
VIRGINIA STATE BUDGET

2006 Session

Budget Bill - SB30 (Introduced)

Bill Order » Office of Commerce and Trade » Item 125

Virginia Tourism Authority

Item 125	First Year - FY2007	Second Year - FY2008
Tourist Promotion (53600)	\$16,600,049	\$14,749,942
Financial Assistance for Tourist Promotion (53606)	\$450,000	\$350,000
Tourist Promotion Services (53607)	\$16,150,049	\$14,399,942
Fund Sources:		
General	\$16,600,049	\$14,749,942

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. Out of the amounts for Tourist Promotion shall be provided \$2,500,000 the first year and \$1,250,000 the second year from the general fund to advertise and market the Jamestown 2007 commemoration and for a partnership leveraging program.

H. 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.

I. Out of the amounts provided for Tourist Promotion, \$250,000 the first year and \$250,000 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. The Virginia Association of Broadcasters shall provide a total of at least \$750,000 in advertising value to promote tourism in Virginia in each fiscal year.

J. Out of the amounts provided for Tourist Promotion, \$110,000 the first year and \$110,000 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. The Outdoor Advertising Association of Virginia shall provide a total of at least \$330,000 in advertising value to promote tourism in Virginia in each fiscal year.

K. Out of the amounts for Tourist Promotion shall be provided \$1,700,000 the first year and \$1,700,000 the second year from the general fund to promote the Virginia tourism industries. These funds shall be used, among other purposes, to initiate strategies to expand growth tourism industries such as Virginia history tours, wine and epicurean tours and other packaged travel itineraries.

L. 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 for grants to regional and local tourism authorities and other tourism entities to support their efforts.

M. Out of the amounts for Tourist Promotion shall be provided \$500,000 from the general fund in the first year for film promotion activities. These funds shall be used for history-themed theatrical or television productions that are intended to increase awareness about Virginia's significant role in the country's history. These productions will bring increased awareness to history and other topics and serve as a way to increase visitation to related tourism sites. To be eligible for funding, a production company shall film in Virginia and utilize Virginia labor, goods and services.

N. Out of the amounts for Tourist Promotion shall be provided \$100,000 the first year from the general fund for the Danville Welcome Center.

O. The Virginia Tourism Authority shall place a high priority on marketing rural areas of the state.