

VIRGINIA TOURISM AUTHORITY
d/b/a Virginia Tourism Corporation

Expenditure Report

FOR THE FISCAL YEAR ENDING JUNE 30, 2023

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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, 2023

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 27,471,472
Carryforward Funds	6,586,523 (1) (2)
VDOT Transfers	1,355,190
Federal Grants	40,250,156 (3)
Interest Revenue	1,568,655
Other Revenue	<u>1,116,417 (4)</u>
Total Revenues	<u>\$ 78,348,412</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 9,053,241
Wages and Taxes	<u>525,547</u>
Total Personal Services Costs	\$ 9,578,787
Operating Costs	
Advertising and Promotion	\$ 16,846,879
Missions, Shows & Events	169,511
Digital Marketing	2,091,179
Travel	505,035
Services	2,237,396
Supplies and Materials	285,077
Grants & Pass-Through Payments	13,663,858
Fixed Asset Payments	477,284
Other Expenditures	<u>839,823</u>
Total Operating Costs	\$ 37,116,041
Total Expenditures	<u>\$ 46,694,828</u>
Net Surplus (Deficit)	<u>\$ 31,653,584</u> (5) (6) (7)

(1) This includes balances from marketing grant funds obligated in FY 2022 but not expended as of June 30, 2022.

(2) This includes Film Sponsorship Fund grant funds obligated in FY 2022 but not expended as of June 30, 2022.

(3) \$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. This amount reflects the remaining ARPA funds and a new federal EDA grant of \$1 million.

(4) This includes revenues accrued 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 ARPA, Marketing, and Film sponsorship grant funds that remained unexpended as of June 30, 2023.



Virginia Tourism Authority (320)
Executive and Board of Directors
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2023

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 679,985
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
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Total Revenues	<u>\$ 679,985</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 396,816
Wages and Taxes	-
Total Personal Services Costs	<hr/> \$ 396,816
Operating Costs	
Advertising and Promotion	\$ 9,070
Missions, Shows & Events	31,084
Digital Marketing	-
Travel	60,098
Services	19,901
Supplies and Materials	15,247
Grants & Pass-Through Payments	-
Fixed Asset Payments	2,766
Other Expenditures	208,149 (1)
Total Operating Costs	<hr/> \$ 346,316
Total Expenditures	<u>\$ 743,132</u>
Net Surplus (Deficit)	<u>\$ (63,147)</u>

(1) The majority of expenditures were for various travel and tourism related organizational memberships.



Virginia Tourism Authority (320)
Operations and Finance
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2023

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 968,725
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	39,250,156 (1)
Interest Revenue	1,568,655
Other Revenue	<u>18,367</u>
Total Revenues	<u>\$ 41,805,903</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 592,737
Wages and Taxes	-
Total Personal Services Costs	<u>\$ 592,737</u>
Operating Costs	
Advertising and Promotion	\$ 10,635,405
Missions, Shows & Events	-
Digital Marketing	1,408,508
Travel	70,682
Services	441,058
Supplies and Materials	29,165
Grants & Pass-Through Payments	7,274,363
Fixed Asset Payments	122,578
Other Expenditures	<u>70,740</u>
Total Operating Costs	<u>\$ 20,052,499</u>
Total Expenditures	<u>\$ 20,645,236</u>
Net Surplus (Deficit)	<u>\$ 21,160,667</u> (2)

(1) \$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. This reflects remaining funds unexpended as of June 30, 2022.

(2) This includes cumulative ARPA funds that remained unexpended as of June 30, 2023.



Virginia Tourism Authority (320)
Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2023

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 11,880,606
Carryforward Funds	1,163,383
VDOT Transfers	-
Federal Grants	1,000,000
Interest Revenue	-
Other Revenue	<u>189,342</u>
Total Revenues	<u>\$ 14,233,331</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 2,965,792
Wages and Taxes	<u>48,529</u>
Total Personal Services Costs	\$ 3,014,322
Operating Costs	
Advertising and Promotion	\$ 5,886,717
Missions, Shows & Events	122,264
Digital Marketing	682,671
Travel	169,617
Services	1,032,053
Supplies and Materials	102,461
Grants & Pass-Through Payments	1,040,939
Fixed Asset Payments	375,960
Other Expenditures	<u>499,413</u>
Total Operating Costs	\$ 9,912,095
Total Expenditures	<u>\$ 12,926,416</u>
Net Surplus (Deficit)	<u>\$ 1,306,915</u>



Virginia Tourism Authority (320)
Visitor Services
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2023

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 2,036,683
Carryforward Funds	-
VDOT Transfers	1,355,190
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>766,207</u> (1)
Total Revenues	<u>\$ 4,158,080</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 2,742,725
Wages and Taxes	<u>471,589</u>
Total Personal Services Costs	\$ 3,214,315
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	4,234
Digital Marketing	-
Travel	83,121
Services	491,386
Supplies and Materials	102,234
Grants & Pass-Through Payments	125,000
Fixed Asset Payments	26,378
Other Expenditures	<u>11,693</u>
Total Operating Costs	\$ 844,046
Total Expenditures	<u>\$ 4,058,360</u>
Net Surplus (Deficit)	<u>\$ 99,720</u>

(1) This includes amounts 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, 2023

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,194,914
Carryforward Funds	285,343 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	42,000
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Total Revenues	<u>\$ 1,522,257</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 554,476
Wages and Taxes	2,027
Total Personal Services Costs	<hr/> \$ 556,503
Operating Costs	
Advertising and Promotion	\$ 174,500
Missions, Shows & Events	8,270
Digital Marketing	-
Travel	18,491
Services	171,962
Supplies and Materials	13,541
Grants & Pass-Through Payments	211,559
Fixed Asset Payments	(63,177) (2)
Other Expenditures	3,447
Total Operating Costs	<hr/> \$ 538,593
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Total Expenditures	<u>\$ 1,095,096</u>
	<hr/>
Net Surplus (Deficit)	<u>\$ 427,161</u> (3)

(1) This includes Film Sponsorship Fund grant funds totaling \$285,784 obligated in FY 2022 but not expended as of June 30, 2022.

(2) This includes additional facility lease reimbursements from a production company above the expenses realized as of June 30, 2023.

(3) This includes cumulative Film Sponsorship grant funds totaling \$273,784 that remained unexpended as of June 30, 2023.



Virginia Tourism Authority (320)
Partnership Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2023

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 6,110,559
Carryforward Funds	5,137,797 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	100,500
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Total Revenues	<u>\$ 11,348,856</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,800,694
Wages and Taxes	3,401
Total Personal Services Costs	<u>\$ 1,804,094</u>
Operating Costs	
Advertising and Promotion	\$ 141,188
Missions, Shows & Events	3,659
Digital Marketing	-
Travel	103,026
Services	81,036
Supplies and Materials	22,429
Grants & Pass-Through Payments	3,411,997
Fixed Asset Payments	12,779
Other Expenditures	46,380
Total Operating Costs	<u>\$ 3,822,493</u>
	<hr/>
Total Expenditures	<u>\$ 5,626,587</u>
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Net Surplus (Deficit)	<u>\$ 5,722,269</u> (2)

(1) This includes in marketing grant funds obligated in FY 2022 but not expended as of June 30, 2023.

(2) This includes cumulative marketing grant funds that remained unexpended as of June 30, 2023 pending reimbursement requests from grantees. Such funds are paid to grantees on a reimbursement basis after completion of their marketing activities.



Virginia Tourism Authority (320)
Legislative Pass-Throughs
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2023

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 4,600,000
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
	<hr/>
Total Revenues	<u>\$ 4,600,000</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	1,600,000
Fixed Asset Payments	-
Other Expenditures	-
Total Operating Costs	<hr/> \$ 1,600,000
Total Expenditures	<u>\$ 1,600,000</u>
Net Surplus (Deficit)	<u>\$ 3,000,000</u> (1)

(1) This balance reflects the fact that one recipient failed to submit its request in time to be processed by June 30, 2023. It was paid in early July.

All Salaried and Wage Personnel

Position Title	Salaries & Wages	Partial Year	FY 2023	FY 2023
	Paid		Bonus	Total Paid
Senior Budget & Finance Analyst	48,624.38	*	5,000.00	53,624.38
Assistant Manager	10,952.79	*	0.00	10,952.79
Assistant Manager	35,775.15		1,000.00	36,775.15
Tourism Counselor	1,425.00	*	0.00	1,425.00
Content Manager	64,720.26		1,000.00	65,720.26
Content Specialist	72,721.54		0.00	72,721.54
Creative Specialist & Photographer	62,807.27		1,000.00	63,807.27
Assistant Manager	32,086.76	*	0.00	32,086.76
Consumer & Partner Services Manager	68,618.25		1,000.00	69,618.25
Tourism Counselor	38,018.57		800.00	38,818.57
VP, Marketing	156,294.86		1,000.00	157,294.86
Tourism Counselor	1,327.50	*	0.00	1,327.50
Canadian Media Relations & Marketing Specialist	98,407.85		1,000.00	99,407.85
Tourism Counselor	7,500.00	*	0.00	7,500.00
Tourism Counselor	2,482.50	*	0.00	2,482.50
Tourism Relations Manager	50,405.00		1,000.00	51,405.00
Senior Research Manager	78,713.26		1,000.00	79,713.26
Special Projects Manager	75,544.51		1,000.00	76,544.51
Senior Budget & Finance Analyst	1,323.03	*	0.00	1,323.03
International Media Relations Manager	98,407.85		1,000.00	99,407.85
Distribution Center Associate	12,005.00	*	0.00	12,005.00
Tourism Relations Manager	52,187.46		1,000.00	53,187.46
Tourism Relations Manager	52,508.57		1,000.00	53,508.57
Tourism Counselor	15,515.06		0.00	15,515.06
Tourism Counselor	5,299.51		0.00	5,299.51
Distribution Center Assistant	49,987.84		1,000.00	50,987.84
VP, Partnership Marketing	156,294.86		1,000.00	157,294.86
International Marketing Manager	4,708.96	*	0.00	4,708.96
Assistant Manager	4,245.60	*	0.00	4,245.60
Tourism Counselor	9,306.00		0.00	9,306.00
Tourism Counselor	15,746.08		0.00	15,746.08
Director of Business Development	118,179.80		6,000.00	124,179.80
Brand Director	99,234.96		1,000.00	100,234.96
Destination Development Manager	43,637.19	*	0.00	43,637.19
Director of Communications	73,915.93		1,000.00	74,915.93
Tourism Relations Manager	57,943.90		1,000.00	58,943.90
Tourism Relations Manager	50,235.29	*	1,000.00	51,235.29
Tourism Counselor	13,525.50		0.00	13,525.50
Lead Tourism Counselor	17,828.64		0.00	17,828.64
Director, Virginia Film Office	156,294.86		1,000.00	157,294.86
Welcome Center Operations Manager	57,934.87	*	1,000.00	58,934.87
Tourism Counselor	5,821.13		0.00	5,821.13
Tourism Counselor	15,693.10		0.00	15,693.10
Content Marketing Director	88,399.97		1,000.00	89,399.97
Tourism Counselor	14,100.60		0.00	14,100.60
Film Office Communications Manager	74,456.83		1,000.00	75,456.83
Director of Planning & Partnerships	98,169.44	*	1,000.00	99,169.44
Assistant Manager	37,131.92		1,000.00	38,131.92
Lead Tourism Counselor	19,619.17	*	1,000.00	20,619.17
Tourism Counselor	11,578.16		0.00	11,578.16
Director of Consumer & Partner Services	104,323.12		1,000.00	105,323.12
Tourism Counselor	10,324.50		0.00	10,324.50
Lead Tourism Counselor	34,947.47		1,000.00	35,947.47
Tourism Counselor	6,817.13		0.00	6,817.13
Locations Assistant	2,050.00	*	0.00	2,050.00
Tourism Counselor	10,018.50		0.00	10,018.50

All Salaried and Wage Personnel

Position Title	Salaries & Wages	Partial Year	FY 2023	FY 2023
	Paid		Bonus	Total Paid
Digital Marketing Developer	69,464.33		1,000.00	70,464.33
Tourism Relations Manager	52,508.57		1,000.00	53,508.57
Tourism Counselor	17,184.00		0.00	17,184.00
Destination Development Specialist	5,552.56	*	0.00	5,552.56
Tourism Counselor	17,390.40		0.00	17,390.40
Senior Destination Development Manager	12,913.38	*	0.00	12,913.38
PMP Manager	82,614.28		6,000.00	88,614.28
Global Marketing Director	117,622.20		1,000.00	118,622.20
Director of Operations & Industry Initiatives	96,636.56		1,000.00	97,636.56
Director of Sales	92,851.05		1,000.00	93,851.05
Tourism Counselor	14,410.51		0.00	14,410.51
Tourism Counselor	7,043.27		0.00	7,043.27
Tourism Counselor	32,896.25		1,000.00	33,896.25
Digital Marketing Manager	65,609.10		1,000.00	66,609.10
Welcome Center Operations Manager	77,518.89	*	1,000.00	78,518.89
Director of Digital Marketing	95,873.19		1,000.00	96,873.19
Tourism Counselor	9,845.06		0.00	9,845.06
Director of Marketing Operations	96,309.56		1,000.00	97,309.56
Tourism Counselor	37,131.92		1,000.00	38,131.92
DRIVE Outdoor Program Intern	4,394.00	*	0.00	4,394.00
Tourism Counselor	12,115.51		0.00	12,115.51
Destination Development Manager	14,737.55	*	0.00	14,737.55
Director of Communications	55,117.95	*	0.00	55,117.95
Communications Intern	598.00	*	0.00	598.00
Lead Tourism Counselor	32,474.20		1,000.00	33,474.20
Digital Marketing Content Specialist	62,275.62		800.00	63,075.62
Procurement Officer	65,323.82		5,000.00	70,323.82
Grants Director	95,577.05		1,000.00	96,577.05
Tourism Counselor	34,947.47		1,000.00	35,947.47
President & CEO	212,896.56		1,000.00	213,896.56
Assistant Manager	26,373.61	*	0.00	26,373.61
Lead Tourism Counselor	13,820.05	*	0.00	13,820.05
VP, Operations & Finance	156,294.86		5,000.00	161,294.86
Tourism Counselor	3,720.00	*	0.00	3,720.00
Destination Development Manager	70,117.38		1,000.00	71,117.38
Social Media Coordinator	47,254.69		6,000.00	53,254.69
Contracts & Procurement Manager	84,222.20		5,000.00	89,222.20
Tourism Counselor	7,131.08		0.00	7,131.08
Creative Generalist & Graphic Designer	31,810.07	*	0.00	31,810.07
Lead Tourism Counselor	16,819.75	*	0.00	16,819.75
Tourism Counselor	4,370.63	*	0.00	4,370.63
Director of Destination Development	93,950.31		1,000.00	94,950.31
Distribution Center & Fulfillment Manager	72,016.26		1,000.00	73,016.26
Assistant Manager	37,131.92		1,000.00	38,131.92
Contracts Officer	60,202.53		5,000.00	65,202.53
Social Media Manager	71,114.25		1,000.00	72,114.25
Tourism Relations Manager	58,033.44		1,000.00	59,033.44
Tourism Counselor	12,772.50		0.00	12,772.50
Brand Manager	65,343.82	*	1,000.00	66,343.82
Tourism Relations Manager	63,919.54		1,000.00	64,919.54
Tourism Counselor	6,470.94	*	0.00	6,470.94
Lead Tourism Counselor	1,808.96	*	0.00	1,808.96
VP, Research & Strategy	88,728.10	*	0.00	88,728.10
Locations Manager	68,827.78		1,000.00	69,827.78
National Sales & Marketing Manager	73,913.18		1,000.00	74,913.18
Grants Specialist	49,460.08		1,000.00	50,460.08

All Salaried and Wage Personnel

Position Title	Salaries & Wages	Partial Year	FY 2023	FY 2023
	Paid		Bonus	Total Paid
Tourism Counselor	13,995.00	*	0.00	13,995.00
Film Office Assistant Director	90,230.11		1,000.00	91,230.11
Tourism Counselor	8,892.00	*	0.00	8,892.00
Tourism Counselor	10,017.00		0.00	10,017.00
Tourism Counselor	10,377.00		0.00	10,377.00
Tourism Relations Manager	54,200.74		1,000.00	55,200.74
Assistant Manager	46,225.63	*	1,000.00	47,225.63
Tourism Counselor	11,711.80		0.00	11,711.80
Tourism Relations Manager	49,263.98		1,000.00	50,263.98
Assistant Manager	39,571.03		1,000.00	40,571.03
Tourism Relations Manager	52,508.57		1,000.00	53,508.57
Senior Destination Development Manager	89,780.18		1,000.00	90,780.18
Tourism Counselor	2,692.50	*	0.00	2,692.50
Research & Data Intern	988.00	*	0.00	988.00
Tourism Counselor	9,808.13		0.00	9,808.13
Tourism Counselor	12,632.63		0.00	12,632.63
Assistant Manager	41,356.42		1,000.00	42,356.42
Tourism Counselor	17,883.00		0.00	17,883.00
Tourism Counselor	11,902.38		0.00	11,902.38
Partnership Marketing Intern	1,664.00	*	0.00	1,664.00
Assistant Manager	37,131.92		1,000.00	38,131.92
Videographer	67,206.67		1,000.00	68,206.67
Special Projects Manager	67,452.00	*	1,000.00	68,452.00
Lead Tourism Counselor	19,780.03	*	0.00	19,780.03
Lead Tourism Counselor	58,103.53		1,000.00	59,103.53
Lead Tourism Counselor	83,617.65	*	1,000.00	84,617.65
Lead Tourism Counselor	43,895.88	*	0.00	43,895.88
Lead Tourism Counselor	35,425.49		1,000.00	36,425.49
Tourism Counselor	11,818.13		0.00	11,818.13
Tourism Counselor	11,632.50		0.00	11,632.50
International Marketing Manager	54,290.41		6,000.00	60,290.41
Tourism Counselor	13,261.88		0.00	13,261.88
Senior Destination Development Manager	75,598.76		1,000.00	76,598.76
Chief of Staff	84,199.87		5,000.00	89,199.87
Tourism Counselor	7,860.00	*	0.00	7,860.00
Creative Director	75,010.57		1,000.00	76,010.57
	6,805,589.38		124,600.00	6,930,189.38