

ITEM 120.		Item Details(\$)		Appropriations(\$)	
		First Year FY2011	Second Year FY2012	First Year FY2011	Second Year FY2012

Virginia Tourism Authority (320)

120.	Tourist Promotion (53600)			\$18,058,765	\$19,658,135
	Financial Assistance for Tourist Promotion (53606)	\$145,000	\$145,000		
	Tourist Promotion Services (53607)	\$17,913,765	\$19,513,135		
	Fund Sources: General	\$18,058,765	\$19,658,135		

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 ~~\$2,425,000~~\$2,675,000 the second year from the general fund for grants to regional and local tourism authorities and other tourism entities to support their efforts. Of the amounts included in this paragraph, up to ~~\$1,000,000~~\$1,250,000 in the second year from the general fund may be used to attract and promote an international tourism event to be held in the Commonwealth.

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

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

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\$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 \$779,346 the second year from the general fund to expand targeted tourism promotion as follows:

1. \$229,346 the first year and \$129,346 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 the first year; and \$51,738 shall be matched by the Virginia Association of Broadcasters for an in-state radio and television campaign, and \$77,608 of which shall be used to purchase media in the Washington, D.C. and Baltimore, Maryland markets the second year;

2. \$500,000 to expand electronic marketing of Virginia tourism and conduct major media events with travel industry partners and maintain Welcome Center operations.

M. Out of the amounts provided for Tourist Promotion Services, \$200,000 the first year from the general fund shall be provided to the Virginia Association of Public Television and Radio to promote Virginia Tourism. These funds shall be used by the Association to leverage additional in-kind media providing promotion value of at least \$600,000 the first year.

N. The appropriation for this item includes \$3,600,000 the first year and \$3,584,870 the second year from the general fund to expand tourism marketing activities at the Virginia Tourism Authority, which shall be distributed as specified in the following paragraphs. These amounts shall be in addition to other appropriations for these activities as set out in paragraphs A through L of this Item.

1. \$3,100,000 in the first year and \$3,100,000 in the second year from the general fund shall be used to promote Virginia's tourism industries through an enhanced advertising campaign. Of these amounts, at least \$1,000,000 in the first year and \$1,000,000 in the second year shall be used to establish and implement a cooperative advertising program to partner with private sector tourism businesses and regional tourism entities to advertise Virginia as a tourism destination. The state dollars shall be used to incentivize private and regional tourism marketing funds on a \$1.00 for \$1.00 basis whereby the Virginia Tourism Corporation shall enter into agreements to undertake joint advertising purchases to promote Virginia and specific facilities with private sector and regional partners.

2. \$300,000 the first year and \$284,870 the second year from the general fund shall be provided to supplement appropriations for "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 \$900,000 in television and radio advertising value to promote tourism in Virginia the first year and \$854,610 the second year.

3. \$100,000 the first year and \$100,000 the second year from the general fund shall be provided for "See Virginia Parks," a public-private partnership to advertise Virginia Parks. The Virginia Association of Broadcasters shall provide a total of at least \$300,000 in television and radio advertising value to promote Virginia's parks in each fiscal year.

4. \$100,000 the first year and \$100,000 the second year from the general fund shall be provided to promote Virginia's wineries through a "See Virginia's Wineries" program, a public-private partnership managed by the Virginia Tourism Corporation to market Virginia's wineries. The Virginia Association of Broadcasters shall provide a total of at least \$300,000 in television and radio advertising value to promote Virginia's wineries in each fiscal year.

O. Out of the amounts provided for Tourist Promotion, \$85,500 the first year and \$70,965 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 the first year and \$212,895 the second year to promote tourism in Virginia.