

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

**OPERATING PLAN**

FOR THE FISCAL YEAR ENDING JUNE 30, 2024

**VIRGINIA IS FOR LO****ERS®**

**VIRGINIA TOURISM AUTHORITY  
FY 2024 OPERATING PLAN**

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**I. INTRODUCTION**

The Virginia Tourism Authority d/b/a the Virginia Tourism Corporation (VTC) was established by the General Assembly in 1999 (§ 2.2-2315 et seq., Code of Virginia) as "...a public body corporate and as a political subdivision of the Commonwealth." The Authority was given broad powers to "...stimulate the tourism segment of the economy by promoting, advertising, and marketing the Commonwealth's many tourist attractions and by coordinating other private and public efforts to do the same..." The General Assembly also recognized that the "...film industry is a legitimate and important part of economic development in the Commonwealth."

The VTC has a Board of Directors composed of 17 members, including the Lieutenant Governor, the Secretary of Commerce and Trade, the Secretary of Finance, the Secretary of Natural Resources, the Secretary of Agriculture and Forestry, and 12 members appointed by the Governor, subject to confirmation by the General Assembly. The Governor designates the Chairman of the Board, and the Board may elect one member as Vice-Chairman. The President/CEO of VTC is appointed by the Governor and serves as the Board's ex-officio secretary.

The VTC is headquartered in Richmond. In addition, the VTC operates 12 state welcome centers located strategically around the state to provide information to people traveling in Virginia.

**OPERATING PLAN**

This operating plan has been prepared in accordance with Chapter 2 the 2022 Appropriation Act, which states in part the following:

Prior to July 1 of each fiscal year, the Virginia Tourism Authority shall provide to the Chairs of the House Appropriations and Senate Finance and Appropriations Committees and the Director, Department of Planning and Budget a report of its operating plan.

This document provides summary information regarding VTC's priorities, how it will accomplish its objectives, and the resources committed to those efforts.

## II. MISSION, VISION, AND VALUES

VTC serves the broader interests of the Virginia economy by supporting, maintaining, and expanding the Commonwealth’s domestic and international travel markets and motion picture industry, thereby generating increased spending, employment, and tax revenues. VTC develops and implements programs beneficial to Virginia travel-related and motion picture-related businesses and consumers.

### *MISSION STATEMENT:*

The Virginia Tourism Authority promotes and develops the tourism and motion picture industries to stimulate Virginia’s economy and enhance the quality of life of all Virginians.

### *VISION STATEMENT:*

Leading the nation in tourism and motion picture production.

### *VALUES STATEMENT:*

#### Integrity and Ethics:

- Always act ethically and with integrity
- Assume positive intent
- Be transparent and responsible
- People are respected, valued, and appreciated

#### Accountability:

- Be good stewards of taxpayer money
- Take personal responsibility
- Seek solutions and achieve results
- Commit to agency goals
- Live our values through our work and in our culture

#### Humility:

- Never underestimate the competition
- Be open to new ideas and trends
- Be open to change and continuous improvement

#### Passion:

- Be passionate about business, brand, and the Commonwealth
- Value, promote, and fiercely protect our reputation
- Be proud
- Exceed expectations
- Promote creativity

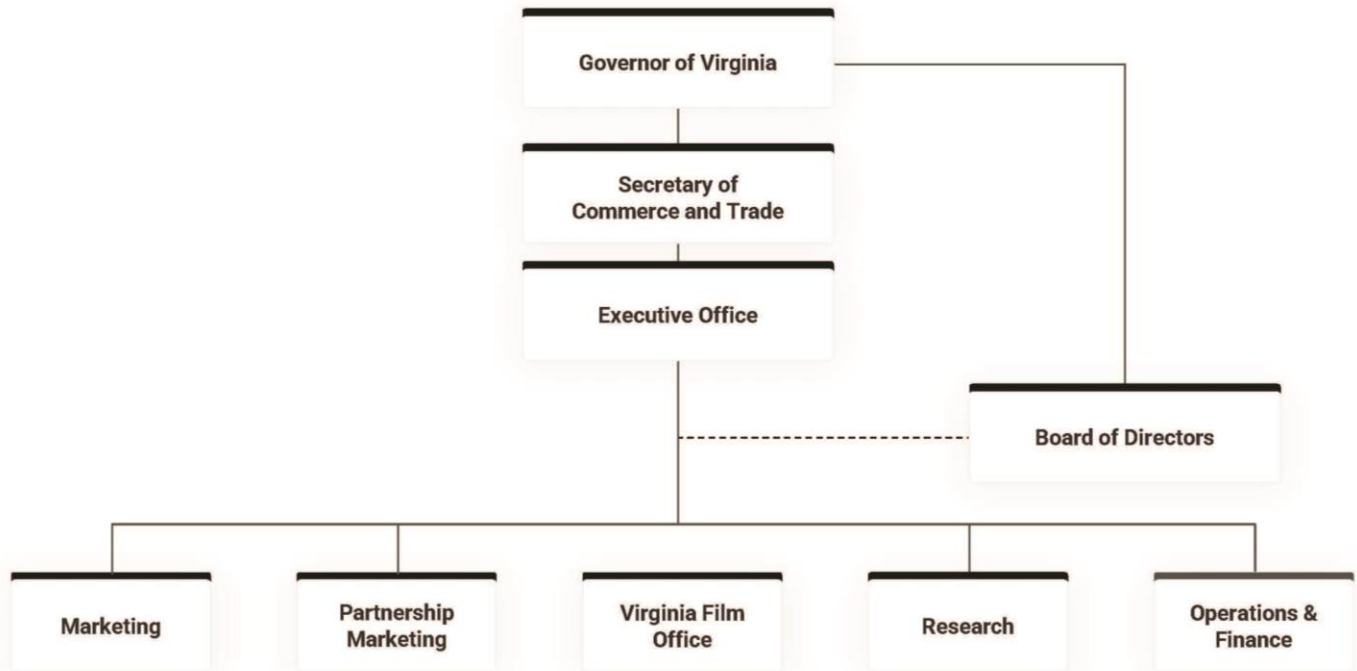
#### Results:

- Solutions-oriented operations and organization
- Measure success
- Continuously evaluate, adapt, and improve

**III. ORGANIZATIONAL STRUCTURE**

VTC’s activities are divided into six programmatic areas. The responsibilities for management of these areas are vested with the President/CEO and four Vice-Presidents.

- 1) Executive & Board of Directors
- 2) Operations & Finance
- 3) Marketing
- 4) Research
- 5) Film
- 6) Partnership Marketing



#### IV. STRATEGIC PLAN AND PERFORMANCE MEASURES

VTC's strategic plan identifies the means by which VTC will achieve its stated mission and goals. The strategic plan also identifies the objectives and strategies associated with the goals. The strategic plan may be found on VTC's website ([www.vatc.org](http://www.vatc.org)) or on the Department of Planning and Budget's website ([www.dpb.virginia.gov](http://www.dpb.virginia.gov)). The goals included in the strategic plan are as follows:

1. Inspire travel to Virginia by strengthening awareness of the Virginia brand and product.
  - Increase and strengthen the awareness of Virginia as a travel destination.
  - Make the visitor or potential visitor aware of the many opportunities that the Commonwealth offers in the way of destinations, family fun, history, and business travel.
2. Increase the economic impact of the tourism and motion picture industries in Virginia.
  - Attract visitors and motion picture production to the Commonwealth, resulting in greater economic impact generated by the tourism and motion picture industries.
3. Increase the number of jobs supported by the tourism and motion picture industries in Virginia.
  - Attract visitors and motion picture production to the Commonwealth, resulting in more jobs supported by the tourism and motion picture production industries.
4. Increase the tax revenues generated by the tourism and motion picture industries in Virginia.
  - Attract visitors and motion picture production to the Commonwealth, resulting in greater tax revenues generated by the tourism and motion picture industries.
5. Provide resources to communities to maximize their tourism potential.
  - Support the enhancement, expansion, and development of new and existing tourism products, events, and services.
  - Strengthen and increase partnerships each year that benefit the tourism industry.
  - Access new funding and leverage advertising, marketing, and public relations resources by partnering with tourism organizations, other nonprofit entities, private industry, and government.
6. Strengthen awareness of the value of tourism as an economic engine for Virginia.
  - Foster strong working relationships with elected officials and key opinion leaders to gain support and growth for Virginia's tourism industry.

VTC also has the following quantifiable performance measures to assess the effectiveness of its programs in achieving its goals and objectives:

1. Number of digital referrals to industry partners
2. Number of annual website user sessions
3. Amount leveraged for every grant dollar invested
4. Dollar amount of economic impact generated by the motion picture industry
5. Cost per one thousand media impressions
6. Number of Welcome Center visitors

**V. FY 2024 OPERATING FINANCIAL PLAN SUMMARY**

**Operating Financial Plan Summary  
 For The Fiscal Year Ending June 30, 2024**

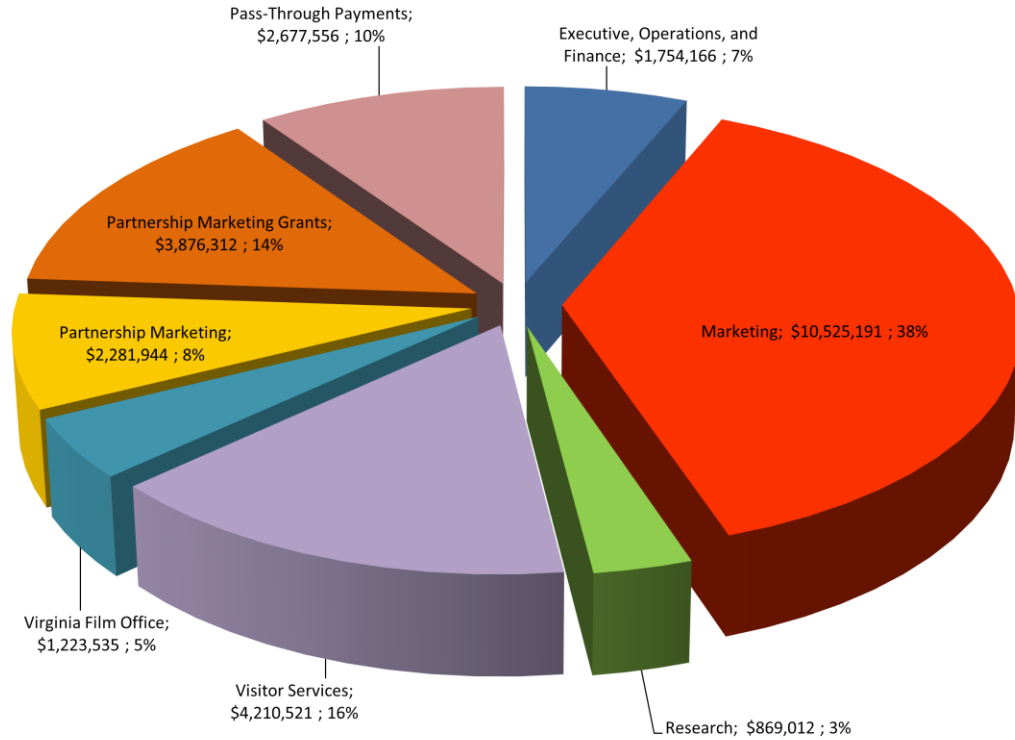
	Funds	Employment*
<b>Fund Sources</b>		
COV General Fund Revenue	\$24,838,737	
VDOT Transfers	1,425,000	
Welcome Center/Safety Rest Area Revenue	675,000	
Interest on Deposits	379,007	
Other Revenues	100,493	
Carryover Funds	5,743,259	
<b>Total Fund Sources</b>	<b>\$33,161,496</b>	
<b>Expenditures</b>		
Executive, Operations, and Finance	\$1,754,166	7
Marketing	10,525,191	26
Research	869,012	2
Visitor Services	4,210,521	33
Film	1,223,535	4
Partnership Marketing	2,281,944	12
Partnership Marketing Grants	3,876,312	3
Pass-Through Payments	2,677,556	
<b>Total Expenditures</b>	<b>\$33,161,496</b>	<b>85</b>

\*Note: VTC employs 42 part-time workers not reflected in the above employment levels.1

**FY 2024 General Fund Budget Summary**

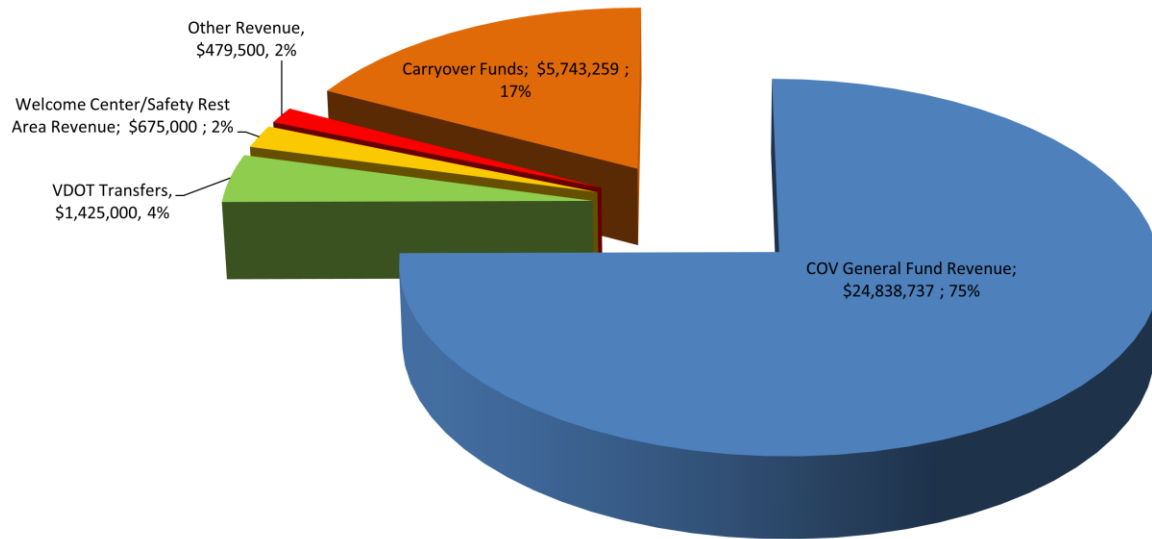
	Amount
<b>Base Budget</b>	<b>\$23,914,872</b>
<b>Chapter 2 (2022 Appropriation Act)</b>	<b>\$23,914,872</b>
FY 2024 Central Appropriations distributions (estimated)	\$923,865
<b>TOTAL FY 2024 GENERAL FUND BUDGET</b>	<b>\$24,838,737</b>

**FY 2024 VTC Budget Summary**





FY 2024 VTC Funding Sources



**VI. EXECUTIVE, OPERATIONS, AND FINANCE**

This function provides oversight through the President/CEO and the Board of Directors. It also includes administrative and support services such as Board of Directors support, budget development and monitoring, financial reporting, accounting, procurement, and strategic planning coordination. In addition, this function oversees the management of the “Virginia is for Lovers” trademarks.

**EXECUTIVE, OPERATIONS, AND FINANCE  
 Operating Financial Plan**

	<b>Funds</b>	<b>Employment</b>
<b>Fund Sources</b>		
COV General Fund Revenue	\$1,754,166	
VDOT Transfers	--	
<b>Total Fund Sources</b>	<b>\$1,754,166</b>	
<b>Expenditures</b>		
Salaries, Benefits, and Taxes	\$1,062,775	7
Wages and Taxes	--	
Advertising and Promotion	--	
Missions, Shows, and Events	14,000	
Digital Marketing	--	
Travel	105,716	
Services	415,100	
Supplies and Materials	29,200	
Grants and Pass-Through Payments	--	
Fixed Asset Payments	42,000	
Other Expenditures	85,375	
<b>Total Expenditures</b>	<b>\$1,754,166</b>	<b>7</b>

## VII. MARKETING

VTC's marketing activities include a number of programs aimed at promoting Virginia as a premier travel destination, including brand management, creative services, digital marketing, communications, global marketing, domestic sales, merchandising, and research. Each program has targeted purposes and objectives.

*Brand Management:* The advertising program develops and promotes the Virginia brand through social media, broadcast, and digital media. The media plan targets frequent travelers within markets that provide the highest potential number of visitors to Virginia. The media plan includes buy-downs and cooperative support for Virginia's tourism industry.

*Creative Services:* The creative services program provides in-house graphics development and production services for VTC. VTC's library of photography, film, videography, and digital graphics files is managed by creative services.

*Digital Marketing:* The digital marketing program manages VTC's three primary websites: virginia.org, blog.virginia.org, and vatc.org. Virginia.org and blog.virginia.org are trip planning and travel inspiration websites for consumers, while vatc.org is a business-to-business website for Virginia's tourism industry. Digital marketing manages VTC's internet communications technologies and develops web-based business initiatives and partnerships. Digital marketing also regularly educates the industry on the use of online technologies, marketing strategies, and the benefits of full participation in VTC's consumer website.

*Communications:* The communications program is responsible for generating editorial coverage in targeted national, regional, and in-state publications for promotion of Virginia as a premier travel destination. Communications also provides VTC with visibility in niche publications to promote special and unique attractions in Virginia. The program also is responsible for developing talking points for press conferences and interviews with the Governor and First Lady. In addition, it disseminates tourism-related news to the Virginia tourism industry and works with the industry on generating media coverage. Communications also manages VTC's robust social media program.

*Global Marketing:* The global marketing program develops and implements integrated and innovative direct sales, marketing, promotions, and public relations strategies in order to bring more foreign visitors and vendors to Virginia. The geographic targets are coordinated with air service to gateway airports and are supported by research.

*Domestic Sales:* VTC markets the Commonwealth as a premier travel destination to tour operators, select travel agents, meeting planners, and sports events rights holders. VTC represents the Commonwealth and provides the Virginia tourism industry with partnership opportunities to collaborate at professional trade shows, sales missions, site inspection tours, and marketing initiatives strategically targeting national, regional, and in-state domestic trade markets.

*Merchandising:* This program oversees the production of official "Virginia is for Lovers" merchandise. It works with Virginia's tourism industry to encourage participation in the sale of the merchandise, which generates royalties that support VTC's programs as well as strengthening brand recognition.

**MARKETING (CONT'D)**

*Research:* The research program utilizes a wide range of tourism industry data, metrics, and insights in order to quantify Virginia’s tourism industry. The goals of VTC’s research program are to measure tourism industry performance, conduct consumer studies, and perform competitive industry analysis. The research program works with internal and external partners in collecting primary survey data, developing domestic and international visitor profiles, calculating domestic and international market shares, guiding digital media analytics, and determining the state and local economic impact of tourism. The program also provides detailed and timely information for VTC to measure the benefit-cost ratio of its integrated marketing, digital media, and incentive programs.

**MARKETING  
 Operating Financial Plan**

	Funds	Employment
<b>Fund Sources</b>		
COV General Fund Revenue	\$10,525,191	
VDOT Transfers	--	
Welcome Center/Safety Rest Area Revenue	--	
<b>Total Fund Sources</b>	<b>\$10,525,191</b>	
<b>Expenditures</b>		
Salaries, Benefits, and Taxes	\$2,790,186	26
Wages and Taxes	--	
Advertising and Promotion	4,844,733	
Missions, Shows, and Events	214,200	
Digital Marketing	1,117,000	
Travel	260,708	
Services	512,514	
Supplies and Materials	86,134	
Fixed Assets Payments	201,865	
Other Expenditures	497,851	
<b>Total Expenditures</b>	<b>\$10,525,191</b>	<b>26</b>

**VIII. VISITOR SERVICES**

This program develops overall strategies for sound customer and visitor relations and information distribution systems. It manages activities aimed at providing superior customer service, evaluating and improving customer fulfillment functions, and increasing community outreach. VTC works cooperatively with the Virginia Department of Transportation in the operations of the state’s 12 Welcome Centers to promote and encourage traveler visitation to and within Virginia.

**VISITOR SERVICES  
 Operating Financial Plan**

	<b>Funds</b>	<b>Employment</b>
<b>Fund Sources</b>		
COV General Fund Revenue	\$2,036,683	
VDOT Transfers	1,425,000	
Welcome Center/Safety Rest Area Revenue	675,000	
Other Revenues	73,838	
Carryover Funds	--	
<b>Total Fund Sources</b>	<b>\$4,210,521</b>	
<b>Expenditures</b>		
Salaries, Benefits, and Taxes	\$2,563,300	33
Wages and Taxes	482,385	
Advertising and Promotion	--	
Missions, Shows, and Events	--	
Digital Marketing	--	
Travel	66,996	
Services	791,996	
Supplies and Materials	156,935	
Grants and Pass-Through Payments	125,000	
Fixed Asset Payments	5,000	
Other Expenditures	18,909	
<b>Total Expenditures</b>	<b>\$4,210,521</b>	<b>33</b>

Note: Visitor Services also includes 42 part-time travel counselors at the state’s 12 Welcome Centers.

**IX. Film**

The Virginia Film Office is committed to attracting film and video production to Virginia and supporting the indigenous production industry, with the ultimate goal of bringing economic and employment benefits to the Commonwealth. Film, video, and multi-media production is a growth industry worldwide, and the potential economic benefits to the state have increased significantly. The Virginia Film Office pursues its goals through the creation and implementation of innovative marketing and development programs, and by delivering exceptional customer service to inspire repeat business.

**FILM  
 Operating Financial Plan**

	<b>Funds</b>	<b>Employment</b>
<b>Fund Sources</b>		
COV General Fund Revenue	\$1,223,535	
VDOT Transfers	--	
Welcome Center/Safety Rest Area Revenue	--	
<b>Total Fund Sources</b>	<b>\$1,223,535</b>	
<b>Expenditures</b>		
Salaries, Benefits, and Taxes	\$562,046	4
Wages and Taxes		
Advertising and Promotion	201,000	
Missions, Shows, and Events	12,000	
Digital Marketing	--	
Travel	33,500	
Services	120,000	
Supplies and Materials	35,989	
Grants and Pass-Through Payments	200,000	
Fixed Assets Payments	47,000	
Other Expenditures	12,000	
<b>Total Expenditures</b>	<b>\$1,223,535</b>	<b>4</b>

**X. PARTNERSHIP MARKETING**

Partnership Marketing maximizes the tourism potential of Virginia’s communities through tourism planning, development, and marketing. Together, these efforts help build vibrant communities for travelers as well as residents. Partnership Marketing maintains the ongoing State Tourism and Development Plan.

*Planning and Partnerships:* Planning and Partnerships provides communities and tourism entrepreneurs with tourism planning expertise and support. It assists with community planning, building partnerships, product planning, and identifying funding resources to help grow the Commonwealth’s tourism industry. It also works closely with Virginia’s localities and attractions to identify other grant opportunities and options for stretching limited resources to develop and market the Commonwealth’s tourism product.

*Business Development:* Business Development is responsible for administering the Tourism Development Financing Program (TDFP) and the Adventure Tourism Manufacturing (ATM) program. The TDFP provides gap financing to compensate for a shortfall in project funding in partnership with developers, localities, and financial institutions, while the ATM program works with the Virginia Economic Development Partnership to recruit manufacturers of outdoor adventure products.

**PARTNERSHIP MARKETING  
 Operating Financial Plan**

	Funds	Employment
<b>Fund Sources</b>		
COV General Fund Revenue	\$2,281,944	
VDOT Transfers	--	
Welcome Center/Safety Rest Area Revenue	--	
Interest on Deposits	--	
Other Revenues	--	
Carryover Funds	--	
<b>Total Fund Sources</b>	<b>\$2,281,944</b>	
<b>Expenditures</b>		
Salaries, Benefits, and Taxes	\$1,569,425	12
Wages and Taxes	--	
Advertising and Promotion	206,000	
Missions, Shows, and Events	18,478	
Digital Marketing	--	
Travel	100,350	
Services	202,750	
Supplies and Materials	37,000	
Grants and Pass-Through Payments	--	
Fixed Assets Payments	18,500	
Other Expenditures	129,441	
<b>Total Expenditures</b>	<b>\$2,281,944</b>	<b>12</b>

**XI. PARTNERSHIP MARKETING GRANTS**

Partnership Marketing administers VTC’s competitive grant programs. These grants range from strategic community development grants with the Drive Tourism Initiative to Cooperative Marketing Grants with the private sector to help businesses and communities thrive.

The Marketing Leverage Program partners with localities and the private sector to stimulate new tourism marketing initiatives and to extend the “Virginia is for Lovers” marketing efforts. The DMO Marketing Program awards matching grants to official Virginia Destination Marketing organizations to attract new travelers. The Special Events and Festivals Program provides matching funds for marketing and operations expenses that help bring tourists to communities throughout Virginia.

**PARTNERSHIP MARKETING GRANTS  
 Operating Financial Plan**

<b>Fund Sources</b>		
COV General Fund Revenue	\$3,876,312	
VDOT Transfers	--	
Welcome Center/Safety Rest Area Revenue	--	
Interest on Deposits	--	
Other Revenues	--	
Carryover Funds	\$5,743,259	
<b>Total Fund Sources</b>	<b>\$9,619,571</b>	
<b>Expenditures</b>		
Salaries, Benefits, and Taxes	\$326,251	3
Wages and Taxes	--	
Advertising and Promotion	2,500	
Missions, Shows, and Events	1,000	
Digital Marketing	--	
Travel	69,000	
Services	13,750	
Supplies and Materials	15,750	
Grants and Pass-Through Payments	9,154,259	
Fixed Assets Payments	5,000	
Other Expenditures	32,061	
<b>Total Expenditures</b>	<b>\$9,619,571</b>	<b>3</b>



**XII. RESEARCH**

The VTC Research & Strategy division is responsible for insight generation, performance measurement, and overall strategic goal setting processes across the Authority. The division serves both internal and external partners by helping other divisions, especially Marketing and Partnership Marketing, with data-driven decision making around audiences, target markets, and marketing channels, as well as measuring the effectiveness of marketing efforts. To this end, the Research division maintains ownership of all data & analytics tools and processes for the Authority. Major areas of responsibility include:

- Data analytics and insight generation to support VTC’s Marketing efforts, including brand analysis & positioning, campaign support, feeder market analysis, and audience segment analysis, persona development, and targeting insights.
- Insight support and performance measurement of Virginia’s travel & tourism industry, including research for local DMO partners and the VTC Partnership Marketing team. This objective includes measurement of the economic impact of Virginia visitors on the Commonwealth overall as well as to local & regional entities, measurement of visitation, visualization of tourism hub & spokes across industries, and lodging performance reporting and analysis.
- Overall goal setting processes for the Authority overall, including objective setting and measurement.

**RESEARCH  
 Operating  
 Financial  
 Plan**

	Funds	Employment
<b>Fund Sources</b>		
COV General Fund Revenue	\$869,012	
VDOT Transfers	--	
Welcome Center/Safety Rest Area Revenue	--	
Interest on Deposits	--	
Other Revenues	--	
<b>Total Fund Sources</b>	<b>\$869,012</b>	
<b>Expenditures</b>		
Salaries, Benefits, and Taxes	\$326,805	2
Wages and Taxes	--	
Advertising and Promotion	--	
Missions, Shows, and Events	--	
Digital Marketing	--	
Travel	--	
Services	542,207	

Supplies and Materials	--	
Grants and Pass-Through Payments		
Fixed Assets Payments	--	
Other Expenditures	--	
<b>Total Expenditures</b>	<b>\$869,012</b>	<b>2</b>

**XIII. PASS-THROUGH PAYMENTS**

The following is a list of pass-through funding included in the appropriation for the Virginia Tourism Authority.

	<b>Funds</b>
<b>Fund Sources</b>	
COV General Fund Revenue	\$2,677,556
<b>Total Fund Sources</b>	<b>\$2,677,556</b>
<b>Expenditures</b>	
Henrico County	150,000
Danville Visitor Center	\$225,00
Southwest Regional Recreation Authority (Spearhead Trails)	1,100,000
Heart of Appalachia Tourism Authority	300,000
Virginia Sports Hall of Fame	125,000
Special Olympics Virginia	50,000
Promote and Advertise Virginia Parks & Wineries	330,012
Virginia Assoc. of Broadcasters – media in VA/DC/Baltimore	497,544
Carver-Price Legacy Museum	25,000
<b>Total Expenditures</b>	<b>\$2,677,556</b>