



Williamsburg Tourism Council Annual Meeting Agenda

Busch Gardens – Training Center

1 Busch Gardens Blvd.

Williamsburg, VA 23185

November 18, 2025 – 12:30 - 2 p.m.

Agenda Items		
I.	Call to Order / Roll Call	Ruth Larson
II.	Public Comment	Ruth Larson
III.	Roundtable Discussion	Ruth Larson
IV.	Minutes a. <u>Action Item</u> : Approve September 16, 2025, Meeting Minutes (pgs. 3-9)	Ruth Larson
V.	Chair Report a. <u>Action Item</u> : Updated Policy on Electronic Participation at Meetings from Remote Locations (pgs. 10-15) b. Next Meeting, January 20, 2025	Ruth Larson
VI.	Treasurer's Report a. Financials (pgs. 16-20)	Mayor Doug Pons
VII.	CEO Report	Ed Harris
VIII.	Sales Update	Greg Kavanagh Brittany Alger Morgan Cordle
IX.	New Business	Ruth Larson
X.	Old Business	Ruth Larson
XI.	Adjournment	Ruth Larson

Upcoming Meeting:

WTC Board Meeting January 20, 2025



Williamsburg Tourism Council

Meeting Notice

In my capacity as the Chief Executive Officer of the Williamsburg Tourism Council, I hereby give notice that the Williamsburg Tourism Council will hold its next meeting on Tuesday, November 18, 2025, at 1 p.m.

The meeting will feature two or more members of the Williamsburg Tourism Council.

Location- Busch Gardens – Training Center
1 Busch Gardens Blvd
Williamsburg, VA 23185

Time and Date- November 18, 2025, at 1 p.m.

Given under my hand this 10th day of November 2025.

Edward Harris

Edward Harris, CEO

WILLIAMSBURG TOURISM COUNCIL MEETING
Williamsburg, Virginia
September 16, 2025
Meeting Minutes

The Williamsburg Tourism Council (“WTC”) meeting was convened at 1 p.m. on September 16, 2025, at the Yorktown Library, where a quorum was present.

Tourism Council Members Present:

Ruth Larson, James City County Board of Supervisors, Chair
Cliff Fleet, Colonial Williamsburg, Vice Chair
Mayor Doug Pons, City of Williamsburg, Treasurer
Ron Kirkland, Williamsburg Hotel and Motel Association
Christy Coleman, Jamestown-Yorktown Foundation (JYF)
Denise Kellogg, Jamestown Rediscovery Historic Jamestowne
Kevin Lembke, Busch Gardens/Water Country USA
Sheila Noll, York County Board of Supervisors
Adria Vanhoozier, Greater Williamsburg Chamber of Commerce

Staff Members Present

Edward Harris, CEO
Brittany Alger, Senior Sales Manager
Josue Ayala, Community Relations and Logistics Specialist
Elisa Hernandez Campana, Destination Development Director
Morgan Cordle, Sports Sales Manager
Greg Kavanagh, Vice President, Business Development
Jackie Lavan, Executive Assistant
David Turner, Finance Director
Sandra Vazquez, Talent and Culture Manager

I. Call to Order

Chair Ruth Larson called the meeting to order. Sheila Noll offered tours of the renovated Yorktown Library facility showcasing integration of original brick arches with new construction.

II. Public Comment

- No public comment

III. Roundtable Discussion

Ms. Larson introduced the roundtable discussion.

Sheila Noll:

- Expanded the Wine & Oyster Festival to two days (October 4–5), adding complementary events including a vintage market, maritime festival, and harvest celebrations.

Denise Kellogg:

- Managing potential high-tide flooding while developing 250th anniversary programming and Bacon's Rebellion weekend events.
- Visitation remains slightly below last year's levels.

Michael Claar:

- Restaurant Association reports August was somewhat soft, though no current data available.
- WARA Golf Tournament (September 22, 2025) is sold out.
- Planning a spring Cornhole Tournament to benefit the House of Mercy.

Christy Coleman:

- Experiencing a softer August but anticipating strong fall visitation with upcoming exhibits: *Fresh Views of the American Revolution* (October 18) and *Following the Dragon* (November 15).

Cliff Fleet:

- Visitation remains flat; spending per guest has decreased.
- Labor market stable with no job growth or major layoffs.
- Consumer fatigue from high prices is impacting business growth and spending.
- Strategic focus shifting toward more price-conscious offerings.

Kevin Lembke:

- Consumer spending remains soft.
- *Howl-O-Scream* underway; *Jingle Fest* preparations in progress.
- Performance indicators flat to slightly up; minimal weather impacts.

Ruth Larson:

- Continuing Wednesday night concerts at New Town.
- Groundbreaking for new pre-kindergarten facility scheduled for next week.
- Celebrating the 25th anniversary of the Walmart Distribution Center.

Mayor Doug Pons:

- City spending is up amid ongoing construction of the new police station and sports centers.
- Revenues remain flat.

Ron Kirkland:

- Business conditions are steady, though consumer spending shows slight softness.

Adria Vanhoozier:

- Chamber operations are strong.
- *Business After Hours* scheduled for September 17.
- *Christmas Parade* (December 7) is already sold out.

IV. Minutes

Ms. Larson opened the floor for discussion of the August 19, 2025, meeting minutes, which were included in the meeting packet. With no comments offered, she called for a motion to approve the minutes.

Motion

Mr. Kirkland moved to approve the minutes of the August 19, 2025, meeting. Ms. Coleman seconded the motion and was unanimously approved by the Board.

V. Chair Report

The next meeting will be held on November 18th.

VI. Treasurer's Report

Financials

- July 2024 financial results exceeded budget projections across multiple revenue streams.
 - Total revenues reached \$1.5 million, surpassing budget by \$31,000 with sales tax contributing \$1.3 million (over budget by \$13,000)
 - Transient occupancy tax generated \$138,000, exceeding budget by \$60,000 indicating strong visitor accommodation demand
 - Operational expenses totaled \$1.1 million, coming in \$312,000 under budget due to transitioning marketing activities from summer to fall programming
 - Cash reserves maintained at \$8 million for operations with \$5.8 million free cash available after accounting for \$2.3 million in payable liabilities
- Tax revenue trends demonstrated positive year-over-year growth patterns
 - June sales tax increased \$51,000 representing 3.7% growth with three-month moving average showing \$162,000 increase (4.1% growth)
 - May transient tax posted exceptional performance at \$205,000 versus \$127,000 previous year, representing 61.3% increase potentially including delayed municipal payments

- Year-to-date performance showing consistent positive trends across both sales and occupancy tax collections

VII. CEO report

President and CEO, Ed Harris provided the CEO report.

Marketing Campaign Evolution & Performance

- New brand creative campaign launch featuring comprehensive multimedia approach
 - 60-second video presented featuring Christy Coleman voiceover with powerful messaging "This is Williamsburg, where America's journey begins" requiring final color correction and sound engineering
 - Display advertising through Miles Partnership exceeding industry benchmarks across premium platforms including TripAdvisor, Afar, Kayak with strong conversion tracking
 - Connected TV strategy deployed across Apple TV, Roku, Netflix, Hulu platforms showing above-average video completion rates indicating audience engagement
 - Website performance analytics revealing consumer value-seeking behavior with cool summer savings pass ranking as top viewed page after homepage
- Digital marketing performance metrics demonstrating campaign effectiveness
 - Audio advertising on Spotify and Pandora platforms exceeding industry engagement benchmarks
 - Email marketing campaigns by Eileen's team successfully driving website traffic with strong trackable impressions and conversion rates
 - Social media advertising on Facebook and Instagram showing increased engagement numbers above previous performance levels
 - Google search keyword buying ensuring high search engine results page placement for destination-related queries
- Traditional and partnership marketing maintaining diverse channel approach
 - New York Times print advertisement scheduled for upcoming publication with new creative photography
 - Philadelphia Magazine partnership featuring rotating imagery and updated creative assets
 - AARP partnership integration showcasing destination appeal to target demographic segments

250th Anniversary Strategic Initiatives

- Market research insights revealing strong opportunity for anniversary-focused tourism
 - 67% awareness of 250th anniversary among target audiences with 57% expressing travel interest for anniversary commemoration
 - Williamsburg positioned as highest interest destination among 250th anniversary competitors based on Smarn research findings

- Boston market observation showing extensive 250th promotional presence at airport arrival areas indicating competitive market activity
- Great American Birthday Quilt project gaining national momentum and participation
 - Steve Prince partnership featured prominently on website with instructional video demonstrating quilt square creation techniques
 - National submission reception with quilt squares arriving from across country for planned 250-foot display during summer 2025
 - Workshop and activation events scheduled to increase quilt square submissions and community participation
 - Committee establishment coordinating Historic Triangle events to prevent overlap and maximize collaborative impact
- Business community engagement planned through comprehensive outreach initiative
 - October 21st event at Jamestown Settlement designed to rally business community support for 250th anniversary
 - Window decals and marketing materials to be distributed in 250th branded bags for storefront display and promotion
 - Priority messaging emphasizing need for Historic Triangle to match promotional intensity of larger cities like Boston

Event Development & Programming Strategy

- Pancake Festival success demonstrates authentic content marketing effectiveness
 - September 26-27 dates confirmed with exceptional social media engagement including 500+ interactions, 140+ comments, 258 shares on WAVY 10 post
 - National media pickup including Travel + Leisure feature highlighting Williamsburg's authentic pancake house concentration
 - Celebrity endorsement through Fox 5 DC to promote festival
 - Authenticity factor resonating with audiences due to genuine concentration of pancake establishments rather than manufactured attraction
- International Fireworks Championship under development as potential signature event
- Sports marketing evolution with comprehensive video campaign completion
 - Final sports video capturing "Undeclared since 1781" theme positioning Historic Triangle as legendary sports destination
 - 200,000 square foot sports center prominently featured as 2026 crown jewel facility for competitive events
 - Geographic advantages highlighted including proximity to DC, Richmond, Virginia Beach, and three airports plus train access .

- NBC Today Show
 - Date selection poll to be distributed to board members after NBC feedback with options including May 16th and spring break timing
 - Major promotional opportunity representing significant national exposure for destination marketing during 250th anniversary build-up period

VIII. Live Performance Venue Analysis & Strategic Considerations

- Victus Advisors comprehensive study presented by Brian Connelly analyzing multi-day event potential for proposed venue
 - Indoor capacity designed for 800-1,200 flexible seating with ability to accommodate 1,700 general admission configuration
 - Outdoor amphitheater capacity ranging 3,000 seated to 6,000-7,000 festival standing arrangement for larger events
 - Total facility encompassing 68,000 square feet with estimated construction budget \$70-80 million requiring comprehensive public-private partnership
- Economic impact projections based on multi-day event programming scenarios
 - Four annual events scenario generating 7,500 additional room nights with \$988,000 new incremental tax revenue across municipalities
 - Six annual events model producing 9,500 room nights with \$1.1 million tax generation distributed among City of Williamsburg (\$230,000), James City County (\$380,000), York County (\$380,000)
 - Twelve annual events optimal scenario creating 18,000+ room nights with \$1.5 million municipal tax revenue potential
- Programming strategy recommendations emphasizing authentic destination integration
 - Campus model approach leveraging multiple venue types including indoor/outdoor performance spaces, hospitality options, and parking infrastructure
 - Multi-day festival concepts featuring 20-25 acts per day over 2-3 day periods encouraging overnight stays rather than drive-in/drive-out attendance patterns
 - Conference-performance hybrids combining educational daytime programming with evening entertainment, particularly authentic to Williamsburg's historical and academic foundation
 - Resident tenant anchors such as Virginia Arts Festival providing consistent programming foundation similar to Boston Symphony Orchestra's Tanglewood residency model
- Implementation challenges and collaboration requirements identified for successful execution
 - Public-private partnership necessity with shared infrastructure investment, operational support, and event grant funding across multiple stakeholder organizations

- Venue coordination complexity with Sports Center weekends requiring strategic calendar management to prevent conflicts and maximize hotel inventory utilization
- Community collaboration imperative involving venue operators, event promoters, HRTA, municipalities, Colonial Williamsburg, and tourism organizations in coordinated planning and execution

Strategic Decision Framework & Next Steps

- Board direction establishment for venue feasibility advancement
 - HTRFA funding discussion requested for November meeting to analyze payment mechanisms involving three municipal partners
 - Additional stakeholder questions to be collected through Ed and answered by Victus Advisors team for comprehensive board consideration
 - November 2024 decision timeline allowing thorough evaluation of financial commitments, operational models, and partnership structures before final direction

IX. New Business

- None

X. Old Business

- None

XI. Adjournment

There being no further business, the meeting was adjourned at 2:35 p.m.



POLICY ON ELECTRONIC PARTICIPATION IN MEETINGS FROM REMOTE LOCATIONS AND ALL VIRTUAL MEETINGS

I. Purpose and Need

- a. Except as provided in this policy, the Williamsburg Tourism Council (“Council”) does not conduct any meeting wherein public business is discussed or transacted through telephonic, video, electronic, or other electronic communication means where the Council members are not physically assembled. In accordance with the Virginia Freedom of Information Act, § 2.2-3701 et seq. of the Code of Virginia of 1950, as amended (the "Act"), the Council desires to adopt this policy to reflect (1) when individual Council members may participate remotely in public meetings and (2) when all virtual public meetings are allowed.
- b. This policy is intended to apply to Council meetings, committee, subcommittee or other Council established public meetings (collectively referred to as “WTC Public Meetings”). As permitted under [Va. Code § 2.2-3708.3\(D\)](#), the Council adopts this policy on behalf of its committees, subcommittees, and any other entity however designated of the Council that performs delegated functions of the Council or advises the Council. This policy shall apply to any committee, subcommittee, or other designated entity's use of individual remote participation and all-virtual public meetings and shall be interpreted to give it such effect.
- c. This policy shall apply to the entire membership of the Council and without regard to the identity of the Council Member requesting remote participation or the matters that will be considered or voted on at the WTC Public Meeting.
- d. The policy shall not prohibit or restrict any individual member of the Council who is participating in an all-virtual meeting or who is using remote participation from voting on matters before the Council.

II. Definitions and Explanations

- a. **Caregiver** – An adult who provides care for a person with a disability as defined in [Va. Code § 51.5-40.1](#) and is related by blood, marriage, or adoption to, or is the legally appointed guardian of, the person with a disability for whom they are caring.
- b. **Personal matter** – Examples include but are not limited to personal, family or business matters that prevent attendance at the meeting location; severe weather

conditions or unexpected traffic or travel conditions that prevent travel to the meeting location.

- c. ***Physical disability or other medical condition of Council Member*** – Examples include but are not limited to temporary hospitalization or confinement to home, contagious illness, or any temporary or permanent physical disability that prevents travel to the meeting location by the Council Member.
- d. ***Medical condition of a family member of a Council Member*** – is limited to those situations in which the family member’s medical condition requires the Council Member to provide care for the family member and thus prevents the Council Member from physically attending the meeting. § 58.1-603.2(F)(2)
- e. ***Quorum*** - Five members of the Council assembled in one location shall constitute a quorum for a Council Meeting. For purposes of determining whether a quorum is physically assembled, a Council Member who uses remote participation counts toward the physical quorum as if they were physically present if the Council Member is (i) a Caregiver, or (ii) a person with a disability as defined in [Va. Code § 51.5-40.1](#).

III. Guiding Principles for Individual Council Members to Participate Remotely in WTC Public Meetings when a Quorum is Physically Present.

- a. Council Members shall make every effort to physically attend every meeting of the Council. However, the Council desires to adopt this policy to allow for Council members to participate remotely in those circumstances recognized under [Va. Code § 2.2-3708.3\(B\)](#) when physical attendance is not reasonably possible.
- b. When a Council Member participates remotely in a WTC Public Meeting, the Council Member shall avoid using a mobile device while driving.

IV. Procedures for an Individual Council Member to Participate Remotely in a WTC Public Meeting.

- a. In order to permit a Council Member to participate in an WTC Public Meeting by electronic means, a quorum must be physically assembled at the noticed meeting location. Arrangements also must be made for the voice of the remote participant to be heard by all persons at the noticed meeting location.
- b. In advance of a properly noticed WTC Public Meeting, a Council Member who is unable to attend shall notify the Chair of the Council or the Committee of one of the following reasons the Council Member cannot attend:
 - 1) the Council Member has a temporary or permanent physical disability or medical condition that prevents the Council Member from physically attending the meeting which can include a Council Member who is a person with a disability as defined in Va. Code § 51.5-40.1 and the disability prevents the member's physical attendance;

- 2) the Council Member is a person with a disability as defined in Va. Code § 51.5-40.1 and the disability prevents the member's physical attendance;
 - 3) a family member of the Council Member has a medical condition that requires the Council Member to provide care for the family member and prevents the Council Member from attending the meeting;
 - 4) the Council Member is a Caregiver who must provide care for a person with a disability at the time the WTC Public Meeting is being held;
 - 5) the Council Member's principal residence is located more than 60 miles from the meeting location identified in the required notice for the meeting and the Council Member accordingly desires to participate remotely; or
 - 6) the Council Member has a personal matter which prevents the Council Member from attending the meeting. The Council Member shall identify with specificity the nature of the personal reason the Council Member cannot attend.
 - a) Remote participation due to a personal matter is limited to two (2) meetings per Council Member per calendar year or 25 percent of the meetings held per calendar year rounded up to the next whole number, whichever is greater.
- c. The specific reason that the Council Member is unable to attend the meeting and the remote location from which the Council Member participates will be recorded in the meeting minutes. The remote location does not need to be open to the public and it may be identified in the minutes by a general description.
 - d. Individual participation from a remote location must be approved by majority vote of a quorum of the Council Members physically assembled at the noticed meeting location. If the WTC Council votes to disapprove of a Council Member's participation from a remote location because such participation would violate this policy, such disapproval will be recorded in the minutes with specificity.

V. Guiding Principles for All-Virtual WTC Public Meetings

The Council desires that whenever possible all WTC Public Meetings should be conducted in person in accordance with FOIA and all laws and regulations governing open public meetings. However, the Council recognizes that certain circumstances may arise where it is in the best interest of the Council that an all-virtual meeting be held. This policy recognizes in accordance with Va. Code § 2.2-3708.2 when all virtual meetings may be held due to a declared emergency. Additionally, the Council has determined that it would be in its the best interest to adopt a policy pursuant to Va. Code § 2.2- 3708.3(D) to allow for all-virtual WTC Public Meetings in accordance with Va. Code § 2.2-3708.3(C).

VI. Procedures for All-Virtual WTC Public Meetings When There is a Declared Emergency.

- a. The Council may meet by electronic communication means without a quorum physically assembled at one location when the Governor has declared a state of emergency in accordance with Va. Code § 44-146.17, or the locality in which the Council is located has declared a local state of emergency pursuant to Va. Code § 44-146.21, provided:
 - 1) The catastrophic nature of the declared emergency makes it impracticable or unsafe to assemble a quorum in a single location; and
 - 2) The purpose of the meeting is to provide for the continuity of operations of the Council or the discharge of its lawful purposes, duties, and responsibilities.
- b. If it holds a meeting pursuant to this section, the Council shall:
 - 1) Give public notice using the best available method given the nature of the emergency contemporaneously with the notice provided Council Members;
 - 2) Make arrangements for public access to the meeting through electronic communications means, including videoconferencing if already used by the Council; and
 - 3) Provide the public with the opportunity to comment at those meetings when public comment is customarily received.
- c. For any meeting conducted pursuant to this section, the nature of the emergency, the fact that the meeting was held by electronic communication means, and the type of electronic communication means by which the meeting was held shall be stated in the minutes of the meeting.

VII. Procedures for All-Virtual WTC Public Meetings When There is No Declared Emergency.

- a. In order to hold an all-virtual WTC Public Meeting when there is no declared emergency, the following procedures must be followed:
 - 1) The required meeting notice for the WTC Public Meeting will indicate that the meeting will be an all-virtual meeting and contain a statement notifying the public that this all-virtual meeting method shall not be changed unless WTC provides a new meeting notice in accordance with the provisions of [Va. Code § 2.2-3707](#);
 - 2) Public access to the all-virtual public meeting is provided via electronic communication means;
 - 3) The electronic communication means used allows the public to hear respectively all Council Members participating in the all-virtual public meeting and, when audio-visual technology is available, to see Council

Members as well. When audio-visual technology is available, a Council Member shall, for purposes of a quorum, be considered absent from any portion of the meeting during which visual communication with the member is voluntarily disconnected or otherwise fails or during which audio communication involuntarily fails;

- 4) A phone number or other live contact information is provided to alert the Council if the audio or video transmission of the meeting provided by WTC fails. WTC must monitor such designated means of communication during the meeting, and the WTC Public Meeting, as appropriate, shall take a recess until public access is restored if the transmission fails for the public;
- 5) A copy of the proposed agenda and all agenda packets and, unless exempt, all materials furnished to the Council Members for the WTC Public Meeting is made available to the public in electronic format at the same time that such materials are provided to the Council Members;
- 6) The public is afforded the opportunity to comment through electronic means, including by way of written comments, at those public meetings when public comment is customarily received;
- 7) No more than two members of the Council are together in any one remote location unless that remote location is open to the public to physically access it;
- 8) If a closed session is held during an all-virtual public WTC Public Meeting, transmission of the meeting to the public resumes before the Council Members vote to certify the closed meeting as required by subsection D of [Va. Code § 2.2-3712](#).

b. Limitation on all-virtual WTC Public Meetings.

- 1) **Council Meetings.** The Council shall not convene an all-virtual public Council meeting (i) more than two times per calendar year or 50 percent of the meetings held per calendar year rounded up to the next whole number whichever is greater; or (ii) consecutively with another all-virtual WTC Council Meeting.
 - 2) **Committee or Sub-Committee Meetings.** Committees or Sub-Committees of the Council shall not convene an all-virtual public meeting (i) more than 50% of the number of those meetings per calendar year, or (ii) consecutively with another all-virtual public meeting of the Committee or Sub-Committee.
- c. Minutes of all-virtual WTC Public Meetings held by electronic communication means are taken as required by [Va. Code § 2.2-3707](#) and include the fact that the meeting was held by electronic communication means and the type of electronic communication means by which the meeting was held. If the participation of a Council Member from a remote

location pursuant to this subsection is disapproved because such participation would violate this policy, such disapproval shall be recorded in the minutes with specificity.

VIII. Responsibility and Authority

In accordance with Va. Code § 2.2-3708.3(D), this policy must be reviewed and adopted annually.

Approved:

Ruth Larson
Council Chair

Date

EFFECTIVE 11/19/2024, Revised 5/20/2025

Treasurer's Report

Revenue / Expenses September 2025

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	1,399,935	1,426,520	(26,585)
\$1 Transient Tax	146,799	143,608	3,191
Maintenance of Effort Funds	0	0	0
Other	19,881	11,448	8,433
Unrestricted Reserves	0	0	0
Total Revenue	1,566,615	1,581,576	(14,961)
EXPENSES			
Marketing Activities	678,772	1,214,590	535,818
Employee Expenses	42,697	49,541	6,844
Total Destination Marketing	721,469	1,264,131	542,662
Sales Activities	141,998	223,240	81,242
Employee Expenses	67,283	83,313	16,031
Total Sales & Other Marketing	209,281	306,553	97,272
Administrative Services	52,835	37,150	(15,685)
Admin Employee Expenses	70,408	67,510	(2,898)
Total Administration	123,243	104,660	(18,583)
Total Expenses	1,053,992	1,675,344	621,352
Net Revenue Expense by Month	512,622	(93,768)	606,390

Treasurer's Report

Revenue / Expenses Fiscal YTD as of September 2025

	FY 2026		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	4,168,586	4,170,862	(2,276)
\$1 Transient Tax	489,600	475,203	14,397
Maintenance of Effort Funds	38,666	38,666	(0)
Other	78,232	28,095	50,137
Unrestricted Reserves	0	0	0
Total Revenue	4,775,084	4,712,826	62,258
EXPENSES			
Marketing Activities	1,966,986	2,963,917	996,931
Employee Expenses	136,993	157,353	20,360
Total Destination Marketing	2,103,980	3,121,270	1,017,290
Sales Activities	543,273	651,170	107,897
Employee Expenses	203,859	259,104	55,245
Total Sales & Other Marketing	747,132	910,274	163,142
Administrative Services	101,947	111,099	9,152
Admin Employee Expenses	212,771	202,123	(10,648)
Total Administration	314,718	313,222	(1,496)
Total Expenses	3,165,830	4,344,766	1,178,936
Net Revenue Expense by Month	1,609,254	368,060	1,241,194

Budget Remaining	Percent Remaining
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11,416,338	73.3%
1,122,755	69.6%
87,934	69.5%
50,815	
1,150,000	100.0%
13,827,842	74.3%

10,972,098	84.8%
546,906	80.0%
11,519,003	84.6%
1,786,786	76.7%
915,280	81.8%
2,702,066	78.3%
505,106	83.2%
710,921	77.0%
1,216,027	79.4%
15,437,096	83.0%

Net Position - Beginning of Year	3,580,461	3,580,461	0
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Net Position - Current YTD	5,189,715	3,948,521	1,241,194
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Treasurer's Report

Cash on Hand
September 2025

Operating Cash

Cash Balances	Jul-25		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 7,230,328	\$ 4,919,085	\$ 2,311,243
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank CD	\$ 790,786	\$ -	\$ 790,786
Total Cash on Hand	\$ 8,022,114	\$ 4,919,085	\$ 3,103,029

Aug-25		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 6,936,227	\$ 5,362,154	\$ 1,574,073
\$ 1,000	\$ -	\$ 1,000
\$ 790,786	\$ -	\$ 790,786
\$ 7,728,013	\$ 5,362,154	\$ 2,365,859

Sep-25		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 7,956,115	\$ 5,336,872	\$ 2,619,243
\$ 1,000	\$ -	\$ 1,000
\$ 793,103	\$ -	\$ 793,103
\$ 8,750,218	\$ 5,336,872	\$ 3,413,346

Key Sources of Funds	Jul-25		
	Actual	Budget	Variance
State Disbursement	\$ 1,482,403	\$ 1,463,953	\$ 18,450
Total Gov't Sources	\$ 1,482,403	\$ 1,463,953	\$ 18,450

Aug-25		
Actual	Budget	Variance
\$ 1,629,050	\$ 1,611,984	\$ 17,066
\$ 1,629,050	\$ 1,611,984	\$ 17,066

Sep-25		
Actual	Budget	Variance
\$ 1,546,733	\$ 1,570,128	\$ (23,395)
\$ 1,546,733	\$ 1,570,128	\$ (23,395)

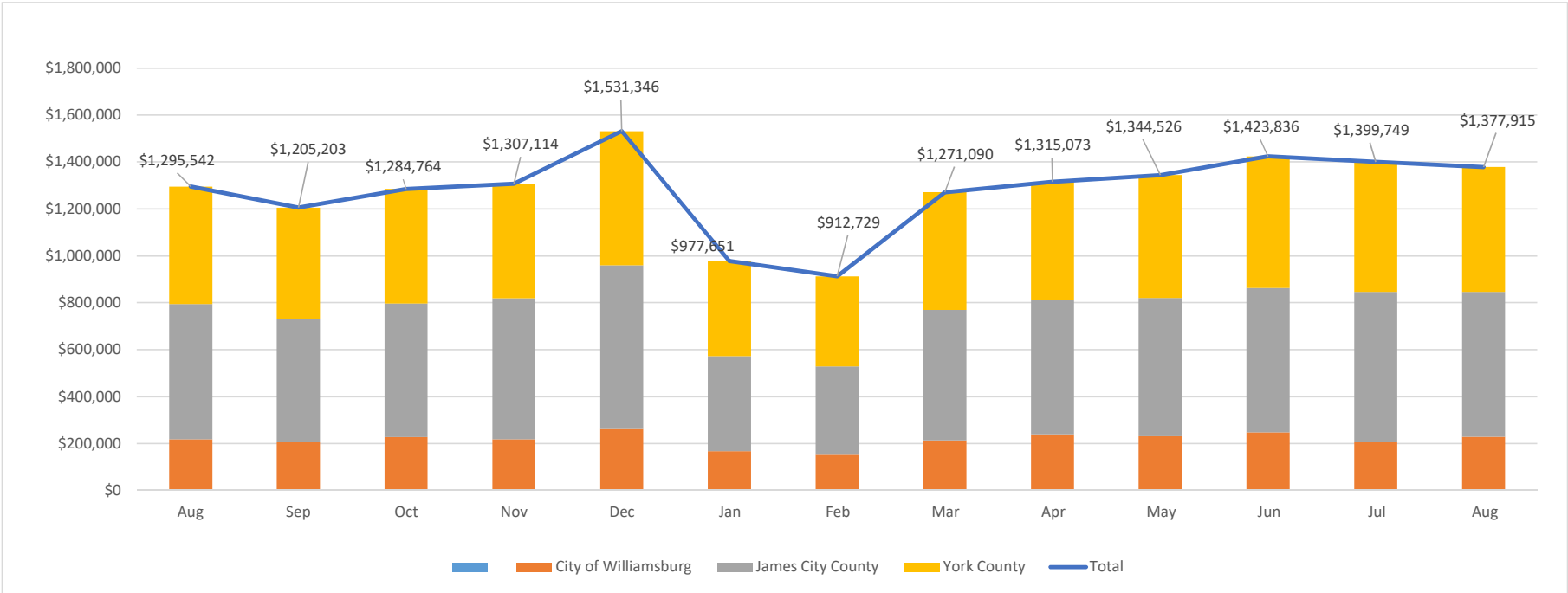
Interest Earned:			
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 17,516	\$ 7,282	\$ 10,234
Ches Bank CD	\$ 2,310	\$ -	\$ 2,310
Total Interest Earned	\$ 19,826	\$ 7,282	\$ 12,544

\$ 18,446	\$ -	\$ 18,446
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 17,767	\$ 9,365	\$ 8,402
\$ 2,310	\$ -	\$ 2,310
\$ 38,524	\$ 9,365	\$ 29,159

\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 17,564	\$ 11,448	\$ 6,116
\$ 2,317	\$ -	\$ 2,317
\$ 19,881	\$ 11,448	\$ 8,433

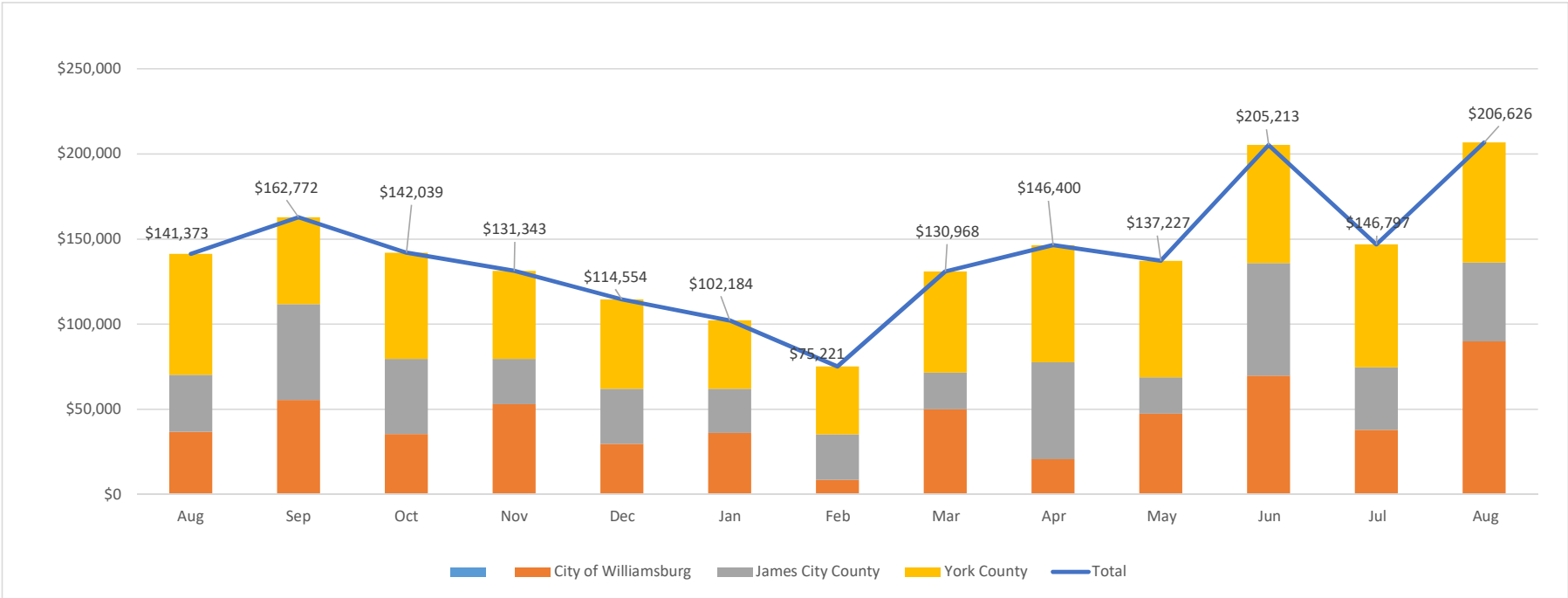
Accounts payable balance as of August 31, 2025:	\$ 1,094,099
Uncleared checks & payments balance:	646,185
Sports & Event payables balance:	774,305
Total Open Payables transactions:	\$ 2,514,589

SOURCE: York County, Office of the Commissioner of Revenue



§§ 58.1-603.2 1/2 of 1%													
CY 2024/2025	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$205,427	\$228,284	\$217,692	\$266,141	\$167,800	\$152,131	\$212,669	\$239,626	\$230,344	\$247,996	\$209,194	\$228,829	\$2,606,134
James City County	\$525,458	\$568,215	\$601,388	\$692,950	\$405,348	\$376,020	\$556,313	\$573,465	\$589,691	\$614,553	\$637,526	\$618,169	\$6,759,095
York County	\$474,318	\$488,266	\$488,034	\$572,255	\$404,503	\$384,578	\$502,108	\$501,981	\$524,491	\$561,287	\$553,029	\$530,917	\$5,985,766
Total	\$1,205,203	\$1,284,764	\$1,307,114	\$1,531,346	\$977,651	\$912,729	\$1,271,090	\$1,315,073	\$1,344,526	\$1,423,836	\$1,399,749	\$1,377,915	\$15,350,995
Calendar YTD Total												\$10,022,569	
CY 2023/2024	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$219,434	\$231,252	\$215,248	\$251,890	\$151,905	\$156,001	\$205,256	\$220,784	\$225,388	\$247,564	\$224,996	\$217,995	\$2,567,712
James City County	\$519,452	\$526,194	\$541,964	\$666,053	\$387,783	\$426,600	\$511,176	\$540,740	\$567,007	\$580,550	\$592,979	\$577,012	\$6,437,512
York County	\$468,981	\$460,830	\$480,182	\$538,830	\$406,530	\$449,044	\$484,614	\$492,522	\$502,201	\$544,291	\$568,412	\$500,534	\$5,896,971
Total	\$1,207,867	\$1,218,276	\$1,237,394	\$1,456,773	\$946,218	\$1,031,645	\$1,201,046	\$1,254,046	\$1,054,706	\$1,372,405	\$1,386,388	\$1,295,542	\$14,662,306
Calendar YTD Total												\$9,541,996	

SOURCE: York County, Office of the Commissioner of Revenue



Transient Tax \$1 of the \$2													
CY2024/2025	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$55,555	\$35,630	\$53,107	\$29,801	\$36,219	\$8,660	\$50,132	\$20,733	\$47,483	\$69,882	\$37,995	\$90,059	\$535,256
James City County	\$56,196	\$43,992	\$26,600	\$32,345	\$25,924	\$26,698	\$21,595	\$56,932	\$21,651	\$65,958	\$36,751	\$46,178	\$460,820
York County	\$51,021	\$62,417	\$51,636	\$52,408	\$40,041	\$39,863	\$59,242	\$68,735	\$68,454	\$69,373	\$72,051	\$70,389	\$705,630
Total	\$162,772	\$142,039	\$131,343	\$114,554	\$102,184	\$75,221	\$130,969	\$146,400	\$137,588	\$205,213	\$146,797	\$206,626	\$1,701,706
Calendar YTD Total												\$1,150,998	
CY2023/2024	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$37,836	\$41,814	\$31,726	\$33,937	\$36,901	\$35,855	\$18,595	\$79,266	\$31,299	\$25,601	\$63,258	\$36,943	\$473,031
James City County	\$35,602	\$41,928	\$32,135	\$24,009	\$38,773	\$25,548	\$32,557	\$40,469	\$25,431	\$27,535	\$72,671	\$33,323	\$429,981
York County	\$54,061	\$51,203	\$46,505	\$53,418	\$41,665	\$41,277	\$60,426	\$64,157	\$72,501	\$74,100	\$73,492	\$71,107	\$703,912
Total	\$127,499	\$134,945	\$110,366	\$111,364	\$117,339	\$102,680	\$111,578	\$183,892	\$129,231	\$127,236	\$209,421	\$141,373	\$1,606,924
Calendar YTD Total												\$1,122,750	