2004 Special Session I

Budget Bill - HB5001 (Chapter 4)

Virginia Tourism Authority

Item 134	First Year - FY2005	Second Year - FY2006
Tourist Promotion (53600)	**$11,744,914**	**$11,095,098**
Tourist Promotion Services (53607)	$11,744,914	$11,095,098
Fund Sources:		
General	$11,744,914	$11,095,098

Authority: Title 2.2, Chapter 22, Article 8, Code of Virginia.

A.1. The Department of Transportation shall pay to the Virginia Tourism Authority $1,000,000 each year for continued operation of the Welcome Centers. The Department of Transportation shall fund maintenance at each facility based on the agreed-upon service levels contained in the Memorandum of Agreement between the Virginia Tourism Authority and the Department of Transportation.

2. To the extent necessary to fund the operations of the Welcome Centers, the Virginia Tourism Authority is authorized to collect fees paid by businesses for display space at the Welcome Centers.

B. Upon authorization of the Governor, the Virginia Tourism Authority may transfer funds appropriated to it by this act to a nonstock corporation.

C. Prior to July 1 of each fiscal year, the Virginia Tourism Authority shall provide to the Chairmen of the House Appropriations and Senate Finance Committees and the Director of the Department of Planning and Budget a report of its operating plan. Prior to September 1 of each fiscal year, the Authority shall provide to the Chairmen of the House Appropriations and Senate Finance Committees and the Director of the Department of Planning and Budget a detailed expenditure report and a listing of the salaries and bonuses for all Authority employees for the prior fiscal year. All three reports shall be prepared in the formats as previously approved by the Department of Planning and Budget.

D. The State Comptroller shall disburse the first and second year appropriations in twelve equal monthly installments. The Director of the Department of Planning and Budget may authorize an increase in disbursements for any month, not to exceed the total appropriation for the fiscal year, if such an advance is necessary to meet payment obligations.

E. Out of the amounts for Tourist Promotion shall be provided $100,000 the first year and $100,000 the second year from the general fund to the Virginia Foundation for the Humanities and Public Policy to develop African-American heritage trails in Virginia programs. Funds may be used to support research positions and to develop such programs, as well as to promote and market the programs.

F. Out of the amounts for Tourist Promotion shall be provided $225,000 the first year and $225,000 the second year from the general fund for the Tredegar National Civil War Center, a national comprehensive museum and education center in the City of Richmond.

G. The Virginia Tourism Authority shall report to the Governor and the Chairmen of the Senate Finance and House Appropriations Committees by October 1 of each year on the status of the plans to market and promote the events marking the 400th anniversary of the 1607 settlement at Jamestown. The report shall include, but not be limited to, discussions of the Authority's plans with other state agencies, localities, public and private partnerships, and other collaborative efforts to promote commemorative events and activities.

H. Out of the amounts for Tourist Promotion shall be provided $1,000,000 the first year and $500,000 the second year from the general fund to advertise and market the Jamestown 2007 commemoration and for a partnership leveraging program.

I. Out of the amounts for Tourist Promotion shall be provided $25,000 the first year and $25,000 the second year from the general fund to support the activities of the Coalfield Regional Tourism Authority.

J. The Authority shall work with the Secretary of Commerce and Trade to develop performance goals and strategies to measure the impact of the Authority's programs and activities, specifically in the areas of (1) marketing and promotions, (2) customer service and industry relations, and (3) film and television productions in Virginia. The Authority shall submit these goals and measures by December 1, 2004, to the Chairmen of the Senate Finance and House Appropriations Committees. In addition, it is the intent of the General Assembly that the Authority incorporate these performance goals and strategies in budget amendments for review and approval by the 2005 Session.

K. The Virginia Tourism Authority, in cooperation with the Virginia Wineries Association, the Virginia Wine Board and such other groups as necessary, shall enhance its "Virginia.org" tourism website to include comprehensive hyperlinked listings of wineries, "bed and breakfast" establishments, and historic attractions by geographic area of the Commonwealth. The web site shall include photographs of wineries and other attractions, which the Virginia Tourism Authority shall request from the respective Virginia wineries. Such hyperlinked directory shall be designed to assist potential travelers to the Commonwealth in the development of travel itineraries, and shall be organized such that the information is searchable by geographic vicinity. The Virginia Tourism Authority shall report on revisions made to its web site to the Governor and the Chairmen of the House Appropriations and Senate Finance Committees by November 15, 2004.

L. Out of the amounts provided for Tourist Promotion, $100,000 the first year and $100,000 the second year from the general fund shall be provided to "See Virginia First," a public-private partnership operated by the Virginia Association of Broadcasters to advertise Virginia tourism.

M. Out of the amounts provided for Tourist Promotion, $75,000 the first year and $75,000 the second year from the general fund shall be provided to support the "See Virginia First" cooperative advertising program operated by the Outdoor Advertising Association of Virginia. In fiscal year 2005 and in fiscal year 2006, the Outdoor Advertising Association of Virginia shall provide "three for the price of one" for an annual total of at least $225,000 in advertising to promote tourism in Virginia.

N. Out of the amounts for Tourist Promotion shall be provided $150,000 the first year from the general fund for a partnership leveraging program for outdoor resources tourism.

O. Out of the amounts for Tourist Promotion shall be provided $250,000 the first year and $250,000 the second year from the general fund to the Virginia Economic Development Partnership to attract motor sports-related businesses to Virginia.