

**VIRGINIA TOURISM AUTHORITY**  
d/b/a Virginia Tourism Corporation

**Expenditure Report**

FOR THE FISCAL YEAR ENDING JUNE 30, 2022

**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, 2022

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 23,664,872
Carryforward Funds	5,244,062 (1) (2)
VDOT Transfers	1,349,502
Federal Grants	51,000,000 (3)
Interest Revenue	27,852
Other Revenue	<u>795,845 (4)</u>
<b>Total Revenues</b>	<b><u>\$ 82,082,133</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 8,389,707
Wages and Taxes	496,921
Total Personal Services Costs	<u>\$ 8,886,628</u>
Operating Costs	
Advertising and Promotion	\$ 6,903,353
Missions, Shows & Events	201,848
Digital Marketing	1,493,847
Travel	367,867
Services	2,746,149
Supplies and Materials	293,633
Grants & Pass-Through Payments	12,344,210
Fixed Asset Payments	367,174
Other Expenditures	<u>840,722</u>
Total Operating Costs	<u>\$ 25,558,803</u>
<b>Total Expenditures</b>	<b><u>\$ 34,445,431</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 47,636,702</u></b> (5) (6) (7)

(1) This includes \$3,134,931 in marketing grant funds obligated in FY 2021 but not expended as of June 30, 2021. The entire amount of \$3,134,931 was for the Marketing Leverage Program.

(2) This includes Film Sponsorship Fund grant funds totaling \$317,175 obligated in FY 2021 but not expended as of June 30, 2021.

(3) This \$51,000,000 in funds were allocated to Virginia Tourism Authority out of the revenues received from the federal distributions of the American Rescue Plan Act of 2021 (ARPA). The funding was provided to aid in the recovery from the negative economic impact to the tourism industry in Virginia resulting from the Covid-19 pandemic.

(4) This includes a total of \$476,707 in FY 2022 from the Partnership Marketing and Advertising Program (PMAP). This program provides a variety of advertising opportunities at the Virginia Welcome Centers and Safety Rest Areas.

(5) This includes cumulative ARPA funds totaling \$39,250,155 that remained unexpended as of June 30, 2022.

(6) This includes cumulative marketing grant funds totaling \$5,137,797 that remained unexpended as of June 30, 2022 pending reimbursement requests from grantees. Such funds are paid to grantees on a reimbursement basis after completion of their marketing activities. Of this amount \$3,055,324 was for the Marketing Leverage Program and \$2,082,473 was for the establishment of three new grant programs established in FY 2022 in accordance with § 2.2-2320.2, Code of Virginia.

(7) This includes cumulative Film Sponsorship grant funds totaling \$285,343 that remained unexpended as of June 30, 2022.



Virginia Tourism Authority (320)  
Executive and Board of Directors  
Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2022

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 732,335
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
	<hr/>
<b>Total Revenues</b>	<b><u>\$ 732,335</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 373,431
Wages and Taxes	-
Total Personal Services Costs	<u>\$ 373,431</u>
Operating Costs	
Advertising and Promotion	\$ 5,000
Missions, Shows & Events	42,944
Digital Marketing	-
Travel	57,079
Services	51,248
Supplies and Materials	21,844
Grants & Pass-Through Payments	-
Fixed Asset Payments	(7,610) (1)
Other Expenditures	186,383
Total Operating Costs	<u>\$ 356,888</u>
<b>Total Expenditures</b>	<b><u>\$ 730,319</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 2,016</u></b>

(1) This includes a net gain totaling \$8,983 from an insurance payout in FY 2022.



Virginia Tourism Authority (320)  
*Operations and Finance*  
Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2022

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 918,802
Carryforward Funds	20,000
VDOT Transfers	-
Federal Grants	51,000,000 (1)
Interest Revenue	27,852
Other Revenue	<u>14,941</u>
<b>Total Revenues</b>	<b><u>\$ 51,981,595</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 584,751
Wages and Taxes	-
Total Personal Services Costs	<u>\$ 584,751</u>
Operating Costs	
Advertising and Promotion	\$ 2,265,671
Missions, Shows & Events	-
Digital Marketing	280,922
Travel	70,219
Services	992,022
Supplies and Materials	9,528
Grants & Pass-Through Payments	8,422,500
Fixed Asset Payments	30,107
Other Expenditures	<u>72,678</u>
Total Operating Costs	<u>\$ 12,143,647</u>
<b>Total Expenditures</b>	<b><u>\$ 12,728,398</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 39,253,197</u></b> (2)

(1) This \$51,000,000 in funds were allocated to Virginia Tourism Authority out of the revenues received from the federal distributions of the American Rescue Plan Act of 2021 (ARPA). The funding was provided to aid in the recovery from the negative economic impact to the tourism industry in Virginia resulting from the Covid-19 pandemic.

(2) This includes cumulative ARPA funds totaling \$39,250,155 that remained unexpended as of June 30, 2022.



Virginia Tourism Authority (320)  
*Marketing*

Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2022

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 11,659,458
Carryforward Funds	1,625,668
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	170,866
	<hr/>
<b>Total Revenues</b>	<b><u><u>\$ 13,455,992</u></u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 2,834,812
Wages and Taxes	28,391
Total Personal Services Costs	<hr/> \$ 2,863,203
Operating Costs	
Advertising and Promotion	\$ 4,179,703
Missions, Shows & Events	145,383
Digital Marketing	1,212,925
Travel	106,279
Services	966,836
Supplies and Materials	94,301
Grants & Pass-Through Payments	835,961
Fixed Asset Payments	303,989
Other Expenditures	508,974
Total Operating Costs	<hr/> \$ 8,354,351
<b>Total Expenditures</b>	<b><u><u>\$ 11,217,554</u></u></b>
<b>Net Surplus (Deficit)</b>	<b><u><u>\$ 2,238,438</u></u></b>



Virginia Tourism Authority (320)  
Visitor Services  
Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2022

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 1,878,094
Carryforward Funds	66,288
VDOT Transfers	1,349,502
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>584,001</u> (1)
<b>Total Revenues</b>	<b><u>\$ 3,877,885</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 2,421,312
Wages and Taxes	<u>468,530</u>
Total Personal Services Costs	\$ 2,889,842
Operating Costs	
Advertising and Promotion	\$ 2,375
Missions, Shows & Events	-
Digital Marketing	-
Travel	53,350
Services	587,027
Supplies and Materials	126,368
Grants & Pass-Through Payments	125,000
Fixed Asset Payments	27,437
Other Expenditures	<u>22,709</u>
Total Operating Costs	\$ 944,266
<b>Total Expenditures</b>	<b><u>\$ 3,834,108</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 43,777</u></b>

(1) This includes a total of \$476,707 in FY 2022 from the Partnership Marketing and Advertising Program (PMAP). This program provides a variety of advertising opportunities at the Virginia Welcome Centers and Safety Rest Areas.



Virginia Tourism Authority (320)  
*Film*  
Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2022

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 1,174,914
Carryforward Funds	317,175 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>25,037</u>
<b>Total Revenues</b>	<b><u>\$ 1,517,126</u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 516,226
Wages and Taxes	-
Total Personal Services Costs	<u>\$ 516,226</u>
Operating Costs	
Advertising and Promotion	\$ 186,250
Missions, Shows & Events	5,641
Digital Marketing	-
Travel	14,139
Services	70,854
Supplies and Materials	28,039
Grants & Pass-Through Payments	231,832
Fixed Asset Payments	(4,058) (2)
Other Expenditures	<u>4,628</u>
Total Operating Costs	<u>\$ 537,325</u>
<b>Total Expenditures</b>	<b><u>\$ 1,053,551</u></b>
<b>Net Surplus (Deficit)</b>	<b><u>\$ 463,575</u></b> (3)

(1) This includes Film Sponsorship Fund grant funds totaling \$317,175 obligated in FY 2022 but not expended as of June 30, 2022.

(2) This includes one additional month in facility lease reimbursement funds from a production company than the expenses realized as of June 30, 2022.

(3) This includes cumulative Film Sponsorship grant funds totaling \$285,343 that remained unexpended as of June 30, 2022.



Virginia Tourism Authority (320)  
Partnership Marketing  
Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2022

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 6,076,269
Carryforward Funds	3,214,931 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	1,000
	<hr/>
<b>Total Revenues</b>	<b><u><u>\$ 9,292,200</u></u></b>
<b>Expenditures</b>	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,659,175
Wages and Taxes	-
Total Personal Services Costs	<hr/> \$ 1,659,175
Operating Costs	
Advertising and Promotion	\$ 264,354
Missions, Shows & Events	7,880
Digital Marketing	-
Travel	66,801
Services	78,162
Supplies and Materials	13,553
Grants & Pass-Through Payments	1,503,917
Fixed Asset Payments	17,309
Other Expenditures	45,350
Total Operating Costs	<hr/> \$ 1,997,326
	<hr/>
<b>Total Expenditures</b>	<b><u><u>\$ 3,656,501</u></u></b>
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<b>Net Surplus (Deficit)</b>	<b><u><u>\$ 5,635,699</u></u></b> (2)

(1) This includes \$3,134,931 in marketing grant funds obligated in FY 2022 but not expended as of June 30, 2022. The entire amount of \$3,134,931 was for the Marketing Leverage Program.

(2) This includes cumulative marketing grant funds totaling \$5,137,797 that remained unexpended as of June 30, 2022 pending reimbursement requests from grantees. Such funds are paid to grantees on a reimbursement basis after completion of their marketing activities. Of this amount \$3,055,324 was for the Marketing Leverage Program and \$2,082,473 was for the establishment of three new grant programs established in FY 2022 in accordance with § 2.2-2320.2, Code of Virginia.





Virginia Tourism Authority (320)  
*Legislative Pass-Throughs*  
Revenue and Expenditure Report  
For the Fiscal Year Ended June 30, 2022

	<u>Actual</u>
<b>Revenues</b>	
COV General Fund Revenue	\$ 1,225,000
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
	<hr/>
<b>Total Revenues</b>	<b><u><u>\$ 1,225,000</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	1,225,000
Fixed Asset Payments	-
Other Expenditures	-
Total Operating Costs	<hr/> \$ 1,225,000
<b>Total Expenditures</b>	<b><u><u>\$ 1,225,000</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 2022 Bonus	FY 2022 Total Paid
Art Director & Photographer	23,981.53	*	0.00	23,981.53
Art Director & Photographer	69,872.27		0.00	69,872.27
Assistant Manager	41,496.48		0.00	41,496.48
Assistant Manager	49,073.76		0.00	49,073.76
Assistant Manager	33,525.34		0.00	33,525.34
Assistant Manager	20,502.52	*	0.00	20,502.52
Assistant Manager	33,269.24		0.00	33,269.24
Assistant Manager	35,084.04		0.00	35,084.04
Assistant Manager	41,575.20		0.00	41,575.20
Assistant Manager	41,271.70		0.00	41,271.70
Assistant Manager	21,400.32	*	0.00	21,400.32
Assistant Manager	37,684.80		0.00	37,684.80
Assistant Manager	32,245.16	*	0.00	32,245.16
Brand Director	94,500.00		0.00	94,500.00
Brand Manager	64,050.00		0.00	64,050.00
Canadian Media Relations & Marketing Specialist	93,712.56		0.00	93,712.56
Chief of Staff	80,182.32		0.00	80,182.32
Communications Manager	63,043.68		0.00	63,043.68
Consumer & Partner Services Manager	65,344.32		0.00	65,344.32
Content Manager	61,632.24		0.00	61,632.24
Contracts & Procurement Manager	80,203.68		0.00	80,203.68
Contracts Officer	57,330.00		0.00	57,330.00
Creative Generalist	26,373.00	*	0.00	26,373.00
Destination Development Specialist	69,951.12		0.00	69,951.12
Destination Development Specialist	73,316.40		0.00	73,316.40
Destination Development Specialist	82,419.96		0.00	82,419.96
Destination Development Specialist	22,500.00	*	0.00	22,500.00
Destination Development Specialist	79,766.64		5,000.00	84,766.64
Destination Development Specialist	85,496.40		0.00	85,496.40
Destination Development Specialist	65,973.60		0.00	65,973.60
Digital Marketing Content Specialist	59,304.24		0.00	59,304.24
Digital Marketing Content Specialist	6,638.76	*	0.00	6,638.76
Digital Marketing Developer	66,150.00		0.00	66,150.00
Digital Marketing Manager	61,574.40		0.00	61,574.40
Director of Business Development	112,541.04		0.00	112,541.04
Director of Communications	106,763.28		0.00	106,763.28
Director of Consumer & Partner Services	99,055.92		0.00	99,055.92
Director of Digital Marketing	91,298.64		0.00	91,298.64
Director of Global Marketing	111,061.44		0.00	111,061.44
Director of Marketing Operations	88,803.44		0.00	88,803.44
Director of Operations & Industry Initiatives	86,625.12		0.00	86,625.12
Director of Planning & Partnerships	117,940.80		5,000.00	122,940.80
Director of Research	115,500.00		0.00	115,500.00
Director of Sales	88,420.80		0.00	88,420.80
Distribution Center & Fulfillment Manager	68,580.00		0.00	68,580.00
Distribution Center Associate	46,099.20		0.00	46,099.20
Film Office Administrative Staff Assistant	10,920.60	*	0.00	10,920.60
Film Office Assistant Director	78,695.52		0.00	78,695.52
Film Office Communications Manager	64,938.48		1,000.00	65,938.48
Film Office Locations Manager	57,605.76		0.00	57,605.76
Government & Industry Liaison	84,292.08		0.00	84,292.08
Grants Coordinator	4,796.11	*	0.00	4,796.11
International Marketing Manager	76,125.12		0.00	76,125.12
International Media Relations Manager	93,712.56		0.00	93,712.56
Lead Tourism Counselor	4,380.77	*	0.00	4,380.77
Lead Tourism Counselor	30,609.62		0.00	30,609.62
Lead Tourism Counselor	4,380.77	*	0.00	4,380.77
National Sales & Marketing Manager	65,100.24		0.00	65,100.24
Partnership Marketing Development Specialist	72,151.92		0.00	72,151.92

All Salaried and Wage Personnel

Position Title	Salaries & Wages Paid	Partial Year	FY 2022 Bonus	FY 2022 Total Paid
Photographer & Creative Specialist	59,304.00		0.00	59,304.00
PMap Manager	78,672.48		0.00	78,672.48
President and CEO	202,738.56		0.00	202,738.56
Procurement Officer	61,051.44		0.00	61,051.44
Public Relations Coordinator	45,150.00		0.00	45,150.00
Regional Tourism Manager	69,620.64		0.00	69,620.64
Research Manager	64,278.32		0.00	64,278.32
Senior Budget and Finance Analyst	69,526.69		0.00	69,526.69
Senior Distribution Center Associate	47,602.80		0.00	47,602.80
SEO and Digital Content Strategist	79,215.12		0.00	79,215.12
Social Media Coordinator	44,855.70	*	0.00	44,855.70
Social Media Manager	67,475.67		0.00	67,475.67
Special Projects Manager	65,835.12		0.00	65,835.12
Tourism Counselor	36,204.48		0.00	36,204.48
Tourism Counselor	11,239.50		0.00	11,239.50
Tourism Counselor	1,436.25	*	0.00	1,436.25
Tourism Counselor	5,471.25	*	0.00	5,471.25
Tourism Counselor	16,452.17		0.00	16,452.17
Tourism Counselor	5,437.65		0.00	5,437.65
Tourism Counselor	1,388.60	*	0.00	1,388.60
Tourism Counselor	5,152.50	*	0.00	5,152.50
Tourism Counselor	12,869.85		0.00	12,869.85
Tourism Counselor	11,887.50	*	0.00	11,887.50
Tourism Counselor	8,206.20		0.00	8,206.20
Tourism Counselor	13,574.19		0.00	13,574.19
Tourism Counselor	4,604.10	*	0.00	4,604.10
Tourism Counselor	12,504.46		0.00	12,504.46
Tourism Counselor	10,251.75	*	0.00	10,251.75
Tourism Counselor	9,920.70		0.00	9,920.70
Tourism Counselor	7,110.00	*	0.00	7,110.00
Tourism Counselor	4,725.46	*	0.00	4,725.46
Tourism Counselor	8,044.50		0.00	8,044.50
Tourism Counselor	6,592.50	*	0.00	6,592.50
Tourism Counselor	8,778.00		0.00	8,778.00
Tourism Counselor	5,254.96	*	0.00	5,254.96
Tourism Counselor	1,031.56	*	0.00	1,031.56
Tourism Counselor	16,579.01		0.00	16,579.01
Tourism Counselor	3,628.80	*	0.00	3,628.80
Tourism Counselor	17,184.72		0.00	17,184.72
Tourism Counselor	2,658.60	*	0.00	2,658.60
Tourism Counselor	10,329.00	*	0.00	10,329.00
Tourism Counselor	7,905.66		0.00	7,905.66
Tourism Counselor	9,759.00		0.00	9,759.00
Tourism Counselor	9,864.75		0.00	9,864.75
Tourism Counselor	29,805.43		0.00	29,805.43
Tourism Counselor	12,665.85		0.00	12,665.85
Tourism Counselor	9,680.06		0.00	9,680.06
Tourism Counselor	30,183.09		0.00	30,183.09
Tourism Counselor	527.68		0.00	527.68
Tourism Counselor	6,973.01		0.00	6,973.01
Tourism Counselor	13,956.00	*	0.00	13,956.00
Tourism Counselor	11,319.60		0.00	11,319.60
Tourism Counselor	10,287.74		0.00	10,287.74
Tourism Counselor	5,393.16	*	0.00	5,393.16
Tourism Counselor	1,965.60	*	0.00	1,965.60
Tourism Counselor	6,592.50	*	0.00	6,592.50
Tourism Counselor	4,237.50	*	0.00	4,237.50
Tourism Counselor	10,742.32		0.00	10,742.32
Tourism Counselor	3,192.19	*	0.00	3,192.19
Tourism Counselor	10,568.18		0.00	10,568.18

