

WILLIAMSBURG TOURISM COUNCIL MEETING
Williamsburg, Virginia
July 9, 2025
Finance Meeting Minutes

A meeting convened at 1:30 p.m. on July 9, 2025, in the 1st-floor conference room at 421 N. Boundary Street.

Tourism Council Members Present:

TREASURER Doug Pons, Mayor, City of Williamsburg
PRESIDENT Ruth Larson, Chair, James City County Board of Supervisors

Staff Members Present:

Ed Harris, CEO
David Turner, Finance Director

I. Call to order

- Doug Pons called the meeting to order
- June 5, 2025, finance meeting minutes were acknowledged

II. May 2025 Activity

May Activity

- May 2025 revenues were \$1.4M – over budget by \$64K
 - Sales tax receipts (58.1-603.2) totaled \$1.3M, in line with budget
 - Transient tax receipts totaled \$33K, over budget by \$33K – the funding from the City of Williamsburg is more than expected, offsetting the under budget from April
 - Maintenance of Effort funds totaled \$0K, in line with the budget
 - Other revenue was \$37K, over budget by \$29K on interest received on deposits
- May 2025 expenses were \$1.4M – under budget by \$404K
 - Destination Marketing expenses were \$1.1M, under budget by \$207K
 - Paid Media expenditures were under budget, driven by:
 - Content partnerships were under budget by \$400K, social media was under budget by \$20K, co-op marketing was under budget by \$20K, and television was under budget by \$80K
 - Digital marketing was over budget by \$352K
 - Sports media spending was \$37K under budget as the current focus is on developing advertising materials and sales efforts at trade shows
 - Sales activities were \$78K, under budget by \$179K
 - Sales incentives were \$28K for the month, under budget by \$147K
 - Sales operations were \$51K for the month, under budget by \$31K
 - Total administrative expenses were \$199K, under budget by \$19K

- Staffing costs were \$165K, under budget by \$20K due to the timing of hiring open positions.
- Other administrative expenses were \$33K, under budget by \$2K

Fiscal YTD Activity

- Fiscal 2025 revenues were \$15.7M – under budget by \$50K
 - Sales tax receipts (58.1-603.2) totaled \$13.8M, under budget by \$166K
 - Transient tax receipts totaled \$1.5M, under budget by \$4K
 - Maintenance of Effort funds totaled \$127K, in line with the budget
 - Other revenue was \$229K, over budget by \$120K, primarily on interest income from the state
- Fiscal 2025 expenses were \$12.7M – under budget by \$2.2M
 - Destination Marketing expenses were \$9.1M, under budget by \$1.5M
 - Paid Media spend was \$5.3M, \$1.3M under budget, primarily in
 - The timing to develop and invoice content partnerships, resulting in spending being under budget by \$1.1M
 - Changes in marketing tactics reduced television spend, resulting in spending being under budget by \$563K
 - Media influencer spending is under budget by \$164K on the change in influencers selected for promotion of the area and the timing of invoicing
 - Digital advertising spend is over budget by \$712K on the change in marketing tactics to increase digital advertising and reduce television spending
 - Sales activities were \$1.6M, under budget by \$261K
 - Payouts and commitments for sports and conference sponsorships total \$916K, \$109K under budget
 - Sales operations expenses were \$689K, under budget by \$152K on savings in cooperative marketing (favorable \$28K), special events (favorable \$34K), trade shows (favorable \$12K), and other sales activities (favorable \$78K)
 - Total administrative expenses were \$2.0M, under budget by \$424K
 - Staffing costs were \$1.7M, under budget by \$152K on the timing of hiring open positions
 - Other administrative expenses were \$313K, under budget by \$272K primarily due to delays in office renovations (favorable \$170K), office supplies and equipment purchases (favorable \$48K), memberships (favorable \$21K), travel (favorable \$12K), and training (favorable \$21K) partially offset by higher legal expenses (unfavorable \$24K)

Cash on Hand Slide

- The Tourism Council has \$8.5 million in the bank for operations
 - Cash on Hand for Operations on May 31 is over budget by \$3.4M, with accounts payable liabilities of \$2.1M, leaving free Cash on Hand for Operations at \$6.4M

Tax Slides

Reminder: The tax slides show the month the actual activity took place, not when the payment was received. This month is April, a one-month lag from the financial reports.

- Sales Tax (58.1-603.2)
 - April sales tax increased by \$61K or 4.9% year-over-year
 - \$1.32M in 2025 versus \$1.25M in 2024
 - The three-month moving average increased by \$12K or 0.3% versus the same period in 2024
 - YTD sales tax receipts are down \$65K or -1.4% versus the same period in 2024
- Transient Tax
 - April transient tax decreased by \$37K or -20.4% year-over-year
 - \$146K in 2025 versus \$181K in 2024
 - The three-month moving average decreased by \$46K or -11.4% versus the same period in 2024
 - YTD tax receipts are down \$61K or -11.8% versus the same period in 2024

III. Next Finance Meeting

- The next finance meeting will be scheduled for August based on availability.

IV. Adjournment

- Doug Pons adjourned the meeting