

## Section 25

### Tourism Promotion Funding, 2001

At the request of the commonwealth's Virginia Tourism Corporation, the Cooper Center has included questions about tourism promotion funding for its 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, 2001.

**Table 25.1** lists the 31 cities, 54 counties, and 39 respondent towns in Virginia that report using public funds for tourism promotion in 2001. Fifteen cities, 15 counties, and 11 towns entrust some or all of this funding to their convention and visitors bureau. Thirteen cities, 20 counties, and 25 towns transfer some or all of the money to their local chamber of commerce. The

remaining localities cite some other recipient.

Each responding locality reported the basis for its aid. Twenty-four cities cite some informal understanding while the rest refer to a local ordinance. Forty-one counties base their aid on an informal understanding, 8 on a local ordinance, and 7 on a section in the *Code of Virginia*. All the towns except Abingdon, Bowling Green, and Chincoteague (which have local ordinances) cite some informal understanding. The sources of tourism funding are classified as general revenue or a special tax. Twenty-five cities, 41 counties, and 32 towns cite the former as at least a partial source of their funding, while 12 cities, 18 counties, and 9 towns receive money through a special tax, usually on meals or lodging. **Table 25.1** details the responses including the dollar amounts spent on tourism in each locality.



**Table 25.1**  
**Tourism Promotion Funding, 2001**

Locality	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 01
<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	\$956,378
Bedford	C of C	I	G	\$35,000
Bristol	C of C, C&VB	I	G, T (meal, lodging)	\$120,547
Buena Vista	C&VB	I	G	\$47,000
Charlottesville	C&VB	L	T (lodging)	\$237,070
Chesapeake	Other	I	T (meal, lodging)	\$1,352,741
Danville	C of C	L	T (lodging)	\$113,500
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	N/A
Hampton	D of T	I	G	\$1,500,000
Harrisonburg	C&VB	I	G	\$50,470
Hopewell	C&VB	L	T (lodging)	\$201,248
Lexington	C&VB	I	G	\$148,725
Lynchburg	C of C	I	G, T (lodging)	\$394,000
Manassas	D of T	I	G	\$631,460
Martinsville	C of C	I	G	\$20,500
Newport News	D of T	I	G, T (lodging)	\$767,732
Norfolk	Other	I	G	\$2,700,000
Petersburg	Other	L	T (meal, lodging)	\$181,730
Portsmouth	C of C, C&VB	I	G	\$359,000
Radford	ED	I	G	\$4,000
Richmond	C of C, C&VB	I	G, T (lodging)	\$4,712,000
Roanoke	C of C, C&VB	L	G, T (lodging)	\$500,000
Salem	C of C, C&VB	I	G	\$60,000
Staunton	C&VB	I	G	\$188,339
Suffolk	D of T	L	G	\$173,867
Virginia Beach	C&VB	L	G, T (meal, lodging)	\$6,278,575
Waynesboro	C of C	I	G	\$76,000

\* See last page of table for abbreviations.

**Table 25.1 (continued)**

Locality	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 01
<b>Cities (continued)</b>				
Williamsburg	C of C, C&VB, Other	I	T (lodging)	\$1,331,400
<b>Counties</b>				
All counties responded to the survey. Those that answered "not applicable" for all items in this table are excluded.				
Accomack	D of T	I	G	\$194,609
Albemarle	C&VB	L	G, T (lodging)	\$840,000
Alleghany	C of C	I	G	\$5,800
Arlington	C&VB	S	G, T (lodging)	\$1,002,876
Augusta	C of C	I	T (meals)	\$346,000
Bath	C of C	I	G	\$35,065
Bedford	C of C, Other	I	G	\$235,000
Botetourt	C of C	I	G	\$2,100
Brunswick	C&VB	I	G	\$19,150
Buchanan	C of C	L	G	79,500
Caroline	D of T	S, L	T (lodging)	\$109,966
Chesterfield	C&VB	L	T (lodging)	\$2,735,530
Clarke	C of C	I	G	\$3,200
Craig	C&VB, Other	I	G	\$1,250
Culpeper	Other	I	G	\$82,000
Dinwiddie	Other	I	G	\$3,600
Fairfax	Other	I	G	\$431,328
Fauquier	C&VB	I	G, T	\$50,000
Floyd	C of C	I	G	7,500
Franklin	Other	I	G	\$25,000
Frederick	C of C, Other	I	G	\$215,475
Giles	C of C	I	G	\$6,300
Grayson	...	I	G	\$28,000
Hanover	C&VB	S	T (lodging)	\$514,718
Henrico	D of T	S, L	T (lodging)	N/A

\* See last page of table for abbreviations.

N/A Not applicable.

**Table 25.1 (continued)**

Locality	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 01
<b>Counties (continued)</b>				
Highland	C of C	I	G	\$4,000
Isle of Wight	C&VB	I	G	\$86,600
James City	C&VB, Other	S	T (lodging)	\$1,030,000
King George	VC	I	G	\$6,300
Lancaster	Other	I	G	\$31,000
Loudoun	D of T	I	T (lodging)	\$1,688,277
Madison	C of C	I	G	\$26,000
Nelson	C&VB	I	G	\$180,755
Northampton	Other	I	T (lodging)	\$25,000
Northumberland	C of C, Other	I	G	\$3,000
Nottoway	Other	I	G	\$3,600
Orange	C&VB	I	G	\$151,000
Page	C of C	S	T (lodging)	\$114,575
Pittsylvania	C of C	I	G	\$13,000
Prince Edward	C of C	I	G	\$7,000
Prince William	Other	S	T (lodging)	\$660,000
Pulaski	C of C, Other	L	T (lodging)	\$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	\$27,500
Shenandoah	C&VB, Other	I	T (lodging)	\$75,000
Spotsylvania	D of T	L	T (lodging)	\$422,668
Stafford	D of T	I	G	\$94,000
Surry	Other	I	G	\$6,400
Tazewell	D of T	I	G	\$10,000
Westmoreland	D of T	I	G	\$34,000
Wythe	C of C	I	G, T (lodging)	\$2,300
York	C&VB, Other	L	G, T (lodging)	\$1,195,980

\* See last page of table for abbreviations.

**Table 25.1 (continued)**

Locality	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 01
<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	\$293,041
Amherst	Other	I	G	\$1,000
Appomattox	C of C, C&VB	I	T (meal, lodging)	\$6,000
Ashland	C of C	I	G	\$25,000
Blacksburg	C of C	I	G	\$5,000
Bowling Green	Other	L	T (lodging)	\$5,000
Bridgewater	C of C	I	G	\$225
Chilhowie	C of C	I	G	\$1,971
Chincoteague	C of C	L	T (meals)	\$40,198
Christiansburg	C of C	I	G	\$7,000
Colonial Beach	C of C, C&VB	I	G	\$67,893
Culpeper	C of C; C&VB	I	G	\$156,035
Damascus	D of T	I	G	\$1,000
Dublin	C of C	I	G	\$4,600
Front Royal	Other	I	T (lodging)	\$162,000
Herndon	C of C	I	G	\$9,873
Hillsville	C of C	I	G	\$3,000
Independence	Other	I	G	\$9,000
Leesburg	C&VB, Other	I	G	\$465,000
Madison	C of C	I	G	\$1,200
Marion	C of C	I	G	\$1,000
Middleburg	C&VB	I	G	\$39,000
New Market	Other	I	T (lodging)	\$24,095
Pearisburg	C of C, Other	I	T (meals)	\$4,500
Pennington Gap	C of C	I	G	\$500
Pulaski	C of C	I	G	...
Purcellville	C&VB	I	G	\$11,000
Shenandoah	C of C; C&VB	I	G	\$660
Smithfield	Other	I	G	\$96,055
South Boston	C of C	I	G	\$45,000

\* See last page of table for abbreviations.

... No response provided.

**Table 25.1 (continued)**

Locality	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 01
<b>Towns (continued)</b>				
South Hill	C of C	I	G	\$128,500
Stanley	C of C	I	G, T (lodging)	\$1,000
Strasburg	C of C	I	G	\$8,000
Tazewell	C&VB	I	G	\$1,000
Wachapreague	C of C	I	T (lodging)	\$2,500
Warrenton	C of C	I	G	\$45,000
Warsaw	Other	I	G	\$800
Washington	C&VB, Other	I	G	\$15,000
Wytheville	C&VB	I	G	\$140,558
* 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		