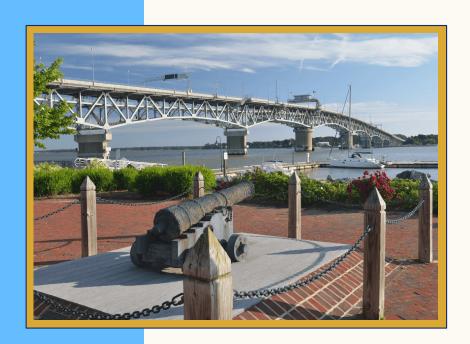




# Williamsburg Tourism Council

**BOARD MEETING** 

September 16, 2025





### **Today's Agenda**



- . Roll Call
- II. Public Comment
- III. Roundtable Discussion
- IV. Approve Minutes
- V. Chair Report
- VI. Treasurer's Report
- VII. CEO Report
- VIII. Market, Financial & Economic Feasibility study for a Live Performance Venue ("LPV") ir Williamsburg, VA
- IX. New Business
- X. Old Business
- XI. Adjournment

### Vote



James City County
Colonial Williamsburg Foundation
City of Williamsburg

Busch Gardens
Jamestown Rediscovery Foundation
Jamestown-Yorktown Foundation
Williamsburg Hotel & Motel Association
Williamsburg Area Restaurant Association
York County

Ruth Larson, Chair Cliff Fleet, Vice Chair Doug Pons, Treasurer

Kevin Lembke
Denise Kellogg
Christy Coleman
Ron Kirkland
Michael Claar
Sheila Noll

### Treasurer's Report

### Revenue / Expenses July 2025



	Month					
	Actual	Budget	Variance			
REVENUE						
Sales Tax (58.1-603.2)	1,344,815	1,332,138	12,677			
\$1 Transient Tax	137,588	131,815	5,773			
Maintenance of Effort Funds	38,666	38,666	(0)			
Other	19,826	7,282	12,544			
Unrestricted Reserves	0	0	0			
Total Revenue	1,540,896	1,509,901	30,995			
EXPENSES						
Marketing Activities	635,058	906,205	271,147			
Employee Expenses	52,710	57,060	4,350			
Total Destination Marketing	687,768	963,265	275,497			
	221,100	0.00,200	2.0,.0			
Sales Activities	272,392	251,995	(20,397)			
Employee Expenses	71,302	93,439	22,137			
Total Sales & Other Marketing	343,693	345,434	1,741			
Administrative Services	25,339	33,682	8,343			
Admin Employee Expenses	74,482	70,134	(4,348)			
Total Administration	99,821	103,816	3,995			
Total Expenses	1,131,281	1,412,515	281,234			
Net Revenue Expense by Month	409,614	97,386	312,228			

### Treasurer's Report

### Revenue / Expenses Fiscal YTD as of July 2025

	FY 2026					
	Actual	Budget	Variance			
REVENUE						
Sales Tax (58.1-603.2)	1,344,815	1,332,138	12,677			
\$1 Transient Tax	137,588	131,815	5,773			
Maintenance of Effort Funds	38,666	38,666	(0)			
Other	19,826	7,282	12,544			
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Admin Employee Expenses	74,482	70,134	(4,348)			
Total Administration	99,821	103,816	3,995			
Total Expenses	1,131,281	1,412,515	281,234			
Net Revenue Expense by Month	409,614	97,386	312,228			
Net Position - Beginning of Year	3,580,461	3,580,461	0			
	, ,	, , ,				
Net Position - Current YTD	3,990,075	3,677,847	312,228			



Budget	Percent
Remaining	Remaining
14,240,109	91.4%
1,474,767	91.5%
87,934	69.5%
109,221	
1,150,000	100.0%
17,062,030	91.7%
12,304,026	95.1%
631,189	92.3%
12,935,215	95.0%
2,057,667	88.3%
1,047,837	93.6%
3,105,505	90.0%
581,714	95.8%
849,210	91.9%
1,430,924	93.5%
17 471 645	02.00/
17,471,645	93.9%

### Treasurer's Report

### Cash on Hand July 2025

## Visit WILLIAMSBURG JAMESTOWN ▼ YORKTOWN

### Operating Cash

Cash Balances	May-25						
		Actual Budget			Variance		
Bank Account Balances: operations							
BB&T Reserve Checking	\$	-	\$	-	\$	-	
BB&T ICS Investment Fund	\$	-	\$	-	\$	-	
Ches Bank Checking	\$	7,744,946	\$	5,096,678	\$	2,648,268	
Ches Bank Payroll	\$	1,000	\$	-	\$	1,000	
Ches Bank CD	\$	783,970	\$	-	\$	783,970	
Total Cash on Hand	\$	8,529,916	\$	5,096,678	\$	3,433,238	

Jun-25								
Actual		Budget		Variance				
\$ -	\$	-	\$	-				
\$ -	\$	-	\$	-				
\$ 7,696,095	\$	4,671,457	\$	3,024,638				
\$ 1,000	\$	-	\$	1,000				
\$ 788,476	Ş	-	\$	788,476				
\$ 8,485,571	\$	4,671,457	\$	3,814,114				

Jul-25								
Actual		Budget	Variance					
\$ -	\$	-	\$	-				
\$ -	\$	-	\$	-				
\$ 7,230,328	\$	4,919,085	\$	2,311,243				
\$ 1,000	\$	-	\$	1,000				
\$ 790,786	\$	-	\$	790,786				
\$ 8,022,114	\$	4,919,085	\$	3,103,029				

May-25					
	Actual		Budget		Variance
\$	1,402,273	\$	1,366,900	\$	35,373
\$	1,402,273	\$	1,366,900	\$	35,373
	\$ <b>\$</b>	\$ 1,402,273	\$ 1,402,273 \$	Actual Budget \$ 1,402,273 \$ 1,366,900	Actual Budget \$ 1,402,273 \$ 1,366,900 \$

Jun-25							
Actual			Budget	Variance			
\$	1,461,596	\$	1,437,770	\$	23,826		
\$	1,461,596	\$	1,437,770	\$	23,826		

Jul-25							
Actual			Budget		Variance		
\$	1,482,403	\$	1,463,953	\$	18,450		
\$	1,482,403	\$	1,463,953	\$	18,450		

Interest Earned:			
State Interest Paid	\$ 18,166	\$ -	\$ 18,166
BB&T Reserve Checking	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 19,826	\$ 8,428	\$ 11,398
Ches Bank CD	\$ 2,092	\$ -	\$ 2,092
Total Interest Earned	\$ 40,084	\$ 8,428	\$ 31,656

\$ -	\$ -	\$ -
\$ -	\$	\$ -
\$ -	\$ -	\$ -
\$ 17,287	\$ 6,553	\$ 10,734
\$ 2,276	\$ -	\$ 2,276
\$ 19,564	\$ 6,553	\$ 13,011

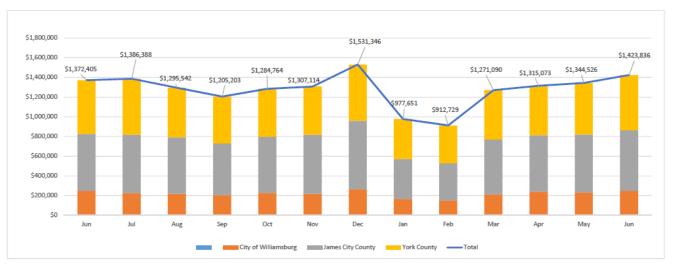
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 17,516	\$ 7,282	\$ 10,234
\$ 2,310	\$ -	\$ 2,310
\$ 19,826	\$ 7,282	\$ 12,544

Accounts payable balance as of July 31, 2025: Uncleared checks & payments balance:	2,239,479 19,228
Total Open Payables transactions:	\$ 2,258,707

Treasurer's Report

**Sales Tax** SOURCE: York County, Office of the Commissioner of Revenue



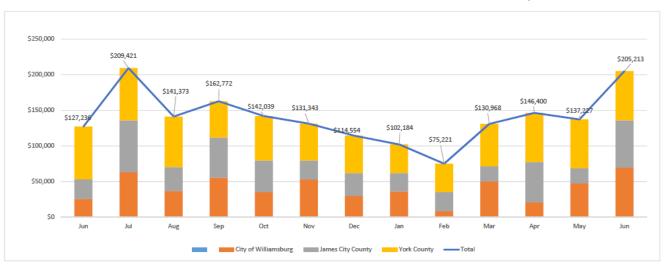


§§ 58.1-603.2 1/2 of 1%	,												
CY 2024/2025	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$224,996	\$217,995	\$205,427	\$228,284	\$217,692	\$266,141	\$167,800	\$152,131	\$212,669	\$239,626	\$230,344	\$247,996	\$2,611,102
James City County	\$592,979	\$577,012	\$525,458	\$568,215	\$601,388	\$692,950	\$405,348	\$376,020	\$556,313	\$573,465	\$589,691	\$614,553	\$6,673,392
York County	\$568,412	\$500,534	\$474,318	\$488,266	\$488,034	\$572,255	\$404,503	\$384,578	\$502,108	\$501,981	\$524,491	\$561,287	\$5,970,766
Total	\$1,386,388	\$1,295,542	\$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	\$15,255,260
Calendar YTD Total												\$7,244,904	
I						- 1							
CY 2023/2024	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
CY 2023/2024	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
•	Jul \$256,700	Aug \$238,658		Oct \$231,252	Nov \$215,248	Dec \$251,890	Jan \$151,905	Feb \$156,001	Mar \$205,256	Apr \$220,784	May \$225,388	Jun \$247,564	Total \$2,620,079
•											,		\$2,620,079
City of Williamsburg	\$256,700	\$238,658	\$219,434	\$231,252	\$215,248	\$251,890	\$151,905	\$156,001	\$205,256	\$220,784	\$225,388	\$247,564	
City of Williamsburg James City County	\$256,700 \$560,191	\$238,658 \$633,248 \$548,731	\$219,434 \$519,452	\$231,252 \$526,194	\$215,248 \$541,964 \$480,182	\$251,890 \$666,053	\$151,905 \$387,783	\$156,001 \$426,600	\$205,256 \$511,176	\$220,784 \$540,740 \$492,522	\$225,388 \$567,007	\$247,564 \$580,550	\$2,620,079 \$6,460,958

Treasurer's Report

### Transient Tax

SOURCE: York County, Office of the Commissioner of Revenue



Transient Tax \$1 of the \$2													
CY2024/2025	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$63,258	\$36,943	\$55,555	\$35,630	\$53,107	\$29,801	\$36,219	\$8,660	\$50,132	\$20,733	\$47,483	\$69,882	\$507,403
James City County	\$72,671	\$33,323	\$56,196	\$43,992	\$26,600	\$32,345	\$25,924	\$26,698	\$21,595	\$56,932	\$21,651	\$65,958	\$483,885
York County	\$73,492	\$71,107	\$51,021	\$62,417	\$51,636	\$52,408	\$40,041	\$39,863	\$59,242	\$68,735	\$68,454	\$69,373	\$707,789
Total	\$209,421	\$141,373	\$162,772	\$142,039	\$131,343	\$114,554	\$102,184	\$75,221	\$130,969	\$146,400	\$137,588	\$205,213	\$1,699,077
Calendar YTD Total												\$797,575	
CY2023/2024	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
CY2023/2024	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
CY2023/2024 City of Williamsburg	Jul \$33,812	Aug \$30,119	Sep \$37,836	Oct \$41,814	Nov \$31,726		Jan \$36,901	Feb \$35,855	Mar \$18,595	Apr \$79,266	·		Total \$436,761
									\$18,595	·	·	\$25,601	
City of Williamsburg	\$33,812	\$30,119	\$37,836	\$41,814	\$31,726	\$33,937	\$36,901	\$35,855	\$18,595	\$79,266	\$31,299	\$25,601	\$436,761
City of Williamsburg James City County	\$33,812 \$69,058	\$30,119 \$31,594	\$37,836 \$35,602	\$41,814 \$41,928	\$31,726 \$32,135	\$33,937 \$24,009	\$36,901 \$38,773 \$41,665	\$35,855 \$25,548	\$18,595 \$32,557 \$60,426	\$79,266 \$40,469	\$31,299 \$25,431	\$25,601 \$27,535	\$436,761 \$424,639





Media Performance: July - August



### Paid Media June-August 2025 Performance



### **Display Advertising**

- Standard Display garnered:
  - Over 5.5M impressions with an overall CPM of \$9.00
  - Over 8.9K clicks with a 0.16% CTR (Over 3x the industry benchmark of 0.05%) and a CPC of \$5.56 (Below the industry average of \$10.00)
  - Over 35.1K conversions with a 0.64% conversions rate (Over 3x the industry benchmark of 0.2%) and a \$1.42 CPA
- Top Performing GEOs (by impressions/CTR)
  - Washington, DC
  - Philadelphia, PA
  - New York, NY

### **Premium Display Advertising**

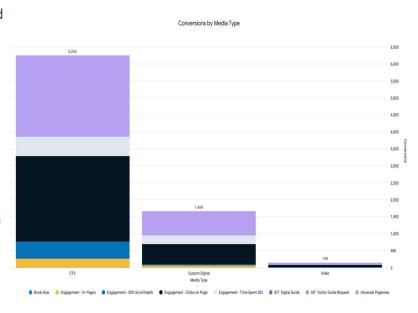
- Premium Partner Display drove:
  - Over 803.3K impressions with an overall CPM of \$13.71
  - 797 clicks with a 0.10% CTR (Double the industry benchmark of 0.05%) and a CPC of \$13.81
  - Over 2.6K conversions with a 0.33% conversions rate (Over the industry benchmark of 0.2%) and a \$4.20 CPA
- Top Performing GEOs (by impressions/CTR)
  - New York, NY
  - Washington, DC
  - Philadelphia, PA





### Video & Connected TV Advertising

- The CTV placement targeting US History/America's 250th delivered a 98.61% VCR (Above the industry benchmark of 95%)
- Our Broadcast spot also drove a Video Completion Rates above the industry benchmark at 98.94%
- The CTV Youtube placement drove:
  - A 96.78% VCR (above the industry benchmark of 95%)
  - Over 6.2K conversions on the website with a 0.33% conversion rate
- Online Video delivered:
  - 90.18% VCR (Well above the industry benchmark of 75%)
  - Over 1.6K conversions on the website with a 0.15% conversions rate

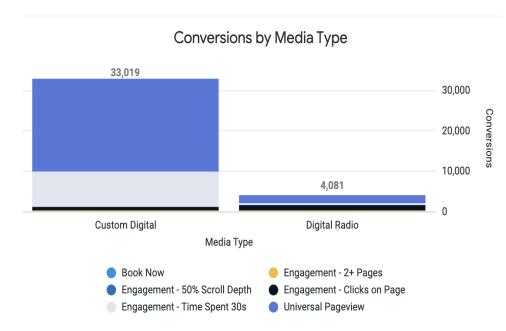






# **Audio & Email Advertising**

- Our audio placement with AdGenuity drove:
  - Over 3.7M impressions
  - 4K conversions with a 0.11% conversion rate
- Our email partnership with Vista Graphics delivered:
  - Over 172K trackable impressions
  - 38K trackable clicks with a 22.20% CTR
  - Over 33K trackable conversions with a 19.19% conversion rate and a \$1.87 CPA







# VisitWilliamsburg.com

### Summary: July 1 – September 9

### Top 10 Viewed Webpages

- Home
- Cool Summer Savings
- 3. Museums and Attractions
- Places to Stay
- Events
- Food and Drink/Dining
- 7. Things to Do
- 8. Things to Do/Kids & Families
- 9. Williamsburg 250/American Birthday Quilt
- 10. Things to Do/Outdoor Activities

### Geography: Top 10 cities

- 1. New York
- 2. Williamsburg
- Virginia Beach
- 4. Baltimore
- 5. Charlotte
- 5. Charlotte
- Washington
- Philadelphia
- Ashburn
- Raleigh
- 10. Richmond

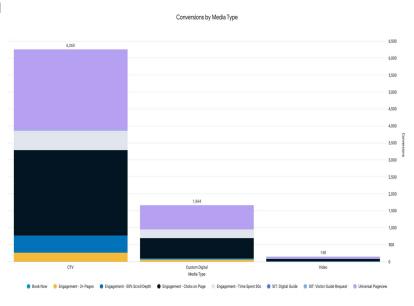


Г	URL - Hostname - No Host	URL - Path	Total Pageviews
1	www.visitwilliamsburg.com	1	178,589
2	www.visitwilliamsburg.com	/plan/deals-and-packages/cool-summer-s	65,310
3	www.visitwilliamsburg.com	/things-to-do/museums-and-attractions/	60,595
4	www.visitwilliamsburg.com	/places-to-stay/	50,302
5	www.visitwilliamsburg.com	/events/	47,237
6	www.visitwilliamsburg.com	/food-and-drink/dining/	44,669
7	www.visitwilliamsburg.com	/things-to-do/	37,701
8	www.visitwilliamsburg.com	/things-to-do/kids-and-families/	36,280
9	www.visitwilliamsburg.com	/williamsburg-250/american-birthday-quilt/	18,021
10	www.visitwilliamsburg.com	/things-to-do/outdoor-activities/	15,475
11	www.visitwilliamsburg.com	/things-to-do/rainy-day-activities/	14,361
12	www.visitwilliamsburg.com	/blog/post/top-things-to-do-at-busch-gard	14,296
13	www.visitwilliamsburg.com	/food-and-drink/	13,652
14	www.visitwilliamsburg.com	/plan/visitor-guide/	12,916
15	www.visitwilliamsburg.com	/plan/the-region/williamsburg/	12,801
16	www.visitwilliamsburg.com	/things-to-do/free-things-to-do/	12,539
17	www.visitwilliamsburg.com	/plan/	11,470
18	www.visitwilliamsburg.com	/things-to-do/tours/	10,960
19	www.visitwilliamsburg.com	/sports/	10,790
20	www.visitwilliamsburg.com	/places-to-stay/hotels-and-resorts/	10,188
21	www.visitwilliamsburg.com	/things-to-do/museums-and-attractions/hi	10,118
22	www.visitwilliamsburg.com	/events/food-and-drink/pancake-festival/	8,833
23	www.visitwilliamsburg.com	/things-to-do/shopping/	8,809
24	www.visitwilliamsburg.com	/events/live-music/	8,184



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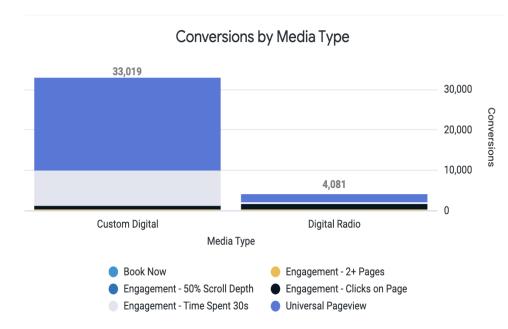






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  - 38K trackable clicks with a 22.20% CTR
  - Over 33K trackable conversions with a 19.19% conversion rate and a \$1.87 CPA







# Facebook and Instagram Advertising





- Meta ran our Brand traffic campaigns, Cool Summer Savings, and Summer Push. We also recently launched the American Birthday Quilt campaign mid August. All campaigns outperformed our benchmarks with our Brand traffic campaign getting particularly high landing rates and efficient costs.
  - Carousels were top performers with both the IG and FB brand carousels bringing in the majority of Landing Page Views with high engagement rates above 3% (benchmark 2%)
  - Brand Traffic Campaigns: Produced 79.9K LPVs at a very efficient c/land of \$0.36 (benchmark \$0.70) and a high landing rate of 2.37% (benchmark 0.80%)
  - Summer Push: Produced 39.8K LPVs at a c/land of \$0.50 and a landing rate of 1.62%
  - Cool Summer Savings: Produced 33.4K LPVs at a c/land of \$0.45 and landing rate of 1.95%
  - Demographics: 65+ top driver of traffic followed by 55 64. Women made up 62% of link clicks showing an increase compared to previous months.
- Top Performing DMA Regions:
  - New York
  - Washington D.C.
  - Philadelphia





# Pinterest and TikTok Advertising (2)





- Pinterest ran our Brand interest/keyword targeting traffic campaign and the American Birthday Quilt campaign that launched mid August.
  - Both performed above benchmarks with the brand campaign showing a particularly great engagement rate of almost 3% (benchmark 1%)
  - Carousels were top performers here as well with the places to stay/booking carousels producing the most traffic at the most efficient cost.
  - Brand Campaign: produced 13K outbound link clicks at a CPC of \$0.84 (benchmark \$1.90) at a CTR of 0.51% (benchmark 0.35%)
- TikTok ran our Brand traffic campaign with only one video creative.
  - The campaign produced 9.4K LPVs at a c/land of \$2.11 (benchmark \$4) and a landing rate of 0.23% (benchmark 0.20%)





# Google Search advertising



- In July and August, the 4 Leisure Search campaigns (Trip Planning, Things to do, Place to Stay, and Food & Drink) along with the Performance Max campaign delivered over 603K impressions and 80K clicks at a CTR of 13.30% (Above the industry benchmark of 10.16%) and a CPC of \$0.36 (Well below the industry average of \$1.92).
  - Engagement remained strong with over 68K engaged sessions to the website, 77% engagement rate, and an average engaged session time of 1m24s.
- At a great overall 47% conversion rate (Significantly above the industry benchmark of 5.36%), we produced 1,040 guide conversions, 1,637 guide downloads, 115 E-Newsletter sign ups, and 32.7K partner referrals. We saw engagement conversions of over 30K sessions with 2 or more pages and 6,870 sessions on blog over 1 minute.
- The top performers for traffic, CPC, and conversions were the Performance Max and Things to Do campaigns.
- Top Converting Locations:
  - Virginia
  - North Carolina
  - Pennsylvania





### Creative





- :15 airing September October on PBS local
- :10 to air in November during **Ken Burns Documentary: American Revolution**





### Creative





### MOBILE INTERSCROLLER





# WILLIAMSBURG JAMESTORY TORATORY Where America's Journey Begins.





250



Visit Williamsburg

Play Great Golf

DYNAMIC BILLBOARD



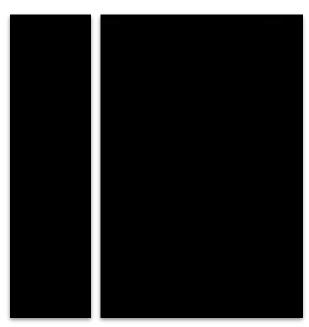


FACEBOOK AD





# **Digital:** Display & Native



DISPLAY



Where America's WILLIAMSBURG LET'S GO Journey Begins

NATIVE



### **Epic Adventures for All** Embrace the past and present on a fun-loving

getaway. Where America's Journey Begins.

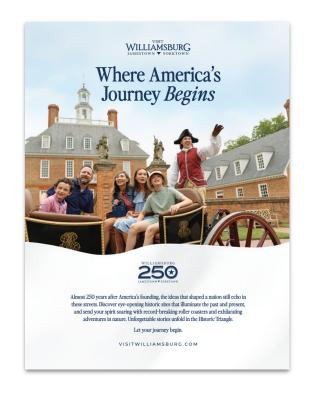




### **Print Advertising**

### The New York Times









# Philadelphia eBlasts & Sponsored Content

MAGAZINE











Jamestown, and Yorktown. Celebrate 250 years of stories and adventures.

Start Your Journey





### **Social Media**

















# SMARInsights 25



# 250th Anniversary Awareness + Interest Overall

- In the context of government and politics, it is the eve of the semi quincentennial; as such, the importance and role of this event towards travel was also explored.
- Overall, 67% of respondents were aware that 2026 marks the 250th anniversary of the signing of the Declaration of Independence.
- When asked if they would be interested in traveling to sites of historical significance for the anniversary, 57% said they would.
- Both general awareness and interest in traveling for the semi quincentennial are very strong.





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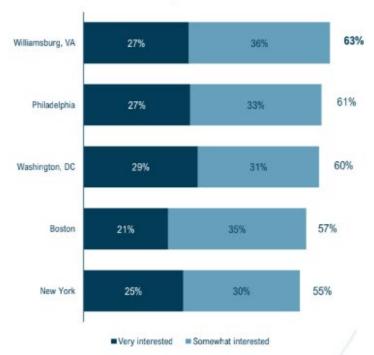




# 250<sup>th</sup> Anniversary Destination Interest

- Respondents were asked how interested they were in visiting certain destinations over the next two years in light of the anniversary.
- Williamsburg emerged as the destination with the highest level of interest among respondents.

### 250th Anniversary Destination Interest

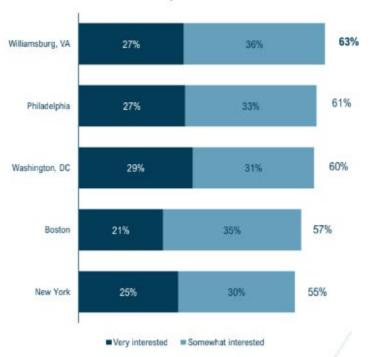




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### 250th Anniversary Destination Interest







### MMGY PR & Influencer Updates (July - September 2025)





# Earned Media Coverage



# Tave er

TOWN STATUS

The Best Affordable Family Vacations in the US

These trips are budget-friendly and kid-approved.

BY PARIS WILSON

Planning a family vacation that checks all the boxes—fun, memorable, and affordable—can feel like a tall order. Between different interests, varying age ranges, and budgeting for meals, lodging and entertainment, it is easy to feel overwhethers before you've very nabed a log. But good news: creating lasting family memories doesn't have to come with a hefty price tag. Across the US, there are plenty of wallet-friendly destinations that offer high fun without draining your savings.

Whether you're dreaming of exploring the great outdoors at a national park, digging your toes in the sand at a budget friendly beach town, or enjoying small-town charm with big attractions, we're rounded up some of the best affordable family variation spots across the country. From hiking through the scenic red rocks in Sedona, Arizona, to riding coasters in Pigeon Forge, Tennessee, these destinations promise fun for kids and parents alike, without blowing your tracel budget.

Ready to start planning your next family adventure? Here are 11 of the best affordable familyfriendly vacation spots in the US that offer great experiences at just as great a value.

- The Ozarks
- Asheville, North Carolina
- Branson, Missouri
- Williamsburg, Virginia
- · Myrtle Beach, South Carolina
- Sedona, Arizona
- · Gulf Shores, Alabama
- Yellowstone National Park
- Lake Tahoe, California
- San Diego, California
- Smoky Mountains

# WHEREVER FAMILY The Trusted Source for the Modern Family

BECOME PART OF AMERICA'S 250TH CELEBRATION WITH THE QUILT PROJECT IN WILLIAMSBURG

America is gearing up for a milestone birthday in 2026, celebrating 250 years. Preparations are already underway, with exhibits and experiences popping up around the country as the date approaches. Visit Williamsburg, representing the Williamsburg region of Virginia (with cities like Williamsburg, Jamestown and Yorktown), just launched the Great American Birthday Quilt Project, giving family travelets all across the country the opportunity to take an active role in celebrating this epic birthday.

The invitation is officially open for Americans to "stitch their story" into the "Fabric of America." Anyone who wants to participate in this massive project is welcome to contribute a handcrafted quilt square that reflects their personal story of what it means to be a part of America. The goal is for each participant's contribution to present a unique perspective, showcasing their hopes, dreams, history and pride in America. Together, the accepted submissions will all be put together into a monumental quilt that will showcase 250 years of American history, pride and hope.

Outlet: Wherever Family
Article: Become Part of America's 250th Celebration with the Quilt
Project in Williamsburg
Date: July 2, 2025
Reach: 1,736



Beach, Mountains, or City? 16 Vacation Ideas That Match Your Family's Travel Style

We've sounded up spots that offer a mix of poetly somery; outdoor adventures and family-friendly activities



#### Kingsmill Resort, Williamsburg, Virginia

#### What Makes It Special:

Set along the James River, this family resort offers a mix of outdoor adventures with relaxation and its close shuttle ride away from Colonial Williamsburg. The resort offers top tier golf, kayaking on the river, pools, a spa, on-ste dining and pretty river views.

#### Things to Do

Beyond the three championship golf courses, fitness center, pools and other amenities that make this resort family-frendly and reliading, their's plenty of history and theme park hin to be had in the area, to families visiting between July and Juquist 2,0254 will get discounts through the Cool Summer Savings Pars, a free digital pars from Visit Williamsburg that gets you deals at amusement parks, restaurants, shops, entertainment vienues, and hotels throughout the Williamsburg regions.

Visit historic sites like Williamsburg, Jamestown, and Yorktown or spend the day at Busch Gardens. There are plenty of shops, restaurants and outdoor adventures in the area, too. To download your pass and get teh discounts, head to visite/liamsburg.com and search for "Cool Summer Savings." Once downloaded, open the pass and follow the prompts.

Outlet: New Jersey Family Article: Beach, Mountains, or City? 16 Vacation Ideas That Match Your Family's Travel Style Date: July 18, 2025 Reach: 111,778

Outlet: Condé Nast Traveler Article: The Best Affordable Family Vacations in the US Date: July 1, 2025 Reach: 3,700,714



### yahoo!creators

### 12 charming small towns in the USA perfect for a weekend getaway

Whether you're craving mountain trails, coastal cliffs, or historic main streets, these small towns deliver big character in just a few days.

#### Williamsburg, Virginia



A costumed interpreter walks through Colonial Williamsburg, where living history brings America's early days to life.

History runs deep in Williamsburg, and with America's 250th birthday approaching in 2026, the town is already leaning into its role as one of the most significant historic destinations in the United States. A visit here feels like stepping book in time: costumed interpreters walk cobbleatone streets, blacksmiths hammer away in open-air forges, and taverns serve recipes inspired by the colonial era. Yet beyond the living-history museum atmosphere.
Williamsburg offers modern comforts, boutique shopping, and a lively dining scene.

Outlet: Yahoo! Creators
Article: 10 American small towns perfect for a late-summer
getaway
Date: July 24, 2025
Reach: 2,326,758

### WHEREVER FAMILY

- The Trusted Source for the Modern Family -

SAVE ON YOUR SUMMER VISIT TO WILLIAMSBURG, VIRGINIA, WITH NEW COOL SUMMER SAVINGS PASS

> This summer, femily travelers can both explore Williamsburg, Virginia, and save big while they're atit. Through Aug. 31, families are invited to use the new Cool Summer Saving Plass to enjoy discounted attractions, delicious local eats and exciting dynamics arross Williamsburg.

> This free digital pass is easy to use. Simply fill out the form to receive your pass and check your email for the link. Then, start exploring!

From amusement parks to restaurants and shops to entertainment venues to lodging, you and your family will find all of these and more on the pass, accessible from your mobile device.



Check in at participating focal spots to unlock special offers and rewards (hotal steps are worth from check-ins such). Once you've checked into three spots, chairs your prize by visiting Greater Williamshup Chamber of Commerce. Prizes include a blue Bogg bag with red sunglasses and a white Williamshup Chamber of Commerce.

"We're proud to support an initiative that brings our community together while boosting local businesses," said Terry Banez, president,

Greater Williamsburg Chamber of Commerce. "The Cool Summer Savings Pass is a win-win--it gives visitors and residents an easy way to experience the best of Williamsburg, all while supporting the shops, restaurants, and attractions that make our region so appecial."

Outlet: Wherever Family
Article: Save on Your Summer Visit to Williamsburg, Virginia,
with New Cool Summer Savings Pass
Date: July 30, 2025
Reach: 1,736

### POST

### Revolutionary Roots in Virginia's Historic Triangle

Learn alleast our nation's hinth through disease values.

July 4, 2024, marks the 250<sup>th</sup> anniversary of the adoption of the Declaration of Independence, but that historic vote doesn't tell the full story of the United States. For that, you need to head to Vinginia's Historic Triangle.

Wedged between the James and York rivers, Vinginia's Historic Triangle saw the rise of English America when approximately 160 men and boys settled on the James River in 1609 – and its fall, when the British surrendered at Vorkiown in 1781. It's also here that the colonists first processed the kien of self-governance.

But there's another reason to visit the area. Virginia's Historic Triangle gives a voice to all people that lived in this stretch of pine trees and wetlands, including women, Native Americans, and enslaved people from Africa.

#### Jamestown Settlement



Autonomy Schlichen Stautreto

For a thrombogical experience, user at Jameston Stetlement, a Using history museum that brings the early days of North America's first English colony to life. Indoor exhibits introduce the Puspahagh to inbusary of the Fuschitata peoplet, who lived in the area, and explain how the English in Americas survived their first years here. Many exhibits also address what lie was like for some and enables people in the sections.

Outlet: The Saturday Evening Post Article: <u>Revolutionary Roots in Virginia's Historic Triangle</u> Date: August 5, 2025 Reach: 11,5808





### American hidden gems: Travelers are sleeping on these 10 domestic destinations

Nothing can ruin a trip faster than running into too many crowds and being stiffed at tourist traps.

When planning a vacation, many travelers consider the most trending or perennial destinations, only to find out everyone else had the same idea. As a result, their trip involves waiting in long lines or searching for a restaurant that caters to locals with affordable menu items.

There are a slew of slept-on domestic destinations, however, that provide the same level of activities, food, history, and arts and culture to enjoy—just without the crowds or high price tags.

#### 9. Williamsburg, Virginia

Williamsburg offers more than just its place in history as the capital of colonial Virginia and the epicenter of the American Revolutionary War. There are plenty of museums and historic attractions to visit, but the city also offers theme parks like Busch Gardens, ghost tours and several art museums.

### yahoo!life

American hidden gems: Travelers are sleeping on these 10 domestic destinations

### 9. Williamsburg, Virginia



People dressed in traditional costumes shat in front of a house in the historic area known as Colonial Williamsburg, November 22, 2011. Colonial Williamsburg is the preserved and restored former colonial capital of Vaginia and offers an 18th century experience to thousands of visitors each year.

Williamsburg offers more than just its place in history as the capital of colonial Virginia and the epicenter of the American Revolutionary War. There are plenty of museums and historic attractions to visit, but the city also offers theme parks like Busch Gardens, ghost tours and several art museums.

# Forbes \*\*\*

5 New U.S. Golf Courses To Play Today

As golf's popularity soars, a wave of new courses is teeing up from Florida's Emerald Coast to the middle of Missouri.

Created by renowned architects and world-class golfers, complete with ocean views, environmentally-friendly greens and flower-filled roughs that promote local ecosystems, these lovely layouts are redesigning the game for a new generation of players.

Whether you've been hitting the links for years or just getting the hang of your clubs, these are some of the new courses to try to get on next, just in time for National Golf Month.

THE SHOE

In July, the Golden Horse Golf Club in Williamsburg, Virginis, unveiled The Shoe, a nine-hole beauty designed by Reas Jones. Known for his thoughtful and innovative approach to course architecture. Jones threaded the holes through subtle undulations that present a challenge went for seasoned golfers. With no bunkers in front of the greens, it's also ideal for beginners who haven't mastered their chip shots yet.

The Shoe is also perfect for those with tight schedules, seeing as how every hole is a par three. Another perk of The Shoe is its Colonial Williamsburg location, meaning it's but a stone's throw from Four-Star Williamsburg Inn. a historic property with 62 quest rooms, world-class diring and other lavish amenities.



Outlet: Forbes Travel Guide Article: 5 New U.S. Golf Courses To Play Today Date: August 13, 2025 Reach: 244,128



### **Forbes**

5 New U.S. Golf Courses To Play Today

Just in time for National Golf Month in August, take a swing at these recently debuted golf courses that are everywhere from Virginia to California.



#### The Shoe

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Outlet: Forbes Article: <u>5 New U.S. Golf Courses To Play Today</u> Date: August 13, 2025 Reach: 40,005,567

### L.A.FAMILY rave Wallet-Friendly Family Adventures: Top Travel Steals te up, purrents—your dinamifamily varietion doesn't have to end with a bank account begging for mercy! From California's sure-directed shores to the Caribboa one where wanted on the functorial waller friendly travel fields to be executed influence budges in fact. Whether it's proving tree s'wares at a Contents I Nide I 1. Hotel dei Coronado's Beach Escape: Family Beach Vibes Without Wallet Woes. 2 Caribbean Family Getaways: Melia's Wallet-Friendly Tropical Escape 3 Windstar Cruises' All-Inclusive Upgrade: Family Fun Without the Fuss 4 Williamsburg's Cool Summer Savings Pass: Big Fun, Small Bills 5 BIG Summor Family Travel Deals in California - Save This Page! Williamsburg's Cool Summer Savings Pass: Big Fun, Small Bills Buckle up, families - V William by and the Creater Williamsburg Chamber of Colomorco are tranking up the summer 2025 fun while leeping year wallet chill with the first day depict one professional state I to district I take a recognition to the state of t roller coaster screams), restaurants (fixel for kid choos), shops, entertainment venues, and lodging, Whether you're showing thrifts, munching burgers, or hunting

Outlet: L.A. Family Travel
Article: Wallet-Friendly Family Adventures: Top Travel Steals
Date: August 17, 2025
Reach: 6,781

### TRAVEL+ LEISURE

This Virginia Town Is the 'Pancake Capital of the World'—and It Just Launched a Pancake Trail and a 2-day Breakfast Festival

lapjock tase, unite.



tack of poreculars from Antonosmeral Parecular in Milliamsbury

Attention breakfast fans: Williamsburg, Virginia, is hosting an event just for you.

In August, the town announced that it's hosting its first-ever Pancake Festival in partnership with <u>CultureFix</u>, a local arts organization, on Sept. 26 and 27, 2025. And it's fitting when you realize that the city has earned the title of the "Pancake Capital of the World" thanks to the fact that it's home to more pancake house restaurants than any other place on the map.

"We've embraced our identity as the Pancake Capital of the World, and now we're serving up a festival that reflects the warmth, creativity, and community spirit Williamsburg is known for," Edward Harris, the CEO of Visit Williamsburg, said in a statement obtained by Travel + Leisure. "Our hope is that this becomes an annual tradition that not only brings residents together but also draws visitors from near and far to experience all the charm our destination has to offer."

Outlet: Travel + Leisure
Article: This Virginia Town is the 'Pancake Capital of the World'—and it
Just Launched a Pancake Trail and a 2-day Breakfast Festival
Date: September 2, 2025
Reach: 10,233,649

### WAVY TV 10's post





WAVY TV 10 📀

September 3 at 11:30 AM · 🕸

Williamsburg, also known as the Pancake Capital of the World, is getting ready for its first-ever Pancake Festival this September.



WAVY.COM

#### 'Pancake Capital of the World' to host first-ever Pancake Festival

WILLIAMSBURG, Va. (WAVY) — Williamsburg, also known as the Pancake Capital of the World, is ...



148 comments 258 shares





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148 comments 258 shares









# AOL

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The team sald that this two-day event will come packed with "delicious food, lively entertainment, and family-friendly fun that brings the community and visitions together." It all kicks off on Friday with National Pancake Day, with an eventing of pancakes (because who doesn't love breakfast for dinner?) and live entertainment at the Hellenic Center. Guests are encouraged to wear their favorite PJs to the event, which runs from 5:30 pm. to 8:30 pm. There will also be a "Pancake Lab" sponsored by Capitol Pancake House, a kids' zone for the younger set to decorate their own pancakes, and face painting.

Outlet: AOL
Article: This Virginia Town is the 'Pancake Capital of the World'—and
It Just Launched a Pancake Trail and a 2-day Breakfast Festival
Date: September 2, 2025
Reach: 30,383,090

### yahoo!life

This Virginia Town Is the 'Pancake Capital of the World'—and It Just Launched a Pancake Trail and a 2-day Breakfast Festival

Flapjack fans, unite.



Visit Willamstourg

A stack of parcolass from Astronomical Pancalas in Williamstoure, Virolei

Attention breakfast fans: Williamsburg, Virginia, is hosting an event just for you.

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Outlet: Yahoo! Life
Article: This Virginia Town is the 'Pancake Capital of the World'—and
It Just Launched a Pancake Trail and a 2-day Breakfast Festival
Date: September 2, 2025
Reach: 373,020,432

### Time Out

# The "Pancake Capital of the World" is throwing a two-day flapjack festival this month

The town will host a two-day Pancake Festival and just launched a Pancake Trail

Williamsburg, Virginia is known as the Pancake Capital of the World, and the city is leaning all the way into that delicious moniker with the launch of a <u>Pancake\_Trail</u> and its first-ever Pancake Festival.

Why Williamsburg? The town has more pencalve houses per square mile than anywhere else in the country—with nearly a dozen independent pancake houses and a handful of happoid-serving breakfast spots for its population of 15.000—making it the rightful headquarters for all things flaplack. Now they're sharing that bounty with two days of breakfast fueled fun and a Pancaler Tail to highlight the good.

The festival, set for September 28 and 27, kicks off Friday evening on National Pencaire Day. Expect stacks on stacks of pencalies served with live music, pajamo-clad crowds (yes, Pls are encouraged to enhance the "breakfast for dinner" vilbe) and a "Pancale Lab" courtesy of Capitol Pancaire House. Kids can hit up the pancaire decorating zone ongst their fice painted for the occasion.

Saturday morning shifts the party outdoors to Duke of Gloucester Street when festivaligners can cheer on the Sausage Sprint (a dateshaund race that's exactly as cute as it sounds), listen to penceke-themed children's book readings and witch competitive caters Miki Sudo and Nick Wohry tackle the World Pancake Eating Championship.

But just one weekend of indulgence land renough for this paneake hub. Launching alongside the festival is the brand-new Paneake Trail, a self-guided tour of the area's best breakfast joints. Download the app to score deals at spots like Shorty's Dinor. Astronomical Paneake House and Southern Paneake Walffe House. Leading up to the festival. If you complete the froil woull get at shift and tickets to the festival.

Outlet: TimeOut
Article: The "Pancake Capital of the World" is throwing a
two-day flapjack festival this month
Date: September 8, 2025
Reach: 10,832,105

# Organic Media Coverage



The following coverage was not secured by MMGY

### GARDEN/GUN

How Williamsburg, Virginia, Became the Pancake Promised
Land

Virginia is for... paneake towers? Forking into a syrup-soaked



A stack from Capitol Pancake in Williamsburg, Virginia

The 250th anniversary of the American Revolution may be on the horizon, but in Williamsburg, Virginia, today's real rebellion is stacked high as locals trade muskets for mixing bowls in a battle of the batter. Drive down Richmond Road, the city's main artery, and the smell of maple syrup practically perfumes the air.

Williamsburg boasts eight pancake houses and numerous pancake-serving restaurants—so many that the city now calls itself the Pancake Capital of the World. There's Capital Pancake House, the Smokey Griddle, Southern Pancake and Waffle House, and the delightfully named Mama Steve's House of Pancakes. Add to that a handful of other spots that serve the signature dish, including Old Chickahominy House and Shorty's Diner, and you have a pretty fluffy list for a community of just 16,000 year-round residents.

Outlet: Garden & Gun
Article: <u>How Williamsburg, Virginia, Became the Pancake Promised Land</u>
Date: September 3, 2025
Reach: 345,824

# Northern Virginia



#### Williamsburg Launches Its First-Ever Pancake Festival

id you know that the Virginia town known for its colonial history is also renowned for its pancake scene? Williamsburg proudly calls itself the Pancake capital of the World. Check out the fluffy goodness for yourself at the inaugural Williamsburg Pancake Pestival.

The two-day celebration coincides with National Pancake Day beginning September 26. It's presented by Visit Williamsburg in partnership with arts organization CultureFix.

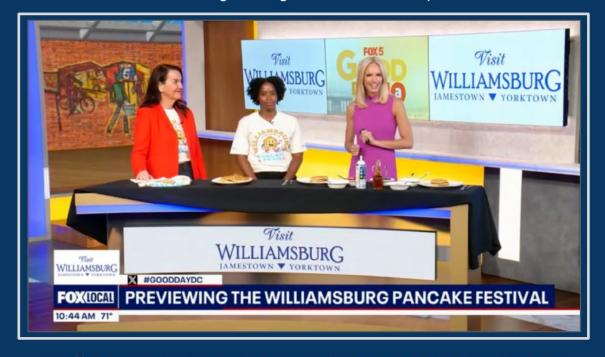


Outlet: Northern Virginia Magazine Article: Williamsburg Launches Its First-Ever Pancake Festival Date: September 9, 2025 Reach: 359,361

# Organic Media Coverage

MM GY

The following coverage was not secured by MMGY





Jennifer Case and Selena Coles appeared on Fox 5 DC on Wednesday, Sept. 3, 2025 to promote the Williamsburg Pancake Festival while hosts Jacqueline Matter, Annie Mae, and Stephen Graddick engaged in a friendly pancake making competition live on the air



# **Hosted Media Visits**

### **Individual Media Visits**



MMGY continues to host writers in the destination for a personalized experience as it relates to their particular story assignment or beat.

### **COMPLETED**

Phylicia Stitzel, Reporter – SheBuysTravel: The reporter visited the destination from July 27-31 on a confirmed
assignment to chronicle her family-friendly adventures in the destination.

### **UPCOMING**

- Laura Kiniry (Smithsonian Magazine, Fodor's Travel,
   AARP, Livability): September 16-18
  - o Working on a multigenerational travel story.
- Jodi Ireland (Good Housekeeping Family Travel Award):
   September 18-21
  - MMGY is coordinating a visit for the reporter and her son to experience the destination in consideration for the 2026 Family Travel Awards.
- Jason Gordon, Freelance (Uptown Magazine, WPIX-11):
   Fall dates TBD
  - The reporter wants to profile historic programming ahead of America250 and feature us on WPIX-11 News (NYC) and possibly Uptown Magazine

- Sarah Hernholm-Woody, Forbes: November 25-29
  - The reporter is visiting with her family and will editorialize her visit through a family friendly and multigenerational travel lense
- Traveling with AAA Podcast: October (TBD)
  - The outlet interested in hosting an episode of the podcast in the destination and tying the episode to America250 next year.



### **Pitch Calendar**

MMGY maintained a steady cadence of news and updates to media about events happening in the Historic Triangle and how destination partners and attractions fit in to travel trends to create narratives about the destination that will appeal to visitors.

- Pancake Festival & Trail Announcement: MMGY distributed a press release and pitch on Wednesday,
  August 27 highlighting the inaugural festival and continues to leverage the announcement where
  applicable.
- **The Great American Birthday Quilt:** MMGY continues to leverage the quilt in ongoing media relations efforts.
- Everything Happening in the Historic Triangle for America's 250th Birthday: MMGY continues to pitch destination happenings and programming relating to America250.



# Influencers

### **Influencer Visits**





Caitlin Palumbo
@mydarlingpassport
82.2k IG Followers

Visited from July 7 - 10 and shared 2 reels, in addition to 20 Instagram stories highlighting the destination on her travel focused Instagram. Visit Williamsburg will be in future consideration with Forbes. Her content garnered 38.9K impressions, and reached 37.5K unique users.



Houston Vandergriff @downsandtowns 22.5k IG Followers

Houston and his mom Katie visited the destination from Aug. 27 - Aug. 30, highlighting how Williamsburg is welcoming and accessible to those with disabilities. They have produced 15 Instagram stories with a Reel/TikTok, 4 blog pieces, and 30 photographs to come.



Alessandra Davin @tastesoftheunion 25k IG Followers

Foodie influencer Alessandra visited the destination from Sept. 2 - 5, sharing 23 Instagram Stories to date. Content to come includes 2 voice over Reels/TikToks, 1 carousel post, and 10 visuals to use in future efforts. Her content showed culinary delights, as well as, outdoor destinations and activities.





### The Great American Birthday Quilt



■ Daily Press 1-9

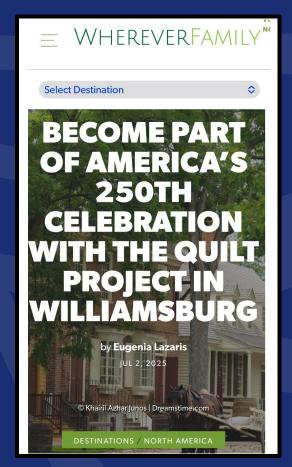
THINGS TO DO

# Visit Williamsburg to launch nationwide quilt project



Daniel Linhart / Daily Press
Josephine Williams and Brenda West adjust quilting squares
in June 2019 to honor the 400th anniversary of the first
Africans' arrival in Hampton. The Great American Birthday
Quilt project, which is accepting submissions through Nov.
30, invites participants to "stitch their story" into a quilt that
will celebrate the country's past, present and future. (Daily
Press file)



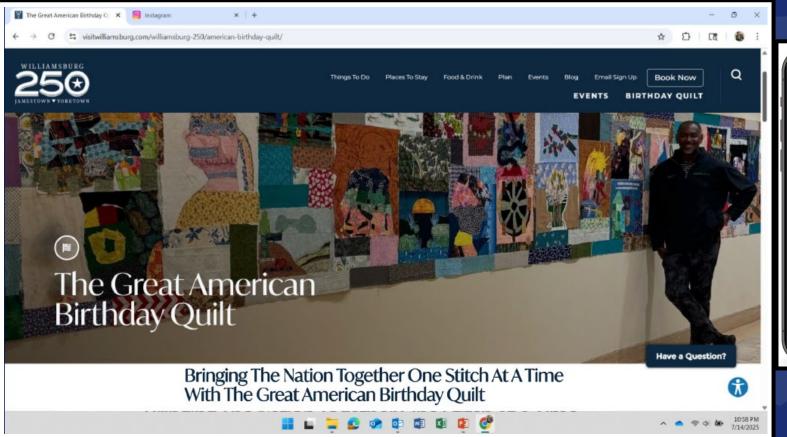






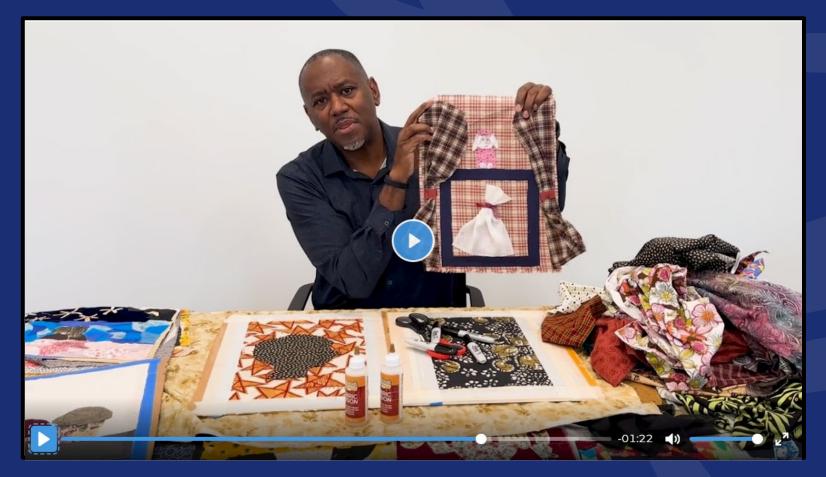
### The Great American Birthday Quilt: Website



































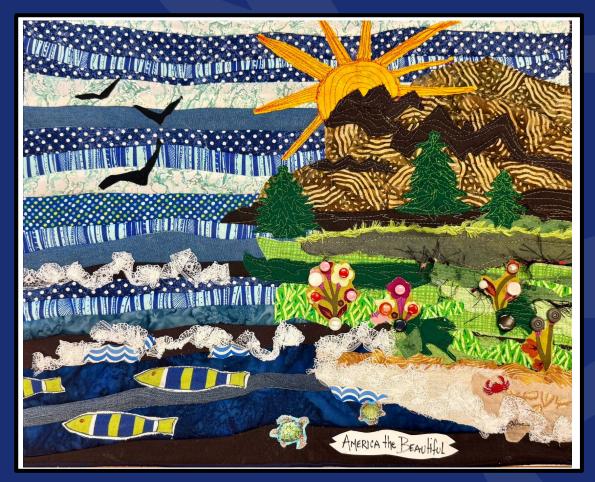












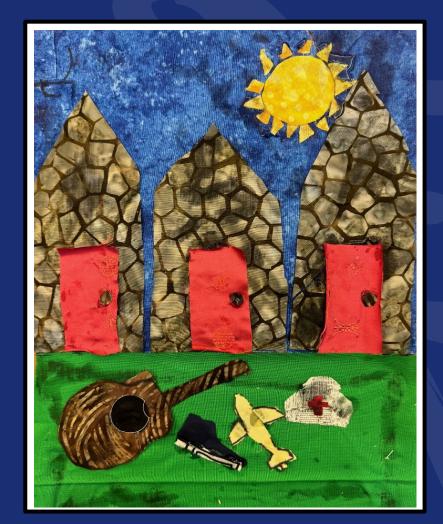


















### **Events Committee**



Led by Destination Development Director, Elisa Hernandez Campana

First Meeting: September 9, 2025

20 Attendees from across the Historic Triangle

- Develop a comprehensive calendar of major events across the Historic Triangle
- Minimize scheduling conflicts and encourage complementary programming
- Create new partnerships to foster new events to support heads in beds
- Share Visit Williamsburg's upcoming initiatives and goals

### 250th Marketing: Stars, Stripes & Strategy; VA250 Briefing





### In Partnership With The Greater Williamsburg Chamber of Commerce

Please join Visit Williamsburg and the Greater Williamsburg Chamber of Commerce for an evening of networking, libations and VA250th information. The event will be hosted at Jamestown Settlement on October 21st from 5 PM to 7 PM and is open to all regional professionals. All attendees will walk away with a Williamsburg 250 marketing packet provided by Visit Williamsburg.

#### Schedule of Events:

- 5:00 PM Event Opens for Networking
- 5:45 PM Christy Coleman Welcome guests
- 6:00 PM Ed Harris Talk about what Visit Williamsburg is doing to promote the 250th
- 6:15 PM Terry Banez Talk about how local businesses can get involved with the 250th
- 7:00 PM Conclusion

### Educational Information On Site: (RSVPs Pending)

- City of Williamsburg
- Colonial Williamsburg
- Great American Birthday Quilt
- James City County Parks & Rec
- Jamestown Yorktown Foundation
- National Park Service
- VA250 Commission
- York County Tourism







OCTOBER 17, 2026 - VICTORY WEEKEND AT YORKTOWN

Celebrating America's victory in the Revolutionary War with a big bang!

-(4) International fireworks teams (USA included)

- -(5) 12-15 minute fireworks shows to music
- -Grand finale will be a patriotic tribute to America's 250th
- -A video of when the war was won at Yorktown will be shown before the ceremonial first blast goes off.
- -Free event for the public with VIP ticketed viewing areas.
- -Estimating 40-50% of attendees coming in from 100 miles or further. Projecting 5,000 plus in attendance.
- -Estimated Cost: \$750,000





# Sail Yorktown Festival

A Sail250® Virginia Affiliate Event June 12-14, 2026





# Sail Yorktown Festival

Ships, Events, & Partnerships





# Sail Yorktown Festival

www.VisitYorktown.org/SailYorktownFestival







### **Sports Advisory Committee**

Robbi Hutton Williamsburg Parks and Rec

**Taylor Sherrill** York County Parks & Rec

Ben Whitener York County Parks & Rec

Tyler Cobb James City County Parks & Rec

Carla Brittle James City County

Ben Hardouin Kemper Sports

Dana Youst HTRFA

Ron Kirkland Williamsburg Hotel & Motel Assoc.

Michael Claar Williamsburg Area Restaurant Assoc.

Lauren Moore Greater Williamsburg Chamber

Yuri Matsumoto City of Williamsburg

John Kueser Colonial Williamsburg

Laura Flint Busch Gardens and Water Country

**NEXT Meeting:** November, 2025



# Market, Financial & Economic Feasibility Study for a Live Performance Venue ("LPV") in Williamsburg, VA



