

# Williamsburg Tourism Council

Tuesday, May 18, 2021

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

# Virtual Meeting

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“Due to the Governor’s Declared State of Emergency due to COVID-19, it is impractical and unsafe for the Tourism Council to assemble in a single location; this meeting is being held electronically pursuant to 2020 Amendments to the 2019 Appropriations Act. The purpose of the meeting is to discuss or transact the business statutorily required or necessary to continue operations of the Tourism Council and the discharge of its lawful purposes, duties, and responsibilities. The public is welcome to use the Zoom link to attend electronically. The Tourism Council will make available a recording or transcript of the meeting on its website in accordance with the timeframes established in Sections 2.2-3707 and 2.2-3701.1 of the Code of Virginia.”

# Public Comment

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- Limit to three minutes
- State name and address
- No Q & A

# American Bus Association

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Peter Pantuso, President and CEO

# Virginia Tourism Corporation

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Rita McClenny, President and CEO

# Approve Minutes

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March 16, 2021

# Voting

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James City County  
Colonial Williamsburg  
City of Williamsburg

Busch Gardens  
Hotel/Motel Association  
Jamestown Rediscovery  
Restaurant Association  
York County

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

Kevin Lembke  
Neal Chalkley  
James Horn  
Mickey Chohany  
Chad Green

# Chair Report



# Treasurer's Report

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UHY Audit Findings (January 1 – June 30, 2020)

FY22 Budget

Revenue/Expenses

Cash on Hand

Tax Revenue

# UHY Audit Findings

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Bacary Badiaga, Audit Manager

# Financial Statements Audit Presentation Six Months Ended 6/30/2020

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Presented by: Bacary Badiaga,  
Manager with UHY LLP

May 18, 2021



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## SUMMARY OF FY20 AUDIT

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- Performed the financial statements audit of the Alliance and the WTC
- Clean, unmodified audit opinion on the financial statements
- No material weaknesses or significant deficiencies in FY20

## REPORTING FRAMEWORK

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- The Williamsburg Area Chamber of Commerce DBA Greater Williamsburg Chamber and Tourism Alliance financial statements are consolidated to include the Alliance, Business Council and Foundation activities.
- The Williamsburg Tourism Council (WTC) is not in the consolidation since the Alliance is under Financial Accounting Standards Board (FASB) and WTC is under Governmental Accounting Standards Board (GASB).

# FINANCIAL RESULTS

**Williamsburg Area Chamber of Commerce  
dba Greater Williamsburg Chamber and Tourism Alliance**  
*Consolidated Statements of Financial Position*

Balance Sheets	Six months ended 6/30/2020	2019
<b>Assets</b>		
Cash and cash equivalents	\$ 2,315,551	\$ 2,005,731
Other Current Assets	\$ 101,668	\$ 443,513
<b>Total Current Assets</b>	<b>\$ 2,417,219</b>	<b>\$ 2,449,244</b>
Net Property Plant & Equipment	\$ 791,076	\$ 808,972
Investments	\$ 16,398	\$ 18,717
<b>Total Non-Current Assets</b>	<b>\$ 807,474</b>	<b>\$ 827,689</b>
<b>Total Assets</b>	<b>\$ 3,224,693</b>	<b>\$ 3,276,933</b>
<b>Liabilities and Net Assets</b>		
Accounts Payable	\$ 827,597	\$ 29,713
Funds held as fiscal agent	\$ 75,805	\$ 75,845
Other Liabilities	\$ 145,304	\$ 67,368
<b>Total Current Liabilities</b>	<b>\$ 1,048,706</b>	<b>\$ 172,926</b>
Net Assets - Undesignated	\$ 2,165,987	\$ 1,978,744
Net Assets - Restricted		\$ 1,115,263
Board Designated - Major Repairs	\$ 10,000	\$ 10,000
<b>Total Net Assets</b>	<b>\$ 2,175,987</b>	<b>\$ 3,104,007</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 3,224,693</b>	<b>\$ 3,276,933</b>

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# FINANCIAL RESULTS

**Williamsburg Area Chamber of Commerce  
dba Greater Williamsburg Chamber and Tourism Alliance**  
*Consolidated Statement of Activities*

	<b>Six months ended 6/30/2020</b>
<b>Income Statement</b>	
<b>Revenue</b>	
Support & Revenue Support	\$ 76,423
Localities	
Interest	\$ 1,213
Unrealized loss on investments	\$ (1,849)
<b>Total Revenue</b>	<b>\$ 75,787</b>
<b>Expenses</b>	
Program Expense	\$ 302,454
General and Administrative	\$ 137,853
<b>Total Operating Expenses</b>	<b>\$ 440,307</b>
Other Expenses	\$ 563,500
<b>Total Other Expenses</b>	<b>\$ 563,500</b>
<b>Total Expenses</b>	<b>\$ 1,003,807</b>
<b>Total Change in Net Assets</b>	<b>\$ (928,020)</b>

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# FINANCIAL RESULTS

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**Williamsburg Area Chamber of Commerce  
dba Greater Williamsburg Chamber and Tourism Alliance**  
*Consolidated Cash Flow Statement*

	Six months ended 6/30/2020
<b>Modified Cash Flow</b>	
<b>Cash Flows from Operating Activities</b>	
Change in net assets	\$ (928,020)
Net adjustments to net assets	\$ 52,016
Net changes in assets and liabilities	\$ 1,187,172
<b>Net cash provided by operating activities</b>	<b>\$ 311,168</b>
Cash flows from investing activities	\$ (1,348)
<b>Net Increase in Cash and Cash Equivalents</b>	<b>\$ 309,820</b>
Cash and Cash Equivalents, Beginning	\$ 2,005,731
<b>Cash and Cash Equivalents, Ending</b>	<b>\$ 2,315,551</b>

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# FINANCIAL RESULTS

**Tourism Council of the Greater Williamsburg Chamber and Tourism Alliance  
dba Williamsburg Tourism Council**

*Consolidated Statement of Net Position*

<b>Balance Sheets</b>	<b>Six months ended 6/30/2020</b>	<b>2019</b>
<b>Assets</b>		
Cash and cash equivalents	\$ 11,924,567	\$ 8,828,831
Other Current Assets	\$ 768,787	\$ 565,599
<b>Total Current Assets</b>	<b>\$ 12,693,354</b>	<b>\$ 9,394,430</b>
Net Property Plant & Equipment	\$ 5,580	
<b>Total Non-Current Assets</b>	<b>\$ 5,580</b>	<b>\$ -</b>
<b>Total Assets</b>	<b>\$ 12,698,934</b>	<b>\$ 9,394,430</b>
<b>Liabilities and Net Assets</b>		
Accounts Payable	\$ 989,481	\$ 346,856
Other Current Liabilities	\$ 82,990	\$ 44,180
<b>Total Current Liabilities</b>	<b>\$ 1,072,471</b>	<b>\$ 391,036</b>
Net Assets - Restricted	\$ 11,620,883	\$ 9,003,394
Investment in capital assets	\$ 5,580	
<b>Total Net Position</b>	<b>\$ 11,626,463</b>	<b>\$ 9,003,394</b>
<b>Total Liabilities and Net Position</b>	<b>\$ 12,698,934</b>	<b>\$ 9,394,430</b>

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# FINANCIAL RESULTS

**Tourism Council of the Greater Williamsburg Chamber and Tourism Alliance  
dba Williamsburg Tourism Council**

*Consolidated Statement of Revenues, Expenditures, and Change in Net Position*

	Six months ended 6/30/2020
<b>Statement of Net Position</b>	
<b>Revenues</b>	
Sales and transient taxes	\$ 5,524,557
Localities	\$ 563,500
<b>Total Revenues</b>	<b>\$ 6,088,057</b>
<b>Expenses</b>	
Marketing / Sales Expenses	\$ 2,939,730
Personnel Costs	\$ 524,291
General and Administrative	\$ 54,359
<b>Total Operating Expenses</b>	<b>\$ 3,518,380</b>
<b>Total Expenses</b>	<b>\$ 3,518,380</b>
Interest	\$ 53,392
<b>Non-Operating Income</b>	<b>\$ 53,392</b>
<b>Change in Net Position</b>	<b>\$ 2,623,069</b>
<b>Net Position - Beginning of year</b>	<b>\$ 9,003,394</b>
<b>Net Position - End of year</b>	<b>\$ 11,626,463</b>

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# FINANCIAL RESULTS

## Key Metrics - Six months ended June 30, 2020

	Business Council		Tourism Council			
<b>Operating Efficiency</b>						
Program Expense	\$	302,454	<b>68.7%</b>	\$	2,939,730	<b>83.6%</b>
General and Administrative	\$	137,853	<b>31.3%</b>	\$	578,650	<b>16.4%</b>
<b>Total Operating Expenses</b>	\$	<u>440,307</u>		\$	<u>3,518,380</u>	
<b>Liquidity Analysis</b>						
Cash and cash equivalents	\$	2,315,551		\$	11,924,567	
Total Current Assets	\$	2,417,219		\$	12,693,354	
Total Current Liabilities	\$	1,048,706		\$	1,072,471	
<b>Liquid Position</b>						
Current Ratio		2.30			11.84	
Cash Ratio		2.21			11.12	
Working Capital	\$	1,368,513		\$	11,620,883	

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## NEW ACCOUNTING PRONOUNCEMENT

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- *ASU No. 2020-07, Presentation and Disclosures by Not-for-Profit Entities for Contributed Nonfinancial Assets.*
  - This guidance is intended to clarify and improve the scope and the accounting guidance for contributed nonfinancial assets.
  - An NFP shall present contributed nonfinancial assets as a separate line item in the statement of activities, apart from contributions of cash and other financial assets.
  - Effective for fiscal year ending 6/30/2022

## REQUIRED COMMUNICATIONS LETTER

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- Our responsibility – express an opinion on financial statements that they are not materially misstated based on our audit. No opinion on internal control but no material weaknesses or significant deficiencies noted for the Alliance. Opinion on internal control issued for the WTC.
- Scope and timing – audit process performed smoothly in a virtual environment
- Accounting policies applied consistently and transactions recognized in proper period. Other estimates evaluated for reasonableness and consistency with no issues noted.
- No difficulties, no disagreement, no consultations, and no unusual findings or issues.
- No material journal entries.

# THANK YOU

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# FY22 Budget

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	<b>FY 2021 Budget</b>	<b>FY 2021 Forecast</b>	<b>FY 2022 Budget</b>	<b>Net Change</b>
<b>Revenues</b>				
Sales Tax (58.1-603.2)	8,285,975	10,724,036	11,912,200	1,188,164
Transient Occupancy Tax	1,043,450	771,612	1,380,762	609,150
Other	60,500	47,963	50,000	2,037
<b>Total Revenue</b>	<b>9,389,925</b>	<b>11,543,611</b>	<b>13,342,962</b>	<b>1,799,351</b>
<b>Marketing Communications</b>				
Advertising Agency Contract	14,612,251	13,432,687	13,000,000	(432,687)
Mail House Contract	32,400	12,639	20,000	7,361
Public Relations Contract	276,916	182,896	240,000	57,104
	<b>14,921,567</b>	<b>13,628,223</b>	<b>13,260,000</b>	<b>(368,223)</b>
<b>Market Research</b>				
Research / SMARInsight	237,250	198,000	220,000	22,000
	<b>237,250</b>	<b>198,000</b>	<b>220,000</b>	<b>22,000</b>
<b>Sales</b>				
Bus Development / Coop Mrkt	452,866	160,744	203,500	42,756
Trade Shows / Sales Events	75,061	45,790	103,500	57,710
	<b>527,927</b>	<b>206,534</b>	<b>307,000</b>	<b>100,466</b>
<b>Administrative Overhead</b>				
Employee Expenses	1,411,536	876,482	1,290,681	414,199
Administrative Services	220,250	127,211	174,900	47,689
Strategic Development	20,000	-	25,000	25,000
Rent/Organization Support	9,000	27,725	90,000	62,275
	<b>1,660,786</b>	<b>1,031,419</b>	<b>1,580,581</b>	<b>549,162</b>
<b>Total Expenses</b>	<b>17,347,530</b>	<b>15,064,175</b>	<b>15,367,581</b>	<b>303,406</b>
<b>Net Position</b>	<b>(7,957,605)</b>	<b>(3,520,565)</b>	<b>(2,024,619)</b>	<b>1,495,946</b>



# Cash Position Forecast: July 1, 2021 – June 30, 2022

<b>Bank Accounts</b>		<b>Apr 30 2021</b>
Chesapeake Bank	WTC Operating Acct	5,909,035
Chesapeake Bank	WTC Money Market	0
BB&T	WTC Reserve Checking	250,000
BB&T	WTC Investment Fund	509,800
<b>Total Cash On Hand</b>		<b>6,668,835</b>
Forecast Net Change (May/June)		(2,330,000)
<b>Forecast Balance: July 1, 2021</b>		<b>4,338,835</b>

<b>Net Month Activity</b>	<b>Starting Cash Position</b>	<b>Month Forecast</b>	<b>Ending Cash Position</b>
Jul-21	4,338,835	(132,183)	4,206,652
Aug-21		(662,387)	3,544,265
Sep-21		(169,196)	3,375,069
Oct-21		(30,620)	3,344,449
Nov-21		(122,060)	3,222,389
Dec-21		596,515	3,818,904
Jan-22		(163,867)	3,655,037
Feb-22		33,099	3,688,136
Mar-22		(468,815)	3,219,321
Apr-22		(537,317)	2,682,004
May-22		(206,997)	2,475,007
Jun-22		(160,791)	2,314,216
<b>Full Year</b>	<b>4,338,835</b>	<b>(2,024,619)</b>	<b>2,314,216</b>

# Product Development Cash Position Forecast

<b>Bank Accounts</b>		<b>Apr 30 2021</b>
Chesapeake Bank	WTC Money Market	3,518,765
<b>Total Cash On Hand</b>		<b>3,518,765</b>
Forecast Net Change (May/June)		1,400
<b>Forecast Balance: July 1, 2021</b>		<b>3,520,165</b>

<b>Net Month Activity</b>	<b>Starting Cash Position</b>	<b>Month Forecast</b>	<b>Ending Cash Position</b>
Jul-21	3,520,165	700	3,520,865
Aug-21		428,467	3,949,332
Sep-21		700	3,950,032
Oct-21		700	3,950,732
Nov-21		297,958	4,248,690
Dec-21		725	4,249,415
Jan-22		725	4,250,140
Feb-22		428,492	4,678,632
Mar-22		725	4,679,357
Apr-22		725	4,680,082
May-22		297,958	4,978,040
Jun-22		725	4,978,765
<b>Full Year</b>	<b>3,520,165</b>	<b>1,458,600</b>	<b>4,978,765</b>

# Voting

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James City County  
Colonial Williamsburg  
City of Williamsburg

Busch Gardens  
Hotel/Motel Association  
Jamestown Rediscovery  
Restaurant Association  
York County

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

Kevin Lembke  
Neal Chalkland  
James Horn  
Mickey Chohany  
Chad Green

# Financials

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Mayor Doug Pons, Treasurer

# March Revenue/Expenses

	Month		
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	783,181	652,725	130,456
\$1 Transient Tax	63,879	82,680	(18,801)
Maintenance of Effort Funds	0	121,000	(121,000)
Other	1,208	5,000	(3,792)
<b>Total Revenue</b>	<b>848,268</b>	<b>861,405</b>	<b>(13,137)</b>
<b>EXPENSES</b>			
Destination Marketing	1,301,314	1,278,830	(22,484)
Other Sales & Marketing	7,724	54,787	47,063
Labor & Benefits	86,691	113,178	26,487
Admin	7,407	20,100	12,693
<b>Total Expenses</b>	<b>1,403,136</b>	<b>1,466,895</b>	<b>63,759</b>
<b>Net Revenue Expense by Month</b>	<b>(554,868)</b>	<b>(605,490)</b>	<b>50,622</b>

# FYTD Revenue/Expenses (through March 31)

	FY 2021		
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	8,178,671	6,027,125	2,151,546
\$1 Transient Tax	585,130	795,410	(210,280)
Maintenance of Effort Funds	1,152,767	362,000	790,767
Other	44,363	44,500	(137)
<b>Total Revenue</b>	<b>9,960,931</b>	<b>7,229,035</b>	<b>2,731,896</b>
<b>EXPENSES</b>			
Destination Marketing	10,033,666	11,201,324	1,167,658
Other Sales & Marketing	188,658	391,038	202,380
Labor & Benefits	820,163	1,081,176	261,013
Admin	107,847	172,200	64,353
<b>Total Expenses</b>	<b>11,150,334</b>	<b>12,845,738</b>	<b>1,695,404</b>
<b>Net Revenue Expense by Month</b>	<b>(1,189,403)</b>	<b>(5,616,703)</b>	<b>4,427,300</b>
<b>Net Position - Beginning of Year</b>	<b>9,003,394</b>	<b>9,003,394</b>	<b>0</b>
<b>Net Position - Current YTD</b>	<b>7,813,991</b>	<b>3,386,691</b>	<b>4,427,300</b>

# March Cash on Hand

## Operating Cash

Cash Balances	Jan-21		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,795	\$ 512,594	\$ (2,799)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 9,050,561	\$ 2,997,577	\$ 6,052,984
<b>Total Cash on Hand</b>	<b>\$ 9,811,359</b>	<b>\$ 3,760,171</b>	<b>\$ 6,051,187</b>

Feb-21		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,801	\$ 512,594	\$ (2,793)
\$ 1,000	\$ -	\$ 1,000
\$ 9,101,083	\$ 2,997,577	\$ 6,103,506
<b>\$ 9,861,886</b>	<b>\$ 3,760,171</b>	<b>\$ 6,101,715</b>

Mar-21		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,808	\$ 512,594	\$ (2,787)
\$ 1,000	\$ -	\$ 1,000
\$ 6,339,065	\$ 2,997,577	\$ 3,341,488
<b>\$ 7,099,875</b>	<b>\$ 3,760,171</b>	<b>\$ 3,339,704</b>

Key Sources of Funds	Jan-21		
	Actual	Budget	Variance
State Disbursement	\$ 1,039,056	\$ 869,550	\$ 169,506
<b>Total Gov't Sources</b>	<b>\$ 1,039,056</b>	<b>\$ 869,550</b>	<b>\$ 169,506</b>

Feb-21		
Actual	Budget	Variance
\$ 1,201,288	\$ 1,119,525	\$ 81,763
<b>\$ 1,201,288</b>	<b>\$ 1,119,525</b>	<b>\$ 81,763</b>

Mar-21		
Actual	Budget	Variance
\$ 847,060	\$ 735,405	\$ 111,655
<b>\$ 847,060</b>	<b>\$ 735,405</b>	<b>\$ 111,655</b>

Interest Earned:			
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ 553	\$ -	\$ 553
Ches Bank Checking	\$ 997	\$ 4,000	\$ (3,003)
<b>Total Interest Earned</b>	<b>\$ 1,557</b>	<b>\$ 4,000</b>	<b>\$ (2,443)</b>

	Actual	Budget	Variance
	\$ -	\$ -	\$ -
	\$ 2	\$ -	\$ 2
	\$ 4	\$ -	\$ 4
	\$ 617	\$ -	\$ 617
	\$ 687	\$ 4,000	\$ (3,313)
	<b>\$ 1,310</b>	<b>\$ 4,000</b>	<b>\$ (2,690)</b>

	Actual	Budget	Variance
	\$ -	\$ -	\$ -
	\$ 2	\$ -	\$ 2
	\$ 4	\$ -	\$ 4
	\$ 717	\$ -	\$ 717
	\$ 485	\$ 4,000	\$ (3,515)
	<b>\$ 1,208</b>	<b>\$ 4,000</b>	<b>\$ (2,792)</b>

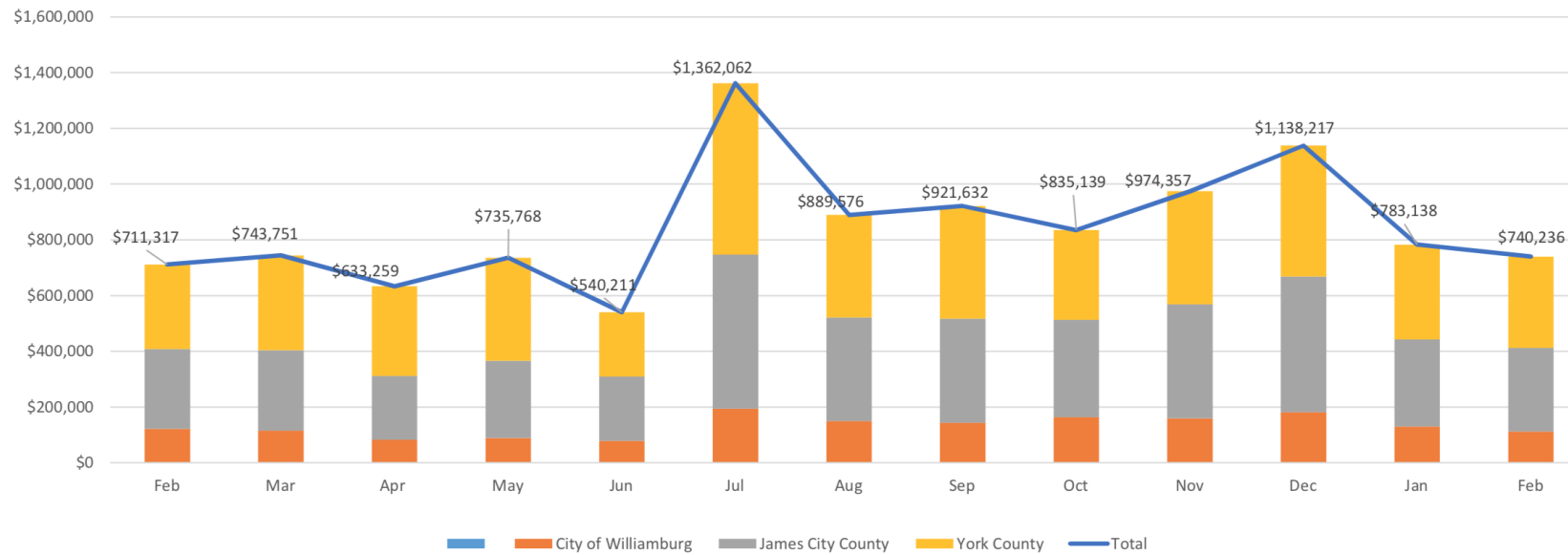
## Product Development Reserves

Cash Balances	Jan-21		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 3,219,516	\$ 2,042,000	\$ 1,177,516
<b>Total Cash on Hand</b>	<b>\$ 3,219,516</b>	<b>\$ 2,042,000</b>	<b>\$ 1,177,516</b>

Feb-21		
Actual	Budget	Variance
\$ 3,220,134	\$ 2,042,000	\$ 1,178,134
<b>\$ 3,220,134</b>	<b>\$ 2,042,000</b>	<b>\$ 1,178,134</b>

Mar-21		
Actual	Budget	Variance
\$ 3,420,851	\$ 2,042,000	\$ 1,378,851
<b>\$ 3,420,851</b>	<b>\$ 2,042,000</b>	<b>\$ 1,378,851</b>

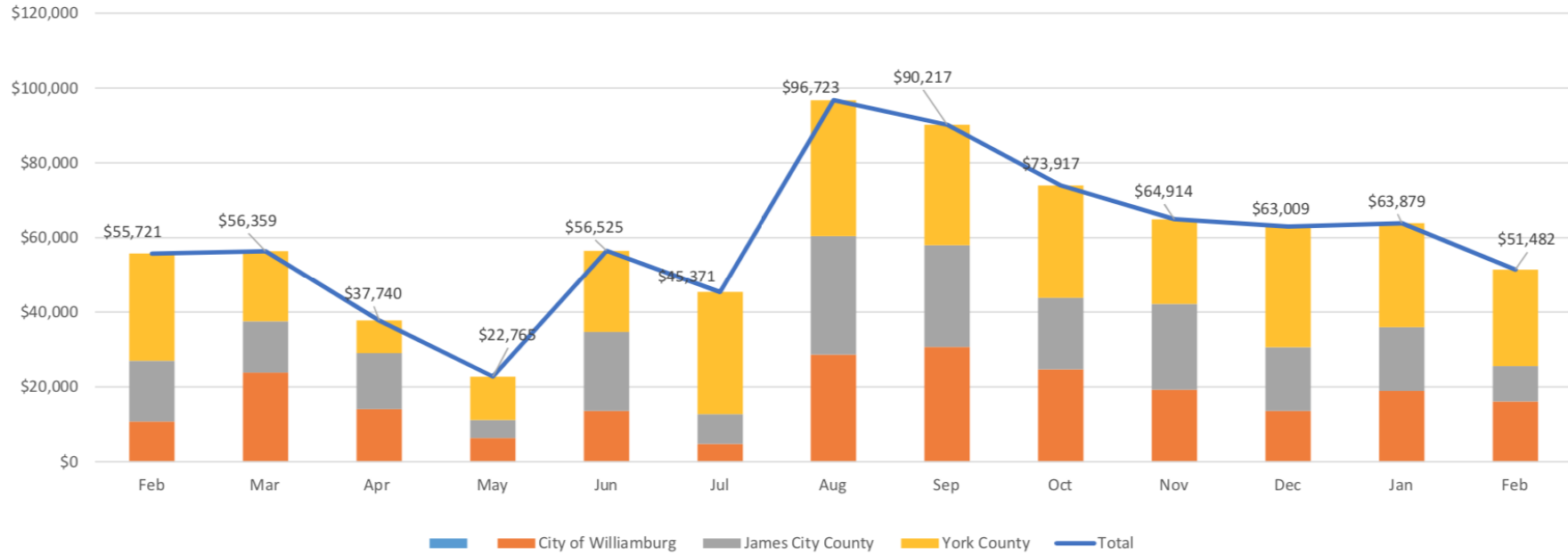
# Sales Tax



§§ 58.1-603.2 1/2 of 1%													
FY2020 / 2021	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
City of Williamsburg	\$115,268	\$82,326	\$88,655	\$78,398	\$193,009	\$149,898	\$143,078	\$162,942	\$159,187	\$181,890	\$129,427	\$111,620	\$1,595,698
James City County	\$288,704	\$229,364	\$277,886	\$230,731	\$553,684	\$371,324	\$373,849	\$350,286	\$409,548	\$486,887	\$313,509	\$300,542	\$4,186,313
York County	\$339,779	\$321,569	\$369,227	\$231,082	\$615,369	\$368,354	\$404,705	\$321,911	\$405,622	\$469,441	\$340,202	\$328,074	\$4,515,335
<b>Total</b>	<b>\$743,751</b>	<b>\$633,259</b>	<b>\$735,768</b>	<b>\$540,211</b>	<b>\$1,362,062</b>	<b>\$889,576</b>	<b>\$921,632</b>	<b>\$835,139</b>	<b>\$974,357</b>	<b>\$1,138,217</b>	<b>\$783,138</b>	<b>\$740,236</b>	<b>\$10,297,346</b>
<b>Calendar YTD Total</b>													<b>\$1,523,374</b>
FY2019 / 2020	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
City of Williamsburg	\$145,405	\$197,571	\$185,578	\$120,983	\$197,252	\$216,633	\$199,081	\$273,674	\$202,364	\$233,575	\$140,534	\$121,542	\$2,234,192
James City County	\$383,647	\$429,350	\$403,258	\$431,841	\$429,912	\$462,044	\$378,848	\$422,323	\$434,949	\$522,461	\$294,132	\$286,625	\$4,879,390
York County	\$353,895	\$366,127	\$386,567	\$178,524	\$427,542	\$416,755	\$355,677	\$586,197	\$385,387	\$454,587	\$309,847	\$303,150	\$4,524,255
<b>Total</b>	<b>\$882,947</b>	<b>\$993,048</b>	<b>\$975,403</b>	<b>\$731,348</b>	<b>\$1,054,706</b>	<b>\$1,095,432</b>	<b>\$933,606</b>	<b>\$1,282,194</b>	<b>\$1,054,706</b>	<b>\$1,210,623</b>	<b>\$744,513</b>	<b>\$711,317</b>	<b>\$11,669,843</b>
<b>Calendar YTD Total</b>													<b>\$1,455,830</b>



# Transient Tax



Transient Tax \$1 of the \$2													
FY2020 / 2021	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
City of Williamsburg	\$23,800	\$14,086	\$6,380	\$13,576	\$4,828	\$28,608	\$30,678	\$24,695	\$19,294	\$13,619	\$18,982	\$16,116	\$214,662
James City County	\$13,701	\$14,918	\$4,776	\$21,061	\$7,893	\$31,805	\$27,300	\$19,161	\$22,875	\$16,989	\$16,914	\$9,478	\$206,871
York County	\$18,858	\$8,736	\$11,609	\$21,888	\$32,650	\$36,310	\$32,239	\$30,061	\$22,745	\$32,401	\$27,983	\$25,888	\$301,368
<b>Total</b>	<b>\$56,359</b>	<b>\$37,740</b>	<b>\$22,765</b>	<b>\$56,525</b>	<b>\$45,371</b>	<b>\$96,723</b>	<b>\$90,217</b>	<b>\$73,917</b>	<b>\$64,914</b>	<b>\$63,009</b>	<b>\$63,879</b>	<b>\$51,482</b>	<b>\$722,901</b>
<b>Calendar YTD Total</b>													<b>\$115,361</b>
FY2019 / 2020	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
City of Williamsburg	\$40,068	\$53,492	\$27,307	\$71,566	\$39,210	\$56,591	\$56,484	\$41,412	\$51,945	\$28,155	\$26,026	\$10,739	\$502,995
James City County	\$28,355	\$33,387	\$21,923	\$63,149	\$53,578	\$27,489	\$50,493	\$28,414	\$33,281	\$22,117	\$27,080	\$16,222	\$405,488
York County	\$46,806	\$57,331	\$53,537	\$60,611	\$71,838	\$69,804	\$45,324	\$54,477	\$41,702	\$45,313	\$25,927	\$28,760	\$601,430
<b>Total</b>	<b>\$115,229</b>	<b>\$144,210</b>	<b>\$102,767</b>	<b>\$195,326</b>	<b>\$164,626</b>	<b>\$153,884</b>	<b>\$152,301</b>	<b>\$124,303</b>	<b>\$126,928</b>	<b>\$95,585</b>	<b>\$79,033</b>	<b>\$55,721</b>	<b>\$1,509,913</b>
<b>Calendar YTD Total</b>													<b>\$134,754</b>

# Smith Travel Research Report: February 2021

	Current Month - February 2021 vs February 2020											
	Occ %		ADR		RevPAR		Percent Change from February 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
York Co+	54.2	57.2	68.15	75.72	36.93	43.30	-5.2	-10.0	-14.7	-14.7	0.0	-5.2
Historic Triangle+	25.1	33.7	100.27	106.70	25.18	35.96	-25.5	-6.0	-30.0	-33.5	-5.0	-29.2
Williamsburg/James City Co+	23.4	32.4	104.62	109.73	24.49	35.55	-27.7	-4.7	-31.1	-34.8	-5.3	-31.6
Eastern US+	45.8	62.5	105.09	135.26	48.16	84.49	-26.6	-22.3	-43.0	-44.6	-2.7	-28.6
Total U.S.	45.3	61.8	98.31	130.70	44.57	80.78	-26.6	-24.8	-44.8	-45.9	-2.0	-28.1
Virginia	43.4	56.0	80.34	102.06	34.84	57.11	-22.5	-21.3	-39.0	-39.2	-0.4	-22.8

# Smith Travel Research Report: March 2021

Current Month - March 2021 vs March 2020												
	Occ %		ADR		RevPAR		Percent Change from March 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
York Co+	67.6	51.6	68.71	75.90	46.44	39.13	31.1	-9.5	18.7	18.7	0.0	31.1
Historic Triangle+	35.1	21.8	113.96	93.86	40.01	20.42	61.4	21.4	96.0	86.2	-5.0	53.3
Williamsburg/James City Co+	33.2	20.1	119.36	96.42	39.63	19.38	65.2	23.8	104.5	93.7	-5.3	56.5
Eastern US+	54.5	38.9	114.19	116.51	62.18	45.29	40.1	-2.0	37.3	33.7	-2.6	36.4
Total U.S.	54.6	38.9	106.08	110.63	57.87	43.06	40.1	-4.1	34.4	32.1	-1.7	37.8
Virginia	50.0	39.9	85.59	95.15	42.80	37.93	25.4	-10.0	12.9	12.5	-0.3	25.0

Year to Date - March 2021 vs March 2020												
	Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	57.3	50.2	67.77	75.70	38.86	38.02	14.1	-10.5	2.2	2.2	0.0	14.1
	27.2	27.0	105.21	103.46	28.59	27.94	0.6	1.7	2.3	-2.8	-5.0	-4.4
	25.4	25.7	110.16	106.47	27.99	27.38	-1.2	3.5	2.2	-3.2	-5.3	-6.4
	46.8	51.9	106.27	127.06	49.73	65.91	-9.8	-16.4	-24.5	-26.7	-2.8	-12.3
	46.5	51.7	99.35	123.61	46.16	63.88	-10.1	-19.6	-27.7	-29.2	-2.0	-11.9
	45.2	48.0	83.09	98.49	37.58	47.27	-5.8	-15.6	-20.5	-20.8	-0.4	-6.1

# Executive Director/CEO Report

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Public Body Compliance

Visit Williamsburg Program Updates

Sales

# Public Body Compliance

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*“Staff has been directed to perform the necessary tasks to ensure compliance with the actions of a public body.”*

# Public Body Compliance

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Complete:

- Established separate financial entity/tax ID number
- Obtained directors and officers insurance
- Revised and adopted new by-laws
- Clarified financial auditing and oversight relationship with state government
- Opened new bank accounts
- Obtained separate payroll
- Obtained risk management insurance
- Requested AG Opinion, re: Powers and Duties
- Procured health/dental/vision benefits
- Procured retirement plan
- [QuickBooks separation](#)

# Public Body Compliance

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To be completed:

- Lease
- Compliance training for board and staff

# Marketing/PR



# Campaign Overview

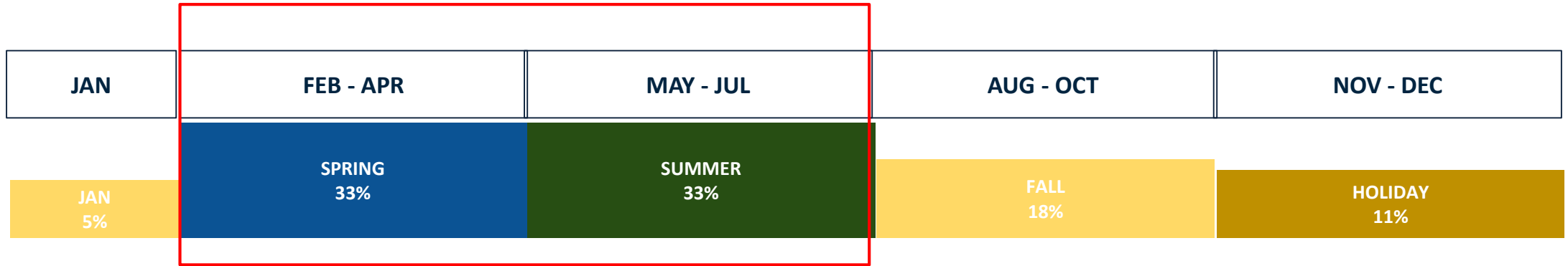
## Overall Strategy

Always-on Approach

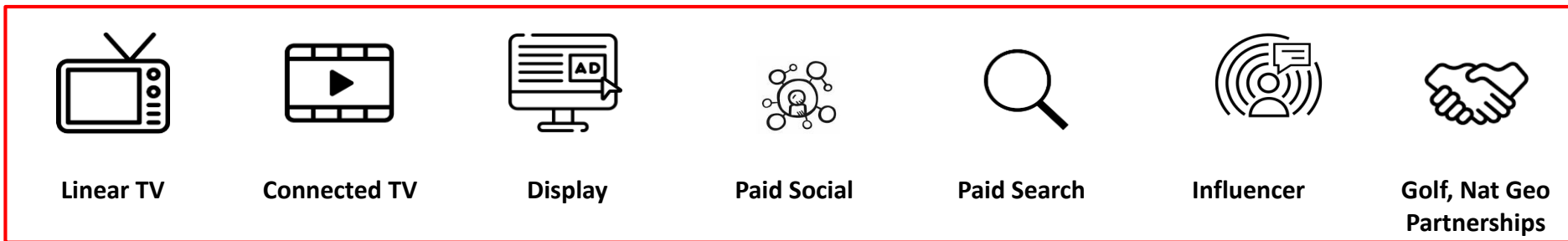
Increased Spend to Capture Peak Demand Periods

Assumes Travel Rebound Q3/Q4 2021

Constantly Monitor and Adjust as Needed



## Spring/Summer Media Mix



# Sample Creative







# Sample Creative

**Visit Williamsburg**  
Sponsored


What if life moved precisely at your pace? In Williamsburg, it does. No matter what vacation looks like to you, come live it to the fullest.




**Golf**  
life. at your pace. [Learn More](#)



**Dine**  
life. at your pace. [Learn More](#)



**Explore**  
life. at your pace. [Learn More](#)




**Fly**  
life. at your pace. [Learn More](#)

20 Likes 562 Comments 311 Shares

Like Comment Share

**Visit Williamsburg**  
Sponsored

From southern comfort food, to craft breweries and everything in between. Williamsburg satisfies any appetite.



VISITWILLIAMSBURG.COM  
**Dine**  
Life. At your pace. [Book now](#)

150 Likes 28 Comments

Like Comment Share

# March/April Advertising Performance

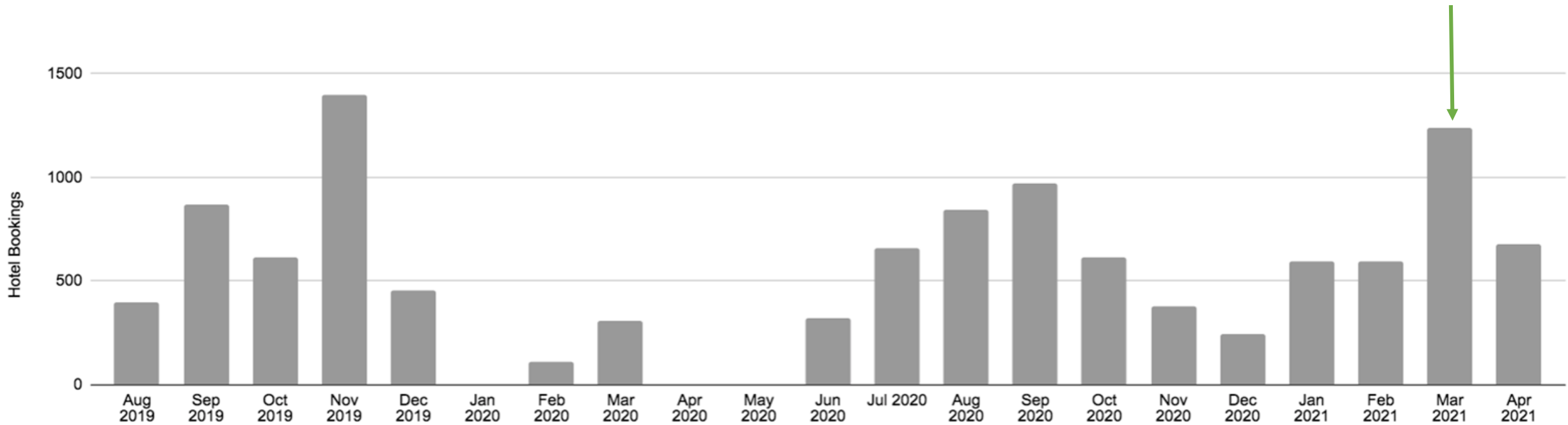
↑	<b>63,300,000+</b>	Digital impressions served <b>increased 33%</b> over Jan/Feb as we ramped up efforts for summer
↔	<b>.16%</b>	<b>CTR across display advertising</b> partners held steady and above .10% benchmark <b>CTR rose 38% in mid-April</b> (compared to late March) as summer travel interest increased
↑	<b>97% VCR</b>	Connected TV video <b>completion rates are 97%+</b> compared to the benchmark of 70%
↑	<b>300%</b>	Increase in paid social <b>engagement rate</b> March 1-April 30 (2.6%) vs. Jan. 1 - Feb. 28 (.87%)
↑	<b>11%</b>	Paid search <b>click-thru rates are at their highest point</b> since June 2020



\*Source: Adara Impact Jan. 1-Feb. 28, 2021

# March/April Adara Impact Performance

**1,237 hotel bookings made in March, second only to November 2019**  
**April attribution window ends May 30, with bookings pacing to meet or (or potentially beat!) March**



\*Source: Adara Impact March 1-April 30, 2021

# March/April Web Performance

Paid and organic media are contributing equally to web traffic increases, showing increasing consumer demand



Sessions up 352% YOY  
Up 78% vs. 2019



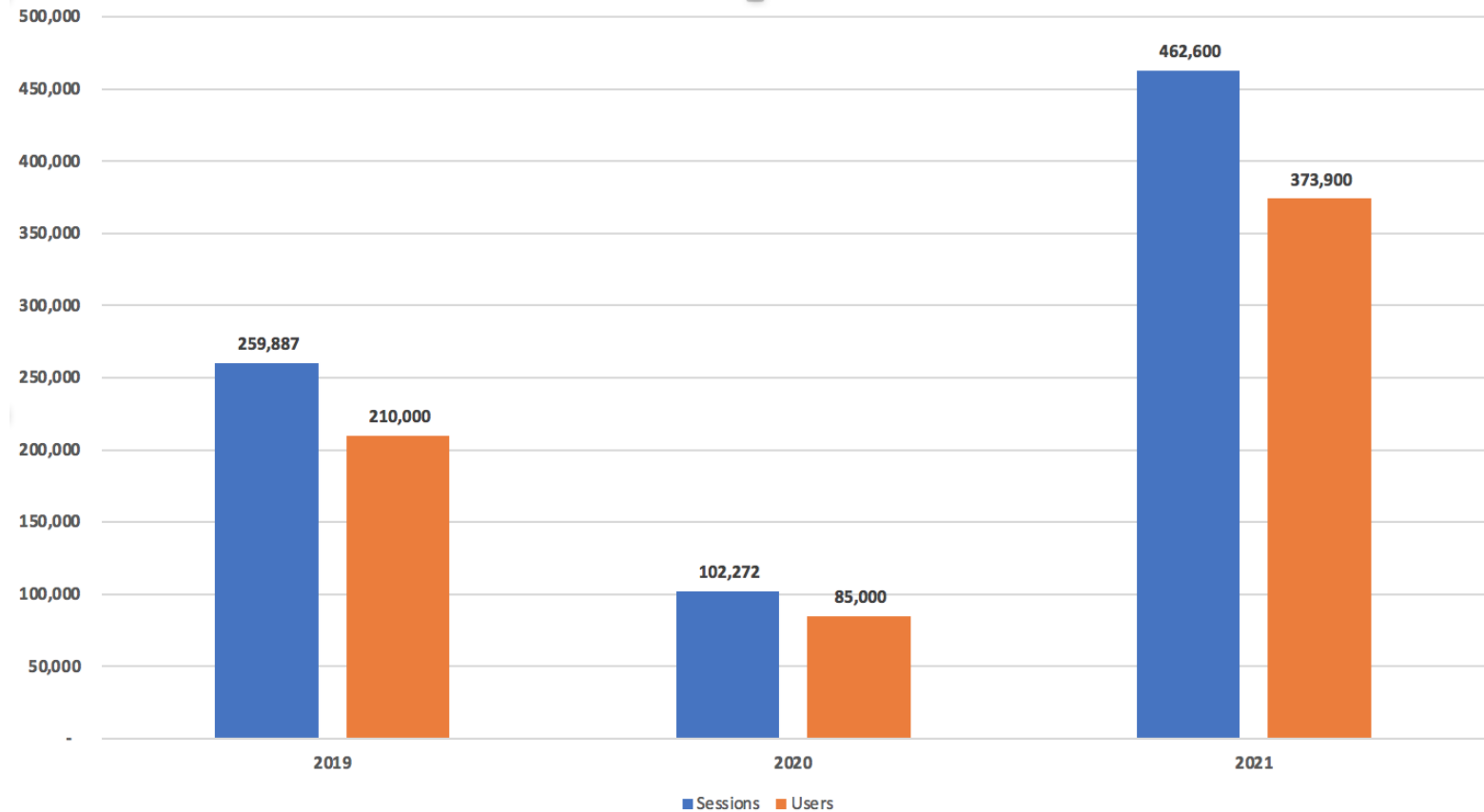
Users up 340% YOY  
Up 78% vs. 2019



Visitor Guide Downloads  
Up 350% YOY  
Up 32% vs. 2019

## Top DMAs (by site session):

Washington, DC (15%)  
Norfolk/Portsmouth/Newport News (11%)  
Philadelphia (8%)





## New Blog Content



### Don't Miss These Biking Trails in Williamsburg

[READ MORE](#)



### Cool Outdoor Dining Spots in Williamsburg

[READ MORE](#)



### Spring Into These Great Outdoor Ideas in Williamsburg

[READ MORE](#)

# The WilliamsBLOG: March/April Performance



New Offerings at Virginia Beer Company

[READ MORE](#)



5 Healthy Cafes in Williamsburg, Plus What to Order at Each

[READ MORE](#)



Dog-Friendly Hiking and Biking Trails in Williamsburg

[READ MORE](#)



Coffee and History Served at Mobjack Bay Coffee Roasters

[READ MORE](#)



Earth Day in Williamsburg

[READ MORE](#)



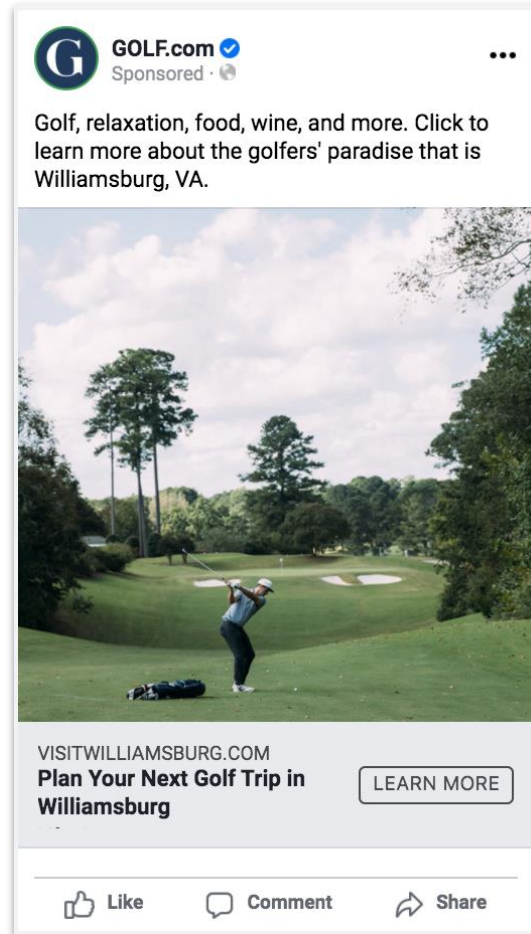
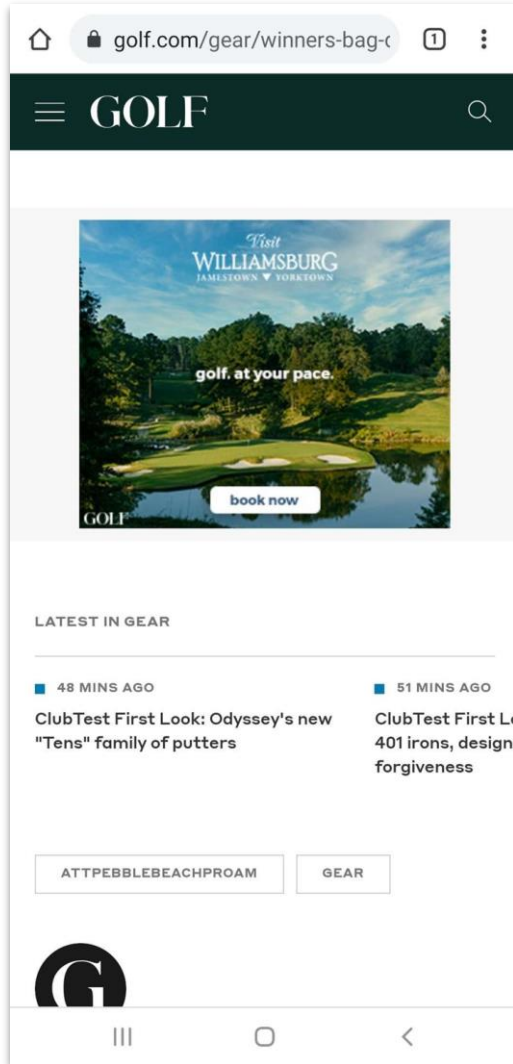
Don't Miss These Biking Trails in Williamsburg

[READ MORE](#)

- Fourteen blog posts published and promoted by paid media, organic social media, and email
- Content written by WTC and 3rd party influencers
- Sessions **up 900+%** YOY vs. Trip Ideas 2019
- Over **five times the number of users** vs Trip Ideas 2019
- Percentage of **new user sessions up +4%**
- Users spent an average of **two and a half minutes** on-page
- Top-performing content:
  - 7 Things to Do for 1st Time Visitors
  - 7 Charming Date Ideas
  - 8 Cozy Things to Do
  - 10 Great Free Things to Do
  - Learn at Your Pace



# Golf.com Partnership: March/April Performance



- Media is running on Golf.com channels from February - June
  - Display banners have received 2.2M impressions
  - Paid social has received 361.7K impressions and 3.7K engagements
- Sponsored emails deployed to Golf.com's Southeast and Northeast audiences during March and April
- Videos, articles, and social media content will launch soon

# National Geographic Partnership: March/April Performance

ADVERTISEMENT

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NATIONAL GEOGRAPHIC

PAID CONTENT FOR VISIT WILLIAMSBURG

## EXPLORING WILLIAMSBURG

Unearth hidden gems and unexpected experiences in Williamsburg, Jamestown, and Yorktown, where ongoing discoveries inform the present.

PHOTOGRAPH BY JOSHUA COGAN

### 01 EXPERIENCING AN EVOLVING STORY

"Williamsburg is a special place where the modern-day informs the understanding of the past, and ongoing discoveries inform the present," says National Geographic photographer Josh Cogan. For a behind-the-scenes look at how research is revealing a fuller picture of this region sandwiched between Virginia's York and James Rivers, Cogan captured images of some of the unexpected experiences and hidden gems in Williamsburg, Jamestown, and Yorktown.

"This area where north meets south, saltwater meets fresh, and history meets modern life creates a singular ecosystem that provides for incredibly rich material to witness as both traveler and storyteller," adds Cogan, whose travels took him to places like the Colonial Williamsburg Archaeology Lab. The lab, which houses more than 60 million individual artifacts, continually processes and catalogs new archeological finds—each one an important puzzle piece in the evolving story of history-rich Williamsburg.

PHOTOGRAPH BY JOSHUA COGAN

ADVERTISEMENT

WILLIAMSBURG

- Partnership content running on National Geographic website from March 15 through June 15
- **Video View Completion Rate is 97.13%**, which is above Nat Geo's national average of 75%
- Nat Geo has attributed **19 hotel bookings** since launch
- The Passport Experience article has an average of **over three and a half minutes** time spent on page
- Instagram Takeover posts on Nat Geo Travel account received 187K engagements.



# Nat Geo Travel Instagram Takeover Posts



**natgeotravel** • Following  
Paid partnership with visitwilliamsburg

**natgeotravel** Photo by @JoshuaCogan // Sponsored by @visitwilliamsburg // Winemaker Matthew Meyer stirs the fermenting grapes grown and harvested on the grounds of the 300-acre Williamsburg Winery. The land neighbors the first permanent English settlement of the Americas, which was settled precisely for its rich soils and accessibility to the port. Today visitors can enjoy a drink



Liked by bradycshall and 31,825 others

MARCH 24

Add a comment... Post



**natgeotravel** • Following  
Paid partnership with visitwilliamsburg

**natgeotravel** Photo by @JoshuaCogan // Sponsored by @visitwilliamsburg // Off the coast of Yorktown, Virginia, Rhiannon Harvey, a crew member on the schooner Alliance, tends to the boat's rigging during a sunset sail. The Alliance is named after the agreement forged between America and France that helped win the Revolutionary War. This watery was strategically valuable as a



Liked by bradycshall and 37,450 others

MARCH 24

Add a comment... Post



**natgeotravel** • Following  
Paid partnership with visitwilliamsburg

**natgeotravel** Photo by @JoshuaCogan // Sponsored by @visitwilliamsburg // Archaeologist DeShondra Dandridge excavates one of the foundations of the First Baptist Church in Colonial Williamsburg. This church, thought to be one of the oldest Black churches in the country, still has an active congregation nearby that has supported and guided researchers with the oral histories of its conqregants.



Liked by bradycshall and 33,240 others

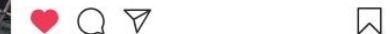
MARCH 24

Add a comment... Post



**natgeotravel** • Following  
Paid partnership with visitwilliamsburg

**natgeotravel** Photo by @JoshuaCogan // Sponsored by @visitwilliamsburg // This is the view aboard one of the three replicas of the flotilla that brought the first permanent English settlers to Virginia in 1607. The vessels, Susan Constant, Discovery, and Godspeed, are docked at Jamestown Settlement on the James River and are among the many experiences at the living museum,



Liked by bradycshall and 38,991 others

MARCH 24

Add a comment... Post

March / April 2021 FAM Trips



*The WilliamsBLOG* Contributor  
Anna Hartman



*The WilliamsBLOG* Contributor  
Leah Bandoni



*The WilliamsBLOG* Contributor  
Ashley Washington



*The WilliamsBLOG* Contributor  
Tabitha Sewer



Mega Influencer  
Christine Andrew



*The WilliamsBLOG* Contributor  
Samantha Brooke



# March/April Influencer Marketing

3.5M+ Impressions  
401K Engagements  
13 Industry Partners Featured



**@ChristineAndrew**  
**1.1M followers**




**Anna Hartman**  
**12K followers**



# March/April Social Media - Facebook

**Visit Williamsburg**  
Published by Sprout Social · April 5

**#DidYouKnow** Williamsburg was once the capital of Virginia? The city was the capital from 1699 to 1780. Before Williamsburg, the capital was Jamestowne. [#VisitWilliamsburg](#)



10,005 People Reached      797 Engagements      [Boost Post](#)

85      1 Comment 68 Shares


Engagement Rate: 7.9%

**Visit Williamsburg**  
Published by Bella Borg · March 25

When [National Geographic Travel](#) visited Williamsburg, they discovered an ever-evolving story. After exploring Williamsburg, the National Geographic team uncovered hidden gems, unexpected experiences, and how history informs the present. They discovered that historical accuracy, new winemaking traditions, and an energetic vibe are all part of what makes Williamsburg unique.

Read more from National Geographic's passport blog about Exploring Williamsburg here: <https://www.nationalgeographic.com/.../paid-content...>

[#VisitWilliamsburg](#)  
[National Geographic Travel](#)



6,307 People Reached      406 Engagements      [Boost Post](#)

39      31 Shares

Engagement Rate: 6.1%



# March/April Social Media - Instagram



visitwilliamsburg · Following ...

visitwilliamsburg Celebrate #NationalParkWeek in Williamsburg! A 7-mile section of the Colonial Parkway will be open to walkers, runners, bikers, and pets from April 23-25. The National Park Service will close this section off to cars for the weekend so you can explore the Parkway freely. Tap the link in our bio for more. #VisitWilliamsburg

📍: @paper\_parasols

2w

adri\_prato Love it! This should be done at least every month during spring and summer. ❤️

❤️ 💬 📍 📌

Liked by alyssakstevens and 1,004 others

APRIL 16

😊 Add a comment... Post

Engagement Rate: 7.2%



visitwilliamsburg · Following ...

Wythe House

visitwilliamsburg Follow the brick road ahead! #VisitWilliamsburg

📍 @the\_historic\_lens

3w

made\_global Lovely! ❤️

3w 1 like Reply

thespacw Gosh I think I might need an archway through the bushes for my house 😍 this is stunning!

3w 1 like Reply

holly\_miller\_bakery This will always be one of my favorite ❤️

❤️ 💬 📍 📌

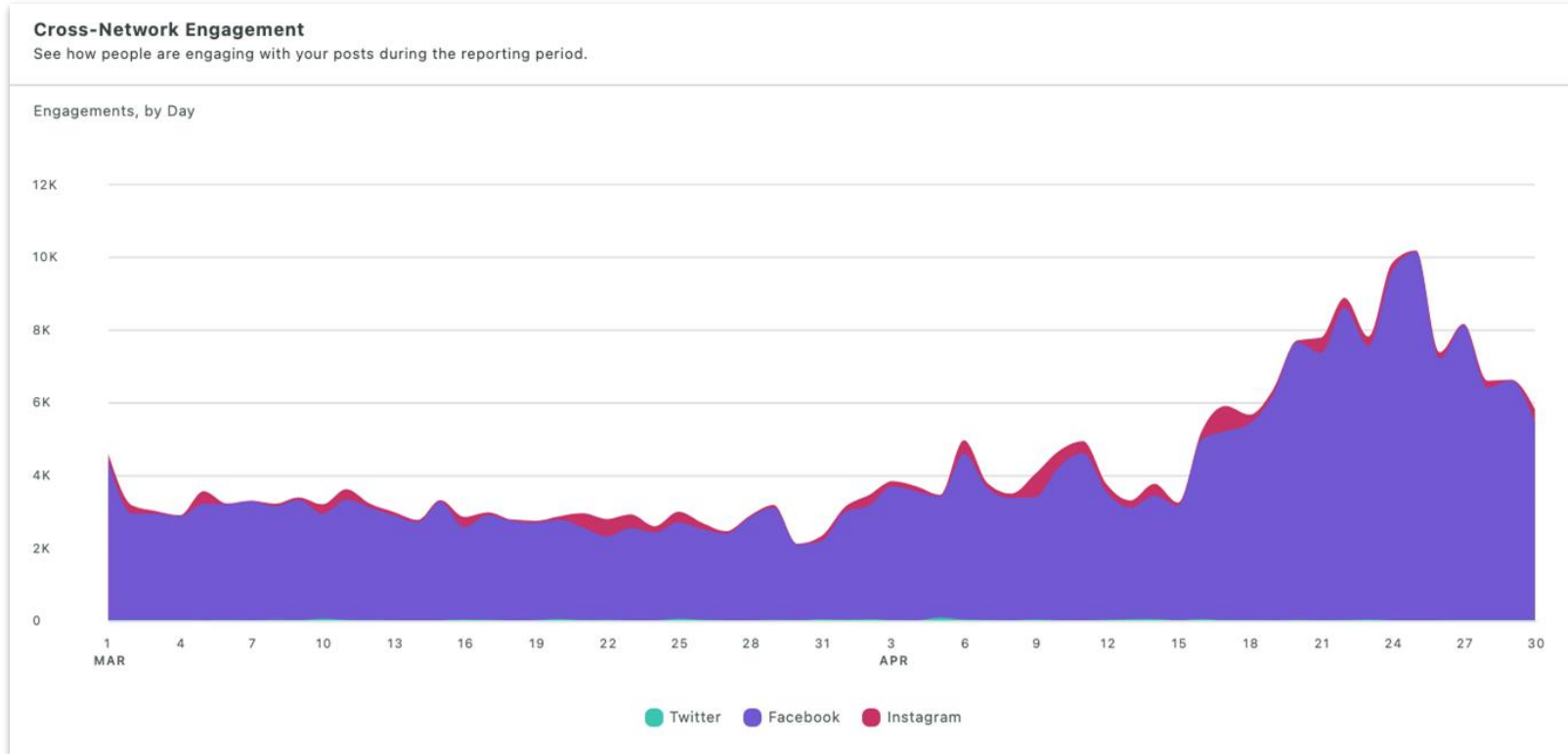
Liked by skyejstew and 876 others

APRIL 8

😊 Add a comment... Post

Engagement Rate: 7.1%

# March/April Social Media Performance



Compared to January/February:

- Overall engagement rate **across all social channels was up 500%**
- Instagram engagements **increased 31%**
- Twitter engagements **increased 17%**
- Followers are getting more excited about what we're sharing on social channels as indicated from higher engagement during April



PR: March 1 – April 30, 2021

Global Impressions

2.9 Billion

35

Placements

\*YoY 2020 – 741.9 Million Impressions & 39 Placements

Key Media Placements | March 1 – April 30, 2021

“The Best Memorial Day Weekend Getaways to Take This Year” -Caitlin Morton



“These Are the Best Small Towns in the South” -Sucheta Rawal



“Road Trip Stops in Every State You Need to Add to Your List”

-James Barrett



“Discover Golf in Williamsburg, Virginia”



“The Best Day Trips in Every State”

- Tamara Gane



“9 of the Best Places to Visit in Virginia”

-Alyssa Ochs



“These Are the 16 Best Resorts in the South”

-Lauren Wicks

# Sales

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## Conferences: March 12– May 7, 2021

DATE	CONFERENCES, SHOWS, AND FAMS	LOCATION
3/11/21	VTC FAM	Virtual
3/16/21	*ABA Marketplace Appointments	Virtual
3/29-4/1/21	*African American Travel Conference	Louisville, KY
3/29-4/1/21	Boomers in Groups	Louisville, KY
4/19-4/20/21	Travel Alliance Partners	Virtual
5/5/21	SGMP Old Dominion Board Meeting	Virtual
DATE	SITE VISITS	EVENT TYPE
3/17/21	SCTEM	Site and Board Dinner
4/21/21	SEDC	Site and Board Dinner

## Virtual Sales Call // Upcoming Shows and Conferences: March 12– May 7, 2021

DATE	VIRTUAL SALES CALLS	LOCATION
3/12/21	USA Shooting	Virtual
3/12/21	Hotel Lobbyists	Virtual
3/26/21	VSAE	Virtual
4/7/21	Firecracker Sports	Virtual
4/29/21	MARS	Virtual
5/3/21	Helms Briscoe	Virtual
5/4/21	Guardian Music and Group Travel	Virtual
5/7/21	Dragonfli Group	Virtual
DATE	UPCOMING SHOWS & CONFERENCES	LOCATION
5/12-5/13/21	Small Market Meetings Summit	Panama Beach, Florida
6/27-6/29/21	VSAE Annual Conference	Virginia Beach, Virginia

## Sales Leads: March 12– May 7, 2021

ISSUE DATE	LEADS	ROOM NIGHTS
3/12/21	Drexel University – Men’s Tennis	40
3/12/21	Drexel University – Women’s Tennis	32
3/18/21	Lutheran Women’s Missionary League	80
3/24/21	Legends Lacrosse	1200
3/26/21	Navy Marriage Enrichment Retreat	46
3/31/21	Virginia Orthotic & Prosthetic Association Conference	155
4/6/21	2026 ABOS Annual Conference	445
4/6/21	Baptist News Global Meeting	108
4/24/21	Mosley High School	108
4/29/21	Quidel Fall Meeting	323
5/6/21	Firecracker Sports	2250
5/6/21	Virginia Education Association	50

# Old & New Business

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# Adjourn

*Next Meeting: July 20, 2021*

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN