

## Section 22

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### Tourism Promotion Funding, 1999

At the request of the commonwealth's Virginia Tourism Corporation, the Cooper Center included questions about tourism promotion funding in the 1999 tax rates survey. Localities that provided public funds for tourist promotion responded to several questions. Each locality reported the organization to which the funding was appropriated, the legal basis for the aid, the source of the funding, and the dollar amount spent on tourism promotion within the community for the fiscal year ending June 30, 1999.

**Table 22.1** lists the 29 cities, 48 counties, and 47 respondent towns in Virginia that used public funds for tourist promotion in 1999. Fourteen cities, 11 counties, and 10 towns entrusted this funding to their Convention and Visitors Bureau. Thirteen cities, 19 counties, and 27 towns distributed the money to their local chamber of commerce. The

remaining localities cited some other recipient.

Each responding locality reported the basis for its aid. Twenty-three cities cited some informal understanding while the rest referred to a local ordinance. Thirty-four counties based their aid on an informal understanding, 7 on a local ordinance, and 5 on a section in the *Code of Virginia*. All the towns except Abingdon, Bowling Green, Chincoteague, and Scottsville (which have a local ordinance) cited some informal understanding. The sources of tourism funding are classified as general revenue or a special tax. Twenty-two cities, 35 counties, and 39 towns cited the former as their source of funding, while 11 cities, 15 counties, and 9 towns received money through a tax. Please refer to **Table 22.1** for details and dollar amounts spent on tourism in each locality.

**Table 22.1**  
**Tourism Promotion Funding, 1999**

	Funds Provided to (C of C, C&VB, D of T, ED, VC, Other)*	Basis for Aid (S, L, I)*	Source of Funds (G, T)*	Funding FY 98-99
<b>Cities</b>	All cities responded to the survey. Those that answered "not applicable" for all items in this table are excluded.			
Alexandria	C&VB	I	G	\$380,413
Bedford	C of C	I	G	\$35,000
Bristol	C of C, C&VB	I	Both	\$72,640
Buena Vista	VC, C of C	I	G	\$47,000
Charlottesville	C&VB	L	T (lodging)	\$1,125,135
Chesapeake	Other	I	T (meal, lodging)	\$1,162,962
Danville	C of C	L	T (lodging)	\$115,990
Emporia	C of C	I	G	\$2,000
Fairfax	C&VB	I	G	\$37,000
Fredericksburg	ED	I	G	\$200,701
Galax	C of C	I	G	...
Hampton	D of T	I	G	\$1,400,000
Harrisonburg	C&VB	I	G	\$44,470
Hopewell	C&VB	L	T (lodging)	\$201,248
Lexington	C&VB	I	...	\$263,839
Lynchburg	C of C	I	G	\$262,600
Manassas	D of T	I	G	\$222,200
Newport News	D of T	I	Both	\$580,869
Norfolk	Other	I	G	\$2,700,000
Petersburg	Other	L	T (meal, lodging)	\$112,550
Portsmouth	C of C, C&VB	I	G	\$359,000
Radford	ED	I	G	\$3,000
Richmond	C of C, C&VB	I	Both	\$600,000
Roanoke	C of C, C&VB	L	Both	\$500,000
Salem	C of C, C&VB	I	G	\$60,000
Staunton	C&VB	I	G	\$152,491
Virginia Beach	C&VB	L	Both	\$6,278,575
Waynesboro	C of C	I	G	\$40,000
Williamsburg	C of C, C&VB, Other	I	T (lodging)	\$1,331,400
Accomack	C of C	I	G	\$60,000

\* See last page of table for abbreviations.

... No response provided.

**Table 22.1 (continued)**

	Funds Provided to (C of C, C&VB, D of T, ED, VC, Other)*	Basis for Aid (S, L, I)*	Source of Funds (G, T)*	Funding FY 98-99
<b>Counties</b>	All counties responded to the survey. Those that answered "not applicable" for all items in this table are excluded.			
Albemarle	C&VB	L, I	Both	\$624,800
Alleghany	C of C	I	G	\$5,800
Arlington	C&VB	S	Both (lodging)	\$842,647
Augusta	C of C	I	T (meals)	\$145,000
Bedford	C of C	I	G	\$15,300
Caroline	D of T	S, L	T (lodging)	\$90,854
Chesterfield	C&VB	L, I	T (lodging)	\$1,293,636
Clarke	C of C	I	G	\$500
Culpeper	Other	I	G	\$82,000
Dinwiddie	Other	I	G	\$3,600
Fairfax	ED	I	G	\$400,216
Fauquier	C&VB	I	T	\$40,000
Franklin	...	...	...	\$25,000
Frederick	C of C, Other	I	G	\$147,475
Giles	C of C	I	G	\$6,300
Grayson	Other	I	G	\$9,690
Hanover	C&VB	S,L	T (lodging)	401,500
Henrico	D of T	S, L	T (lodging)	N/A
Isle of Wight	C&VB	I	G	\$76,000
James City	Other	...	T (lodging)	\$950,000
King George	VC	I	G	\$10,186
Lancaster	Other	I	G	\$25,000
Loudoun	D of T	I	T (lodging)	\$859,643
Madison	C of C	I	G	\$24,400
Nelson	D of T	I	G	\$176,839
Northampton	C of C	...	G	\$25,000
Northumberland	C of C, Other	I	G	\$3,000
Nottoway	Other	I	G	\$3,600
Orange	C&VB	I	G	\$128,992
Page	C of C	...	T (lodging)	...

\* See last page of table for abbreviations.

... No response provided.

N/A Not applicable.

**Table 22.1 (continued)**

	Funds Provided to (C of C, C&VB, D of T, ED, VC, Other)*	Basis for Aid (S, L, I)*	Source of Funds (G, T)*	Funding FY 98-99
<b>Counties (continued)</b>				
Pittsylvania	C of C	...	G	...
Prince Edward	C of C	I	G	\$5,000
Prince William	...	S	T (lodging)	\$660,000
Pulaski	C of C, Other	I	G	\$13,225
Rappahannock	Other	I	G	\$1,500
Richmond	D of T	I	G	\$10,000
Roanoke	C of C, C&VB	I	G	\$517,500
Rockingham	C of C, C&VB	I	G	\$25,000
Scott	C of C	...	G	...
Shenandoah	C&VB, Other	I	T (lodging)	\$75,000
Spotsylvania	D of T	L	T (lodging)	\$256,130
Stafford	D of T	I	G	\$94,000
Tazewell	D of T	I	G	\$10,000
Westmoreland	D of T	I	G	\$29,430
Wise	C of C	I	G	...
Wythe	C of C	I	Both (lodging)	\$2,200
York	C&VB, Other	L	Both (lodging)	\$1,029,000
<b>Towns</b>				
Note: Towns that answered "not applicable" for all items in this table are excluded. For a listing of town respondents and non-respondents, see Appendix B.				
Abingdon	C of C, C&VB	L	G	\$255,633
Amherst	Other	I	G	\$500
Appomattox	C of C, C&VB	I	T (meal, lodging)	\$6,000
Ashland	C of C	I	G	\$25,000
Big Stone Gap	C of C, Other	I	Both (lodging)	...
Blacksburg	C of C	I	G	\$5,400
Blackstone	Other	I	G	\$2,000
Bowling Green	Other	L	T (lodging)	\$5,000
Bridgewater	C of C	I	G	\$225
Chase City	C of C	I	G	\$5,000
Chilhowie	C of C	I	G	\$1,971
Chincoteague	C of C	L	T (meals)	\$36,669
Christiansburg	C of C	I	G	...
Colonial Beach	C of C, C&VB	I	...	\$67,893
Culpeper	C of C	...	G	\$18,000

\* See last page of table for abbreviations.

... No response provided.

**Table 22.1 (continued)**

	Funds Provided to (C of C, C&VB, D of T, ED, VC, Other)*	Basis for Aid (S, L, I)*	Source of Funds (G, T)*	Funding FY 98-99
<b>Towns (continued)</b>				
Damascus	D of T	I	G	\$1,000
Dublin	C of C	I	G	\$600
Front Royal	ED	I	T (lodging)	\$82,600
Glade Spring	C of C	...	G	\$200
Herndon	C of C	I	G	\$9,984
Hillsville	C of C, Other	I	G	\$1,500
Leesburg	C&VB, Other	I	G	\$328,820
Madison	C of C	I	G	\$1,200
Marion	C of C	I	G	\$1,000
Middleburg	C&VB	I	G	\$2,850
New Market	Other	I	T (lodging)	\$22,576
Orange	C&VB	I	G	\$6,000
Parksley	Other	I	G	...
Pearisburg	C of C, Other	I	T (meals)	\$4,500
Pennington Gap	C of C	I	G	\$500
Pulaski	C of C	I	G	...
Saltville	D of T	...	G	\$12,120
Scottsville	C of C, ED	L	T (lodging)	\$14,300
Shenandoah	C of C	I	G	\$660
Smithfield	C&VB	I	G	\$30,000
South Boston	C of C, Other	I	G	\$34,000
South Hill	C of C	I	G	\$119,000
Stanley	C of C	I	Both (lodging)	\$1,000
Strasburg	C of C	I	G	\$6,500
Tazewell	C&VB	I	G	\$1,000

\* See last page of table for abbreviations.

... No response provided.

**Table 22.1 (continued)**

	Funds Provided to (C of C, C&VB, D of T, ED, VC, Other)*	Basis for Aid (S, L, I)*	Source of Funds (G, T)*	Funding FY 98-99
<b>Towns (continued)</b>				
Warrenton	C of C	I	G	\$40,000
Warsaw	Other	I	G	\$800
Washington	C&VB, Other	I	G	\$7,050
West Point	...	I	G	\$10,000
Windsor	D of T	I	G	\$2,000
Wise	C of C	I	G	\$1,596
Wytheville	C&VB	I	G	\$120,773
...	No response provided.			
*	Key to abbreviations:			
	C of C	Chamber of Commerce		
	C&VB	Convention and Visitors Bureau		
	ED	Economic Development		
	D of T	Department of Tourism		
	VC	Visitor's Center		
	I	Informal Understanding		
	S	Specified in the Virginia Code		
	L	Local ordinance		
	G	General Revenues		
	T	Special Taxes		