

VIRGINIA TOURISM AUTHORITY
d/b/a Virginia Tourism Corporation

Expenditure Report

FOR THE FISCAL YEAR ENDING JUNE 30, 2025

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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, 2025

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 36,299,696
Carryforward Funds	3,425,723 (1) (2)
VDOT Transfers	1,447,349
Federal Grants	8,963,691 (3)
Interest Revenue	399,965
Other Revenue	<u>1,702,906 (4)</u>
Total Revenues	<u>\$ 52,239,330</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 10,228,106
Wages and Taxes	<u>497,487</u>
Total Personal Services Costs	<u>\$ 10,725,593</u>
Operating Costs	
Advertising and Promotion	\$ 12,379,446
Missions, Shows & Events	265,220
Digital Marketing	1,052,872
Travel	577,497
Services	2,556,140
Supplies and Materials	324,494
Grants & Pass-Through Payments	16,621,786
Fixed Asset Payments	194,214
Other Expenditures	<u>881,761</u>
Total Operating Costs	<u>\$ 34,853,430</u>
Total Expenditures	<u>\$ 45,579,023</u>
Net Surplus (Deficit)	<u>\$ 6,660,307</u> (5)

(1) This includes balances from marketing grant funds obligated in FY 2024 but not expended as of June 30, 2024.

(2) This includes Film Sponsorship Fund grant funds obligated in FY 2024 but not expended as of June 30, 2024.

(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). An additional \$3,000,000 in ARPA funds were reallocated to VTC from other unspent funds in the state in fiscal year 2025. This amount reflects the remaining ARPA funds.

(4) This is comprised of multiple smaller revenue sources accrued in FY 2025 including 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, 2025, as well as additional pass-through funds added during the 2025 session.



Virginia Tourism Authority (320)
Executive and Board of Directors
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2025

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 708,644
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
	<hr/>
Total Revenues	<u>\$ 708,644</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 436,122
Wages and Taxes	-
Total Personal Services Costs	<hr/> \$ 436,122
Operating Costs	
Advertising and Promotion	\$ 35,000
Missions, Shows & Events	41,275
Digital Marketing	-
Travel	81,723
Services	36,647
Supplies and Materials	18,168
Grants & Pass-Through Payments	-
Fixed Asset Payments	915
Other Expenditures	117,812
Total Operating Costs	<hr/> \$ 331,540
Total Expenditures	<u>\$ 767,662</u>
Net Surplus (Deficit)	<u>\$ (59,018)</u>



Virginia Tourism Authority (320)
Operations and Finance
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2025

	Actual
Revenues	
COV General Fund Revenue	\$ 1,475,713
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	8,732,178 ⁽¹⁾
Interest Revenue	399,965
Other Revenue	16,441
	\$ 10,624,297
Total Revenues	
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 904,574
Wages and Taxes	-
Total Personal Services Costs	\$ 904,574
Operating Costs	
Advertising and Promotion	\$ 1,608,967
Missions, Shows & Events	-
Digital Marketing	210,398
Travel	60,377
Services	962,106
Supplies and Materials	9,576
Grants & Pass-Through Payments	6,985,021
Fixed Asset Payments	51,535
Other Expenditures	81,512
Total Operating Costs	\$ 9,969,492
Total Expenditures	\$ 10,874,066
Net Surplus (Deficit)	\$ 442,432 ⁽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). An additional \$3,000,000 in ARPA funds were reallocated to VTC from other unspent funds in the state in fiscal year 2025. This reflects remaining funds unexpended as of June 30, 2024.

(2) This includes cumulative ARPA funds that remained unexpended as of June 30, 2025.



Virginia Tourism Authority (320)
Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2025

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 15,710,940
Carryforward Funds	1,715,701
VDOT Transfers	-
Federal Grants	231,513
Interest Revenue	-
Other Revenue	<u>277,965</u>
Total Revenues	<u>\$ 17,936,119</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 3,048,507
Wages and Taxes	21,522
Total Personal Services Costs	<u>\$ 3,070,029</u>
Operating Costs	
Advertising and Promotion	\$ 10,337,026
Missions, Shows & Events	215,603
Digital Marketing	842,474
Travel	226,179
Services	678,848
Supplies and Materials	88,415
Grants & Pass-Through Payments	-
Fixed Asset Payments	88,141
Other Expenditures	<u>603,531</u>
Total Operating Costs	<u>\$ 13,080,217</u>
Total Expenditures	<u>\$ 16,150,246</u>
Net Surplus (Deficit)	<u>\$ 1,785,873</u>



Virginia Tourism Authority (320)
Visitor Services
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2025

	Actual
Revenues	
COV General Fund Revenue	\$ 1,863,621
Carryforward Funds	36,000
VDOT Transfers	1,222,349
Federal Grants	-
Interest Revenue	-
Other Revenue	753,626 (1)
Total Revenues	\$ 3, 75,596
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 2,908,759
Wages and Taxes	463,758
Total Personal Services Costs	\$ 3,372,517
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	1,279
Digital Marketing	-
Travel	85,178
Services	108,169
Supplies and Materials	172,827
Grants & Pass-Through Payments	-
Fixed Asset Payments	34,834
Other Expenditures	18,574
Total Operating Costs	\$ 420,861
Total Expenditures	\$ 3,793.37
Net Surplus (Deficit)	\$ 82,218

(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, 2025

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,239,853
Carryforward Funds	455,800 (1)
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	54,750
	<hr/>
Total Revenues	<u>\$ 1,750,403</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 611,453
Wages and Taxes	-
Total Personal Services Costs	<hr/> \$ 611,453
Operating Costs	
Advertising and Promotion	\$ 231,353
Missions, Shows & Events	1,924
Digital Marketing	-
Travel	26,592
Services	33,675
Supplies and Materials	8,852
Grants & Pass-Through Payments	328,583
Fixed Asset Payments	7,109
Other Expenditures	12,718
Total Operating Costs	<hr/> \$ 650,806
	<hr/>
Total Expenditures	<u>\$ 1,262,259</u>
	<hr/>
Net Surplus (Deficit)	<u>\$ 488,144</u> (2)

(1) This includes Film Sponsorship Fund grant funds totaling \$455,800 obligated but not expended as of June 30, 2024.

(2) This includes cumulative Film Sponsorship grant funds totaling \$327,216 that remained unexpended as of June 30, 2025.



Virginia Tourism Authority (320)
Partnership Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2025

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 6,199,984
Carryforward Funds	500,000
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	<u>600,125</u>
Total Revenues	<u>\$ 7,300,109</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,954,249
Wages and Taxes	<u>5,749</u>
Total Personal Services Costs	\$ 1,959,998
Operating Costs	
Advertising and Promotion	\$ 167,100
Missions, Shows & Events	5,140
Digital Marketing	-
Travel	88,391
Services	157,777
Supplies and Materials	26,582
Grants & Pass-Through Payments	3,581,618
Fixed Asset Payments	11,310
Other Expenditures	<u>39,638</u>
Total Operating Costs	\$ 4,077,556
Total Expenditures	<u>\$ 6,037,554</u>
Net Surplus (Deficit)	<u>\$ 1,262,555</u> (1)

(1) This includes cumulative marketing grant funds that remained unexpended as of June 30, 2025 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)
Research
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2025

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 878,385
Carryforward Funds	65,666
VDOT Transfers	-
Federal Grants	-
Interest Revenue	-
Other Revenue	-
	<hr/>
Total Revenues	<u><u>\$ 944,051</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 364,441
Wages and Taxes	6,459
Total Personal Services Costs	<hr/> \$ 370,900
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	-
Digital Marketing	-
Travel	9,057
Services	578,917 (1)
Supplies and Materials	74
Grants & Pass-Through Payments	-
Fixed Asset Payments	369
Other Expenditures	7,977
Total Operating Costs	<hr/> \$ 596,394
Total Expenditures	<u><u>\$ 967,294</u></u>
Net Surplus (Deficit)	<u><u>\$ (23,243)</u></u>

(1) This includes payments to partners that assist 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.



Virginia Tourism Authority (320)
Legislative Pass-Throughs
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2025

	<u>Actual</u>	
Revenues		
COV General Fund Revenue	\$ 8,222,556	(1)
Carryforward Funds	652,556	
VDOT Transfers	225,000	
Federal Grants	-	
Interest Revenue	-	
Other Revenue	-	
	<hr/>	
Total Revenues	<u>\$ 9,100,112</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	5,726,564	
Fixed Asset Payments	-	
Other Expenditures	-	
Total Operating Costs	<hr/> \$ 5,726,564	
Total Expenditures	<u>\$ 5,726,564</u>	
Net Surplus (Deficit)	<u>\$ 3,373,548</u>	(2)

(1) This includes \$3,820,000 in additional legislative pass-through funds added to the fiscal year 2025 budget during the 2025 session, as part of Chapter 725 (Caboose Bill). Language was included to allow VTC to carry the funds forward to the following fiscal year.

(2) This balance reflects the fact that a couple of recipients failed to submit requests for funding in time to be processed by June 30, 2025. This will be processed early in the new fiscal year.

All Salaried and Wage Personnel

As of June 30, 2025

Position Title	Salaries & Wages	Partial Year	FY 2025	FY 2025
	Paid		Bonus	Total Paid
Budget and Finance Director	77,144.38	*	1,732.50	78,876.88
Assistant Manager	25,453.30	*	0.00	25,453.30
Tourism Counselor	17,414.80		400.00	17,814.80
Content Manager	75,050.98		1,124.36	76,175.34
Creative Brand Manager	71,793.47		1,075.56	72,869.03
Brand Manager	75,654.61		1,133.40	76,788.01
Assistant Manager	45,947.76		688.36	46,636.12
Consumer & Partner Services Senior Manager	83,360.31		1,248.84	84,609.15
VP, Marketing	113,535.19	*	0.00	113,535.19
Canadian Media Relations & Marketing Specialist	108,681.68		1,628.19	110,309.87
Tourism Counselor	5,006.39	*	0.00	5,006.39
Tourism Relations Manager	55,667.18		833.97	56,501.15
Senior Research Manager	88,360.95		5,323.76	93,684.71
Tourism Relations Manager	54,699.49	*	819.47	55,518.96
Special Projects Manager	87,642.70		4,813.00	92,455.70
Senior Budget & Finance Analyst	22,898.97	*	0.00	22,898.97
Associate Director, Global Media Relations and Marketing	114,115.83		1,709.60	115,825.43
Tourism Counselor	3,216.25		250.00	3,466.25
Tourism Relations Manager	62,603.92		937.89	63,541.81
Tourism Relations Manager	45,795.78	*	0.00	45,795.78
Assistant Manager	17,332.06	*	600.00	17,932.06
Tourism Counselor	11,652.13	*	250.00	11,902.13
Tourism Counselor	6,673.92		250.00	6,923.92
Senior Distribution Center Associate	60,727.41		909.77	61,637.18
VP, Partnership Marketing	172,611.82		28,703.94	201,315.76
Director of Business Development	130,517.74		1,955.32	132,473.06
Destination Development Manager	89,675.63		1,343.46	91,019.09
Director of Communications	16,372.19	*	0.00	16,372.19
Tourism Counselor	8,088.75	*	250.00	8,338.75
Senior Tourism Relations Manager	70,392.52		1,054.57	71,447.09
Tourism Counselor	30,043.17		555.00	30,598.17
Assistant Manager	13,243.78	*	0.00	13,243.78
VP, Virginia Film Office	172,611.82		2,585.94	175,197.76
Content Marketing Director	106,108.07		1,589.63	107,697.70
Intern	720.00	*	0.00	720.00
Lead Tourism Counselor	38,522.13		600.00	39,122.13
Film Office Communications Manager	82,842.70		1,241.09	84,083.79
Tourism Counselor	1,962.62	*	0.00	1,962.62
Intern	3,952.50		0.00	3,952.50
Lead Tourism Counselor	31,207.33	*	525.00	31,732.33
Tourism Counselor	10,787.98		250.00	11,037.98
Assistant Manager	16,084.23		0.00	16,084.23
Tourism Counselor	12,743.89		250.00	12,993.89
Tourism Counselor	105.00	*	0.00	105.00
Consumer & Partner Services Managing Director	126,366.80		1,893.14	128,259.94
Intern	3,628.95	*	0.00	3,628.95
Mobile Museum Project Manager	32,215.30	*	0.00	32,215.30
Lead Tourism Counselor	38,596.03		578.22	39,174.25
Assistant Manager	42,076.53		630.36	42,706.89
Tourism Counselor	16,897.71		400.00	17,297.71
Digital Marketing Developer	82,153.32		1,264.24	83,417.56
Tourism Counselor	2,739.03	*	0.00	2,739.03
Assistant Manager	12,295.51	*	0.00	12,295.51
Tourism Counselor	12,187.73		250.00	12,437.73
Destination Development Specialist	64,166.83		961.30	65,128.13
Tourism Counselor	13,641.02		400.00	14,041.02
Tourism Counselor	13,833.50		400.00	14,233.50
Tourism Counselor	29,002.08		400.00	29,402.08
Senior Destination Development Manager	93,883.29		6,406.49	100,289.78
Director of Consumer & Partner Services	104,925.31		1,571.91	106,497.22
Global Marketing Director	147,595.53		2,334.83	149,930.36
Director of Operations & Industry Initiatives	110,451.01		6,654.70	117,105.71
Director of Sales	102,544.66		6,536.25	109,080.91

All Salaried and Wage Personnel

As of June 30, 2025

Position Title	Salaries & Wages	Partial Year	FY 2025	FY 2025
	Paid		Bonus	Total Paid
Lead Tourism Counselor	37,652.53		562.60	38,215.13
Digital Marketing Manager	74,980.33		1,123.30	76,103.63
Tourism Counselor	41,423.37		817.50	42,240.87
Tourism Counselor	5,688.41		250.00	5,938.41
Director of Digital Marketing	105,882.43		1,586.25	107,468.68
Intern	2,047.50	*	0.00	2,047.50
Director of Marketing Promotions & Merchandising	106,364.23		1,593.47	107,957.70
Assistant Manager	43,058.88		645.08	43,703.96
Tourism Counselor	12,414.10		400.00	12,814.10
Tourism Counselor	12,151.45		400.00	12,551.45
Grants Coordinator	8,755.04	*	0.00	8,755.04
Tourism Counselor	17,423.45		400.00	17,823.45
Intern	10,977.75	*	0.00	10,977.75
Lead Tourism Counselor	39,431.07		590.73	40,021.80
Digital Marketing Content Specialist	70,483.29		1,066.44	71,549.73
Grants Coordinator	27,775.46	*	690.00	28,465.46
Procurement Officer	75,173.71		1,113.76	76,287.47
Grants Director	110,451.01		6,654.70	117,105.71
Tourism Counselor	38,818.41		578.22	39,396.63
Intern	2,910.00	*	0.00	2,910.00
President & CEO	235,122.98		3,522.44	238,645.42
Assistant Manager	41,361.08		618.86	41,979.94
VP, Operations & Finance	172,611.82		7,585.94	180,197.76
Tourism Counselor	11,990.50		250.00	12,240.50
Destination Development Manager	82,109.31		1,230.10	83,339.41
Social Media Coordinator	57,406.95		5,860.03	63,266.98
Tourism Counselor	9,675.57		250.00	9,925.57
Contracts & Procurement Manager	93,015.08		1,393.48	94,408.56
Creative Generalist & Graphic Designer	66,822.86		1,001.09	67,823.95
Director of Destination Development	110,451.01		1,654.70	112,105.71
Distribution Center & Fulfillment Manager	87,488.18		1,310.68	88,798.86
Assistant Manager	41,008.64		614.36	41,623.00
Contracts Officer	76,460.82		1,145.48	77,606.30
Brand Director	115,537.79		1,806.06	117,343.85
PMAP Coordinator	62,134.44		930.00	63,064.44
Social Media Manager	82,465.43		1,235.44	83,700.87
Tourism Relations Manager	64,091.86		960.18	65,052.04
Tourism Counselor	12,612.00	*	400.00	13,012.00
Tourism Counselor	15,164.05		400.00	15,564.05
Senior Tourism Relations Manager	77,651.74		1,163.32	78,815.06
Assistant Manager	14,436.38	*	400.00	14,836.38
Lead Tourism Counselor	12,909.84	*	0.00	12,909.84
Communications Manager	653.82	*	0.00	653.82
VP, Research & Strategy	166,568.10		2,591.25	169,159.35
Intern	1,132.50	*	0.00	1,132.50
Locations Manager	76,828.24		1,150.98	77,979.22
National Sales & Marketing Manager	82,838.38		6,241.02	89,079.40
Grants Specialist	63,568.53		1,001.60	64,570.13
Tourism Counselor	16,434.18		400.00	16,834.18
Film Office Assistant Director	100,392.29		1,504.00	101,896.29
Tourism Counselor	13,730.20		400.00	14,130.20
Copywriter	23,731.63	*	780.00	24,511.63
Tourism Relations Manager	59,859.21	*	896.77	60,755.98
Tourism Counselor	17,168.90		400.00	17,568.90
Lead Tourism Counselor	6,789.00	*	250.00	7,039.00
Tourism Relations Manager	58,376.56		874.56	59,251.12
Assistant Manager	43,420.53		650.49	44,071.02
Senior Tourism Relations Manager	64,971.11		973.35	65,944.46
Lead Tourism Counselor	7,604.67	*	0.00	7,604.67
Senior Destination Development Manager	64,830.57	*	0.00	64,830.57
Communications Director	96,482.11		1,511.60	97,993.71
Tourism Counselor	13,527.82		250.00	13,777.82
Tourism Relations Manager	56,070.16		840.00	56,910.16

All Salaried and Wage Personnel

As of June 30, 2025

Position Title	Salaries & Wages Paid	Partial Year	FY 2025 Bonus	FY 2025 Total Paid
Tourism Counselor	11,483.84		250.00	11,733.84
Tourism Counselor	2,346.30	*	0.00	2,346.30
Assistant Manager	48,184.00		721.86	48,905.86
Tourism Counselor	13,482.54		250.00	13,732.54
Assistant Manager	1,785.32	*	0.00	1,785.32
Videographer	77,629.74		1,223.15	78,852.89
Destination Development Manager	77,315.56		1,158.29	78,473.85
Lead Tourism Counselor	37,798.95		562.60	38,361.55
Tourism Relations Manager	66,689.02		999.09	67,688.11
Intern	4,207.50	*	0.00	4,207.50
Lead Travel Counselor	38,596.03		578.22	39,174.25
Tourism Counselor	18,254.66		400.00	18,654.66
International Marketing Manager	71,793.47		1,075.56	72,869.03
Tourism Counselor	14,329.78		400.00	14,729.78
Tourism Counselor	18,579.22		400.00	18,979.22
Senior Destination Development Manager	87,642.70		1,313.00	88,955.70
Chief of Staff	98,032.55		1,532.42	99,564.97
Tourism Counselor	12,643.26		400.00	13,043.26
Mobile Museum Education Specialist	11,780.61	*	0.00	11,780.61
Assistant Brand Director	94,062.79		1,409.18	95,471.97