



Tourism Council Meeting

15 January 2019



WILLIAMSBURG
TOURISM COUNCIL



OUR MISSION

STRENGTHEN COMMUNITY THROUGH TOURISM

OUR STRATEGY

To accomplish our mission, we make investments in:

ACCESSIBILITY · AWARENESS

ATTRACTABILITY · AFFORDABILITY

MEASURING SUCCESS



OVERNIGHT
STAYS



ADMISSIONS



REVENUE
GENERATED

Breaking News

- Expedia – Top 19 Must-See Destinations in 2019
- Other Williamsburg 2019 Accolades
 - Frommer's Best Places to Go in 2019
 - Now It Counts – 6 Great East Coast Destinations
 - Readers Digest – 16 Best Cities for History Buffs
 - Forbes - 14 Best Places to Travel in 2019
 - Family Vacation - 12 Best Family Vacations for 2019
 - NYT – Best Places to Travel in 2019

Roll Call

Tourism Council Members

- Voting

- Busch Gardens
- Colonial Ntl Hist. Park (NPS)
- Colonial Williamsburg
- Hotel/Motel Association
- Restaurant Association
- Yorktown/Jamestown Found.
- City of Williamsburg
- James City County
- York County

Kevin Lembke

Kym Hall

Mitchell Reiss

Neal Chalkley

Vice Chair

Mickey Chohany

Phil Emerson

Doug Pons

Ruth Larson

Treasurer

Jeff Wassmer

Chair

- Ex Officio

- GWCTA
- Virginia Tourism Council

Jeanne Zeidler

Rita McClenny

Public Comment

- Limit to 3 Minutes
- State Name and Address
- No Q&A

Approve Minutes

- December 17, 2018 Meeting



Treasurer Report



Revenue/Expenses

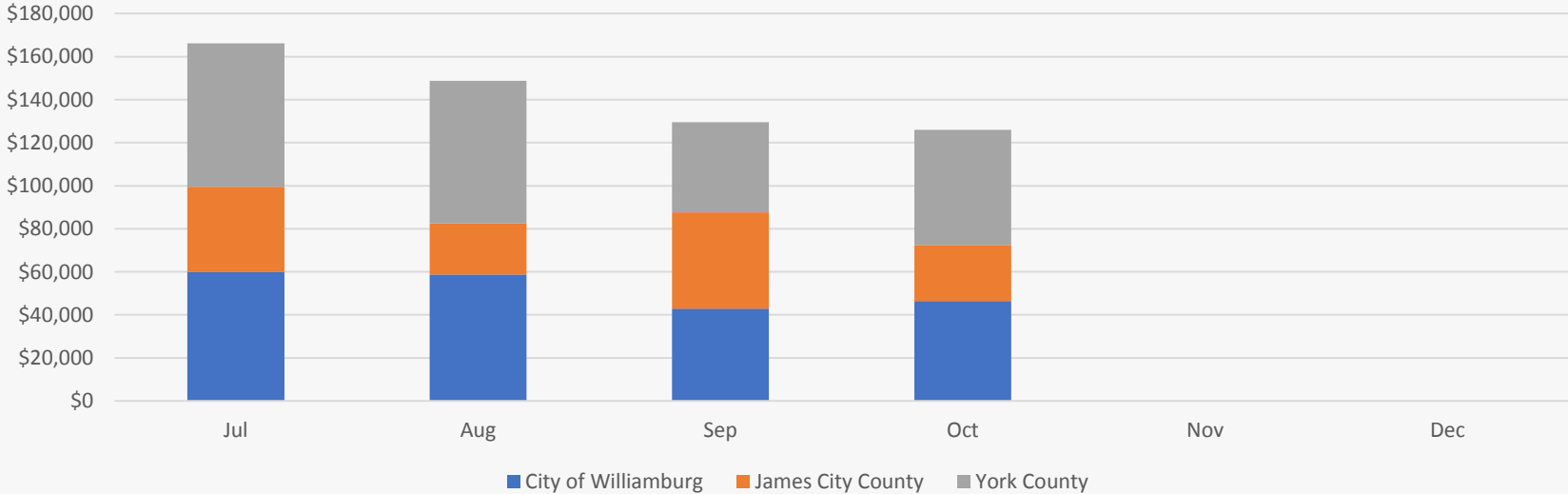
	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	TOTAL
	Actual	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	
REVENUE														
SB942	\$ 3,791,403	\$ 719,775	\$ 741,955	\$ 693,688	\$ 807,344	\$ 559,886	\$ 603,694	\$ 695,886	\$ 793,740	\$ 774,953	\$ 842,010	\$ 847,439	\$ 753,869	\$ 12,625,642
\$1	\$ 566,400	\$ 170,257	\$ 119,269	\$ 138,236	\$ 104,089	\$ 118,246	\$ 57,841	\$ 73,401	\$ 118,645	\$ 160,786	\$ 132,071	\$ 174,230	\$ 181,530	\$ 2,115,001
Maint of Effort	\$ -	\$ -	\$ -	\$ 418,944	\$ -	\$ -	\$ 418,944	\$ -	\$ -	\$ 418,944	\$ -	\$ -	\$ 418,944	\$ 1,675,777
Other	\$ 2,077													\$ 2,077
Total Revenue	\$ 4,359,880	\$ 890,032	\$ 861,224	\$ 1,250,868	\$ 911,433	\$ 678,132	\$ 1,080,479	\$ 769,287	\$ 912,385	\$ 1,354,683	\$ 974,081	\$ 1,021,669	\$ 1,354,343	\$ 16,418,497
EXPENSES														
Destination Marketing	\$ -	\$ 228,095	\$ 532,328	\$ 807,806	\$ 1,119,858	\$ 848,236	\$ 669,331	\$ 366,121	\$ 519,693	\$ 463,169	\$ 445,382	\$ 351,836	\$ 278,842	\$ 6,630,695
Other Sales & Marketing	\$ -	\$ 72,660	\$ 46,350	\$ 78,650	\$ 84,750	\$ 54,695	\$ 28,250	\$ 26,225	\$ 26,250	\$ 30,600	\$ 36,850	\$ 25,725	\$ 22,700	\$ 533,710
Labor & Benefits	\$ -	\$ 94,698	\$ 94,698	\$ 94,698	\$ 94,698	\$ 94,698	\$ 94,698	\$ 94,698	\$ 94,698	\$ 94,698	\$ 94,698	\$ 94,698	\$ 94,698	\$ 1,136,375
Shared Admin	\$ -	\$ 17,118	\$ 17,118	\$ 17,118	\$ 17,118	\$ 17,118	\$ 17,118	\$ 17,118	\$ 17,118	\$ 17,118	\$ 17,118	\$ 17,118	\$ 17,118	\$ 205,420
Total Expenses	\$ -	\$ 412,572	\$ 690,494	\$ 998,273	\$ 1,316,425	\$ 1,014,747	\$ 809,397	\$ 504,163	\$ 657,760	\$ 605,585	\$ 594,048	\$ 489,377	\$ 413,359	\$ 8,506,200
2019 Rev over Expenditures by Month		\$ 477,460	\$ 170,730	\$ 252,596	\$ (404,992)	\$ (336,615)	\$ 271,082	\$ 265,124	\$ 254,625	\$ 749,098	\$ 380,033	\$ 532,292	\$ 940,985	\$ 3,552,417
YTD TOTAL CASH BALANCE	\$ 4,359,880	\$ 4,837,340	\$ 5,008,070	\$ 5,260,666	\$ 4,855,674	\$ 4,519,059	\$ 4,790,141	\$ 5,055,265	\$ 5,309,890	\$ 6,058,988	\$ 6,439,021	\$ 6,971,312	\$ 7,912,297	

Cash Projections

	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Total
	Actual	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	
State Disbursement	\$4,359,880	\$890,032	\$861,224	\$831,924	\$911,433	\$678,132	\$661,535	\$769,287	\$912,385	\$935,739	\$974,081	\$1,021,669	\$935,399	\$ 10,382,840
Maint of Effort	\$0	\$0	\$0	\$ 418,944	\$ -	\$ -	\$ 418,944	\$ -	\$ -	\$ 418,944	\$ -	\$ -	\$ 418,944	\$ 1,675,777
Reserves	0	\$750,000	\$ 751,250	\$ 752,502	\$ 753,756	\$ 755,013	\$ 756,271	\$ 757,531	\$ 758,794	\$ 760,059	\$ 761,325	\$ 762,594	\$ 763,865	
Money Market	0	\$2,000,000	\$ 2,002,500	\$ 2,005,003	\$ 2,007,509	\$ 2,010,019	\$ 2,012,531	\$ 2,015,047	\$ 2,017,566	\$ 2,020,088	\$ 2,022,613	\$ 2,025,141	\$ 2,027,673	
Checking	\$4,359,880	\$2,087,340	\$2,254,320	\$2,503,161	\$2,094,408	\$1,754,027	\$2,021,338	\$2,282,687	\$2,533,530	\$3,278,842	\$3,655,083	\$4,183,577	\$5,120,759	
Total Cash on Hand	\$4,359,880	\$4,837,340	\$5,008,070	\$5,260,666	\$4,855,674	\$4,519,059	\$4,790,141	\$5,055,265	\$5,309,890	\$6,058,988	\$6,439,021	\$6,971,312	\$7,912,297	

Transient Tax

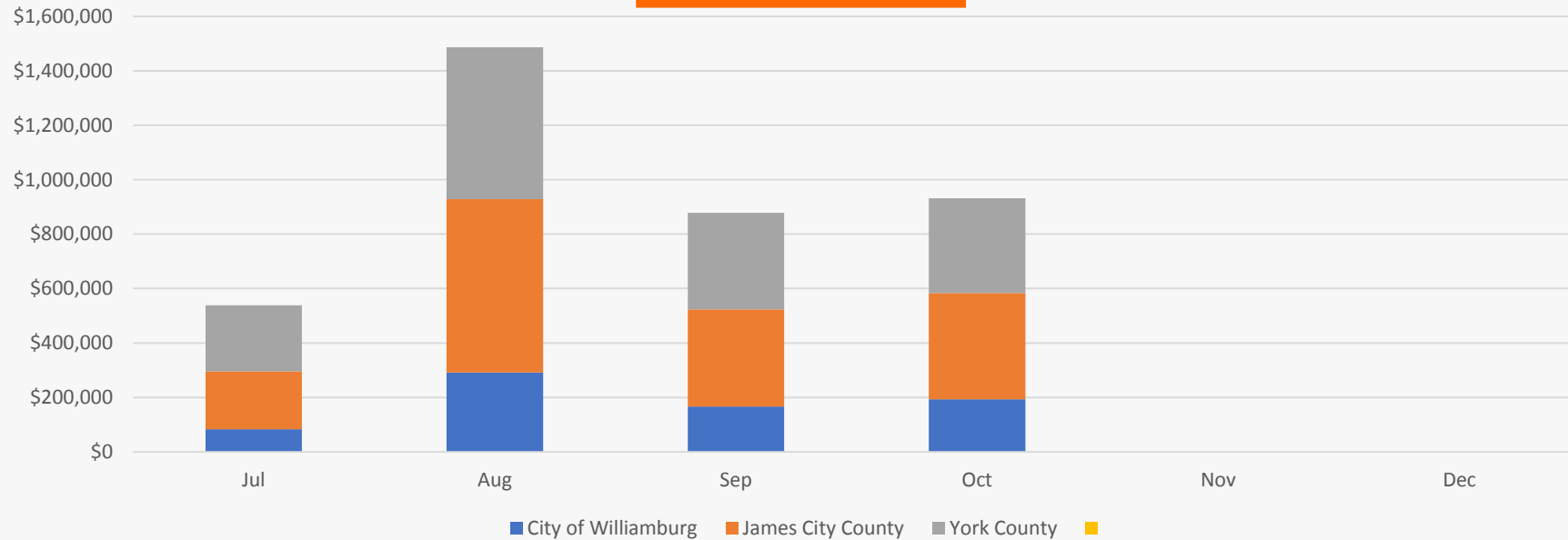
Transient Tax (\$1 of the \$2)



Transient Tax \$1 of the \$2				
	Jul	Aug	Sep	Oct
City of Williamsburg	\$59,869	\$58,788	\$42,833	\$46,433
James City County	\$39,712	\$23,755	\$44,779	\$26,085
York County	\$66,598	\$66,166	\$41,933	\$53,517
Total	\$166,179	\$148,709	\$129,545	\$126,035

SB 942 1/2%

SB942 (1/2% of the 1%)



SB942 1/2 of 1%				
	Jul	Aug	Sep	Oct
City of Williamsburg	\$83,427	\$291,808	\$166,484	\$193,208
James City County	\$212,948	\$636,898	\$356,619	\$390,212
York County	\$241,914	\$558,126	\$355,033	\$348,248
Total	\$538,289	\$1,486,832	\$878,136	\$931,668

WADMC Closeout

July - December 2018 (Est.)	
Marketing	\$555,105
Shared Expenses (65%)	\$69,821
Salaries including shared	\$360,980
WADMC shortfall	\$11,436
Total expenses	\$997,342
Collected Revenue	
Tourism	\$52,540
Maintenance of Effort	\$769,300
To be collected	\$200,000
Total revenue	\$1,021,840
Balance	\$24,498

Other

- Alliance Debt
- 2019 Financial Processes

Committee Reports

- By-Laws
- Search

By-Laws

- Alliance Finalized By-Laws
 - Three Tourism Council Members -??
 - Business Council Begins Work on Thiers
- Mikey Chohany Starting By-Laws Committee
 - Mickey Chohany
 - Phil Emerson
 - Neal Chalkley
 - Greg Davis – Counsel

Search Committee

- Progressing Well
- Schedule
 - January
 - SearchWide Sends Top 7-8 Resumes
 - Committee Narrows to 4-5 For Interviews
 - February
 - SearchWide Vets Candidates
 - Candidate Interviews
 - Selection and Negotiation

Staff Updates

- Marketing Director
- Administrator

Marketing Director

- 2019 Campaign Update
- Marketing & PR Advisory Groups

2019 - Q1 Topline PR Initiatives

- What's New in 2019 roundup press release distribution and pitching
- Host 1st of 4 themed Media Fam trips – target 5-8 journalists for destination immersion
- Monthly Consumer Newsletter Content Creation
- Pitch Angles: Romance, Weekend Winter Getaways, Presidential/History, Spring Break (adults, families)
- Compile a list of Spring Break dates by state (they vary) so outreach is targeted and maximized
- Broadcast Surge: Culinary, What's New, Commemoration/400th Anniversary, etc.
- Visiting Journalists – Pitch, Vet and secure logistics/coverage
- Q2 Planning: NY Media Tour, Memorial Day/Summer Travel, 2nd of 4 Media Fam trips, Visiting Journalist Program

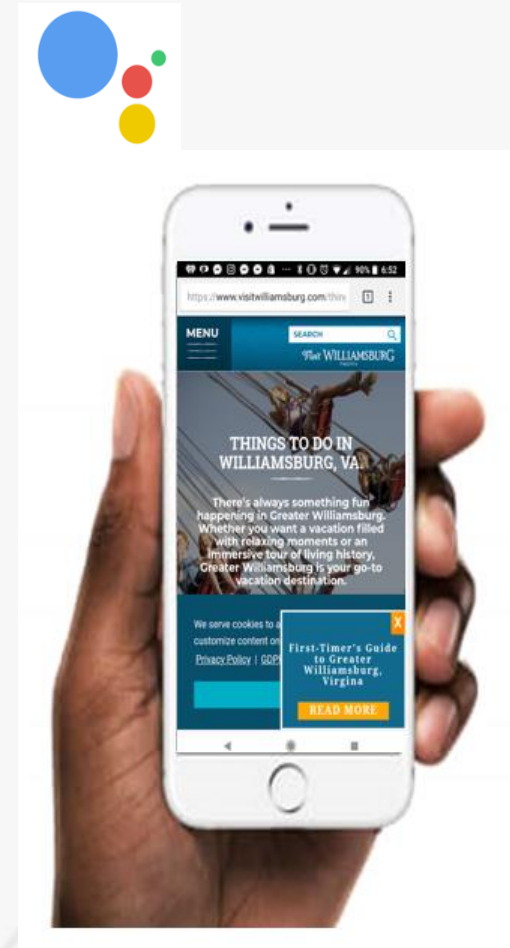
Q1 Social, Influencer & Syndication Initiatives

- Ongoing weekly content creation on Facebook, Twitter, Instagram, Instagram Stories and Pinterest promoting new things to do in destination, anniversaries and events
- “Dark” Facebook ads promoting spring break and past spring break influencer content to inspire travel
- Family influencer visit slated for end of March to specifically promote spring break and summer travel
- Ongoing syndication promoting relevant outdoor, spring-related website articles to drive clicks to website content and travel intent
- Photographer-in-residence to capture ongoing imagery and real-time needs

Dark ads refer to highly targeted ads that are running on Facebook but not visible on our Facebook page itself

Q1 SEO Initiatives

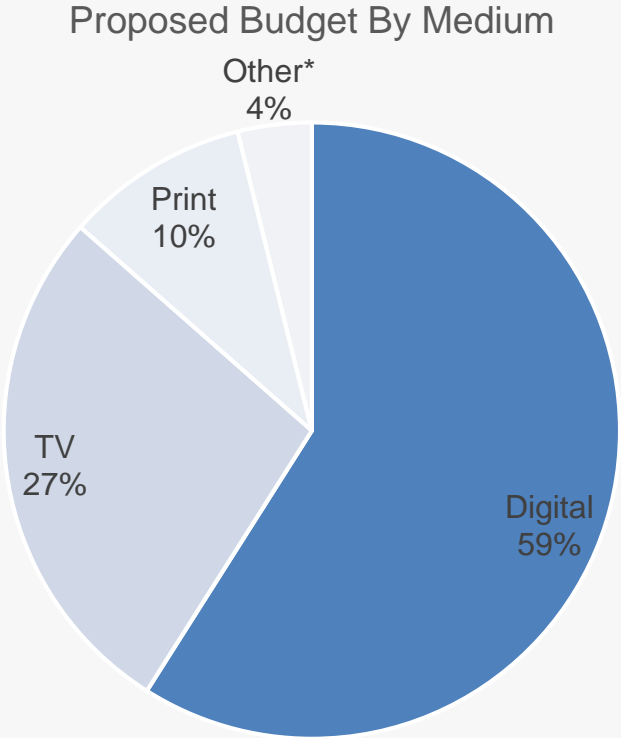
- **GEO Specific Keyword Strategy:** Secure top page rankings for all city and state related key terms.
- **Organic Search Seasonality Strategy:** Holiday & Events
 - Spring Break 2019
- **Partner Optimization:** Focus on building visibility for partners and driving qualified traffic to their pages
- **Historical Content Optimization:** repurposing outdated content to be more appealing or setting up redirects to more relevant pages
- **Mobile Search:** In 2018 Google unrolled mobile-first indexing, which evaluates how responsive VW is on mobile devices for relevant search queries.
- **Voice Search:** By 2020, it is predicted that 50% of all searches will be through voice search
- **State Level Optimization:** While we own above the fold rankings for almost all “Williamsburg” related search terms, we have been implementing a GEO SEO strategy incorporate state related terms to expand reach and visibility
- **Semantic Markup:** Approach to incorporate images and other multimedia files within our search results to attract visitors.



MEDIA

- The first media is scheduled to launch on March 4, 2019
- All necessary items are on track to meet this date
- IN PROGRESS:
 - Media authorizations
 - Securing the inventory
- NEXT STEPS
 - Trafficking materials
 - Campaign launch

Budget By Medium



Spend

Channel	2019		2018	
	Mix %	\$\$	Mix %	\$\$
Display	42%	\$1,489,518	35%	\$805,983
Paid Social	2%	\$80,500	3%	\$65,174
OTT/OLV	16%	\$550,000	9%	\$200,000
Search	6%	\$204,300	9%	\$204,300
TV	12%	\$420,000	10%	\$238,106
OOH	0%	\$0	0%	\$0
Audio	0%	\$0	0%	\$0
Print	10%	\$340,482	12%	\$288,700
Co-Op	6%	\$200,000	7%	\$160,000
Cinema	0%	\$0	1%	\$13,750
Other*	7%	\$244,751	15%	\$355,055

*Other includes SEM/SEO/Content, Email Marketing, and Special Themed Programs

Budget	2019	2018
Total Media Budget	\$3,529,551	\$2,331,069
% Digital/Online	53%	61%
Digital/Online Spend	\$1,882,318	\$1,420,512
% Offline	41%	32%
Offline Spend	\$1,447,233	\$750,556
% Co-Op	6%	7%
Co-Op Spend	\$200,000	\$160,000

Spending Shifts / Strategies vs. '18

51% increase in YoY media budget

Evaluated market priorities, expanding TV advertising from two markets to fourteen

Shift from seasonal campaigns to always on

Added new targeting segments, including families with younger kids, couples, and travel trade

Creative

- Following the board meeting on December 18, 2018, Luckie took the feedback provided by the board and reviewed the campaign concept and execution “FUNEXPECTED”.
- We challenged ourselves to think about:
 - Does “FUNEXPECTED” align with our destination strategy and vision?
 - How could we make this more “ownable” for Greater Williamsburg?
 - How can we make the payoff more direct?
 - Does this campaign idea support the Greater Williamsburg brand positioning?

THE OWNABLE “F”

The calligraphy “F” is a strong nod to the historic roots of Greater Williamsburg. It makes this creative platform Williamsburg’s alone.

SHIFT IN EMPHASIS

This change heightens the idea of the unexpected in Greater Williamsburg. It clarifies that we are talking about an experience where you will discover fun that is beyond your expectations.

FUNEXPECTED

UNDENIABLY FUN

The word ‘fun’ still comes through clearly.

REVISED COPY TO MAKE PAYOFF MORE DIRECT

In Greater Williamsburg, you can expect one Funexpected experience after another. There's no place else like it for a unique combination of heart-pounding thrills, exciting exploration, mind-blowing discovery and even breathtaking romance. Your adventure includes the world's most beautiful theme park, thrilling water parks, world-class living-history museums, acres of outdoor activities, and a vibrant culinary and arts scene. And there's sure to be more surprises along the way. Find your vacation inspiration and then start planning your Funexpected getaway today at [VisitWilliamsburg.com](https://www.visitwilliamsburg.com)



**CANNONBALL
IN THE A.M.**

**CANNONBALL
IN THE P.M.**

THAT'S FUNEXPECTED

In Greater Williamsburg, you can expect one Funexpected experience after another. There's no place else like it for a unique combination of heart-pounding thrills, exciting exploration, mind-blowing discovery and even breathtaking romance. Your adventure includes the world's most beautiful theme park, thrilling water parks, world-class living-history museums, acres of outdoor activities, and a vibrant culinary and arts scene. And there's sure to be more surprises along the way. Find your vacation inspiration and then start planning your Funexpected getaway today at [VisitWilliamsburg.com](https://www.visitwilliamsburg.com)

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

WORK IN
PROGRESS

REVOLUTIONARY THRILLS.

REVOLUTIONARY PILS.

THAT'S FUNEXPECTED

In Greater Williamsburg, you can expect one Funexpected experience after another. There's no place else like it for a unique combination of heart-pounding thrills, exciting exploration, mind-blowing discovery and even breathtaking romance. Your adventure includes the world's most beautiful theme park, thrilling water parks, world-class living-history museums, acres of outdoor activities, and a vibrant culinary and arts scene. And there's sure to be more surprises along the way. Find your vacation inspiration and then start planning your Funexpected getaway today at VisitWilliamsburg.com

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JAMESTOWN ▼ YORKTOWN



WORK IN PROGRESS

SIDE BY SIDE

**CANNON BALL!
IN THE A.M.**

**CANNONBALLS
IN THE P.M.**

THAT'S FUNEXPECTED

FUNEXPECTED
GREATER WILLIAMSBURG

In Greater Williamsburg, you can find heart-pounding thrills, exciting exploration, mind-blowing discovery and even breathtaking romance. Your adventure includes the world's most beautiful theme park, thrilling water parks, world-class living-history museums, acres of outdoor activities, and a vibrant culinary and arts scene. Find your vacation inspiration and then start planning your FUN getaway today at VisitWilliamsburg.com.

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JAMESTOWN ▼ YORKTOWN

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IN THE A.M.**

**CANNONBALL
IN THE P.M.**

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WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Next Steps

- Luckie will attend the next Marketing Advisory meeting on January 24, 2019 to work with the committee on final treatment of the campaign identity

Marketing Advisory Group

Meet January 24, 1:30 pm, GWCTA

Members

Kristi Olsen

Michael Kimball

Susan Bak

Andrea Sardone

Julie O'Neill

Laura Messer

Chris Smith

Ron Kirkland

Kelly Beckley

Brad Garrett

Michael Claar

York County

Williamsburg Winery

Jamestown Yorktown Foundation

Colonial Williamsburg

Busch Gardens

James City County

Virginia Beer Company

Williamsburg Hotel/Motel Association

Historic Jamestowne

Kingsmill

Restaurant Association

Public Relations Advisory Group

Meeting January 22, 10:00 am at GWCTA

Members

Chris Smith

Virginia Beer Company

Laura Messer

James City County

Tracy Perkins

Jamestown Yorktown Foundation

Joe Straw

Colonial Williamsburg

Cindy Sarko

Busch Gardens

Lee Ann Hartmann

City of Williamsburg

Jessica Wauhopp

York County

Suzanne Seurattan

College of William & Mary

Kelly Beckley

Historic Jamestowne / Preservation
Virginia

Michael Byrd

National Park Service

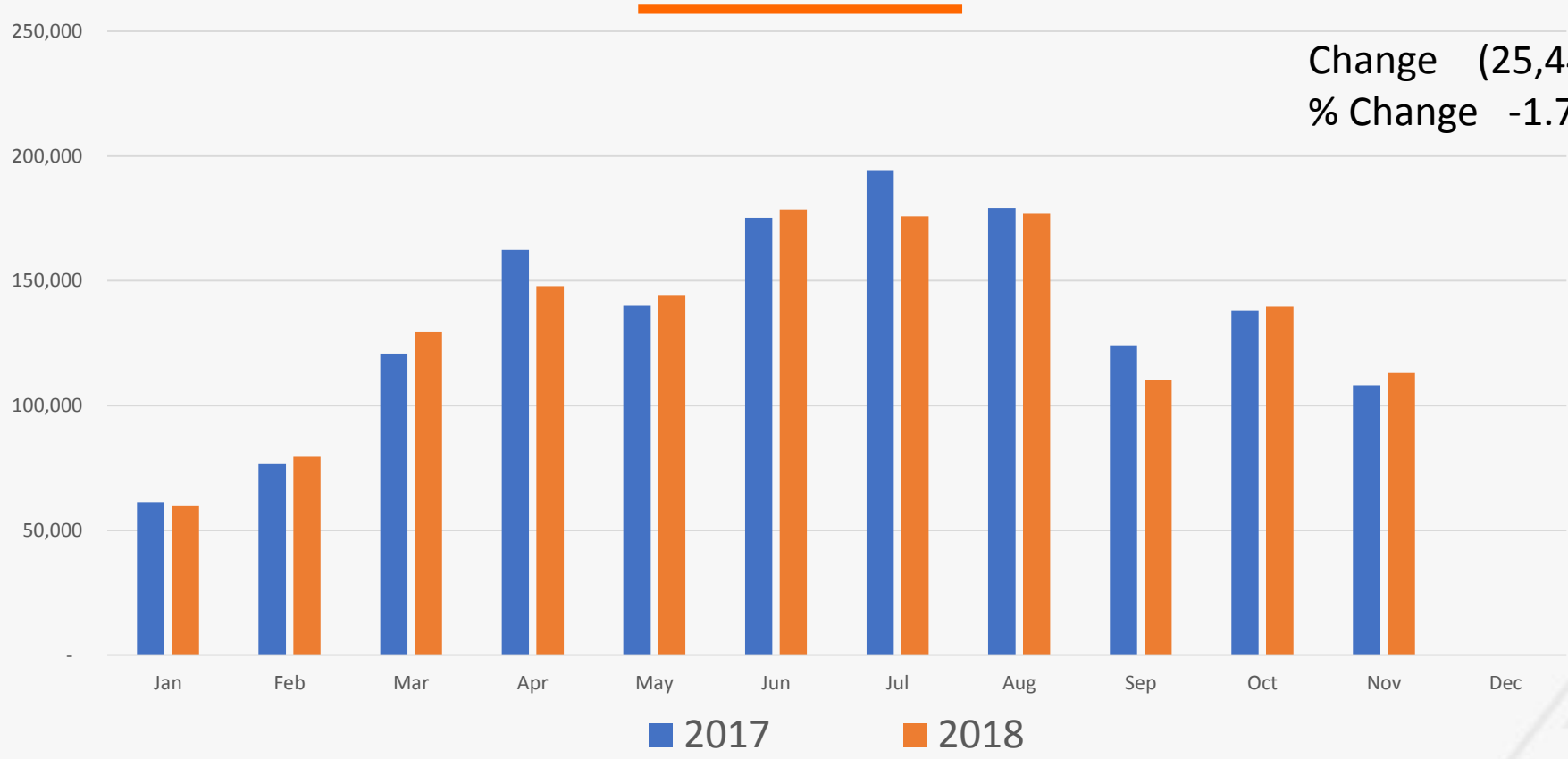
Administrator

- Visitor Research RFP
 - Down Selected 3 Firms
 - Presentations on January 23
 - Target Award Date 1 March 2019
- Staff Resources

Room Nights

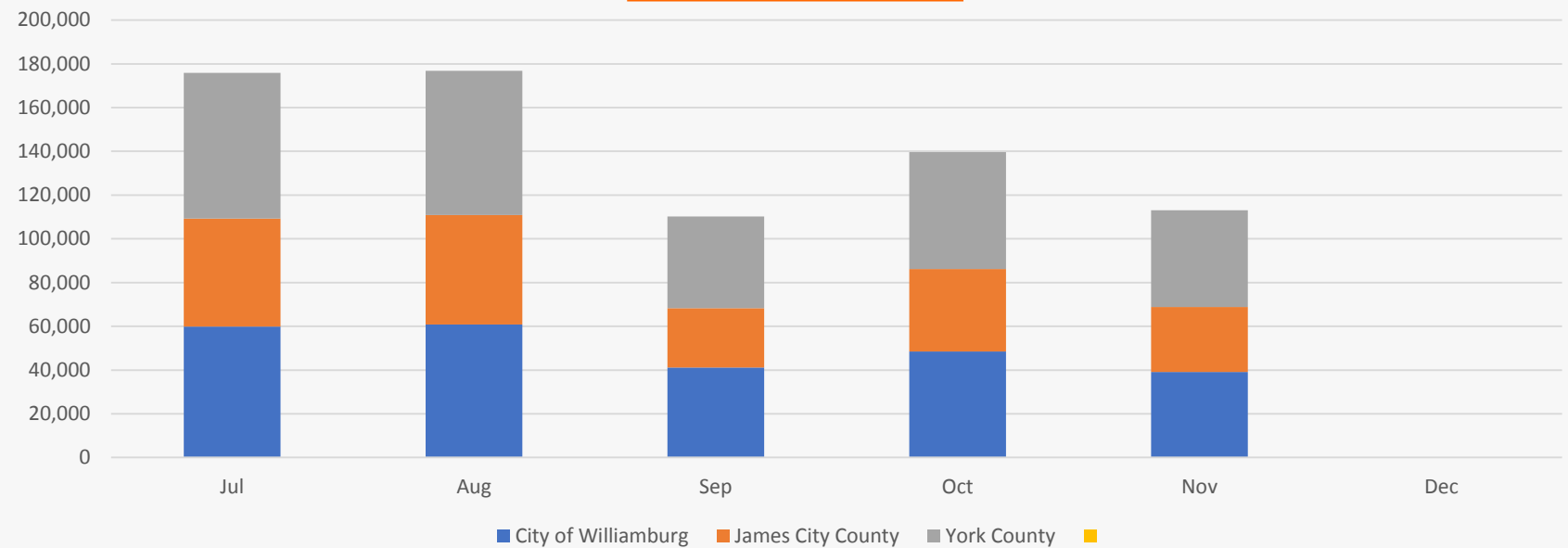
2017 1,480,350
2018 1,454,905

Change (25,444)
% Change -1.7%



Room Nights

Room Nights



	Jul	Aug	Sep	Oct	Nov
City of Williamsburg	59,869	60,865	41,157	48,469	39,153
James City County	49,336	50,016	27,117	3,796	29,692
York County	66,598	65,960	41,875	53,512	44,186
Total	175,803	176,841	110,149	105,777	113,031

Staff Presentation



Lisa Pacheco, CSEE
Director of Sports Development

Background

- Sports Williamsburg was formed in 2010
- Operating Board – Community driven – Parks & Recreation, Lodging, Attractions, Dining, College of W&M, High Schools
- Grant Committee – 3 EDA's, Member at Large, Sports Williamsburg
– Current grant budget - \$100,000
- Partnerships – Parks & Recreation, First Responders, VDOT, Military, Local Businesses, College of W&M

Mission & Goals

- **Mission:** Establish Williamsburg as a top 5, year-round sports destination within Virginia.
- **Goals:**
 - Grow economic impact of sports annually by 5%
 - Continue to maintain strong repeat sports business
 - Promote our sports destination to influential events holders
 - Build our reputation for high quality events in youth and adult sports



Plans to Grow Sports Williamsburg

- Increase marketing promotions to make the consideration list and raise visibility of Sports Williamsburg
- Target sport event managers and coaches
- Increasing more adult sports in addition to youth sports
- Increase sales development at conferences, trade shows
- Diversify with more types of sports: golf, tennis, fishing
- Offer more coordination with lodging, retail and dining
- Continue relationships with Parks & Recreation, College of William & Mary and Sports VA
- Create LOC to activate volunteers

Where We Are Headed

- VA Sports Summit – February 2-5, Norfolk, VA
- Women's Sports Summit – April 3-5, Tampa, FL
- National Association of Sports Commissions – May 6-9, Knoxville, TN
- Connect Sports – August 22-25, Louisville, KY
- S.P.O.R.T.S. – September 9-12, Panama Beach, FL
- TEAMS – November 11-14, Anaheim, CA
- US Sports Congress – December 9-11, Columbia, SC

Feasibility Study

- JCC Court Facility & Aquatic Center – March, 2014 – The Sports Facilities Advisory
- Economic Impact Study – October, 2014 – Sports Impacts
- Sports Tourism Strategic Marketing Plan – September, 2016 – Dr. Lisa Delpy Neirotti, Ph.D. – The George Washington University

2019 Looking Good

- 66 Events
- Event each month – year round destination
- Event in every municipality and at the College of William & Mary
- Current total room nights – 34,985
- Potential economic impact is over \$9 million

What's New?

- Diversification – Gymnastic Olympic Qualifiers; Tennis Pro Tournaments
- New Relationships – Virginia High School League presentation January 24
- New Business – All American Catfish; American Cornhole Tournament



Show Me the Money

- IRONMAN VA 70.3 - Sunday, May 5
- Race was restricted to 2100 registered athletes
- Event sold out in 2 weeks
- Qualifier for Ironman World Championship
- Swim – James River, Bike – Capital Trail, Charles City, New Kent, Run JCC
- Most athletes are professional and will arrive 1-2 weeks before event to train
- Expected economic impact – \$1.5 million

New Ad Opportunities

THE FREEDOM
to have **FUN.**



SPORTS
Williamsburg
sportswilliamsburg.com

Partnership Opportunities



Questions????



Lisa Pacheco, CSEE

Director of Sports Development

Chair Report

- Alliance and WTC updates
- Future Tourism Community Forum
- Community Outreach
- Financial Reserves
- Additional Revenue

Reserve

- Recommended 5-15%
- Motion to establish 5% Reserve Minimum (Approx 625K)
- Motion to Transfer 750,000 to Reserve Account
 - Second Financial Intuition
- (11.5M Estimate – 8.5M Budget – 3M Additional)

Estimated Funding

- Estimate 16,418,000 (Includes 1.6 Mx of Effort)
 - Budget 8,500,000
 - Reserve 750,000
-

Balance 7,168,000

Wrap-Up

- Other New Business Items?
- Next Meeting Date: February 19, 2019
 - Stryker Building

THANK YOU



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STRENGTHEN COMMUNITY THROUGH TOURISM

OUR STRATEGY

To accomplish our mission, we make investments in:

ACCESSIBILITY · AWARENESS

ATTRACTABILITY · AFFORDABILITY

MEASURING SUCCESS



OVERNIGHT
STAYS



ADMISSIONS



REVENUE
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