

Section 25

Tourism Promotion Funding, 2000

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, 2000.

Table 25.1 lists the 30 cities, 53 counties, and 46 respondent towns in Virginia that used public funds for tourist promotion in 2000. Fourteen cities, 15 counties, and 10 towns entrust some or all of this funding to their convention and visitors bureau. Fourteen cities, 21 counties, and 30 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. Thirty-seven counties base their aid on an informal understanding, 7 on a local ordinance, and 6 on a section in the *Code of Virginia*. All the towns except Abingdon, Bowling Green, Chincoteague, and Scottsville (which have local ordinances) cite some informal understanding. The sources of tourism funding are classified as general revenue or a special tax. Twenty-four cities, 37 counties, and 38 towns cite the former as at least a partial source of their funding, while 11 cities, 15 counties, and 9 towns receive money through a tax. Please refer to **Table 25.1** for details and dollar amounts spent on tourism in each locality.



Table 25.1
Tourism Promotion Funding, 2000

	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 99-00
Cities	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)	\$72,640
Buena Vista	VC, C of C	I	G	\$47,000
Charlottesville	C&VB	L	T (lodging)	\$237,070
Chesapeake	Other	I	T (meal, lodging)	\$1,273,951
Clifton Forge	C of C	I	G	\$2,500
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	...
Hampton	D of T	I	G	\$1,400,000
Harrisonburg	C&VB	I	G	\$50,470
Hopewell	C&VB	L	T (lodging)	\$201,248
Lexington	C&VB	I	G	\$277,439
Lynchburg	C of C	I	G	\$262,600
Manassas	D of T	I	G	\$567,790
Newport News	D of T	I	G, T (lodging)	\$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	\$4,000
Richmond	C of C, C&VB	I	G, T (lodging)	\$4,600,000
Roanoke	C of C, C&VB	L	B	\$500,000
Salem	C of C, C&VB	I	G	\$60,000
Staunton	C&VB	I	G	\$175,297
Virginia Beach	C&VB	L	G, T (meal, lodging)	\$6,278,575
Waynesboro	C of C	I	G	\$40,000
Williamsburg	C of C, C&VB, Other	I	T (lodging)	\$1,331,400

* See last page of table for abbreviations.

... No response provided.

Table 25.1 (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 99-00
Counties	All counties responded to the survey. Those that answered "not applicable" for all items in this table are excluded.			
Accomack	C of C	I	G	\$60,000
Albemarle	C&VB	L	G, T (lodging)	\$709,720
Alleghany	C of C	I	G	\$5,800
Arlington	C&VB	S	G, T (lodging)	\$915,939
Augusta	C of C	I	T (meals)	\$333,000
Bedford	C of C, Other	I	G	\$235,000
Botetourt	C of C	I	G	\$2,100
Brunswick	C & VB	I	G	\$16,200
Caroline	D of T	S, L	T (lodging)	\$90,854
Chesterfield	C&VB	L	T (lodging)	\$2,735,530
Clarke	C of C	I	G	\$500
Craig	C & VB, Other	I	G	\$1,250
Culpeper	Other	I	G	\$82,000
Dinwiddie	Other	I	G	\$3,600
Fairfax	Other	I	G	\$404,876
Fauquier	C&VB	I	G	\$40,000
Franklin	\$25,000
Frederick	C of C, Other	I	G	\$164,200
Giles	C of C	I	G	\$6,300
Grayson	...	I	G	\$15,000
Hanover	C&VB	S	T (lodging)	\$514,718
Henrico	D of T	S, L	T (lodging)	N/A
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)	\$950,000
King George	VC	I	G	\$5,924
Lancaster	Other	I	G	\$31,000
Loudoun	D of T	I	T (lodging)	\$859,643
Madison	C of C	I	G	\$26,553
Nelson	C & VB	I	G	\$180,755

* See last page of table for abbreviations.

... No response provided.

N/A Not applicable.

Table 25.1 (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 99-00
Counties (continued)				
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	\$129,673
Page	C of C	...	T (lodging)	\$91,006
Pittsylvania	C of C	...	G	\$13,000
Prince Edward	C of C	I	G	\$5,000
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
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
Surry	Other	I	G	\$6,400
Tazewell	D of T	I	G	\$10,000
Westmoreland	D of T	I	G	\$34,000
Wise	C of C	I	G	...
Wythe	C of C	I	G, T (lodging)	\$2,300
York	C&VB, Other	L	G, T (lodging)	\$1,182,101
Towns	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	\$1,000
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	G, T (lodging)	...

* See last page of table for abbreviations.

... No response provided.

Table 25.1 (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 99-00
Towns (continued)				
Blacksburg	C of C	I	G	\$6,450
Blackstone	Other	I	G	\$2,000
Bowling Green	Other	L	T (lodging)	\$5,000
Bridgewater	C of C	I	G	\$225
Cape Charles	C of C	I	G	\$200
Chilhowie	C of C	I	G	\$1,971
Chincoteague	C of C	L	T (meals)	\$42,255
Christiansburg	C of C	I	G	...
Colonial Beach	C of C, C&VB	I	...	\$67,893
Culpeper	C of C; C & VB	I	G	\$127,000
Damascus	D of T	I	G	\$1,000
Dublin	C of C	I	G	\$4,600
Front Royal	Other	I	T (lodging)	\$85,822
Glade Spring	C of C	...	G	\$200
Herndon	C of C	I	G	\$6,099
Hillsville	C of C	I	G	\$2,500
Independence	Other	I	G	\$6,000
Leesburg	C&VB, Other	I	G	\$465,000
Luray	C of C	I	G	\$3,750
Madison	C of C	I	G	\$1,200
Marion	C of C	I	G	\$1,000
Middleburg	C&VB	I	G	\$2,850
New Castle	Other	I	G	\$200
New Market	Other	I	T (lodging)	\$23,778
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	...	I	G	\$11,000
Saltville	D of T	...	G	\$39,820
Scottsville	...	L	T (lodging)	\$14,300

* See last page of table for abbreviations.

... No response provided.

Table 25.1 (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 99-00
Towns (continued)				
Shenandoah	C of C; C & VB	I	G	\$660
South Boston	C of C	I	G	\$45,000
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	\$6,500
Tazewell	C&VB	I	G	\$1,000
Warrenton	C of C	I	G	\$40,000
Warsaw	Other	I	G	\$800
Washington	C&VB, Other	I	G	\$15,000
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		