
Destination Development Specialist	69,825.12		0.00	69,825.12
Lead Tourism Counselor	26,250.00		0.00	26,250.00
Director of Communications	92,435.76		0.00	92,435.76
Tourism Counselor	8,898.63		0.00	8,898.63
Honor Tour Counselor	6,620.10		0.00	6,620.10
Digital Marketing Content Specialist	54,068.47		0.00	54,068.47
Procurement Specialist	52,858.56		0.00	52,858.56
Tourism Counselor	3,374.85	*	0.00	3,374.85
Destination Development Specialist	70,475.52		2,500.00	72,975.52
Tourism Counselor	12,763.50		0.00	12,763.50
President and CEO	193,084.32		0.00	193,084.32
Tourism Counselor	7,670.82		0.00	7,670.82
Tourism Counselor	4,084.96		0.00	4,084.96
Contracts & Procurement Manager	76,384.56		0.00	76,384.56
Marketing Coordinator	42,698.40		0.00	42,698.40
Tourism Counselor	900.00	*	0.00	900.00
Destination Development Specialist	70,340.88		2,500.00	72,840.88
Distribution Center & Fulfillment Manager	65,314.32		0.00	65,314.32
Assistant Manager	31,477.95		0.00	31,477.95
Contracts Officer	54,600.00		0.00	54,600.00
Honor Tour Manager	51,345.60		0.00	51,345.60
Honor Tour Counselor	7,490.92	*	0.00	7,490.92
Tourism Counselor	1,311.00	*	0.00	1,311.00
Communications, Social Media Specialist	53,534.40		0.00	53,534.40
Tourism Counselor	676.48	*	0.00	676.48
Tourism Relations Manager	51,371.52		0.00	51,371.52
Tourism Relations Manager	52,632.96		0.00	52,632.96
Tourism Counselor	8,016.00	*	0.00	8,016.00
Tourism Relations Manager	57,971.28		0.00	57,971.28
Tourism Counselor	10,209.15		0.00	10,209.15
Tourism Counselor	10,747.33		0.00	10,747.33

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2020 Bonus	FY 2020 Total Paid
Tourism Counselor	9,640.65		0.00	9,640.65
VP, Operations & Finance	141,750.00		8,000.00	149,750.00
Film Office Locations Manager	54,862.56		1,000.00	55,862.56
National Sales & Marketing Manager	27,502.57	*	0.00	27,502.57
Film Office Assistant Director	74,948.16		1,000.00	75,948.16
Film Office Outreach Coordinator	13,972.60		0.00	13,972.60
Tourism Counselor	9,862.85		0.00	9,862.85
Tourism Relations Manager	49,156.80		0.00	49,156.80
Communications Intern	4,897.50	*	0.00	4,897.50
Assistant Manager	39,595.44		0.00	39,595.44
Tourism Counselor	14,764.78		0.00	14,764.78
Tourism Counselor	9,323.48		0.00	9,323.48
Assistant Manager	35,689.44		0.00	35,689.44
Tourism Counselor	13,711.23		0.00	13,711.23
Tourism Relations Manager	46,597.44		0.00	46,597.44
Assistant Manager	31,021.20		0.00	31,021.20
Destination Development Specialist	74,022.96		0.00	74,022.96
Tourism Counselor	2,472.00	*	0.00	2,472.00
Art Director & Photographer	59,482.56		0.00	59,482.56
Tourism Counselor	6,636.00	*	0.00	6,636.00
Honor Tour Counselor	2,452.21	*	0.00	2,452.21
Tourism Counselor	9,584.25		0.00	9,584.25
Assistant Manager	35,890.32		0.00	35,890.32
Tourism Counselor	7,215.40	*	0.00	7,215.40
International Marketing Manager	39,623.81	*	0.00	39,623.81
Tourism Counselor	13,325.48		0.00	13,325.48
Tourism Counselor	7,605.41		0.00	7,605.41
Government & Industry Liaison	80,278.08		0.00	80,278.08
Tourism Relations Manager	46,200.24		0.00	46,200.24
Partnership Marketing Development Specialist	68,716.08		0.00	68,716.08
Tourism Counselor	8,463.00	*	0.00	8,463.00
Tourism Counselor	2,577.06	*	0.00	2,577.06
Tourism Counselor	9,138.55		0.00	9,138.55
Destination Development Specialist	57,120.00		2,500.00	59,620.00
Senior Executive Assistant	69,422.16		4,000.00	73,422.16
Art Director & Photographer	61,062.72		0.00	61,062.72
<b>FY 2020 Totals</b>	<b>6,061,097.98</b>		<b>47,500.00</b>	<b>6,108,597.98</b>
* Partial Year indicates employees who were employed for fewer than 12 full months in the fiscal year.				