

VIRGINIA TOURISM AUTHORITY
d/b/a Virginia Tourism Corporation

EXPENDITURE AND SALARY REPORT

FOR THE FISCAL YEAR ENDING JUNE 30, 2021

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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, 2021

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 21,043,733
Carryforward Funds	5,168,963 (1) (2)
VDOT Transfers	1,424,946
Federal Grants	-
Interest Revenue	14,404
Other Revenue	<u>933,814 (3)</u>
Total Revenues	<u>\$ 28,585,859</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 8,014,634
Wages and Taxes	<u>408,136</u>
Total Personal Services Costs	\$ 8,422,769
Operating Costs	
Advertising and Promotion	\$ 4,658,962
Missions, Shows & Events	19,338
Digital Marketing	1,129,974
Travel	100,520
Services	1,930,788
Supplies and Materials	240,940
Grants & Pass-Through Payments	4,499,625
Fixed Asset Payments	177,025
Other Expenditures	<u>759,019</u>
Total Operating Costs	\$ 13,516,191
Total Expenditures	<u>\$ 21,938,961</u>
Net Surplus (Deficit)	<u>\$ 6,646,898</u> (4) (5) (6)

- (1) This includes \$2,478,000 in marketing grant funds obligated in FY 2021 but not expended as of June 30, 2020. Of this amount, \$2,098,635 was for the Marketing Leverage Program, \$12,860 was for the Virginia World War I and World War II Tourism Marketing Program, and \$366,505 was for the WanderLOVE Recovery Grant Program.
- (2) This includes Film Sponsorship Fund grant funds totaling \$173,813 obligated in FY 2021 but not expended as of June 30, 2020.
- (3) This includes a total of \$54,956 in FY 2021 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 \$3,134,931 that remained unexpended as of June 30, 2021 pending reimbursement requests from grantees. Such funds are paid to grantees on a reimbursement basis after completion of their marketing activities.
- (5) This includes cumulative Film Sponsorship grant funds totaling \$317,175 that remained unexpended as of June 30, 2021.
- (6) This balance reflects impact of discretionary spending freeze and delaying the spring 2021 marketing campaign in response to the COVID-19 public health emergency.



Virginia Tourism Authority (320)
Executive and Board of Directors
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2021

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 725,385
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
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Total Revenues	<u><u>\$ 725,385</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 362,586
Wages and Taxes	-
Total Personal Services Costs	<u>\$ 362,586</u>
Operating Costs	
Advertising and Promotion	\$ (12,000)
Missions, Shows & Events	27
Digital Marketing	-
Travel	11,493
Services	97,404
Supplies and Materials	9,955
Grants & Pass-Through Payments	-
Fixed Asset Payments	56,175
Other Expenditures	176,494
Total Operating Costs	<u>\$ 339,547</u>
Total Expenditures	<u><u>\$ 702,133</u></u>
Net Surplus (Deficit)	<u><u>\$ 23,252</u></u>



Virginia Tourism Authority (320)
Operations and Finance
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2021

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,087,081
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	14,404
Other Revenue	<u>15,358</u>
Total Revenues	<u><u>\$ 1,116,843</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 582,629
Wages and Taxes	2,464
Total Personal Services Costs	<u>\$ 585,092</u>
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	-
Digital Marketing	-
Travel	67,694
Services	362,039
Supplies and Materials	2,056
Grants & Pass-Through Payments	-
Fixed Asset Payments	31,286
Other Expenditures	68,090
Total Operating Costs	<u>\$ 531,166</u>
Total Expenditures	<u><u>\$ 1,116,258</u></u>
Net Surplus (Deficit)	<u><u>\$ 585</u></u>



Virginia Tourism Authority (320)
Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2021

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 11,303,989
Carryforward Funds	1,811,581
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>360,920</u> (1)
Total Revenues	<u><u>\$ 13,476,490</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 2,626,405
Wages and Taxes	5,804
Total Personal Services Costs	<u>\$ 2,632,209</u>
Operating Costs	
Advertising and Promotion	\$ 4,467,462
Missions, Shows & Events	16,194
Digital Marketing	1,129,974
Travel	11,144
Services	836,068
Supplies and Materials	67,798
Grants & Pass-Through Payments	1,369,349
Fixed Asset Payments	37,601
Other Expenditures	<u>493,763</u>
Total Operating Costs	<u>\$ 8,429,354</u>
Total Expenditures	<u><u>\$ 11,061,563</u></u>
Net Surplus (Deficit)	<u><u>\$ 2,414,927</u></u> (2)

(1) This includes a total of \$54,956 in FY 2021 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.

(2) This balance reflects impact of discretionary spending freeze and delaying the spring 2021 marketing campaign in response to the COVID-19 public health emergency.



Virginia Tourism Authority (320)
Visitor Services
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2021

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,789,712
Carryforward Funds	-
VDOT Transfers	1,424,946
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>510,231</u>
Total Revenues	<u>\$ 3,724,889</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 2,427,588
Wages and Taxes	398,918
Total Personal Services Costs	<u>\$ 2,826,506</u>
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	-
Digital Marketing	-
Travel	5,663
Services	479,448
Supplies and Materials	134,133
Grants & Pass-Through Payments	200,000
Fixed Asset Payments	24,410
Other Expenditures	8,233
Total Operating Costs	<u>\$ 851,887</u>
Total Expenditures	<u>\$ 3,678,393</u>
Net Surplus (Deficit)	<u>\$ 46,496</u>



Virginia Tourism Authority (320)
Film
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2021

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,149,445
Carryforward Funds	173,813 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>47,485</u>
Total Revenues	<u>\$ 1,370,743</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 542,367
Wages and Taxes	<u>950</u>
Total Personal Services Costs	\$ 543,317
Operating Costs	
Advertising and Promotion	\$ 136,500
Missions, Shows & Events	3,117
Digital Marketing	-
Travel	798
Services	70,158
Supplies and Materials	16,131
Grants & Pass-Through Payments	56,638
Fixed Asset Payments	25,170
Other Expenditures	<u>2,589</u>
Total Operating Costs	\$ 311,100
Total Expenditures	<u>\$ 854,417</u>
Net Surplus (Deficit)	<u>\$ 516,326</u> (2)

(1) This includes Film Sponsorship grant funds totaling \$173,813 appropriated prior to FY 2021 but not expended as of June 30, 2020.

(2) This includes cumulative Film Sponsorship grant funds totaling \$317,175 that remained unexpended as of June 30, 2021.



Virginia Tourism Authority (320)
Partnership Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2021

	Actual
Revenues	
COV General Fund Revenue	\$ 3,863,121
Carryforward Funds	3,183,569 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	(180)
	\$ 7,046,510
Total Revenues	
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,473,060
Wages and Taxes	-
Total Personal Services Costs	\$ 1,473,060
Operating Costs	
Advertising and Promotion	\$ 67,000
Missions, Shows & Events	-
Digital Marketing	-
Travel	3,728
Services	85,671
Supplies and Materials	10,867
Grants & Pass-Through Payments	1,748,638
Fixed Asset Payments	2,383
Other Expenditures	9,850
Total Operating Costs	\$ 1,928,137
	\$ 3,401,197
	\$ 3,645,313 (2)

(1) This includes \$2,478,000 in marketing grant funds obligated in FY 2021 but not expended as of June 30, 2020. Of this amount, \$2,098,635 was for the Marketing Leverage Program, \$12,860 was for the Virginia World War I and World War II Tourism Marketing Program, and \$366,505 was for the WanderLOVE Recovery Grant Program.

(2) This includes cumulative marketing grant funds totaling \$3,134,931 that remained unexpended as of June 30, 2021 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.



Virginia Tourism Authority (320)
Legislative Pass-Throughs
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2021

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,125,000
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
	<hr/>
Total Revenues	<u><u>\$ 1,125,000</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	1,125,000
Fixed Asset Payments	-
Other Expenditures	-
Total Operating Costs	<hr/> \$ 1,125,000
Total Expenditures	<u><u>\$ 1,125,000</u></u>
Net Surplus (Deficit)	<u><u>\$ -</u></u>

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2021 Bonus	FY 2021 Total Paid
Lead Tourism Counselor	1,598.54	*	0.00	1,598.54
Budget and Finance Analyst	61,040.94		0.00	61,040.94
Assistant Manager	39,602.89		6,000.00	45,602.89
Content Manager	56,373.83		0.00	56,373.83
Consumer & Partner Services Manager	62,362.37		0.00	62,362.37
Tourism Counselor	34,552.39		0.00	34,552.39
VP, Marketing	142,045.31		0.00	142,045.31
Tourism Counselor	2,964.00	*	0.00	2,964.00
Canadian Media Relations & Marketing Specialist	89,435.94		0.00	89,435.94
Public Relations & Social Media Coordinator	39,416.77	*	0.00	39,416.77
Research Manager	57,128.07		0.00	57,128.07
Special Projects Manager	58,793.13		0.00	58,793.13
Assistant Manager	32,583.41	*	6,000.00	38,583.41
International Media Relations Manager	89,435.94		0.00	89,435.94
Distribution Center Associate	41,500.89		0.00	41,500.89
Assistant Manager	46,834.25		6,000.00	52,834.25
Tourism Relations Manager	43,245.03		6,000.00	49,245.03
Tourism Counselor	14,319.81		500.00	14,819.81
Senior Distribution Center Associate	42,854.80		0.00	42,854.80
VP, Partnership Marketing	142,045.31		0.00	142,045.31
International Marketing Manager	72,651.20		0.00	72,651.20
Tourism Counselor	1,414.74		250.00	1,664.74
Assistant Manager	30,513.68		6,000.00	36,513.68
Tourism Counselor	12,506.00		500.00	13,006.00
Director of Business Development	107,405.14		0.00	107,405.14
Brand Director	90,187.50		0.00	90,187.50
Destination Development Specialist	62,469.34		0.00	62,469.34
Communications Manager	57,664.88		0.00	57,664.88
Tourism Relations Manager	52,661.08		6,000.00	58,661.08
Tourism Relations Manager	47,920.59		6,000.00	53,920.59
VP, Film	142,045.31		0.00	142,045.31
Tourism Relations Manager	54,838.09		6,000.00	60,838.09
Tourism Counselor	5,250.00		250.00	5,500.00
Tourism Counselor	14,003.16		500.00	14,503.16
Deputy Director of Communications	72,456.74		0.00	72,456.74
Tourism Counselor	8,756.71		500.00	9,256.71
Tourism Counselor	10,205.00		500.00	10,705.00
Film Office Communications Manager	61,974.93		0.00	61,974.93
Director of Planning & Partnerships	112,558.57		0.00	112,558.57
Assistant Manager	47,229.15		6,000.00	53,229.15
Assistant Manager	8,812.50	*	0.00	8,812.50
Tourism Counselor	7,956.00		500.00	8,456.00
Tourism Counselor	11,907.85		500.00	12,407.85
Assistant Manager	18,448.93	*	0.00	18,448.93
Director of Consumer & Partner Services	94,535.50		0.00	94,535.50
Tourism Counselor	7,338.00		500.00	7,838.00
Lead Tourism Counselor	26,493.75		6,000.00	32,493.75
Tourism Counselor	2,606.25	*	250.00	2,856.25
Assistant Manager	28,237.75	*	6,000.00	34,237.75
Photographer & Creative Specialist	56,597.59		0.00	56,597.59
Tourism Counselor	8,058.00		500.00	8,558.00
Digital Marketing Developer	63,131.25		0.00	63,131.25
Tourism Relations Manager	46,975.66		6,000.00	52,975.66
Tourism Counselor	8,352.50		500.00	8,852.50
Tourism Counselor	4,522.86		250.00	4,772.86
Tourism Counselor	14,773.50		500.00	15,273.50
Film Office Administrative Staff Assistant	50,336.89		0.00	50,336.89
Tourism Counselor	10,326.00		500.00	10,826.00

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2021 Bonus	FY 2021 Total Paid
Tourism Counselor	15,290.15		500.00	15,790.15
PMap Manager	75,082.18		0.00	75,082.18
Director of Global Marketing	105,993.16		0.00	105,993.16
Director of Operations & Industry Initiatives	76,942.75		0.00	76,942.75
Director of Sales	84,385.68		0.00	84,385.68
Tourism Counselor	9,162.00		500.00	9,662.00
Tourism Counselor	3,539.18		250.00	3,789.18
Tourism Counselor	4,668.00		500.00	5,168.00
Digital Marketing Manager	58,764.49		0.00	58,764.49
Regional Tourism Manager	66,443.42		6,000.00	72,443.42
Director of Digital Marketing	87,132.19		0.00	87,132.19
Tourism Counselor	588.00	*	0.00	588.00
Tourism Counselor	5,384.84	*	0.00	5,384.84
Director of Marketing Operations	83,361.87		0.00	83,361.87
Tourism Counselor	5,952.54		250.00	6,202.54
Destination Development Specialist	69,970.59		0.00	69,970.59
Lead Tourism Counselor	14,588.89	*	0.00	14,588.89
Director of Communications	97,654.54		0.00	97,654.54
Tourism Counselor	9,106.38		500.00	9,606.38
Tourism Counselor	60.00	*	0.00	60.00
Honor Tour Counselor	987.81	*	0.00	987.81
Digital Marketing Content Specialist	56,597.83		0.00	56,597.83
Procurement Officer	53,860.65		0.00	53,860.65
Destination Development Specialist	72,278.67		0.00	72,278.67
Tourism Counselor	24,853.44		6,250.00	31,103.44
President and CEO	207,596.04		0.00	207,596.04
VP, Operations & Finance	35,278.27	*	0.00	35,278.27
Tourism Counselor	4,227.08		250.00	4,477.08
Tourism Counselor	5,229.71		250.00	5,479.71
Contracts & Procurement Manager	76,543.69		0.00	76,543.69
Digital Marketing Content Specialist	42,787.36		0.00	42,787.36
Destination Development Specialist	72,140.44		0.00	72,140.44
Distribution Center & Fulfillment Manager	65,450.39		0.00	65,450.39
Assistant Manager	33,259.95		6,000.00	39,259.95
Contracts Officer	54,713.75		0.00	54,713.75
Honor Tour Manager	38,417.83	*	0.00	38,417.83
Social Media Manager	56,556.86		0.00	56,556.86
Tourism Relations Manager	51,478.54		6,000.00	57,478.54
Tourism Relations Manager	52,742.61		6,000.00	58,742.61
Tourism Counselor	10,218.00		500.00	10,718.00
Brand Manager	60,125.00		0.00	60,125.00
Tourism Relations Manager	58,092.05		6,000.00	64,092.05
Tourism Counselor	9,569.70		500.00	10,069.70
Director of Research	37,730.20	*	0.00	37,730.20
Tourism Counselor	10,812.50		500.00	11,312.50
Tourism Counselor	10,790.00		500.00	11,290.00
VP, Operations & Finance	142,045.31		0.00	142,045.31
Film Office Locations Manager	54,976.86		0.00	54,976.86
National Sales & Marketing Manager	62,129.33		0.00	62,129.33
Film Office Assistant Director	75,104.30		0.00	75,104.30
Film Office Outreach Coordinator	882.48	*	0.00	882.48
Tourism Counselor	8,396.48		500.00	8,896.48
Tourism Relations Manager	49,259.21		6,000.00	55,259.21
Assistant Manager	39,677.93		6,000.00	45,677.93
Tourism Counselor	14,055.08		500.00	14,555.08
Tourism Counselor	9,049.35		500.00	9,549.35
Assistant Manager	35,763.79		6,000.00	41,763.79
Tourism Counselor	16,768.50		500.00	17,268.50
Tourism Relations Manager	46,694.52		6,000.00	52,694.52

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2021 Bonus	FY 2021 Total Paid
Assistant Manager	32,039.41		6,000.00	38,039.41
Destination Development Specialist	76,351.54		0.00	76,351.54
Tourism Counselor	7,194.00	*	500.00	7,694.00
Art Director & Photographer	59,606.48		5,000.00	64,606.48
Tourism Counselor	4,524.00	*	250.00	4,774.00
Tourism Counselor	7,752.00		500.00	8,252.00
Assistant Manager	35,965.09		6,000.00	41,965.09
Tourism Counselor	11,400.00		500.00	11,900.00
Tourism Counselor	8,105.50		500.00	8,605.50
Government & Industry Liaison	80,445.33		0.00	80,445.33
Tourism Relations Manager	46,296.49		0.00	46,296.49
Partnership Marketing Development Specialist	68,859.24		0.00	68,859.24
Tourism Counselor	8,814.00		500.00	9,314.00
Public Relations Coordinator	11,335.74	*	0.00	11,335.74
Tourism Counselor	6,132.00		250.00	6,382.00
Destination Development Specialist	58,916.90		0.00	58,916.90
Chief of Staff	71,606.00		0.00	71,606.00
Art Director & Photographer	61,189.93		0.00	61,189.93
FY 2021 Totals	5,920,002.22		166,250.00	6,086,252.22
* Partial Year indicates employees who were employed for fewer than 12 full months in the fiscal year.				