

# Budget – Department



Budget			
Department	FY2023 Approved	FY2024 Proposed	FY24 vs FY23
<b>Administration</b>	\$ 5,000,000.00	\$ 6,626,000.00	33%
<b>Marketing</b>	\$ 8,183,547.00	\$ 12,474,000.00	52%
- Japan*	\$ 2,975,000.00	\$ 5,000,000.00	68%
- Korea	\$ 3,500,000.00	\$ 5,000,000.00	43%
- Taiwan	\$ 700,000.00	\$ 700,000.00	0%
- Pacific	\$ 30,000.00	\$ 100,000.00	233%
- North America	\$ 78,547.00	\$ 324,000.00	312%
- New Market Development	\$ 50,000.00	\$ 100,000.00	100%
- Philippines	\$ 300,000.00	\$ 350,000.00	17%
- Social Media	\$ 200,000.00	\$ 250,000.00	25%
- Global Website	\$ 250,000.00	\$ 300,000.00	20%
- Print Promo	\$ 100,000.00	\$ 350,000.00	250%
<b>Research</b>	\$ 650,000.00	\$ 900,000.00	38%
<b>Destination Development</b>	\$ 5,100,000.00	\$ 9,000,000.00	76%
- TIR (VSO, Tour Guide)	\$ 1,250,000.00	\$ 2,000,000.00	60%
- Destination Development	\$ 2,300,000.00	\$ 4,000,000.00	74%
- Culture & Branding	\$ 675,000.00	\$ 1,500,000.00	122%
- Sports & Events	\$ 900,000.00	\$ 1,500,000.00	67%
<b>TOTAL</b>	\$ 18,933,547.00	\$ 29,000,000.00	53%

\* Japan received an addition \$1.5M from FY22 CF in FY2023

# Pay Adjustment GVB Employees



- Compensation Study Findings by Alan Searle & Associates
- Salaries of GVB employees at bottom 5 percentile of all comparable visitors bureaus in the U.S.
- GVB has lost 7 experienced employees (nearly 20%) last three years to Federal and other employers
- GVB General Manager PL36-107 authority and responsibility
- Governor approved Pay adjustment to 20 percentile effective April 1, 2023 and directed management to inform GVB board
- Compensation plan unique to GVB, job classifications internally equitable and externally more competitive
- Goal is to migrate gradually to 50 percentile
- GVB average pay same as 50 percent of all visitors bureaus