



Williamsburg Tourism Council

BOARD MEETING
January 20, 2026

Jamestown Settlement

Today's Agenda



- I. Roll Call**
- II. Public Comment**
- III. Roundtable Discussion**
- IV. Approve Minutes**
- V. Chair Report**
- VI. 2025 Audit**
 - a. Greg Miller, *Principal, State and Local Government, CLA*
- VII. Treasurer's Report**
- VIII. CEO Report**
 - a. 3-year strategic plan timeline
- IX. Marketing Update**
 - a. Jennifer Case, *Chief Marketing Officer, Visit Williamsburg*
 - b. Selena Coles, *Public Media Specialist, Visit Williamsburg*
 - c. Daniela Owen, *Social Media Specialist, Visit Williamsburg*
- X. New Business**
- XI. Old Business**
- XII. Adjournment**

Roll Call

**James City County
City of Williamsburg**

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

Ex-Officio

Greater Williamsburg Chamber of Commerce

**Ruth Larson, Chair
Doug Pons, Treasurer**

**Denise Kellogg
Christy Coleman
Ron Kirkland
Michael Claar
Sheila Noll**

Adria Vanhoozier

WILLIAMSBURG
250 ★
JAMESTOWN ▼ YORKTOWN

Public Comment



Roundtable Discussion



Approve Minutes

Vote

James City County
City of Williamsburg

Ruth Larson, Chair
Doug Pons, Treasurer

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

Denise Kellogg
Christy Coleman
Ron Kirkland
Michael Claar
Sheila Noll



Chair Report

2026 WTC Meeting Calendar

January 20, 2026

March 10, 2026 (*Proposed*)

May 19, 2026

September 22, 2026

November 24, 2026 (*Annual Meeting*)

There will be five meetings in 2026 (The Summer meeting has been removed)

Audit





We'll get you there.

CPAs | CONSULTANTS | WEALTH ADVISORS

Williamsburg Tourism Council

Audit Exit Presentation

Year ended June 30, 2025

Agenda

- Audit scope and plan
- Audit opinions and communications
- Financial highlights
- Future accounting and financial reporting pronouncements



Audit Scope



Report on the organization's financial statements



Internal control/
management letter



Required
governance
communications
letter



Assistance with
adopting new
accounting
standards



Audit Plan Overview

We use a **collaborative approach**, including seeking input from management and governance, to develop an audit plan focusing on **risk** areas and areas of **significance to organization stakeholders**.





AUDIT OPINIONS

Financial statement

Financial statement audit opinion is **unmodified**.



AUDIT RESULTS

Financial statement

No material weaknesses noted.



Governance Communications

Overall

- Auditor's responsibilities under GAAS and *Government Auditing Standards*
- No changes from planned scope
- Implementation of GASB 101 & 102

Disclosures

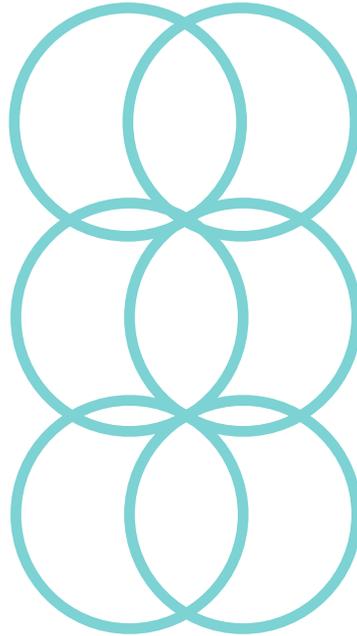
- Neutral, consistent, and clear
- No significant unusual transactions
 - Grants payable

Difficulties

- No significant delays
- No disagreements with management

Management Consultation

- None known



Estimates

- Compensated Absences – We evaluated the methods, assumptions, and data used to develop these estimates in determining that they are reasonable

Other

- No material audit adjustments
- No uncorrected misstatements

Management Representation

- Obtained December 23, 2025

Other information included with financial statements

- Management's Discussion and Analysis



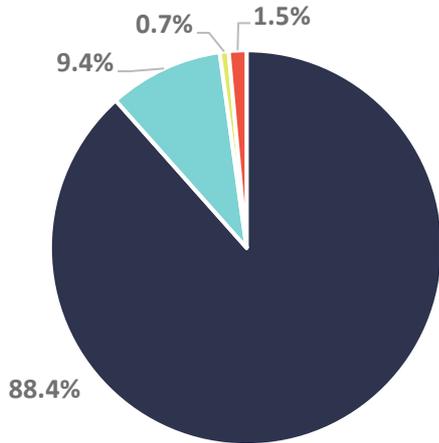
FY 2025 - FINANCIAL HIGHLIGHTS

- Total general revenues totaled \$17,144,983, an increase of \$402,822, or 2.4% over the prior year. The primary increase in funding was due to a 2% increase in sales and transient tax receipts.
- Destination marketing expenses were \$11,129,363, 76.5% of the total 2025 operating expenses and a 25% or \$3.8M decrease from the prior year. Changes in key vendors and marketing tactics led to shifts in spending and savings compared to the prior year.
- Other sales and marketing expenses were \$1,001,125, 6.9% of the total 2025 operating expenses and a 61% or \$379K increase over the prior year. Of the \$379K increase, the sales team expanded an incentive program to attract tournaments and group bookings increasing expenses by \$218K in 2025.
- General and administrative expenses were \$2,425,535, 16.7% of the total 2025 operating expenses and a 28%, or \$538K, increase over the prior year. The increase was driven by additional headcounts for sales and marketing.
- As of June 30, 2025, WTC's total net position was \$4,416,316, an increase of \$1.7M from the prior year.
- WTC's financial statements are prepared in accordance with General Accepted Accounting Principles (GAAP) as promulgated by the Government Accounting Standards Board (GASB).



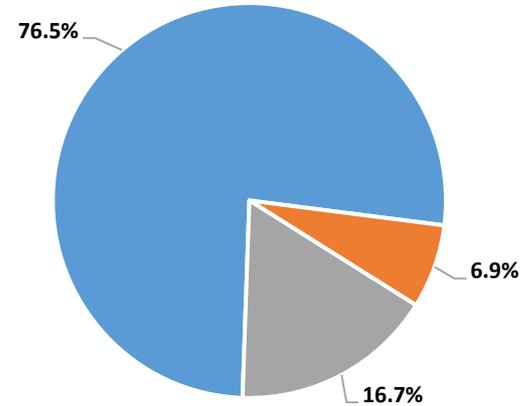
2025 Revenue and Expenses by Category

Sources of Revenue



- Sales Tax (58.1-603.2)
- \$1 Transient Tax
- Maintenance of Effort Funds
- Other Financing Sources

Categories of Expenditure



- Destination Marketing
- Other Sales & Marketing
- Administrative Expenses





GASB Standards



GASB 103 Financial Reporting Model Improvements



Effective date
June 30, 2026



Impacts financial statement presentation

Updated disclosure guidance for:

- MD&A consistency
- Clearer definition of unusual or infrequent items
- Presentation of proprietary fund statements
- Major component unit information
- Budgetary comparison information

CLA can help by assisting with or evaluating financial statement presentation and disclosure updates



GASB 104 – Disclosure of Certain Capital Assets



Effective date
June 30, 2026



Will clarify how capital assets are disclosed in financials:

- Capital assets held for sale and related pledged debt
- Leased assets
- Subscription assets
- Right to Use PPP assets
- Other intangible assets



CLA can help by assisting with or evaluating financial statement disclosure updates



GASB Implementation Guide 2025-1



Effective date
**June 30, 2026, except
for Question 4.16,
which is effective
immediately**



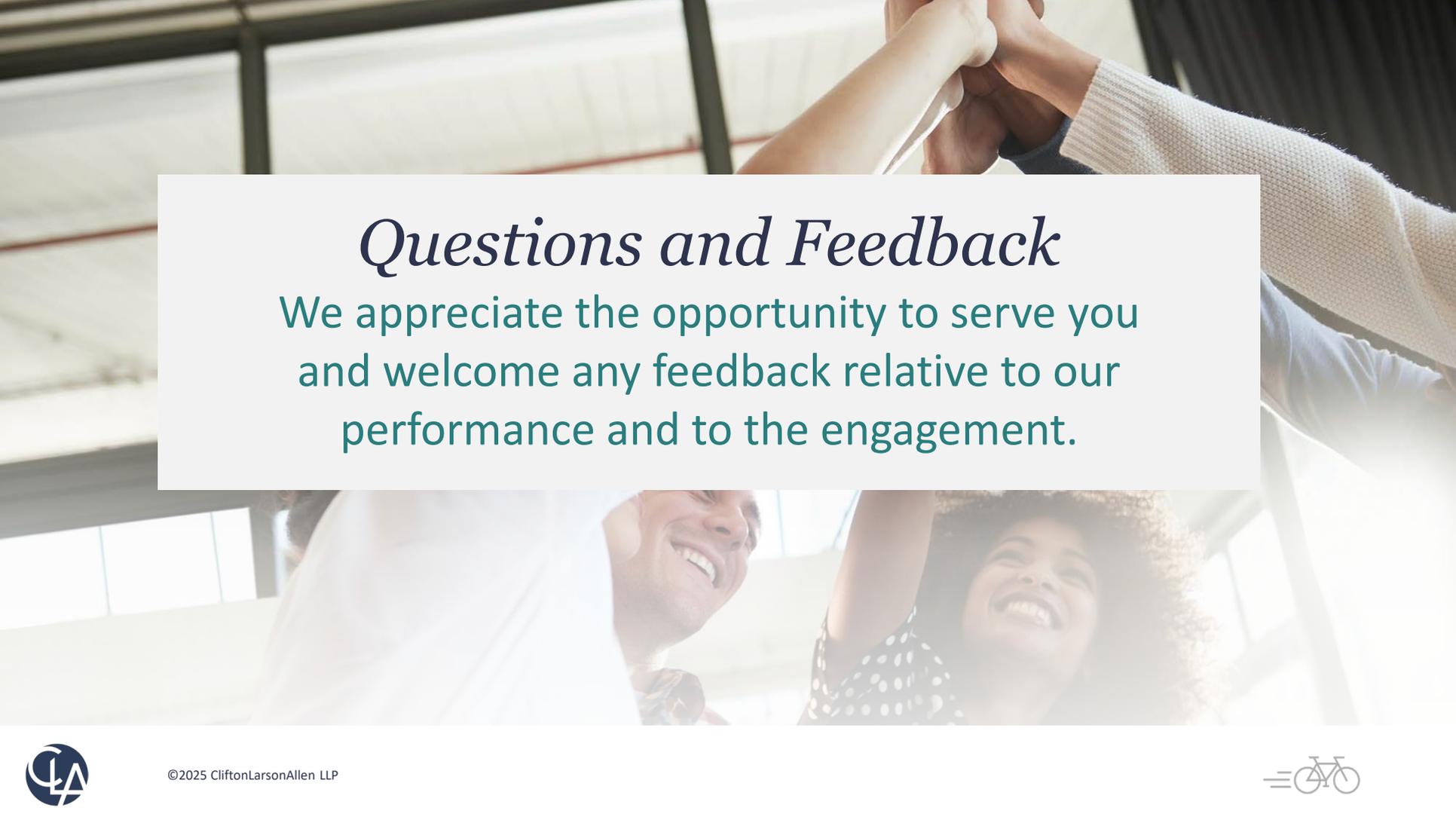
**Will provide explanatory
guidance in the following
areas:**

- Cash flow reporting
- Subsidies
- Lease term and modifications
- Accounting changes and error corrections



CLA can help by
assisting with or evaluating
accounting and financial
statement presentation
and disclosure updates





Questions and Feedback

We appreciate the opportunity to serve you and welcome any feedback relative to our performance and to the engagement.





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Principal

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CLAconnect.com



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Treasurer's Report

Treasurer's Report

Revenue / Expenses
November 2025



	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	1,263,968	1,240,155	23,813
\$1 Transient Tax	152,722	166,026	(13,304)
Maintenance of Effort Funds	0	0	0
Other	47,387	13,532	33,855
Unrestricted Reserves	0	0	0
Total Revenue	1,464,077	1,419,713	44,364
EXPENSES			
Marketing Activities	1,277,730	672,653	(605,077)
Employee Expenses	54,639	45,669	(8,970)
Total Destination Marketing	1,332,369	718,322	(614,047)
Sales Activities	270,538	142,020	(128,518)
Employee Expenses	84,125	76,811	(7,314)
Total Sales & Other Marketing	354,662	218,831	(135,831)
Administrative Services	23,288	34,220	10,932
Admin Employee Expenses	62,786	62,292	(494)
Total Administration	86,074	96,512	10,438
Total Expenses	1,773,105	1,033,665	(739,440)
Net Revenue Expense by Month	(309,028)	386,048	(695,076)

(Meeting packet pg. 23)

Treasurer's Report

Revenue / Expenses
 Fiscal YTD as of November 2025

	FY 2026		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	6,810,492	6,737,918	72,574
\$1 Transient Tax	848,847	785,429	63,418
Maintenance of Effort Funds	63,300	63,300	0
Other	148,721	53,075	95,646
Unrestricted Reserves	0	0	0
Total Revenue	7,871,360	7,639,722	231,638
EXPENSES			
Marketing Activities	4,250,744	4,470,288	219,544
Employee Expenses	239,831	254,581	14,750
Total Destination Marketing	4,490,575	4,724,869	234,294
Sales Activities	1,048,541	930,730	(117,811)
Employee Expenses	365,408	423,625	58,217
Total Sales & Other Marketing	1,413,948	1,354,355	(59,593)
Administrative Services	152,008	178,454	26,446
Admin Employee Expenses	348,663	334,760	(13,903)
Total Administration	500,671	513,214	12,543
Total Expenses	6,405,194	6,592,438	187,244
Net Revenue Expense by Month	1,466,166	1,047,284	418,882
Net Position - Beginning of Year	3,580,461	3,580,461	0
Net Position - Current YTD	5,046,627	4,627,745	418,882

Budget Remaining	Percent Remaining
8,774,432	56.3%
763,508	47.4%
63,300	50.0%
(19,674)	
1,150,000	100.0%
10,731,566	57.7%

8,688,340	67.1%
444,068	64.9%
9,132,408	67.0%
1,281,518	55.0%
753,731	67.3%
2,035,250	59.0%
455,045	75.0%
575,029	62.3%
1,030,074	67.3%
12,197,732	65.6%

(Meeting packet pg. 24)

Treasurer's Report

**Cash on Hand
 November 2025**

Operating Cash

Cash Balances	Sep-25		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 7,956,115	\$ 5,336,872	\$ 2,619,243
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank CD	\$ 793,103	\$ -	\$ 793,103
Total Cash on Hand	\$ 8,750,218	\$ 5,336,872	\$ 3,413,346

Oct-25		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 7,766,021	\$ 5,610,526	\$ 2,155,495
\$ 1,000	\$ -	\$ 1,000
\$ 797,683	\$ -	\$ 797,683
\$ 8,564,703	\$ 5,610,526	\$ 2,954,177

Nov-25		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 8,126,019	\$ 5,710,457	\$ 2,415,562
\$ 1,000	\$ -	\$ 1,000
\$ 799,945	\$ -	\$ 799,945
\$ 8,926,964	\$ 5,710,457	\$ 3,216,507

Key Sources of Funds	Sep-25		
	Actual	Budget	Variance
State Disbursement	\$ 1,546,733	\$ 1,570,128	\$ (23,395)
Total Gov't Sources	\$ 1,546,733	\$ 1,570,128	\$ (23,395)

Oct-25		
Actual	Budget	Variance
\$ 1,584,463	\$ 1,471,101	\$ 113,362
\$ 1,584,463	\$ 1,471,101	\$ 113,362

Nov-25		
Actual	Budget	Variance
\$ 1,416,690	\$ 1,406,181	\$ 10,509
\$ 1,416,690	\$ 1,406,181	\$ 10,509

Interest Earned:			
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 17,564	\$ 11,448	\$ 6,116
Ches Bank CD	\$ 2,317	\$ -	\$ 2,317
Total Interest Earned	\$ 19,881	\$ 11,448	\$ 8,433

\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 20,853	\$ 11,448	\$ 9,405
\$ 2,249	\$ -	\$ 2,249
\$ 23,102	\$ 11,448	\$ 11,654

\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 18,399	\$ 13,532	\$ 4,867
\$ 2,331	\$ -	\$ 2,331
\$ 20,729	\$ 13,532	\$ 7,197

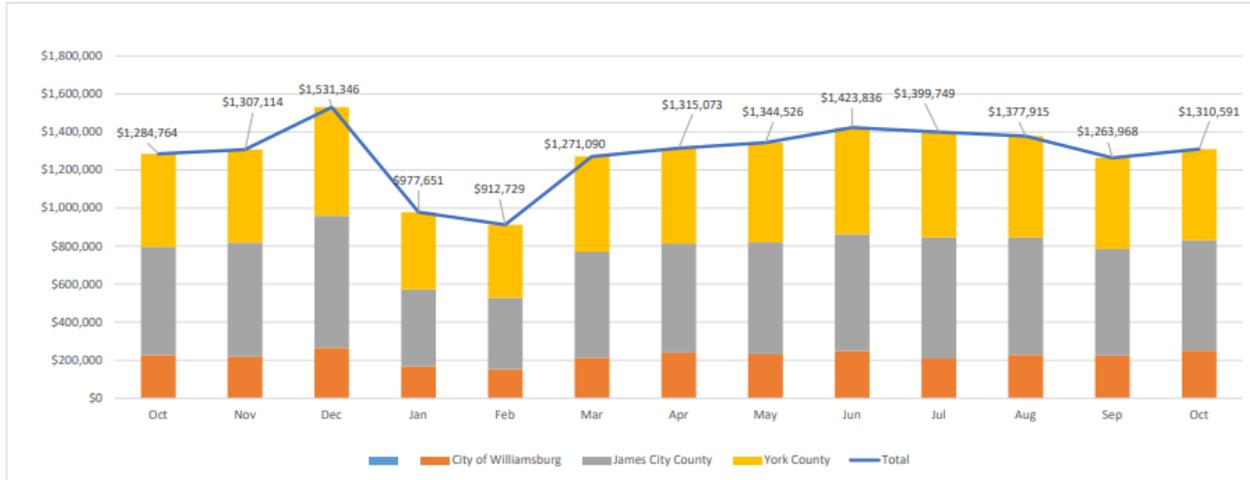
Accounts payable balance as of November 30, 2025: \$ 1,715,598
 Uncleared checks & payments balance: 113,124
 Sports & Event payables balance: 1,089,965
Total Open Payables transactions: \$ 2,918,687

Cash Net of Payables
 \$ 6,008,276 \$ 5,710,457 **\$ 297,819**

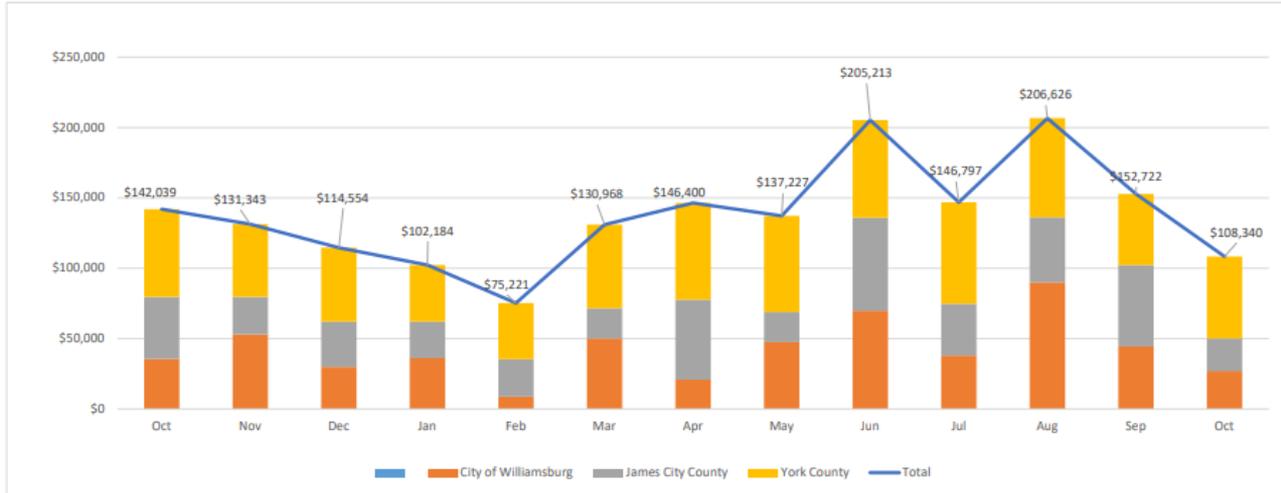
Treasurer's Report

Sales Tax

SOURCE: York County, Office of the Commissioner of Revenue



§5 58.1-603.2 1/2 of 1%													
CY 2024/2025	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
City of Williamsburg	\$217,692	\$266,141	\$167,800	\$152,131	\$212,669	\$239,626	\$230,344	\$247,996	\$209,194	\$228,829	\$225,203	\$250,776	\$2,648,401
James City County	\$601,388	\$692,950	\$405,348	\$376,020	\$556,313	\$573,465	\$589,691	\$614,553	\$637,526	\$618,169	\$560,234	\$580,139	\$6,805,796
York County	\$488,034	\$572,255	\$404,503	\$384,578	\$502,108	\$501,981	\$524,491	\$561,287	\$553,029	\$530,917	\$478,531	\$479,676	\$5,981,389
Total	\$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	\$1,263,968	\$1,310,591	\$15,435,587
Calendar YTD Total													\$12,597,127
CY 2023/2024	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
City of Williamsburg	\$215,248	\$251,890	\$151,905	\$156,001	\$205,256	\$220,784	\$225,388	\$247,564	\$224,996	\$217,995	\$205,427	\$228,284	\$2,550,738
James City County	\$541,964	\$666,053	\$387,783	\$426,600	\$511,176	\$540,740	\$567,007	\$580,550	\$592,979	\$577,012	\$525,458	\$568,215	\$6,485,538
York County	\$480,182	\$538,830	\$406,530	\$449,044	\$484,614	\$492,522	\$502,201	\$544,291	\$568,412	\$500,534	\$474,318	\$488,266	\$5,929,743
Total	\$1,237,394	\$1,456,773	\$946,218	\$1,031,645	\$1,201,046	\$1,254,046	\$1,294,596	\$1,372,405	\$1,054,706	\$1,295,542	\$1,205,203	\$1,284,764	\$14,634,337
Calendar YTD Total													\$11,940,170



Transient Tax \$1 of the \$2													
CY2024/2025	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
City of Williamsburg	\$53,107	\$29,801	\$36,219	\$8,660	\$50,132	\$20,733	\$47,483	\$69,882	\$37,995	\$90,059	\$44,375	\$26,778	\$515,224
James City County	\$26,600	\$32,345	\$25,924	\$26,698	\$21,595	\$56,932	\$21,651	\$65,958	\$36,751	\$46,078	\$57,900	\$23,354	\$441,786
York County	\$51,636	\$52,408	\$40,041	\$39,863	\$59,242	\$68,735	\$68,454	\$69,373	\$72,051	\$70,389	\$50,447	\$58,208	\$700,847
Total	\$131,343	\$114,554	\$102,184	\$75,221	\$130,969	\$146,400	\$137,588	\$205,213	\$146,797	\$206,526	\$152,722	\$108,340	\$1,657,857
Calendar YTD Total													\$1,411,960
CY2023/2024	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
City of Williamsburg	\$31,726	\$33,937	\$36,901	\$35,855	\$18,595	\$79,266	\$31,299	\$25,601	\$63,258	\$36,943	\$55,555	\$35,630	\$484,566
James City County	\$32,135	\$24,009	\$38,773	\$25,548	\$32,557	\$40,469	\$25,431	\$27,535	\$72,671	\$33,323	\$56,196	\$43,992	\$452,639
York County	\$46,505	\$53,418	\$41,665	\$41,277	\$60,426	\$64,157	\$72,501	\$74,100	\$73,492	\$71,107	\$51,021	\$62,417	\$712,086
Total	\$110,366	\$111,364	\$117,339	\$102,680	\$111,578	\$183,892	\$129,231	\$127,236	\$209,421	\$141,373	\$162,772	\$142,039	\$1,649,291
Calendar YTD Total													\$1,427,561

CEO Report



2025 U.S. Tourism Recap

- Domestic leisure travel softened in 2025 as U.S. consumers became more cautious with discretionary spending amid persistent inflation, higher travel costs, and broader economic uncertainty.
- Industry analysts reported weakening demand across key travel sectors in 2025, with airlines, hotels, and destinations noting slower bookings and shorter planning windows compared with 2024.
- Travel behavior in 2025 reflected a shift toward value-driven decision-making, as households prioritized essential spending over discretionary travel, dampening overall domestic visitation growth.

2026



Disney Discounts

**DISNEY ANNOUNCES FREE
DINING FOR KIDS (3-9)
ALL THROUGHOUT 2026**



SeaWorld offers preschoolers unlimited free admission all 2026

Get the kiddos out of the house and into
some family-friendly aquatic thrills



Credit: SeaWorld Orlando/Facebook

Recent Performance

1st half of FY26 Recap:

- Tourism to the historic triangle area increased by over 4% during FY2025.
- Growth in the first half of FY2026 was expected to be flat compared with last year, but to accelerate as we approach the 250th commemoration.
- Currently, we are approximately 1% ahead of 2025 and 1% ahead of this year's plan (transient tax collected).
- Barring any unexpected economic or geopolitical events, we expect growth to be between 2% and 4% for the year.

New Product Development Fund

- Resume contributions to the New Product Development Fund
- Allocate any surplus from this year's budget and continue building the fund in the 2027 budget
- Prioritize spending in the most efficient and strategic ways



Sales Update

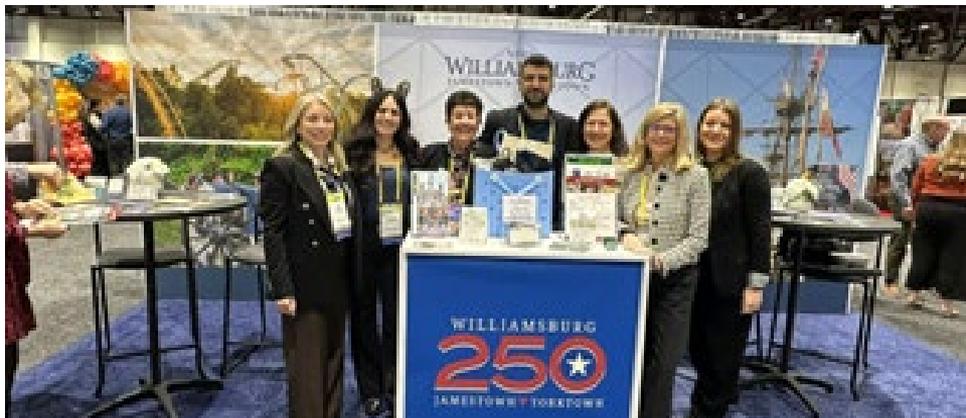
Q2 Sales Recap

Past Tradeshows:

- World Strides Vendor Expo
- SYTA Youth Foundation Golf Event
- NTA – Travel Exchange
- AAA Travepalooza
- Brand USA Travel Week
- IMEX
- Connect DC

Upcoming Tradeshows:

- ABA Market Place
- Sports Express
- SYTA Summit
- Select Traveler Conference
- RCMA – Emerge
- Heritage Club's International Peer Group
 - VTC Global Sales Mission – UK
 - Redezvuuous South
- VTC Global Sales Mission – India
 - CMCA ** New Show
 - NJ MPI Meets



Hosting Highlights



FAM Tours

Comptoir des Voyages -
Viajes A Plus - Puerto Rico Teachers
Group Family Travel
SYTA Summit FAM
Select Traveler Post FAM

CONFERENCE

Select Traveler Conference

(Group Family Travel, 1 of 3 Shows we will host in the next 3 years)

SPORTS

WILLIAMSBURG

JAMESTOWN



YORKTOWN



Greater Williamsburg Sports and Events Center **Booked Tournaments: Q1 2027**

<u>Dates</u>	<u>Event</u>	<u>Sport</u>	<u>Host Organization</u>	<u>Number of Participants</u>
Jan 9–10, 2027	Tournament	Volleyball	Rich Comley	1200
Jan 30–31, 2027	Tournament	Volleyball	Hype Nation VB	1200
Feb 4–7, 2027	Tournament	Gymnastics	L&R Gymnastics	2000
Feb 13–14, 2027	Tournament	Volleyball	Blue Silver Sports	2000
Mar 3–7, 2027	Series Event	Wrestling (Gladiator Series)	Gladiator	3000
Mar 13–14, 2027	Tournament	Volleyball	Blue Silver Sports	2000
Mar 19–21, 2027	Tournament	Basketball	Phenom Hoops	1000
Mar 26–28, 2027	Tournament	Basketball	Phenom Hoops	1000

13,400

SPORTS WILLIAMSBURG

Recent Tradeshows Attended:

- **CONNECT:** August 24-28th:
- **S.P.O.R.T.S The Relationship Conference :** September 8-11th
- **NCAA Bid Symposium:** September 15-16th
- **TEAMS:** October 12-16th
- **SPORTS EXPRESS:** January 12-16th:

Recent Site Visits:

- **Phenom Hoops:** 9/23/25- 9/24/25:
- **FCA Cheer:** 9/25/25-9/26/25
- **Gladiator Gladiatrix - COMBAT SERIES:** 9/27/25-9/29/25:
- **Atlantic Coast Events (Volleyball):** 10/14/25-10/15/25:

New Staff Member (starting 11-18-25):

- **Tristian Lambert** - Sports Service Manager



SPORTS WILLIAMSBURG

Recent Bookings:

- **Williamsburg Boat Club: Collegiate Spring Training**
March 16th - March 20th, 2026 (115 Room Nights)
- **United Flag Football**
June 27th - June 28th, 2026 (1200 Room Nights)
- **LG Productions**
February 4th - 7th, 2027 | February 5th - 8th, 2028 (1100 Room Nights Per Year)
- **Gladiator/Gladiatrix Combat Series**
March 3rd - 7th, 2027 | March 1st - 5th, 2028 | February 28 - March 4th, 2029
(4,000 Room Nights Per Year)

Prospects:

- **GFNY**
Cycling Marathon | 2026 | 2027
- **US Rowing**
Beach Sprint Rowing | 2026 | 2027 | 2028
- **MUD GIRL RUN**
5k Run | 2027 |





VIRGINIA SPORTS TOURISM FUND

DECEMBER 2025

**2023 NABA INTERCITY COMPETITION
VIRGINIA BEACH SPORTS CENTER**

THE \$5M VIRGINIA SPORTS TOURISM FUND CEMENTS AND GROWS A COMPETITIVE ADVANTAGE FOR VIRGINIA

VTC HAS ALREADY PILOTED AN ARPA SPORTS INCENTIVE PROGRAM

- VTC's \$1M ARPA sports pilot program helped fund 45 events across 21 different sports, with an incremental visitor spend of \$42.7 million from 2022 to 2024
- The proposed Sports Tourism Incentive Grant Fund would drive \$184 million in brand new visitor spending, and a net \$3.3 million in state tax revenue above the \$5M cost of the program, for a total of \$8.3 million in Commonwealth revenues.

THE FUND IS PERFORMANCE BASED AND REVENUE POSITIVE

- The fund will provide grants to localities, tourism organizations, and sports authorities on a competitive basis based on rigorous evaluation criteria
- Grants will be performance based and established with contract agreements to ensure accountability and maximize the return on investment for Virginia taxpayers

SPORTS TOURISM IS A GROWING COMPETITIVE ADVANTAGE FOR VIRGINIA

- Virginia is ranked 10th in the nation in sports tourism spending and we are punching above our weight in youth and amateur sports
- Sports tourism visitors spent \$2.4 billion in Virginia in 2022 – 17% above 2019 levels
- Localities across Virginia are building capacity with new venues – this grant will help localities and local sports commissions fill these new venues





dartguys.com




BARREL-AGED




HOSTED by




AREAWIDE STEEL TIP EVENT



www.heroesunheard.org

Is Committed to improve the mental, emotional, and physical well-being of those who have dedicated their lives to keeping us safe.



February 6 - 8, 2026

\$5,520



TIME	EVENT	ENTRY	1st	2nd	Top 4	Top 8
FRIDAY						
4:00pm	301 DI/DO	\$20 each	\$150	\$80	\$35	
7:30pm	LOD 501/Cricket/Choice	\$20 each	1st \$240	2nd \$120	3rd/4th \$80/\$60	5th-8th \$40
SATURDAY						
11:00am	Mixed Doubles	\$40/team	\$300	\$120	\$60	\$40
1:30pm	HUF Open Cricket Singles	\$20 each	\$300	\$120	\$60	\$40
2:00pm	HUF Ladies Cricket Singles	\$20 each	\$200	\$100	\$50	\$25
6:30pm	LOD 501	\$20 each	1st \$240	2nd \$120	3rd/4th \$80/\$60	5th-8th \$40
SUNDAY						
10:30am	Mixed Trips 701	\$60/team	\$300	\$150	\$75	\$50
1:30pm	Open Singles 501	\$20 each	\$300	\$120	\$60	\$40
2:00pm	Ladies Singles 501	\$20 each	\$200	\$100	\$50	\$25

Mixed Doubles and Mixed Trips will be 501/Cricket/501/Cricket/Choice Singles, Doubles and Trips Single Elimination - LOD Double Elimination Singles, Doubles and Trips Best of 5 games / LOD Best of 3 games

Have to be an ADA Member to play. Complete information, rules and registration online: adadarters.com

EXTRAS & ATTRACTIONS

Craft Beer Specials : Featuring Alewerks seasonal brews

Food Truck Lineup: Local eats available all night - Football Party after: Win merch, beer tokens



Williamsburg Woodland Hotel and Suites.
book at: <https://book.passkey.com/e/51135966>

5711-36 Richmond Road Williamsburg VA. 23188



3-Year Strategic Planning





CLARITY OF PLACE



Client Network





Bringing tourism-focused expertise, place-based strategy, and active stakeholder collaboration to build a visitor economy that strengthens local business prosperity and reflects Williamsburg’s authentic identity.



PROJECT OBJECTIVES

Actionable Strategic Plan Development

Capitalize on Major Milestones

Align Tourism & Community Goals

Project Timeline

Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026
Project Launch & Data Gathering Project confirmation call, data compilation; timeline and check-in call schedule established;	Situational Assessment Asset inventory, infrastructure review, transportation assessment, competitive assessment; Board interviews	Current Conditions Synthesis Complete product assessments; Board Session (March Board Meeting), begin stakeholder interviews	Marketing & Organizational Assessment Stakeholder focus groups; market opportunity analysis, organizational structure review, begin building prioritization framework and interviews.	Plan Synthesis & Development Complete qualitative data analysis; SWOT Analysis development, opportunity identification; present draft to Board for input	Final Plan Completion Complete Strategic Plan document and recommended strategies



A woman in a white dress and bonnet is working on a wooden loom in a historical setting. The scene is dimly lit, with a blue tint. The woman is smiling and looking down at her work. The loom is made of wood and has many threads on it. The background shows wooden walls and other looms.

Recent Highlights

The Great American Birthday Quilt



The Great American Birthday Quilt







wjla.com - to exit full screen, press Esc

GOOD MORNING WASHINGTON

FREE WILLIAMSBURG HISTORIC HOLIDAY PASS

DISCOUNTS AT RESTAURANTS, LODGING, SHOPPING & ATTRACTIONS

GOOD MORNING WASHINGTON 04:59

FOX 5 MORNING

WILLIAMSBURG HISTORIC HOLIDAY PASS

FOX 5 HISTORY HOLIDAY PASS OF WILLIAMSBURG, VA

7:48 AM 32° HARPERS FERRY PARTLY CLOUDY 24° WEATHER SPORTS



- Amtrak Vacations “Stars & Stripes” 250th Anniversary Collection
- Amtrak Vacations rolled out a **special 250th anniversary travel promo** with **discounts on multi-night rail vacations**:
- 👉 Example savings include:
- ~\$75 off 3–6 night packages
- ~\$200 off 7–9 night trips
- ~\$250 off 10–14 night adventures
- ~\$300 off 15+ night rail journeys
- Plus an *additional ~\$100 per couple* off with a discount code



Get Your Passport:

Passports are available, free of charge and while supplies last, at Colonial Williamsburg, Jamestown-Yorktown Foundation, Monticello, Mount Vernon, Virginia Museum of History & Culture, VA250's [Mobile Museum](#), and Virginia Tourism's twelve [Welcome Centers](#) across the Commonwealth.

Use Your Passport:

Use your passport to receive a discount on admission to Passport Sites. Collect a unique stamp at each Passport Site. Once you collect at least five stamps, enter to win prizes!

[PREVIEW PASSPORT](#)

A person in a dark shirt is carrying a child in a pink shirt on their shoulders. The child is holding a large American flag that is waving in the wind. They are in a grassy field with trees in the background under a clear sky.

WILLIAMSBURG
250 ★
JAMESTOWN ▼ YORKTOWN

Marketing

January – June 2026

FY25-26

Media Objectives

Awareness

- Increase brand awareness of Williamsburg as a destination through precise audience targeting/reach and relevant content

Consideration

- Engage with our audience through content on visitwilliamsburg.com

Response

- Visitation of Williamsburg through measurable platforms



FY25-26

Targeting Overall Approach

1. Prioritize travel intenders overall
2. Layer on geographic targeting
3. Layer on behavioral attributes
 - a. When necessary, layer in additional audience segments (campaign specific)

Primary Overlays

- Interested in US History
- Seeking an Educational getaway
- Arts and Culture Enthusiasts
- Foodies
- Sightseeing/Touring
- Small Town Shopping
- Adventure Travelers
- Interested in the Outdoors
- Family Travelers

Secondary Overlays (where applicable)

- Multigenerational Travelers
- Mature Adult Travelers 55+
- Road Trippers



FY25-26

Geographic Targeting

- Washington, DC
- Baltimore
- North Carolina
- Virginia
- West Virginia
- New Jersey
- Pennsylvania
- New York
- Delaware



FY25-26

Ad+Genuity

ConnectedTV

- Pause Ads- Taking over the screen when paused
- America's 250 Targeting- Using keywords/topics to place our ad in the most relevant context
- Always On

Online Video

- :30s and/or :15s Pre-roll, Mid-roll, Post-roll
- YouTube Included
- Retargeting Included
- Always On

Native

- Standard Native
- Native Carousel through TripleLift
- Retargeting Included
- Always On

Display

- Standard Display
- Premium Partner Display: Reaching a highly qualified audience through top tier publishers and OTAs
- Retargeting Included
- Always On

FY25-26

Ad+Genuity

Audio

- :30s Audio Spot
- Targeting History Podcasts and Streaming Radio
- Always On

Broadcast TV

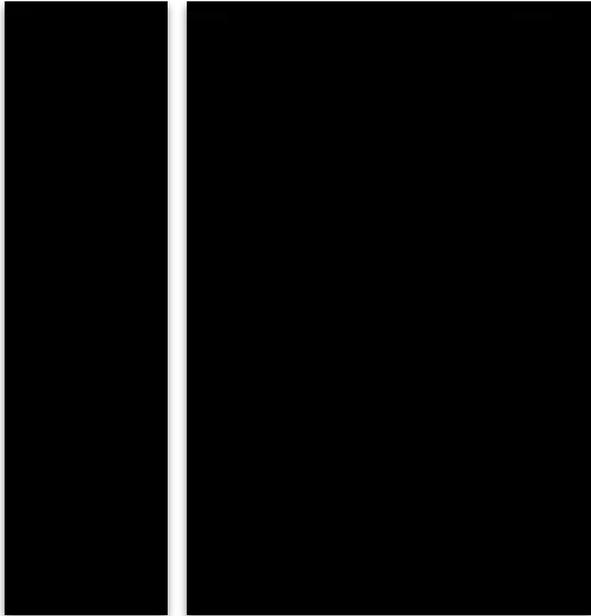
- :30s Video
- Reaching Dish, Sling TV, and DirectTV
- Flighted as a test campaign in the Fall

Digital Out-of-Home

- Digital Billboards, Bus Panels, and Urban Panels in our target markets
- Retargeting Included
- Always On

FY25-26

Ad+Genuity Creative



DISPLAY



CTV



NATIVE



Epic Adventures for All

Embrace the past and present on a fun-loving getaway. Where America's Journey Begins.

Where America's
Journey Begins



VISIT
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

LET'S GO

FY25-26

Ad+Genuity Creative

DOOH



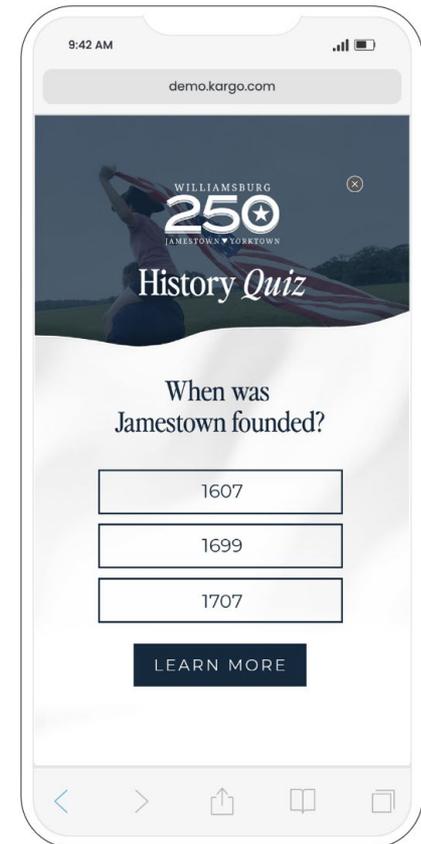
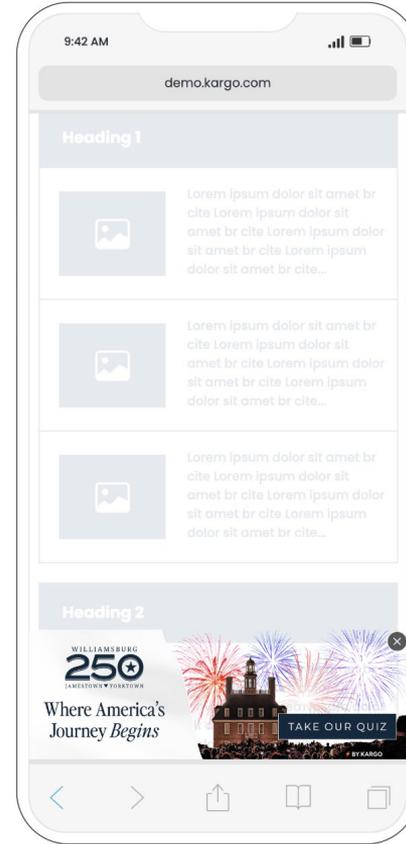
CTV PAUSE AD



FY25-26

Ad+Genuity - Kargo

- Tap into Kargo’s curated partner inventory sourced directly from the top 100 editorial content publishers combined with the added benefits of working with a trusted programmatic partner like Ad+Genuity.
- Runway Unit with Pop-up Trivia Unit
- Flighted to launch in February to drive increase consideration for Spring and Summer Travel leading up to America’s 250



FY25-26

Undertone/Perion

- Page Grabber to incorporate dynamic messaging
- Flighted to launch in February to drive increase consideration for Spring and Summer travel leading up to America's 250



FY25-26

AARP

DYNAMIC BILLBOARD



MOBILE INTERSCROLLER

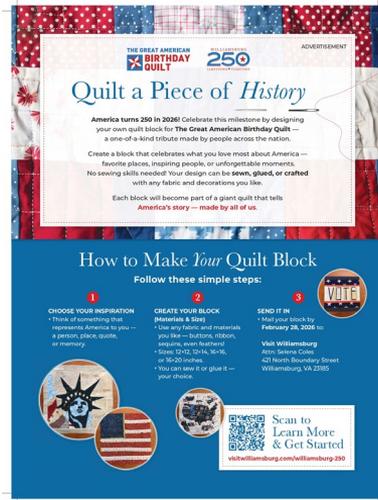


FACEBOOK AD

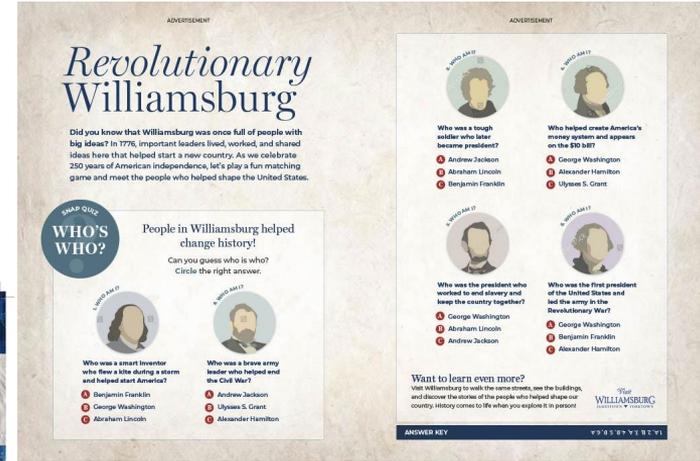
This Week Junior

- Reaching children aged 8-14
- Landing Page: <https://theweekjunior.com/resources/quilt-a-piece-of-history-with-the-great-american-birthday-quilt>
- 1 x Full Page Print Ad
- Spread Print Ad Custom Advertorial Who's Who Game created by the This Week Team
- Social & eNews promotion

Print Ad



Custom Advertorial Who's Who Game



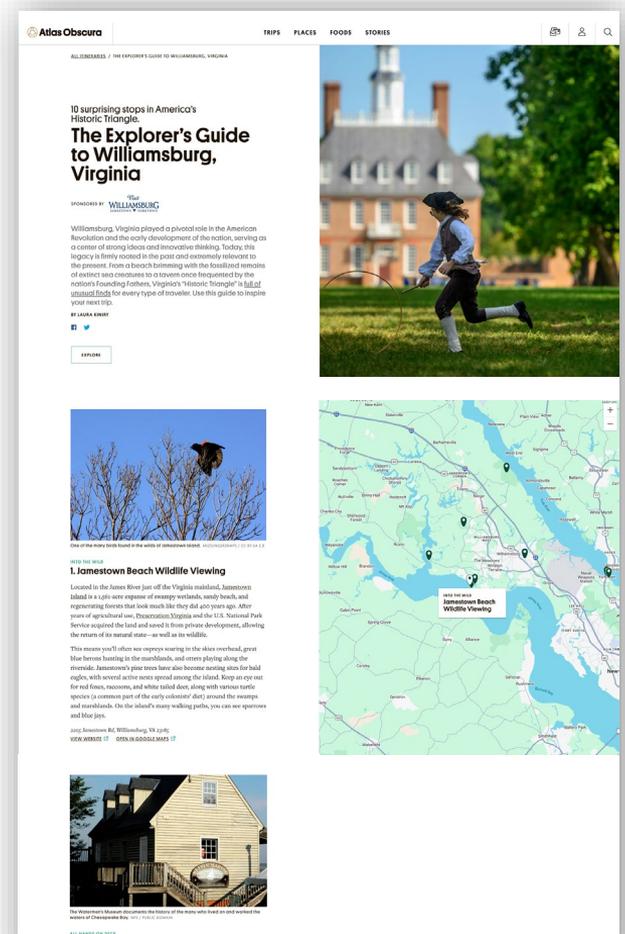
Banner Ad



FY25-26

Atlas Obscura

- Interactive Article: <https://www.atlasobscura.com/articles/exploring-virginias-historic-triangle>
- Custom List: <https://www.atlasobscura.com/lists/revisithistory-in-the-historical-triangle/>
- Custom Itinerary: <https://www.atlasobscura.com/itineraries/williamsburg-virginia>
- Re-Run of Spring Podcast Episode
- Leverage America Obscura- AOs 2026 book and online hub for America's 250
- Promotion across Social, Email, ROS Display, and Onsite Video



FY25-26

History Channel

- History Honors 250 Custom Content Linear & Digital Media
- Amplified across linear, CTV, History.com, and social
- Digital Hub
- History.com Partnership including Custom content and additional onsite amplification



2m Spot - Click to Play



30s Spot - Click to Play



Explore Virginia's Historic Triangle | History Honors 250

Presented by Visit Williamsburg

Have you ever wanted to fire a cannon? Adam Richman dives into daily life in the 1700s and the moments that shaped America's story across Virginia's Historic Triangle with Visit Williamsburg.

Watch Now

FY25-26

Smithsonian

- Re-Promote the Spring [“Three Remarkable Reasons Why it’s the Perfect Time to Visit Williamsburg”](#) [Native Storytelling Article](#)
- Additional amplification and on site presence including email, promotion banners, social, and video
- Pin on Smithsonian’s 250 Places to Celebrate America Interactive Travel Map
- Pin includes Pop up with one slide
- Slide Includes: Logo, Image, Copy and drives to Native Storytelling Article

The screenshot shows a Smithsonian Magazine article page. At the top, there's a navigation bar with 'Smithsonian magazine' and links for search, shop, newsletters, review, give a gift, subscribe, and membership. Below the navigation, there's a sponsored content banner for Williamsburg. The main article title is 'Three Remarkable Reasons Why It's the Perfect Time to Visit Williamsburg'. The article is structured into three days: Day 1 - Jamestown, Day 2 - Williamsburg, and Day 3 - Yorktown. The first section, 'Jamestown', describes the site as North America's first permanent English settlement, established in 1607. It mentions the site's historical significance and its current status as a national park and living history museum. A photo shows a large wooden ship on a dock with people nearby. A pop-up box is visible over the photo, providing more details about the ship's reconstruction.

Smithsonian magazine

Q Search Shop Newsletters Review Give a Gift Subscribe Membership

SPONSORED CONTENT BY VISIT WILLIAMSBURG

Three Remarkable Reasons Why It's the Perfect Time to Visit Williamsburg

This surprising long-weekend itinerary unearths an enchanting trip through history, the outdoors and beyond.

WILLIAMSBURG

Day 1 - Jamestown Day 2 - Williamsburg Day 3 - Yorktown

As America prepares to celebrate its 250th anniversary in 2026, there's no better time to visit Williamsburg and its storied neighbors. Together with the communities of Jamestown and Yorktown, Williamsburg makes up what's known as the "Historic Triangle," a trio of towns that highlight the earliest chapters in American history. This long-weekend itinerary unearths an enchanting trip through the Triangle's unique heritage, as well as the many iconic sites, family-friendly activities, and outdoor experiences showcasing why now is the perfect opportunity to explore these three incredible places.

📍 Jamestown

Spend your first day exploring Jamestown, North America's first permanent English settlement. Established in 1607, the town (then known as James Fort) served as Virginia's colonial capital from 1616 until 1699. Today, Jamestown is a historical site consisting of both national park land and a privately run living history museum. It's also an active archaeology site. They're all located together on Jamestown Island, a 1500-plus acre islet that's also home to forests, marshes, and wetlands.

📍 Jamestown

All Jamestown Settlement recreations of the three ships that brought Jamestown's English colonists to Virginia in 1607 are open for the public to come aboard, although one ship is currently undergoing renovation.

Explore

The park's award-winning [Nathalie P. & Alan M. Voorhees Archaearium](#) houses some of the most spectacular of these remnants, including a writing slate adorned with the park's name and a view from the ship's deck.

FY25-26

New York Times

- Flex Frame Custom Wordle targeted and run on the NYT Travel Section
- Travel Collection Section Front Display
- Travel dispatch newsletter
- Run of Wordle Mobile Web
- 2x7 Print Ad



FY25-26

Hulu/Disney+

- Interactive Living Room Trivia Unit on Hulu
- [:30 Second CTV Ad on Disney+](#)



FY25-26

Hopper

- <https://www.hopper.com/explore/collection/williamsburg>
- Capital One Travel Voucher Funded by Hopper
- Travel Deal Tuesday Sponsorship
- In-App and Social Amplification Videos, Custom Microsite, and Branded Notifications
- Social Media Giveaway Funded by Hopper

Explore the Towns & Places of the Historic Triangle

The Historic Triangle includes Williamsburg, Jamestown, and Yorktown. Travel back to the 18th century in Colonial Williamsburg, visit America's first permanent English settlement in Jamestown, and explore revolutionary history in Yorktown.



American History & Culture in | x +

gemini | - | x

americathebeautiful.com/destinations/virginia/williamsburg/

☆ | 📄 | 🔍 | 👤 | ⋮

🗄️ Visa & Entry 📦 Travel Trade English >

VISIT THE USA

Destinations ▾ Experiences ▾ America250 Road Trips Major Events

👉 Plan a trip

AMERICA THE BEAUTIFUL

👉 Get travel ideas

👉 Plan my football adventure

👉 Show me incredible views

👉 Build my family road trip

👉 See top arts destinations

Trip Planner

6:40 PM
1/5/2026

FY25-26

Internal Media Placements

Digital

- **Brand USA** – Williamsburg web page
- **TripAdvisor** – Digital American Birthday Quilt- Feb – December
 - online quilt and itinerary builder
- **TravelSpike** - Travel intent audience digital marketing

Broadcast

- **Fox 5 Washington, DC**- March in-market promotion, on-air appearances
- **ABC Philadelphia** – Feb/Mar – Flower Show promo

Magazines

- **Garden & Gun** - 250 Issue – April
- **Philadelphia Magazine** – February Issue
- **Hoffman Media** - Victoria and Southern Lady Magazine – Print & Digital
- **Our State Magazine** - North Carolina magazine - 250 Issue – April



Public Relations

Public Relations

IMM



Staff Attending: Jennifer Case and Selena Coles

Date: January 21-22, 2026

MMGY vetting media list and owning appointment book development for both Jennifer and Selena



Public Relations

Samantha Brown Places to Love Premiere

Live Premiere of the Williamsburg Episode

- January 29, 2026
- Panel of participants
- Live Music
- Giveaways
- Complimentary refreshments
- Promote other 250 events



Public Relations

The Revolution is Here

Group Press Trip

- April 8 – 12, 2026
- 4 - 5 Journalists
- Themed visits will focus on history, culture, and heritage
- Only in the Historic Triangle
- Quilt Reveal



Public Relations

America250 Celebration

Consumer Activation

- Tysons Corner - Virginia
- February 14 – 16
- Quilt block making
- Interpreters, Fife & Drum
- Interactive experience with partners
- Win prizes – enter to win
- Key media and influencers invited



Public Relations

Philadelphia Flower Show

Consumer Activation



- February 28 - March 7
- Large footprint that combines floral elements with interactive experiences
- Fife & Drum, special appearances
- Giveaways
- Display some of the Great American Birthday Quilt
- Key media & influencers

Public Relations

3rd Hour of TODAY SHOW

- In-destination episode
- May 15, 2026
- Scouting in early March
- Distribution on TODAY.com
- Social posts





Public Relations

Grand Opening

Williamsburg Sports & Events Center

- Build awareness for the new facility
- Meeting and trade media outreach
- Individual press trips
- Local media strategy



Blog Content

- Historic Jamestowne Preservation
- 250 Series
- Ken Burns Itinerary
- Samantha Brown Itinerary
- Past meets Present



“The Last Time I Was in Williamsburg...” Rediscovering a Childhood Classic—Just in Time for VA 250

Jan. 06, 2026

You know the line. You've said the line. You've heard the line a hundred times: The last time I was in Williamsburg was when I was in the 4th grade." And then the math hits you. If that field trip was, let's just say, a while ago, you're probably old enough now to have kids, nieces, nephews...

[Read More](#)

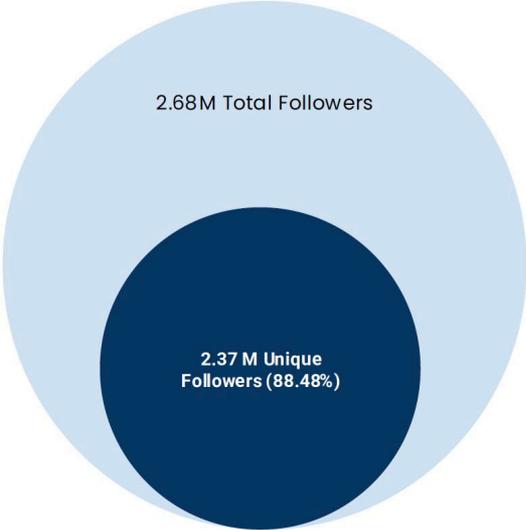


Influencers/Social Media

Social Media

Audience Overlap YoY

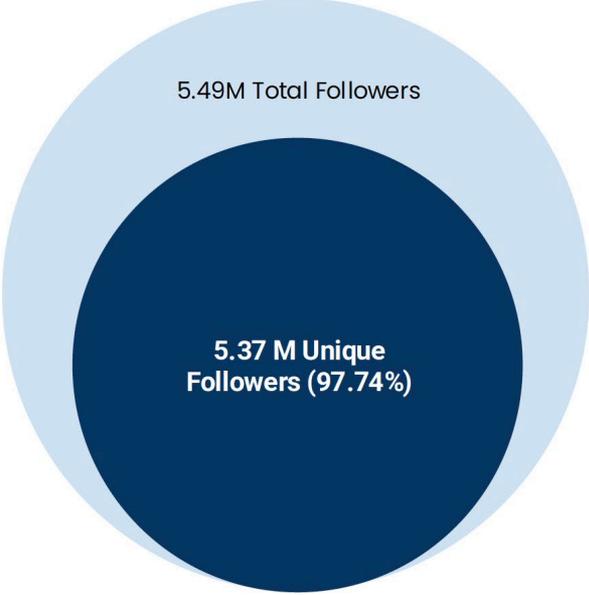
2024



Total Audience Overlap:
309k
11.52%



2025



Total Audience Overlap:
124k
2.26%

2026 CONFIRMED INFLUENCERS



Jacob Fink
@jacobdoesphilly

Audiences:

- Philly, NY and DC
- Foodie Focused

Followers: 79.1k



**Michael Lindsay
and Matthew
Schueller**
@michaelandmatt

Audiences:

- New York
- Washington DC
- Evergreen Travel / Diverse Groups

Followers: 432k



Kelly Rizzo
@kellyrizzo

Audiences:

- Philly, New York, Chicago
- Female Solo Travel

Followers: 429k



Courtney VanAuken
@TravelingWithCVA

Audiences:

- Washington DC, Baltimore, Trenton
- Evergreen Travel (RV) / Couple Travel

Followers: 74.1k



Maddie Smith
@OntheMoveWithMad

Audiences:

- Washington DC, Baltimore
- Evergreen Travel / Female Solo Travel

Followers: 256k

Influencer Conference

Social Media



Travel Blog Exchange (TBEX) is the largest conference and community of travel creators and influencers in the world.



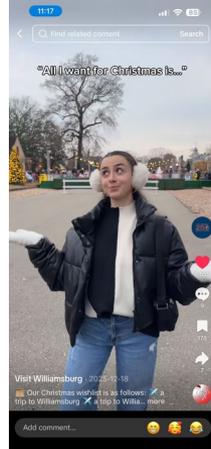
Content

Social Media



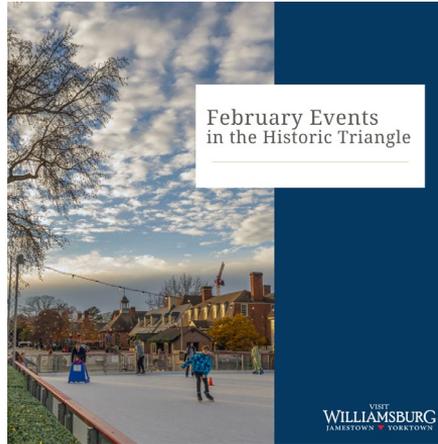
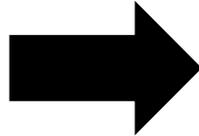
Creative Ave Co.

A boutique digital marketing agency



Content

Social Media



A family of three is walking away from the camera on a wooden deck. The father is on the right, wearing a light blue t-shirt and shorts. The mother is in the middle, wearing a dark tank top, light shorts, and a hat. The daughter is on the left, wearing a white t-shirt and light shorts. In the background, a large wooden sailing ship with multiple masts and rigging is docked. The scene is set outdoors with trees and a clear sky in the distance. The entire image has a blue tint.

Other Marketing

Other Marketing

Consumer Newsletters

VistaMedia

- Mid-Atlantic Markets
January – April
- National Market
May – December

Internal Consumer List

- The Burg Gazette
- A/B testing format



Thursday, January 15, 2026 WILLIAMSBURG, VA Print: 250 EDITION

AMERICA CELEBRATES 250 YEARS OF INDEPENDENCE
Williamsburg Prepares Grand Festivities to Honour the Semiquincentennial

FORTHCOMING EVENTS

JAN 16-19 – Winter Blues Jazz Fest
JAN 29-FEB 1 – Last Word Comedy Fest
FEB 19 – Virginia Black Film Festival
APR 11 – Great American Birthday Quilt Reveal
APR 17-19 – Revolutionary Rhythms Weekend
MAY 9 – Jamestown Day
MAY 15 – The Flame of Revolution
JUN 12 – 250 Anniversary First VA Declaration of Rights
JUN 12-14 – Sail Yorktown Festival
JUN 25-28 – Williamsburg Live
JUL 4 – 4th of July Celebrations



Williamsburg: Cradle of Revolution

Williamsburg is more than history. It's where America's story began 250 years ago—and where it continues to come alive today. In 2026, that living legacy takes center stage as the Historic Triangle—Williamsburg, Yorktown, and the United States with once-in-a-generation celebrations. Throughout the year, the region will host a lineup of extraordinary events. Expect immersive living-history experiences, special exhibitions, and festive celebrations.

Other Marketing

Consumer Trade Shows

Washington Travel & Adventure Show

- January 17 – 18

New York Travel & Adventure Show

- January 24 - 25

**TRAVEL &
ADVENTURE
SHOW®**



Other Marketing

Passes

250 Pass



- Runs January – December
- Discounts on lodging, dining, shopping, attractions, and more
- Three check-ins for FREE t-shirt

Garden Pass

- Spring dates
- Discounts and public garden check-ins
- Three check-ins for garden related giveaway

Juneteenth Pass

- Month of June
- Discounts and event check-ins
- Three check-ins for giveaway



Other Marketing

Monthly Consumer Mailings

Themed Monthly Mailings to Consumers

- Art card
- Events information
- Bookmarks
- Stickers
- Historical Facts
- Current list 466

Examples

- December – Holiday Theme
- January – 250 Invitation



A person in a blue shirt is carrying a child in a pink shirt on their shoulders. The child is holding a large American flag that is waving in the wind. They are in a grassy field with trees in the background under a clear sky.

WILLIAMSBURG
250 ★
JAMESTOWN ▼ YORKTOWN

Next Meeting
March 10, 2026 (*Proposed*)