
VIRGINIA STATE BUDGET

2010 Session

Budget Bill - HB30 (Introduced)

Bill Order » Office of Commerce and Trade » Item 120

Virginia Tourism Authority

| Item 120 | First Year - FY2011 | Second Year - FY2012 |
|----------------------------------------------------|---------------------|----------------------|
| Tourist Promotion (53600) | \$14,458,765 | \$14,458,765 |
| Financial Assistance for Tourist Promotion (53606) | \$145,000 | \$145,000 |
| Tourist Promotion Services (53607) | \$14,313,765 | \$14,313,765 |
| Fund Sources: | | |
| General | \$14,458,765 | \$14,458,765 |

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

A.1. The Department of Transportation shall pay to the Virginia Tourism Authority \$1,100,000 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. Included in the amounts in this paragraph is \$100,000 each year for maintenance of the Danville Welcome Center.

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, 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, 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, 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 \$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.

F. Out of the amounts for Tourist Promotion shall be provided \$425,000 the first year and \$425,000 the second year from the general fund for grants to regional and local tourism authorities and other tourism entities to support their efforts.

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

H. Out of the amounts provided for Tourist Promotion, \$85,500 the first year and \$85,500 the second year from the general fund shall be provided to the cooperative advertising program operated by the Outdoor Advertising Association of Virginia. The Outdoor Advertising Association of Virginia shall provide a total of at least \$256,500 in advertising value each year to promote tourism in Virginia.

I. Out of the amounts provided for Tourist Promotion, \$192,375 the first year and \$192,375 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 \$577,125 in television and radio advertising value to promote tourism in Virginia in each fiscal year.

J. Out of the amounts for Tourist Promotion shall be provided \$45,000 the first year and \$45,000 the second year from the general fund for the Coalfield Regional Tourism Authority.

K. 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 for the Daniel Boone Visitor Center.

L. Out of the amounts for Tourist Promotion shall be provided \$929,346 the first year and \$929,346 the second year from the general fund to expand targeted tourism promotion as follows:

1. \$229,346 the first year and \$229,346 the second year to expand radio and television advertising to promote tourism in the Commonwealth, of which \$91,738 shall be matched by the Virginia Association of Broadcasters for an in-state radio and television campaign, and \$137,608 of which shall be used to purchase media in the Washington, D.C. and Baltimore, Maryland markets;
2. \$500,000 to expand electronic marketing of Virginia tourism and conduct major media events with travel industry partners and maintain Welcome Center operations;
3. \$200,000 to support film incentives.