

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Williamsburg Tourism Council
Tuesday, December 17, 2019

Roll Call

Voting

York County
James City County
Hotel/Motel Association
Busch Gardens
City of Williamsburg
Colonial Williamsburg
Jamestown Rediscovery
Jamestown/Yorktown Found.
Restaurant Association

Jeff Wassmer, Chair
Ruth Larson, Treasurer
Neal Chalkley, Vice Chair
Kevin Lembke
Doug Pons
Kevin Crossett
James Horn *or designee
Susan Bak
Mickey Chohany

Ex Officio

GWCTA
Virginia Tourism Corporation

Cheri Green
Rita McClenny

Public Comment

Limit to 3 Minutes

State Name and Address

No Q & A

Approve Minutes

November 19, 2019

Treasurer's Report

Revenue/Expenses

	Year to Date 10/31/2019		
	Actual	Budget	Variance
REVENUE			
SB942	\$ 8,925,090	\$ 5,932,134	\$ 2,992,956
\$1	\$ 1,222,235	\$ 965,696	\$ 256,539
Maint of Effort	\$ -	\$ 1,675,778	\$ (1,675,778)
Other	\$ 105,790	\$ 6,000	\$ 99,790
Total Revenue	\$ 10,253,116	\$ 8,579,608	\$ 1,673,508
EXPENSES			
Dest Marketing	\$ 7,212,891	\$ 8,390,017	\$ (1,177,126)
Other Sales & Marketing	\$ 331,138	\$ 502,240	\$ (171,102)
Labor & Benefits	\$ 709,313	\$ 960,541	\$ (251,228)
Admin	\$ 166,376	\$ 188,757	\$ (22,381)
Total Expenses	\$ 8,419,718	\$ 10,041,555	\$ (1,621,837)
2019 Rev over Expenditures by Month	\$ 1,833,398	\$ (1,461,947)	\$ 3,295,344

Treasurer's Report

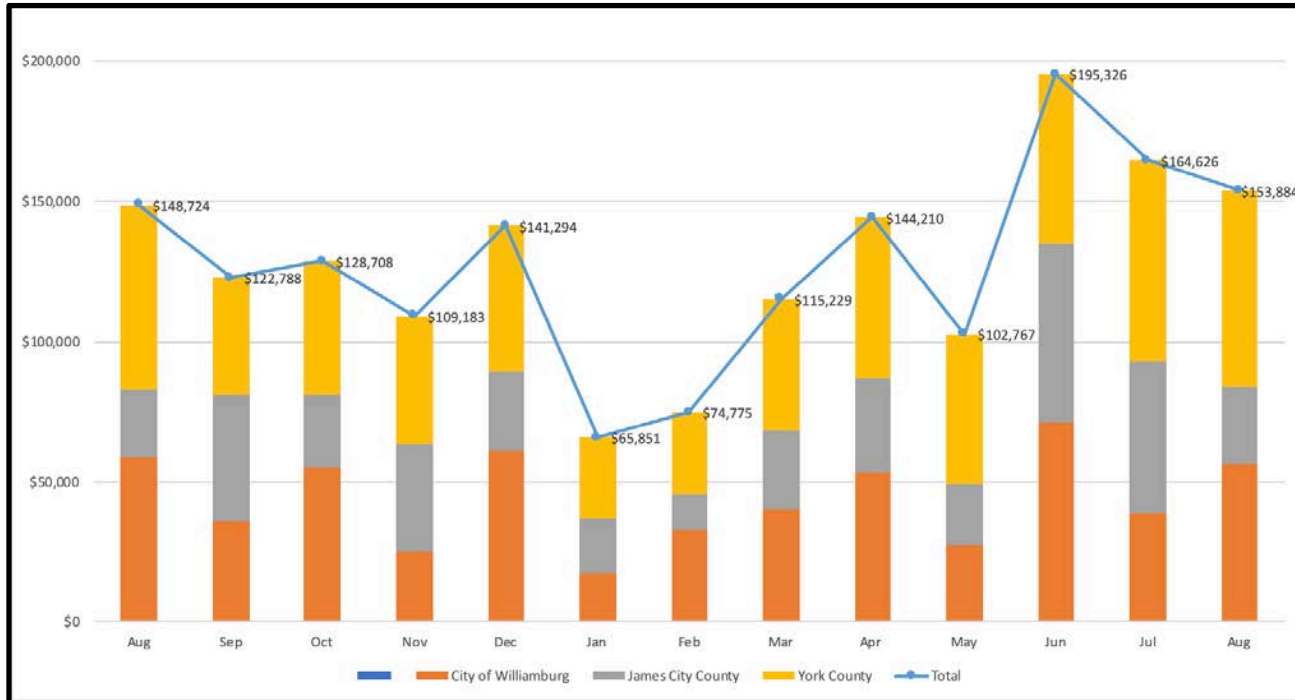
Cash on Hand

	Aug-19			Sep-19			Oct-19		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Disbursement	\$681,007	\$689,808	(\$8,801)	\$1,217,830	\$766,051	\$451,779	\$1,249,388	\$974,081	\$275,307
Maint of Effort	\$0	\$ -	\$0	\$0	\$ 418,944	(\$418,944)	\$0	\$0	\$0
Bank Account Balances: operations									
BB&T Reserve Checking	\$250,306	\$ 250,000	\$ 306	\$250,296	\$ 250,000	\$ 296	\$250,306	\$250,306	\$ -
BB&T ICS Investment Fund	\$504,042	\$ 507,531	\$ (3,489)	\$504,762	\$ 508,794	\$ (4,032)	\$505,487	\$510,059	\$ (4,572)
Ches Bank Money Market	\$2,025,131	\$ 2,019,427	\$ 5,704	\$2,028,238	\$ 2,021,951	\$ 6,287	\$2,031,683	\$2,024,479	\$ 7,204
Ches Bank Checking	\$3,244,900	\$2,685,485	\$559,415	\$3,023,667	\$2,714,417	\$309,250	\$3,981,949	\$3,151,015	\$830,934
Total Cash on Hand	\$ 6,024,379	\$5,462,444	\$561,935	\$ 5,806,963	\$5,495,162	\$311,801	\$ 6,769,425	\$ 5,935,859	\$833,566
Interest Earned:									
State Interest Paid	\$8,801	\$0	\$8,801	\$0	\$0	\$0	\$0	\$0	\$0
BB&T Reserve Checking	\$306	\$333	(\$27)	\$296	\$333	(\$37)	\$306	\$333	(\$27)
BB&T ICS Investment Fund	\$428	\$423	\$5	\$415	\$424	(\$9)	\$429	\$425	\$4
Ches Bank Money Market	\$3,655	\$2,519	\$1,136	\$3,107	\$2,522	\$585	\$3,445	\$2,525	\$920
Ches Bank Checking	\$1,515	\$1,343	\$172	\$1,387	\$1,357	\$30	\$1,525	\$1,892	-\$367
Total Interest Earned	\$14,705	\$4,618	\$1,286	\$5,205	\$4,636	\$569	\$5,705	\$5,175	\$530

Treasurer's Report

Transient Tax

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

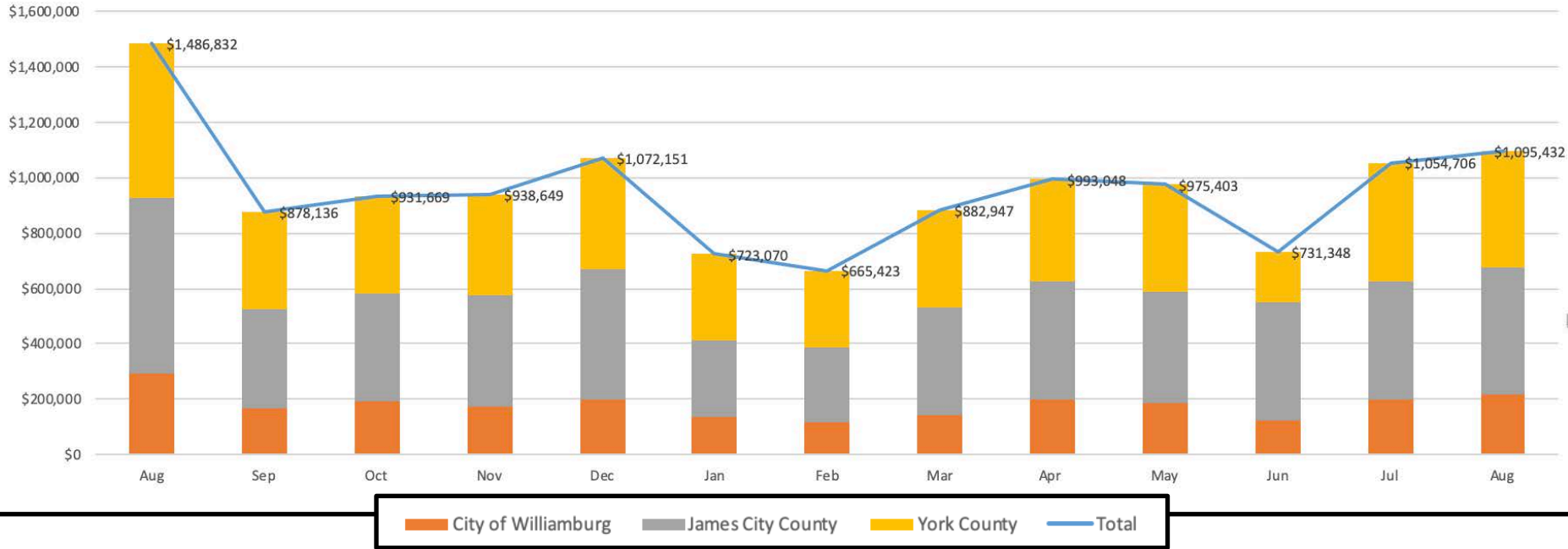


Transient Tax \$1 of the \$2													
FY2020	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$39,210	\$56,591											\$95,801
James City County	\$53,578	\$27,489											\$81,067
York County	\$71,838	\$69,804											\$141,642
Total	\$164,626	\$153,884	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$318,510
FY2019	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$59,869	\$58,788	\$36,095	\$54,967	\$25,284	\$61,001	\$17,479	\$32,769	\$40,068	\$53,492	\$27,307	\$71,566	\$538,685
James City County	\$39,712	\$23,755	\$44,779	\$26,085	\$38,131	\$28,079	\$19,588	\$13,060	\$28,355	\$33,387	\$21,923	\$63,149	\$380,003
York County	\$66,598	\$66,181	\$41,914	\$47,656	\$45,768	\$52,214	\$28,784	\$28,946	\$46,806	\$57,331	\$53,537	\$60,611	\$596,346
Total	\$166,179	\$148,724	\$122,788	\$128,708	\$109,183	\$141,294	\$65,851	\$74,775	\$115,229	\$144,210	\$102,767	\$195,326	\$1,515,034

Treasurer's Report

SB 942 (1/2 of 1%)

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



SB942 1/2 of 1%													
FY2020	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$197,252	\$216,633											\$413,885
James City County	\$429,912	\$462,044											\$891,956
York County	\$427,542	\$416,755											\$844,297
Total	\$1,054,706	\$1,095,432	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,150,138
FY2019	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$83,427	\$291,808	\$166,484	\$193,208	\$174,634	\$199,174	\$138,630	\$116,084	\$145,405	\$197,571	\$185,578	\$120,983	\$2,012,986
James City County	\$212,948	\$636,898	\$356,619	\$390,212	\$400,715	\$470,804	\$275,144	\$270,843	\$383,647	\$429,350	\$403,258	\$431,841	\$4,662,279
York County	\$241,914	\$558,126	\$355,033	\$348,249	\$363,300	\$402,173	\$309,296	\$278,496	\$353,895	\$366,127	\$386,567	\$178,524	\$4,141,700
Total	\$538,289	\$1,486,832	\$878,136	\$931,669	\$938,649	\$1,072,151	\$723,070	\$665,423	\$882,947	\$993,048	\$975,403	\$731,348	\$10,816,965

Smith Travel Research Report

	Current Month - October 2019 vs October 2018											
	Occ %		ADR		RevPAR		Percent Change from October 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	69.3	69.8	133.34	133.98	92.35	93.52	-0.8	-0.5	-1.2	0.8	2.1	1.3
Virginia	69.6	70.6	117.74	116.12	82.00	81.94	-1.3	1.4	0.1	0.8	0.7	-0.6
Williamsburg, VA	53.9	54.6	120.84	115.10	65.10	62.80	-1.3	5.0	3.7	3.6	-0.1	-1.4

	Year to Date - October 2019 vs October 2018											
	Occ %		ADR		RevPAR		Percent Change from YTD 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	67.8	67.8	132.07	130.95	89.50	88.81	-0.1	0.9	0.8	2.8	2.0	1.9
Virginia	66.2	66.5	114.50	112.64	75.82	74.86	-0.4	1.7	1.3	1.6	0.3	-0.0
Williamsburg, VA	51.1	50.7	124.40	121.25	63.56	61.43	0.8	2.6	3.5	2.4	-1.0	-0.2

2020 Budget

ADVERTISING AGENCY OF RECORD

Awarded to: Connelly Partners

Key Deliverables:

- Strategic planning sessions with key stakeholders
- Creative Development
- Production
- Media Planning and Buying (80% of contract)
- Digital/Social

RESEARCH SERVICES

Awarded to: Strategic Marketing and Research Insights

Key Deliverables:

- Dashboard
 - Monthly/Seasonal Travel Reports
 - Monthly Lodging Reports
- Annual Market Share Report
- Campaign Effectiveness and Return on Investment Reports
- Forecasting
- Annual Domestic Travel Profiles

Director's Report

Hiring/Personnel Handbook

Procurement

Program/Campaign Update

Future Meetings

New Partner Introduction:
Connelly Partners



Hiring/ Personnel Handbook



- Sales Director
- Marketing Comm Manager
- Public Information Officer

Personnel Handbook

- Modeling after VTC
- In-line with Virginia Department of Human Resource Management Standards
- Completion Date: January 2020

Procurement

Requests for Proposals (RFP) issued in accordance with:



Virginia **Department of General Services**

Serving Government. Serving Virginians.

RESEARCH

ADVERTISING AGENCY OF RECORD

STRATEGIC PLANNING

MAILHOUSE/DISTRIBUTION

AUDIT

LEGAL SERVICES

STRATEGIC PLANNING

Key Deliverables:

- Culture/team dynamic assessment
- Staff retreat
- Vision, Mission, and Value(s) work session/development
- Process design and facilitation
- CliftonStrengths assessment and work session

RFP Timetable

Request for Proposals Issued	Monday, December 16, 2019
Deadline for Questions	Monday, December 30, 2019
Responses to Questions	Friday, January 3, 2020
Written Proposal Deadline	Friday, January 10, 2020
Negotiation Process	January 13 – 15, 2020
Award Announcement	Friday, January 17, 2020

MAILHOUSE/DISTRIBUTION

Key Deliverables:

- Storage/warehousing
- Cost effective and timely literature fulfillment
 - Processed via Address Verification System software, Coding Accuracy Support System (CASS), and Presort Accuracy Verification Equipment
- Monthly activity reports (distribution, inventory, etc.)

RFP Timetable

Request for Proposals Issued	Monday, December 16, 2019
Deadline for Questions	Monday, December 30, 2019
Responses to Questions	Friday, January 3, 2020
Written Proposal Deadline	Friday, January 10, 2020
Negotiation Process	January 13 – 15, 2020
Award Announcement	Friday, January 17, 2020

Campaign Update

Augmented Fall Direction:

- Target drive market, as well as NYC and Atlanta DMAs
- Demo to include:
 - Millennials, with and without children
 - Gen-X, with and without children
 - Active mature
 - Golf enthusiasts
- Digital media plan, with a focus on online travel partners
- Call to action must motivate transactions/bookings
- Paid media effort to be supported via pr and social

Holiday (Approved pre-Vicki):

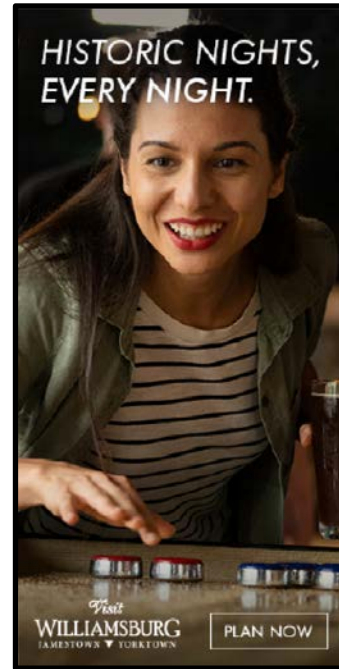
- Target drive market
- Demo to include:
 - Millennials, with and without children
 - Gen-X, with and without children

Media

FLOWCHART – NOVEMBER - DECEMBER



Creative



GREATER
WILLIAMSBURG

HAS
FESTIVE
FUN

FOR
EVERYONE

SKATE *with your*
FAMILY

VISIT BUSCH GARDENS
CHRISTMAS TOWN

SHOP  CHRISTMAS
MARKETS

CHRISTMAS
in Williamsburg

Unwrap an
UNEXPECTED ADVENTURE

Plan Your Holiday

PR Highlights

November 2019

Richmondmag
Historic Pampering
By Lisa Tullman
November 20, 2019 3:28 AM
100 Views
Photo credit: James J. Conner

FEED YOUR BELLY AND YOUR MIND IN WILLIAMSBURG
Gourmet and affordable experiences to savor...
Photo credit: James J. Conner

Take A Luxurious Trip Back In Time At This Virginia City
By James Williams
November 19, 2019
Photo credit: James J. Conner

Yuletide in Colonial Williamsburg
Photo credit: James J. Conner

THE CHRISTIAN POST
America's real first Thanksgiving
By James Williams, CP Contributor
Photo credit: James J. Conner

2TRAVELDAIGS
Virginia's Historic Triangle Complete Guide to Exploring Jamestown, Yorktown and Williamsburg
Photo credit: James J. Conner

5 Super Festive Holiday Towns
Colonial Williamsburg, Virginia
Photo credit: James J. Conner

A Grown Up Guide to Williamsburg
November 12, 2019 by Caroline Edwards
Photo credit: James J. Conner

9 Incredible Places To Celebrate Thanksgiving If You Don't Want To Stay Home
Colonial Williamsburg, Virginia
Photo credit: James J. Conner

november

35

MEDIA
PLACEMENTS

289MM+

IMPRESSIONS
FROM PR

1.8MM

IMPRESSIONS FROM
SOCIAL MEDIA

19.2K

ENGAGEMENTS
VIA SOCIAL
MEDIA

2.7K

CLICKS TO
WEBSITE VIA
CONTENT
SYNDICATION

Future Meetings

Typical Williamsburg Tourism Council Meeting Agenda *Meeting Duration: One (1) Hour*

Open Meeting	Roll Call
	Public Comment
	Approve Minutes
Treasurer's Report	Revenue & Expenses
	Cash on Hand
	Transient Tax
	SB 942
Executive Director's Report	Campaign(s) Updates/Overview
	Activities & Events
	Project Updates
Chairman's Report	Business of the Tourism Council
	Updates & Progress


Future Meeting Schedule/Anticipated Length

Meeting Date	Anticipated Agenda	Approximate Meeting Length
January 21, 2020	Typical Agenda	Sixty (60) Minutes
February 19, 2020	Typical Agenda	Sixty (60) Minutes
March 17, 2020	Typical Agenda; Summer 2020	Ninety (90) Minutes

New Partner Introduction

Connelly Partners



 CONNELLY PARTNERS

WILLIAMSBURG TOURISM COUNCIL

DEFIANTLY HUMAN

Our mission is to defend the power of emotions, to represent the illogical in all of us, to be [DEFIANTLY HUMAN](#). ↻

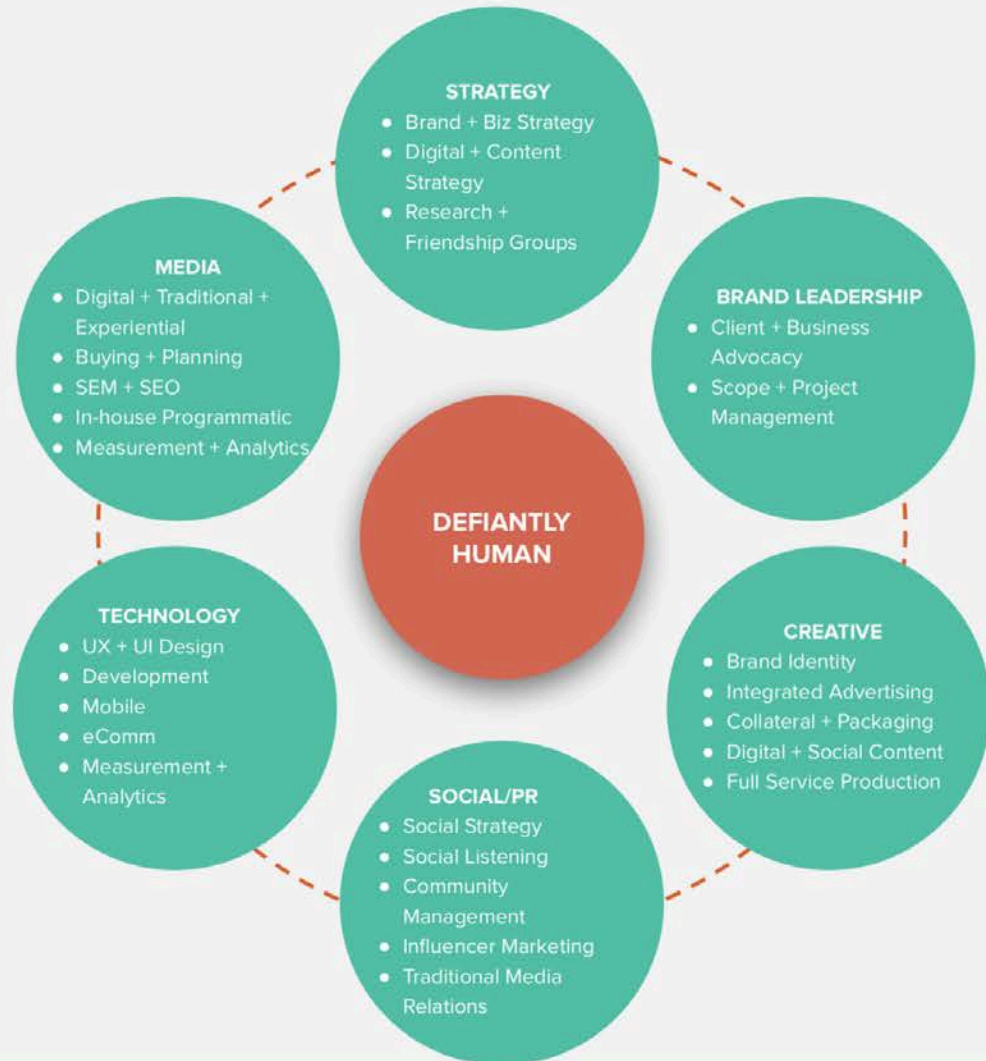
You have a story.
Let us tell it in a
Defiantly Human way.

[Stories make you smile](#) ↻

[Stories make you feel](#) ↻



FULL SERVICE AGENCY



EMPATHY OVER ENTERTAINMENT

| Our purpose is to protect our brands from self importance, to amplify their heartbeats, to embrace empathy over entertainment.



INDEPENDENT

| We are independent, we are 150 people in Boston and Dublin not New York and London, we are outside the restrictions of a holding company.



A HOLISTIC APPROACH

| We tell stories that people can see themselves in, in every medium. We find the **Defiantly Human Insight** for every brand and introduce it into the customer's life at each point of the purchase cycle.





ABOUT CONNELLY PARTNERS

Some of our clients.

TRAVEL & TOURISM



ADDITIONAL ACTIVE CLIENTS



DEFIANTLY HUMAN INSIGHT

Using our preferred research tools, we identify key insights pertinent to both sides of the brain as it relates to your brand specifically and consumers' lives generally. The human insight of opportunity at the center of our process provides a brand rudder that directs our strategies and campaigns.

What people THINK
about your brand or
product category



What people FEEL
about your brand or
product category

What people THINK
about their lives.

What people FEEL
about their lives.

A HOLISTIC APPROACH

Brand success means more than building brand awareness with broadcast. Today brands need ideas and executions at every point in the customer journey. Many less sexy than the television work, but often more integral to success. We are recognized for our high visibility work. But we are valued for our holistic customer journey work in the trenches and below the line.

AWARENESS

Top of mind



CONSIDERATION

Demonstrate value, incite action



LOYALTY & ADVOCACY

Cultivate habitual behavior



CONVERSION

Drive Conversion



RESEARCH & FINDINGS

UNDERSTANDING AUDIENCE TRAITS

MotiveMetrics, our proprietary AI tool, analyzes the syntax and linguistic writing structures of large samples of social content to accurately predict audience profiles.

We compared the Twitter followships of Colonial Williamsburg and Visit Williamsburg to understand the contrasts of those two audience universes.

MotiveMetrics can also be used to run a deeper analysis using email databases to scrape writing samples across multiple social media platforms. (The black line midpoint represents the average U.S. adult.)

MOTIVEMETRICS ANALYSIS

@Colonialwmsburg vs. @Visitwmbg



RESEARCH & FINDINGS

UNDERSTANDING AUDIENCE TRAITS

This scalable research shows the need for a brand and voice that needs more fun, more energy, more diversity of experiences.

MOTIVEMETRICS FINDINGS

Visit
WILLIAMSBURG
VIRGINIA

Colonial
Williamsburg

50% more conventional

52% more unconventional

40% more conformist

60% more rebellious

46% more non-adventurous

40% more open-minded to adventure

18% less indulgent (less open to new experiences)

60% more hedonistic

20% more traditional

40% more non-traditional

INSIGHTS & STRATEGY

UNDERSTANDING CONSUMER MINDSET

- According to a recent study conducted by Phocuswright, consumers are **more likely to discover travel destinations through content their peers share on social media** rather than branded travel ads
- **FOMO is real.** According to Adweek, 52% of Facebook users dream about vacation on FB even when they aren't planning a specific trip
 - Facebook tends to be the most popular social media platform for travelers both before and after vacation; however, Instagram is winning with 18-24 year olds
- **FOMO drives spontaneous trips** while technology has enabled spontaneous travel decisions
 - Mobile searches for "day/weekend" plus "trip" grew 100% in two years --- "day trip ideas near me", "weekend trip ideas and "weekend trip packing list"
 - In a world of instant gratification, impulse travel shopping is increasing – 60% of U.S. travelers would consider an impulse trip based on a good hotel or flight deal.
- Travelers have **instantaneous access to crowd-sourced information online** in the form of BuzzFeed guides, TripAdvisor reviews and Instagram posts which has changed the way they approach trips from inspiration to booking

INSIGHTS & STRATEGY

UNDERSTANDING THE CATEGORY

- 96% of all getaway travel research, consideration and booking is conducted online.
- Accordingly, destinations that continuously curate large volumes of rich digital content convert the most travelers.
 - Prospective getaway travelers consume a slow diet of travel-related content on a daily basis through digital content and social channels.
 - However, as they approach the final 3 - 5 days prior to booking or departing, their consumption increase 10-fold. It's critical to have a broad spectrum of SEO'd content online to increase the likelihood that prospects engage with your content.
- Monitoring popular and emerging keyword searches will help inform our paid search strategy as well as our branded and native content focus.

Top Keywords (30K - 300,000K searches / mo.)	
busch gardens williamsburg	118001
jamestown	118001
colonial williamsburg	70801
williamsburg va	70801
jamestown settlement	30301
yorktown	30301

High-Volume Keywords (9K - 30K / mo.)	
cheap vacations	11501 30300
jamestown colony	11501 30300
vacations	11501 30300
williamsburg outlets	11501 30300
yorktown va	11501 30300
jamestown virginia	9301 11500

STRATEGIC APPROACH

SOCIAL MEDIA DRIVEN

- Social influencers based within the Historic Triangle footprint as well as within the 5-hour drive time circumference, provide us with an army of content curators that will provide additional digital content volume coverage beyond our own continuously curated branded content.
- We use the C.O.P.E. methodology (create once, publish everywhere) which represents a highly sustainable technique of building strong, foundational assets that can be expressed in different forms and easily adapted for use on multiple content channels — as part of a single, unified process.

It's a proven philosophy that helps us create content that is highly valuable to your audience, spans touchpoints and can be done very efficiently.

GUIDING PRINCIPLES

Creating key tenets to guide us is an important part of our process.

1. Create a continuous **24/7/365 digital content curation** engine. Similar to what we did for MOTT, we will construct a cross-channel digital content curation platform that strategically curates and deploys content from a variety of sources (owned, user-generated and influencer) and utilizes AI and analytics to increase engagement and conversion performance.
2. Introduce a creative strategy that **invigorates and contemporizes** the region's uniqueness. We will accentuate the rich history by creating a vibe and renewed energy brought to life across a contemporary spectrum of experiences and activities in the Historic Triangle that will attract your primary audiences, keep them overnight and keep them coming back.
3. Incorporate an acquisition strategy to aggressively **grow your social followship**. Similar to what we did for MOTT, Four Seasons and Foxwoods, we will aggressively grow your social media communities, keep them engaged and activate their native content across their networks and yours.
4. Establish a performance marketing campaign approach to **measure and learn** from every piece of content curated. What we did for MOTT four years ago in securing a #2 cross-channel engagement ranking in the country (with a \$5 million annual budget) we now can do using AI and the power of hundreds of social influencers strategically cadenced across all four seasons.
5. Implement new **events and co-operative programs** that fuel overnight stays. Adding new and out-of-the-box anchor events that help evolve and contemporize the perception of the Historic Triangle. Think: what Charleston has done, only way bigger and way better.

DAY ONE PLAN

A Defiantly Human way to get to know each other.

Scheduled for Friday, January 3rd

For any relationship to be successful, it needs to get off on the right foot. To make sure that happens, we've created Day One, a one-day immersive and interactive workshop to identify and address the keys to success as we move forward together.

Agenda:

- Define method to integrate industry stakeholders into 3-year Strategic Marketing Plan development.
- Establish 2020 Business Goals
- What Do We/Don't We Know About Our Customers Today
- Assessment of Current Brand Content
- Past Media Strategies and Performance
- Website Performance
- Measuring Success Across Channels
- Day-to-Day Working Process

THANK YOU

Together we can accomplish more.



&



Chair Report



Old Business



New Business

Adjourn



Next Meeting Date

January 21, 2020