

Williamsburg Tourism Council Finance Committee Meeting
Williamsburg, VA
March 9, 2021

A meeting of the Williamsburg Tourism Council (WTC) Finance Committee was convened at 11:30 a.m. on March 9, 2019, by Zoom and in person.

Tourism Council Members Present:

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

Staff Members Present:

Victoria Cimino, CEO
Joey Pierce, Content Manager
David Turner, Finance Director

I. Call to Order

- Doug Pons called the meeting to order at 11:30 a.m.

II. Financial Report

- David Turner reviewed the current financials
 - January Activity
 - Total January 2021 revenues were \$1.5M; over budget by \$469K
 - January sales tax receipts (58.1-603.2) totaled \$974K; over budget by \$149K
 - Transient Tax receipts totaled \$65K; over budget by \$16K
 - Maintenance of Effort (MOE) revenue was \$428K, over budget by \$307K
 - Victoria Cimino clarified that the current budget reflects \$121K / per month from January 2021 to spread the \$1.45M over 12 months, but future budgets will be based on quarterly payments
 - Expenses were over budget by \$772K for January
 - Destination Marketing expenses were \$842K over budget due to the timing of invoices
 - Sales activities are under budget by \$37K from reduced or virtual sales events due to COVID-19 restrictions
 - Staffing costs were \$21K below budget due to continued delays in staff hires
 - Other administrative expenses were \$12K under budget due to reduced staffing and canceled events
 - Fiscal Year To Date Activity

- 2021 Fiscal YTD revenues were \$7.9M, over budget by \$2.7M
 - Year to date sales tax receipts (58.1-603.2) totaled \$6.3M, over budget by \$1.9M
 - Year to date Transient Tax receipts totaled \$458K, under budget by \$172K
 - Year to date MOE revenues were \$1.2M, over budget by \$1.0M
 - David Turner reminded attendees that MOE balance activity was removed from the 2020 budget at the board's request
- 2021 Fiscal YTD expenses were \$9.0M, under budget by \$917K
 - Destination Marketing expenses were \$8.2M, under budget by \$471K
 - Sales activities were \$137K, under budget by \$163K due to reduced sales events and canceled tradeshow
 - Staff costs were \$644K, under budget by \$224K due to changes in hiring plans and other cost reductions
- Cash on Hand
 - The Tourism Council has \$13.0 million in the bank; \$9.8M for operations, and \$3.2M reserved for product development
 - Cash on Hand for Operations is over budget by \$6.1M as of January
 - David Turner noted outstanding payments (checks not cashed) totaled \$1.1M at the end of January, resulting in available cash for operations of \$8.7M
 - Cash on Hand for Product Development is over budget by \$1.2M
 - Victoria Cimino requested clarification on this overage
 - David Turner explained that this reflects the board decision to place MOE funds into product development, and future budgets will account for these funds
- Tax Revenue
 - David Turner stated the tax slides reflect the month the actual activity took place, not when the payment was received – this month is December – a one month lag to the financial reports
 - Sales Tax (58.1-603.2)
 - December sales tax decreased \$72K or 6.0% year-over-year
 - \$1.1M in 2020 versus \$1.2M in 2019
 - The 3 month moving average decreased 16.2% versus the same period in 2019
 - Transient Tax
 - December decreased \$33K or 34.1% year-over-year
 - \$63K in 2020 versus \$96K in 2019

- The 3 month moving average decreased 41.8% versus the same period in 2019
 - Victoria Cimino verified that the transient tax report is in line with STR data and occupancy rates

III. Upcoming Financials

- David Turner reviewed upcoming financial activity
 - Procurement meeting for retirement plan
 - Lease agreement for photocopier
 - Bank account and payroll account separation
 - Doug Pons requested clarification on the BB&T account
 - Victoria Cimino stated a board vote would be needed to close an account
 - Victoria Cimino suggested this discussion be placed on the May board meeting agenda
 - Contract renewals
 - Connelly Partners – June 30
 - SMARInsights – June 30
 - Percepture – June 30

IV. Adjournment