

VIRGINIA TOURISM AUTHORITY
d/b/a Virginia Tourism Corporation

Expenditure Report

FOR THE FISCAL YEAR ENDING JUNE 30, 2026

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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, 2026

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 27,109,572
Carryforward Funds	11,606,744 (1) (2)
Federal Grants	2,525,761 (3)
VDOT Transfers	1,444,045
PMAP Revenue	708,212 (4)
Other Revenue	<u>978,633</u>
Total Revenues	<u>\$ 44,372,967</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 10,590,700
Wages and Taxes	<u>474,270</u>
Total Personal Services Costs	\$ 11,064,970
Operating Costs	
Advertising and Promotion	\$ 7,948,176
Missions, Shows & Events	155,563
Digital Marketing	920,942
Travel	531,680
Services	2,495,877
Supplies and Materials	312,538
Grants & Pass-Through Payments	10,099,009
Fixed Asset Payments	311,869
Other Expenditures	<u>360,652</u>
Total Operating Costs	\$ 23,136,306
Total Expenditures	<u>\$ 34,201,276</u>
Net Surplus (Deficit)	<u>\$ 10,171,691</u> (5)

(1) This includes balances from marketing grant funds obligated in FY 2025 but not expended as of June 30, 2025.

(2) This includes Film Sponsorship Fund grant funds obligated in FY 2025 but not expended as of June 30, 2025.

(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 reflects remaining funds unexpended as of June 30, 2024.

(4) This is revenue accrued in FY 2026 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 Marketing, and Film sponsorship grant funds that remained unexpended as of June 30, 2026, as well as additional pass-through funds added during the 2026 session.



Virginia Tourism Authority (320)
Executive and Board of Directors
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2026

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 734,644
Carryforward Funds	-
VDOT Transfers	-
Federal Grants	-
PMAP Revenue	-
Other Revenue	-
Total Revenues	<u>\$ 734,644</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 369,335
Wages and Taxes	29,539
Total Personal Services Costs	\$ 398,874
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	26,861
Digital Marketing	-
Travel	74,490
Services	19,591
Supplies and Materials	51,759
Grants & Pass-Through Payments	-
Fixed Asset Payments	8,297
Other Expenditures	82,491
Total Operating Costs	\$ 263,489
Total Expenditures	<u>\$ 662,363</u>
Net Surplus (Deficit)	<u>\$ 72,281</u>



Virginia Tourism Authority (320)
Operations and Finance
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2026

	<u>Actual</u>	
Revenues		
COV General Fund Revenue	\$ 1,761,763	
Carryforward Funds	-	
VDOT Transfers	-	
Federal Grants	2,525,761	(1)
Other Revenue	91,680	
Total Revenues	<u>\$ 4,379,204</u>	
Expenditures		
Personal Services Costs		
Salaries, Taxes and Benefits	\$ 966,710	
Wages and Taxes	-	
Total Personal Services Costs	<u>\$ 966,710</u>	
Operating Costs		
Advertising and Promotion	\$ 1,919,039	
Missions, Shows & Events	-	
Digital Marketing	343,334	
Travel	45,126	
Services	396,128	
Supplies and Materials	16,339	
Grants & Pass-Through Payments	-	
Fixed Asset Payments	89,482	
Other Expenditures	35,797	
Total Operating Costs	<u>\$ 2,845,245</u>	
Total Expenditures	<u>\$ 3,811,955</u>	
Net Surplus (Deficit)	<u>\$ 567,249</u>	

(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.



Virginia Tourism Authority (320)
Marketing
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2026

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 10,427,440
Carryforward Funds	1,787,229
VDOT Transfers	-
Federal Grants	-
PMAP Revenue	-
Other Revenue	<u>508,523</u>
Total Revenues	<u><u>\$ 12,723,192</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 3,242,397
Wages and Taxes	9,657
Total Personal Services Costs	<u>\$ 3,252,054</u>
Operating Costs	
Advertising and Promotion	\$ 5,657,237
Missions, Shows & Events	124,637
Digital Marketing	577,607
Travel	228,985
Services	1,022,653
Supplies and Materials	50,958
Grants & Pass-Through Payments	-
Fixed Asset Payments	116,510
Other Expenditures	<u>208,685</u>
Total Operating Costs	<u>\$ 7,987,272</u>
Total Expenditures	<u><u>\$ 11,239,326</u></u>
Net Surplus (Deficit)	<u><u>\$ 1,483,866</u></u>



Virginia Tourism Authority (320)
Research
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2026

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,075,226
Carryforward Funds	93,809
VDOT Transfers	-
Federal Grants	-
PMAP Revenue	-
Other Revenue	-
Total Revenues	<u><u>\$ 1,169,035</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 516,542
Wages and Taxes	5,167
Total Personal Services Costs	\$ 521,709
Operating Costs	
Advertising and Promotion	\$ 1,550
Missions, Shows & Events	-
Digital Marketing	-
Travel	9,175
Services	540,784 (1)
Supplies and Materials	281
Grants & Pass-Through Payments	-
Fixed Asset Payments	13,972
Other Expenditures	12,301
Total Operating Costs	\$ 578,063
Total Expenditures	<u><u>\$ 1,099,772</u></u>
Net Surplus (Deficit)	<u><u>\$ 69,263</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)
Visitor Services
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2026

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,991,121
Carryforward Funds	47,200
VDOT Transfers	1,215,524
Federal Grants	-
PMAP Revenue	70,212 ⁽¹⁾
Other Revenue	<u>9,717</u>
Total Revenues	<u>\$ 3,971,774</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 2,932,940
Wages and Taxes	<u>423,497</u>
Total Personal Services Costs	\$ 3,356,437
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	-
Digital Marketing	-
Travel	65,034
Services	89,659
Supplies and Materials	140,632
Grants & Pass-Through Payments	-
Fixed Asset Payments	67,226
Other Expenditures	<u>10,051</u>
Total Operating Costs	\$ 372,602
Total Expenditures	<u>\$ 3,729,039</u>
Net Surplus (Deficit)	<u>\$ 242,735</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, 2026

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 1,261,853
Carryforward Funds	381,161 ⁽¹⁾
VDOT Transfers	-
Federal Grants	-
PMAP Revenue	-
Other Revenue	-
Total Revenues	<u><u>\$ 1,643,014</u></u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 618,124
Wages and Taxes	-
Total Personal Services Costs	\$ 618,124
Operating Costs	
Advertising and Promotion	\$ 200,100
Missions, Shows & Events	2,352
Digital Marketing	-
Travel	16,537
Services	39,983
Supplies and Materials	30,238
Grants & Pass-Through Payments	59,867
Fixed Asset Payments	7,252
Other Expenditures	5,341
Total Operating Costs	\$ 361,670
Total Expenditures	<u><u>\$ 979,794</u></u>
Net Surplus (Deficit)	<u><u>\$ 663,220</u></u> ⁽²⁾

(1) This includes Film Sponsorship Fund grant funds totaling \$381,161 obligated but not expended as of June 30, 2024.

(2) This includes cumulative Film Sponsorship grant funds totaling \$521,294 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, 2026

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 6,274,969
Carryforward Funds	5,923,797
VDOT Transfers	-
Federal Grants	-
PMAP Revenue	-
Other Revenue	<u>100,500</u>
Total Revenues	<u>\$ 12,299,266</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ 1,944,652
Wages and Taxes	6,410
Total Personal Services Costs	<u>\$ 1,951,062</u>
Operating Costs	
Advertising and Promotion	\$ 170,250
Missions, Shows & Events	1,713
Digital Marketing	-
Travel	92,333
Services	387,079
Supplies and Materials	22,330
Grants & Pass-Through Payments	2,813,038
Fixed Asset Payments	9,130
Other Expenditures	36,078
Total Operating Costs	<u>\$ 3,531,951</u>
Total Expenditures	<u>\$ 5,483,013</u>
Net Surplus (Deficit)	<u>\$ 6,816,253</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)
Legislative Pass-Throughs
Revenue and Expenditure Report
For the Fiscal Year Ended June 30, 2026

	<u>Actual</u>
Revenues	
COV General Fund Revenue	\$ 3,627,556 (1)
Carryforward Funds	3,373,548
VDOT Transfers	225,000
Federal Grants	-
PMAP Revenue	-
Other Revenue	-
Total Revenues	<u>\$ 7,226,104</u>
Expenditures	
Personal Services Costs	
Salaries, Taxes and Benefits	\$ -
Wages and Taxes	-
Total Personal Services Costs	\$ -
Operating Costs	
Advertising and Promotion	\$ -
Missions, Shows & Events	-
Digital Marketing	-
Travel	-
Services	-
Supplies and Materials	-
Grants & Pass-Through Payments	7,226,104
Fixed Asset Payments	-
Other Expenditures	-
Total Operating Costs	\$ 7,226,104
Total Expenditures	<u>\$ 7,226,104</u>
Net Surplus (Deficit)	<u>\$ -</u>

(1) This includes \$3,373,548 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.

Fiscal Year 2026
All Salaried and Wage Personnel

Virginia Tourism Corporation
Salary and Bonus Information
As of June 30, 2026

July 2025 - June 2026

Position Title	Salaries & Wages Paid	Partial Year	FY 2026 Bonus	FY 2026 Total Paid
Assistant Manager	47,267.04		1,500.00	48,767.04
Assistant Manager	41,136.70		1,500.00	42,636.70
Assistant Manager	45,354.39		1,500.00	46,854.39
Assistant Manager	43,284.72		1,500.00	44,784.72
Assistant Manager	44,391.19		1,500.00	45,891.19
Assistant Manager	42,495.12		1,500.00	43,995.12
Assistant Manager	42,186.24		1,500.00	43,686.24
Assistant Manager	41,289.21		1,500.00	42,789.21
Assistant Manager	44,667.36		1,500.00	46,167.36
Assistant Manager	49,567.68		1,500.00	51,067.68
Brand & Creative Managing Director	127,426.84		1,500.00	128,926.84
Brand Assistant Director	96,763.68		1,500.00	98,263.68
Budget & Finance Director	118,965.12		1,500.00	120,465.12
Business Development Director	128,670.97		1,500.00	130,170.97
Canadian Media Relations & Marketing Specialist	44,817.24	*	0.00	44,817.24
Communications Director	106,650.90		1,500.00	108,150.90
Communications Manager	40,592.92	*	1,500.00	42,092.92
Communications Manager	53,669.76	*	0.00	53,669.76
Consumer & Partner Services Director	107,938.08		1,500.00	109,438.08
Consumer & Partner Services Managing Director	129,995.28		1,500.00	131,495.28
Consumer & Partner Services Senior Manager	85,753.92		1,500.00	87,253.92
Content Manager	76,612.21		4,000.00	80,612.21
Content Marketing Director	119,160.70		1,500.00	120,660.70
Contracts & Procurement Manager	108,842.72		1,500.00	110,342.72
Contracts Officer	78,656.40		1,500.00	80,156.40
Copywriter	53,849.75		6,500.00	60,349.75
Creative Brand Manager	52,265.20	*	0.00	52,265.20
Creative Brand Manager	75,373.14		1,500.00	76,873.14
Creative Generalist & Graphic Designer	68,741.52		1,500.00	70,241.52
Destination Development Director	135,024.86		1,500.00	136,524.86
Destination Development Manager	95,094.18		1,500.00	96,594.18
Destination Development Manager	72,297.41	*	1,500.00	73,797.41
Destination Development Manager	84,467.04		1,500.00	85,967.04
Destination Development Specialist	67,659.48		1,500.00	69,159.48
Development Manager	79,535.52		1,500.00	81,035.52
Digital Marketing Content Specialist	73,228.56		1,200.00	74,428.56
Digital Marketing Developer	86,811.12		1,500.00	88,311.12
Digital Marketing Director	108,922.80		1,500.00	110,422.80
Digital Marketing Manager	77,133.36		1,500.00	78,633.36
Distribution Center & Fulfillment Manager	90,000.24		1,500.00	91,500.24
Domestic Sales Director	105,489.12		1,500.00	106,989.12
Executive Assistant	69,540.08		1,500.00	71,040.08
Film Office Assistant Director	103,274.88		1,500.00	104,774.88
Film Office Communications Manager	85,221.36		1,500.00	86,721.36
Global Marketing Director	125,344.57		1,500.00	126,844.57
Global Marketing Manager	26,000.00	*	1,500.00	27,500.00
Global Marketing Manager	26,635.08	*	0.00	26,635.08

Fiscal Year 2026
All Salaried and Wage Personnel

Virginia Tourism Corporation
Salary and Bonus Information
As of June 30, 2026

July 2025 - June 2026

Position Title	Salaries & Wages Paid	Partial Year	FY 2026 Bonus	FY 2026 Total Paid
Global Marketing Managing Director	157,194.82		1,500.00	158,694.82
Grants Coordinator	47,380.08		1,500.00	48,880.08
Grants Director	118,830.10		1,500.00	120,330.10
Grants Specialist	39,370.09	*	0.00	39,370.09
Intern	1,331.25	*	0.00	1,331.25
Intern	1,740.00	*	0.00	1,740.00
Intern	5,594.39	*	0.00	5,594.39
Intern	1,822.50	*	0.00	1,822.50
Intern	2,865.00	*	0.00	2,865.00
Intern	2,977.50	*	0.00	2,977.50
Intern	5,407.00	*	0.00	5,407.00
Intern	630.36	*	0.00	630.36
Lead Travel Counselor	40,422.66		1,500.00	41,922.66
Lead Travel Counselor	39,704.40		1,500.00	41,204.40
Lead Travel Counselor	38,743.03		1,500.00	40,243.03
Lead Travel Counselor	41,338.52		1,500.00	42,838.52
Lead Travel Counselor	38,722.14		1,500.00	40,222.14
Lead Travel Counselor	39,790.30		1,500.00	41,290.30
Locations Manager	79,034.40		1,500.00	80,534.40
Marketing Promotions & Merchandising Director	112,153.90		1,500.00	113,653.90
Marketing VP	166,474.20	*	21,500.00	187,974.20
National Sales & Marketing Manager	85,217.03		1,500.00	86,717.03
Operations & Finance VP	177,568.32		8,500.00	186,068.32
Operations & Industry Initiatives Director	123,701.68		1,500.00	125,201.68
Organizational Planning Director	107,725.39		1,500.00	109,225.39
Partnership Marketing VP	154,492.16	*	0.00	154,492.16
PMAP Coordinator	58,003.82		1,500.00	59,503.82
President & CEO	241,874.40		1,500.00	243,374.40
Procurement Officer	77,774.44		1,500.00	79,274.44
Research & Strategy VP	177,932.88		1,500.00	179,432.88
Senior Destination Development Manager	99,292.16		1,500.00	100,792.16
Senior Destination Development Manager	90,159.36		1,500.00	91,659.36
Senior Distribution Center Associate	63,972.70		1,500.00	65,472.70
Senior Manager Global Marketing	34,096.14	*	1,500.00	35,596.14
Senior Research Manager	91,030.68		6,500.00	97,530.68
Senior Tourism Relations Manager	72,413.76		1,500.00	73,913.76
Senior Tourism Relations Manager	79,881.36		1,500.00	81,381.36
Senior Tourism Relations Manager	66,836.64		1,500.00	68,336.64
Social Media Coordinator	70,000.08		1,500.00	71,500.08
Social Media Manager	84,833.28		1,500.00	86,333.28
Special Projects Manager	91,286.36		1,500.00	92,786.36
Tourism Counselor	36,297.12		1,500.00	37,797.12
Tourism Relations Manager	57,265.68		1,500.00	58,765.68
Tourism Relations Manager	56,270.16		1,500.00	57,770.16
Tourism Relations Manager	64,401.60		1,500.00	65,901.60
Tourism Relations Manager	65,932.32		1,500.00	67,432.32
Tourism Relations Manager	61,578.00		1,500.00	63,078.00

Fiscal Year 2026
All Salaried and Wage Personnel

Virginia Tourism Corporation
Salary and Bonus Information
As of June 30, 2026

July 2025 - June 2026

Position Title	Salaries & Wages Paid	Partial Year	FY 2026 Bonus	FY 2026 Total Paid
Tourism Relations Manager	60,052.80		1,500.00	61,552.80
Tourism Relations Manager	57,680.16		1,500.00	59,180.16
Tourism Relations Manager	54,112.56	*	0.00	54,112.56
Travel Counselor	5,978.60		0.00	5,978.60
Travel Counselor	492.13	*	0.00	492.13
Travel Counselor	8,026.63	*	0.00	8,026.63
Travel Counselor	9,048.83		0.00	9,048.83
Travel Counselor	9,728.65		0.00	9,728.65
Travel Counselor	33,989.65		1,500.00	35,489.65
Travel Counselor	16,642.53		0.00	16,642.53
Travel Counselor	12,979.50		0.00	12,979.50
Travel Counselor	16,106.90		0.00	16,106.90
Travel Counselor	16,377.63		0.00	16,377.63
Travel Counselor	56,135.28		1,500.00	57,635.28
Travel Counselor	5,952.40		0.00	5,952.40
Travel Counselor	10,902.33		0.00	10,902.33
Travel Counselor	5,604.94		0.00	5,604.94
Travel Counselor	17,121.35		0.00	17,121.35
Travel Counselor	39,704.40		1,500.00	41,204.40
Travel Counselor	9,923.11		0.00	9,923.11
Travel Counselor	12,274.58		0.00	12,274.58
Travel Counselor	14,848.05		0.00	14,848.05
Travel Counselor	11,885.60		0.00	11,885.60
Travel Counselor	2,371.50	*	0.00	2,371.50
Travel Counselor	16,027.00		0.00	16,027.00
Travel Counselor	15,232.70		0.00	15,232.70
Travel Counselor	11,970.63		0.00	11,970.63
Travel Counselor	8,851.55	*	0.00	8,851.55
Travel Counselor	18,047.43		0.00	18,047.43
Travel Counselor	7,092.52	*	0.00	7,092.52
Travel Counselor	17,192.95		0.00	17,192.95
Travel Counselor	13,503.38		0.00	13,503.38
Travel Counselor	16,002.82		0.00	16,002.82
Travel Counselor	11,542.33		0.00	11,542.33
Travel Counselor	1,375.05	*	0.00	1,375.05
Travel Counselor	24,420.88	*	1,500.00	25,920.88
Travel Counselor	36,050.16		1,500.00	37,550.16
Travel Counselor	10,468.71		0.00	10,468.71
Travel Counselor	9,005.50		0.00	9,005.50
Travel Counselor	16,002.08		0.00	16,002.08
Travel Counselor	10,970.13	*	0.00	10,970.13
Travel Counselor	36,210.26		1,500.00	37,710.26
Travel Counselor	17,587.09		0.00	17,587.09
Travel Counselor	992.00	*	0.00	992.00
Videographer	83,989.44		1,500.00	85,489.44
Virginia Film Office Director	177,568.32		1,500.00	179,068.32

Fiscal Year 2026
All Salaried and Wage Personnel

Virginia Tourism Corporation
Salary and Bonus Information
As of June 30, 2026

July 2025 - June 2026

Position Title	Salaries & Wages Paid	Partial Year	FY 2026 Bonus	FY 2026 Total Paid
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* Partial Year indicates employees who were employed for less than 12 full months in the fiscal year.

FY 2026 Totals	8,047,472.86		174,200.00	8,221,672.86
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