

Williamsburg Tourism Council

Tuesday, July 21, 2020

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Roll Call

Voting

York County
Hotel/Motel Association
James City County

Busch Gardens
City of Williamsburg
Colonial Williamsburg
Jamestown Rediscovery
Jamestown/Yorktown Found.
Restaurant Association

Jeff Wassmer, Chair
Neal Chalkley, Vice Chair
Ruth Larson, Treasurer

Kevin Lembke
Doug Pons
Cliff Fleet
James Horn
Christy Coleman
Mickey Chohany

Ex Officio

GWCTA
Virginia Tourism Corporation

Cheri Green
Rita McClenny

Public Comment

- Limit to Three minutes
- State Name and Address
- No Q & A

2019 Audit Report

PB Mares

Virginia Tourism Corporation

Rita McClenny, President & CEO

Approve Minutes

May 19, 2020

Vice Chair Report

Election of Officers

Informal Updates from Board Members

Treasurer's Report: Revenue/Expenses

	Actual	Actual vs Budget		Actual vs Forecast	
		Budget	Variance	Forecast	Variance
REVENUE					
Sales Tax (58.1-603.2)	744,221	905,900	(161,679)	204,000	540,221
\$1 Transient Tax	56,359	70,300	(13,941)	0	56,359
Maintenance of Effort Funds	0	0	0	0	0
Other	11,988	0	11,988	5,000	6,988
Total Revenue	812,567	976,200	(163,633)	209,000	603,567
EXPENSES					
Destination Marketing	416,678	1,591,243	1,174,565	1,009,207	592,529
Other Sales & Marketing	(278)	59,613	59,891	7,504	7,782
Labor & Benefits	84,253	129,364	45,111	91,061	6,808
Admin	14,584	31,150	16,566	28,650	14,066
Total Expenses	515,237	1,811,370	1,296,133	1,136,422	621,185
Net Revenue Expense by Month	297,331	(835,170)	1,132,501	(927,422)	1,224,753

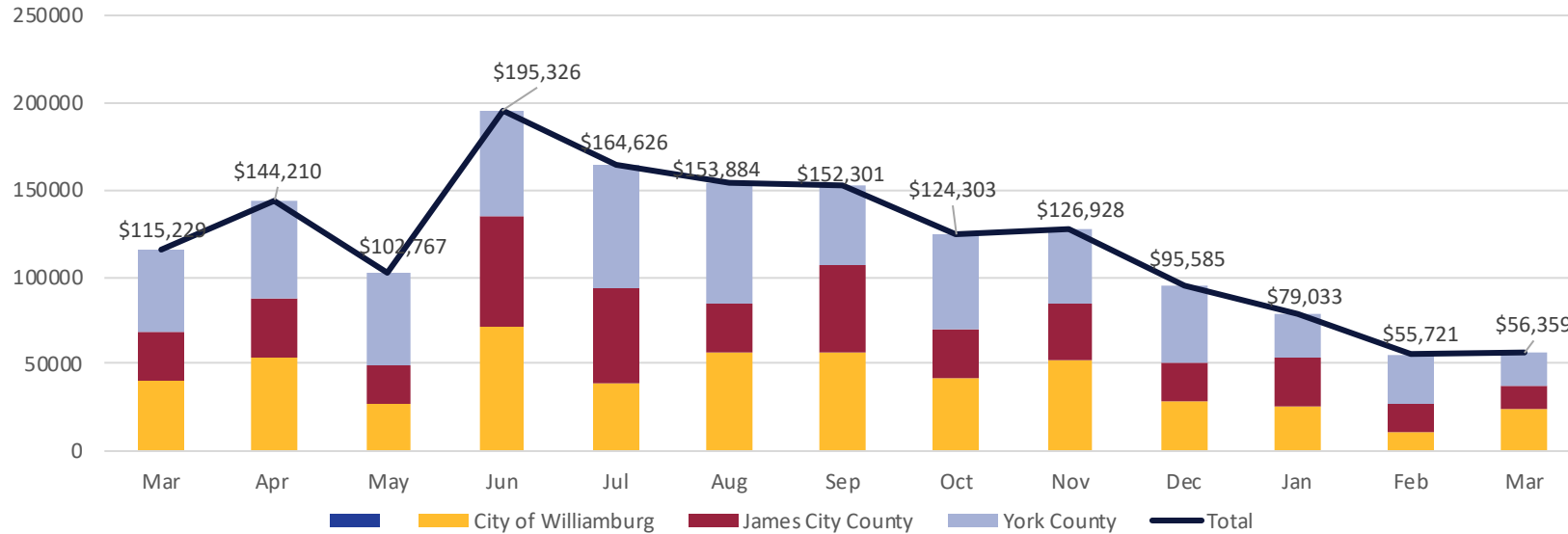
Treasurer's Report: Cash on Hand

Key Sources of Funds	Mar-20			Apr-20			May-20		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Disbursement	\$ 823,677	\$ 809,200	\$ 14,477	\$ 767,288	\$ 761,100	\$ 6,188	\$ 800,579	\$ 976,200	\$ (175,621)
Total Gov't Sources	\$ 823,677	\$ 809,200	\$ 14,477	\$ 767,288	\$ 761,100	\$ 6,188	\$ 800,579	\$ 976,200	\$ (175,621)
Interest Earned:									
State Interest Paid	\$ -	\$ -	\$ -	\$ 32	\$ -	\$ 32	\$ 6,468	\$ -	\$ 6,468
BB&T Reserve Checking	\$ 167	\$ -	\$ 167	\$ 92	\$ -	\$ 92	\$ 36	\$ -	\$ 36
BB&T ICS Investment Fund	\$ 432	\$ -	\$ 432	\$ 105	\$ -	\$ 105	\$ 102	\$ -	\$ 102
Ches Bank Money Market	\$ 2,531	\$ -	\$ 2,531	\$ 2,535	\$ -	\$ 2,535	\$ 1,607	\$ -	\$ 1,607
Ches Bank Checking	\$ 3,273	\$ -	\$ 3,273	\$ 3,496	\$ -	\$ 3,496	\$ 3,775	\$ -	\$ 3,775
Total Interest Earned	\$ 6,403	\$ -	\$ 6,403	\$ 6,259	\$ -	\$ 6,259	\$ 11,988	\$ -	\$ 11,988

Operating Cash									
Cash Balances	Mar-20			Apr-20			May-20		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
Bank Account Balances: operations									
BB&T Reserve Checking	\$ 250,167	\$ 250,000	\$ 167	\$ 250,092	\$ 250,000	\$ 92	\$ 250,036	\$ 250,000	\$ 36
BB&T ICS Investment Fund	\$ 509,099	\$ 512,594	\$ (3,495)	\$ 509,370	\$ 512,594	\$ (3,224)	\$ 509,564	\$ 512,594	\$ (3,030)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 8,093,694	\$ 4,324,079	\$ 3,769,615	\$ 8,505,114	\$ 3,832,745	\$ 4,672,369	\$ 9,220,548	\$ 2,997,577	\$ 6,222,971
Total Cash on Hand	\$ 8,853,959	\$ 5,086,673	\$ 3,767,286	\$ 9,265,576	\$ 4,595,339	\$ 4,670,237	\$ 9,981,148	\$ 3,760,171	\$ 6,220,977

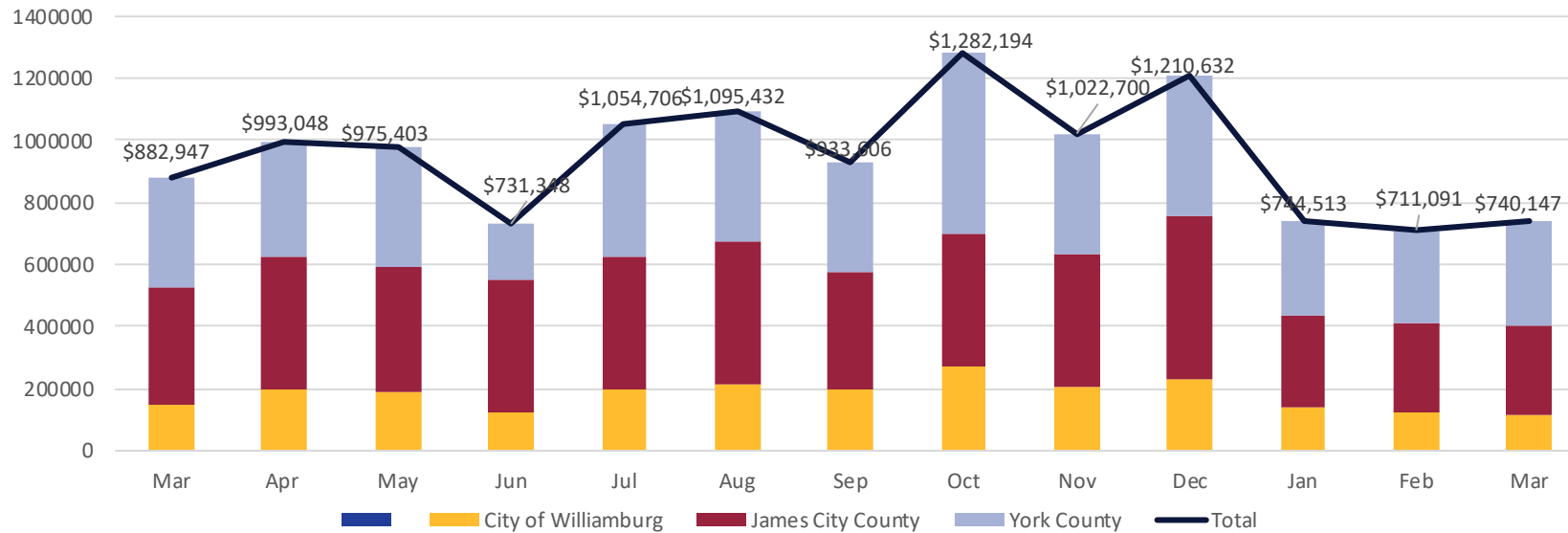
Product Development Reserves									
Cash Balances	Mar-20			Apr-20			May-20		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
Bank Account Balances: Reserves									
Ches Bank Money Market	\$ 2,055,774	\$ 2,042,000	\$ 13,774	\$ 2,058,308	\$ 2,042,000	\$ 16,308	\$ 2,059,916	\$ 2,042,000	\$ 17,916
Total Cash on Hand	\$ 2,055,774	\$ 2,042,000	\$ 13,774	\$ 2,058,308	\$ 2,042,000	\$ 16,308	\$ 2,059,916	\$ 2,042,000	\$ 17,916

Treasurer's Report: Transient Tax



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	\$56,484	\$41,412	\$51,945	\$28,155	\$26,026	\$10,739	\$23,800				\$334,362
James City County	\$53,578	\$27,489	\$50,493	\$28,414	\$33,281	\$22,117	\$27,080	\$16,222	\$13,701				\$272,375
York County	\$71,838	\$69,804	\$45,324	\$54,477	\$41,702	\$45,313	\$25,927	\$28,760	\$18,858				\$402,003
Total	\$164,626	\$153,884	\$152,301	\$124,303	\$126,928	\$95,585	\$79,033	\$55,721	\$56,359	\$0	\$0	\$0	\$1,008,740
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: Sales Tax



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	\$199,081	\$273,674	\$202,364	\$233,575	\$140,534	\$121,474	\$114,718				\$1,699,305
James City County	\$429,912	\$462,044	\$378,848	\$422,323	\$434,949	\$522,461	\$294,132	\$286,454	\$287,319				\$3,518,442
York County	\$427,542	\$416,755	\$355,677	\$586,197	\$385,387	\$454,587	\$309,847	\$303,163	\$338,110				\$3,577,265
Total	\$1,054,706	\$1,095,432	\$933,606	\$1,282,194	\$1,022,700	\$1,210,623	\$744,513	\$711,091	\$740,147	\$0	\$0	\$0	\$8,795,012
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 - June 2020 vs June 2019											
	Occ %		ADR		RevPAR		Percent Change from June 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
York Co+	46.2	85.6	76.75	96.32	35.47	82.49	-46.0	-20.3	-57.0	-57.0	0.0	-46.0
Historic Triangle+	22.7	66.9	74.65	127.49	16.93	85.33	-66.1	-41.5	-80.2	-82.5	-11.7	-70.1
Williamsburg/James City Co+	21.2	65.9	74.35	129.74	15.75	85.49	-67.8	-42.7	-81.6	-83.9	-12.4	-71.8
Eastern US+	41.2	73.7	98.49	140.38	40.59	103.51	-44.1	-29.8	-60.8	-63.3	-6.5	-47.7
Total U.S.	42.2	73.3	92.15	134.58	38.88	98.69	-42.5	-31.5	-60.6	-63.1	-6.2	-46.1
Virginia	41.9	74.6	85.91	122.86	35.95	91.59	-43.9	-30.1	-60.7	-62.4	-4.2	-46.2

	Year to Date - June 2020 vs June 2019											
	Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	44.0	68.4	74.77	87.03	32.89	59.56	-35.7	-14.1	-44.8	-44.8	0.0	-35.7
	22.3	47.2	91.63	121.35	20.43	57.24	-52.7	-24.5	-64.3	-67.8	-9.8	-57.4
	21.0	46.0	93.83	124.19	19.66	57.11	-54.4	-24.4	-65.6	-69.1	-10.3	-59.1
	43.0	66.6	113.00	136.91	48.55	91.24	-35.5	-17.5	-46.8	-49.1	-4.4	-38.4
	43.1	65.8	109.04	131.08	47.02	86.30	-34.5	-16.8	-45.5	-47.8	-4.1	-37.2
	40.9	63.6	90.23	113.04	36.93	71.85	-35.6	-20.2	-48.6	-50.2	-3.1	-37.6

Director's Report

Procurement

Marketing Communication Activities



Procurement

RESEARCH

ADVERTISING AGENCY OF RECORD

INTERNAL STRATEGIC PLANNING

MAILHOUSE/DISTRIBUTION

AUDIT

PUBLIC RELATIONS

LEGAL SERVICES

Guest Speaker Presentations | May 1 – June 30, 2020

Audience

Date



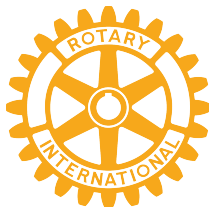
City of Williamsburg Council Meeting

May 14



May Williamsburg Roundtable

May 20



Rotary Club

June 10

Communication: By the Numbers

Between March 17 – July 7, Visit Williamsburg staff have conducted the following points of contact:

U.S. Travel Association
Virginia Tourism Corporation
U.S. Senators Warner & Kaine
National Tour Association
American Bus Association
Regional Airports
Clients
Local Suppliers



Industry engagement 250+



Industry records updated 280



Industry-wide newsletters 33



Client engagement 923



Client records updated 5,081



Industry association conf calls 171



Webinar participation 225



Counterpart outreach 2907



Contractor engagement 614



Virtual training sessions 83

Industry Resource



Dear Tourism Partner:

Your destination marketing organization (DMO) is pleased to share programs and tools that will support the hospitality industry as Greater Williamsburg works toward reopening and recovery.

Today's communication features media hosting opportunities and industry updates – including a travel spend analysis by U.S. Travel.

Please be sure to check the [Visit Williamsburg Industry Resources](#) page for additional information, as content is added daily.

--The Visit Williamsburg Team

New Opportunities to Host Media and Influencers

Five new hosting opportunities have been added to the Media and Influencer page for your consideration. Additionally, hotel submissions for an upcoming Visit Williamsburg influencer are due today! You can find more information [here](#).

Share Your Business Images

Visit Williamsburg is seeking high-resolution, print-quality images for use in sales collateral promoting group tour, association meetings, and events. Interested partners should contact info@visitwilliamsburg.com.

July Travel Trends

SMARInsights, Visit Williamsburg's research partner, produces a monthly newsletter entitled Travel Trends. The July edition is available for viewing [here](#).

Media Highlights

Visit Williamsburg keeps the region top-of-mind through ongoing public relations efforts. New articles have been posted highlighting the destination; check out the latest earned media achievements [here](#).

MENU
SEARCH
Visit WILLIAMSBURG
JAMESTOWN YORKTOWN

MEETINGS, GROUPS & SPORTS | MEDIA CENTER
THINGS TO DO • PLAN YOUR STAY • EXPLORE THE AREA

SHARE THIS
enjoy all that Greater Williamsburg has to offer. [View Phase 3 guidelines.](#)

SAFETY PROCEDURES

Reinforced Hand Sanitation
 Social Distancing Enforcement
 Temperature Screening for Entry
 Online/Mobile/Curbside Tickets

Touchless Entry Points
 Installed Physical Barriers
 Modified Capacity
 Facial Coverings Required

SEARCH:

BUSINESS NAME	LISTING AMENITIES	DINING OPTIONS (RESTAURANT ONLY)	HOURS
1607 Grill at Williamsburg National Golf Club		Outdoor Dining, Gift Cards Available	Standard
501 Bar & Grill at Stonehouse		Takeout Available, Outdoor Dining, Gift Cards Available	Standard
8 Shires Distillery			Modified
A Williamsburg White House			Standard
Alewerkes Satellite Brewery & Tasting Room			Modified
American Revolution Museum at Yorktown			Standard
Antonio's Ristorante Italiano		Takeout Available, Delivery Available, Online Ordering Available, Gift Cards Available	Modified
Axe Republic			Standard
Back Creek Park			Standard
Baker's Crust Artisan Kitchen		Takeout Available, Delivery Available, Gift Cards Available	Modified

NEXT LAST



Williamsburg welcomes you.

[LATEST UPDATES](#)

[MORE](#) ▼

We're opening safely

Forgive our stating the obvious, but these are unusual times. We want to make it easy to find the goodness that's happening right here — in Greater Williamsburg. So take the family and visit one of our local restaurants. Buy that fancy hat you've always wanted. Splurge on some dinner wine. Or dessert wine. Or just a "mowing the lawn" beer. Take a breath, and find comfort in all of the small pleasures that reveal themselves.

As businesses begin to reopen to the public, please visit responsibly, practice social distancing, and safely enjoy all that Greater Williamsburg has to offer. [View Phase 3 guidelines](#) and [Frequently Asked Questions](#).

SAFETY PROCEDURES

- Reinforced Hand Sanitation
- Social Distancing Enforcement
- Temperature Screening for Entry
- Online/Mobile/Curbside Tickets
- Touchless Entry Points
- Installed Physical Barriers
- Modified Capacity
- Facial Coverings Required

SEARCH:

BUSINESS NAME	LISTING AMENITIES	DINING OPTIONS (RESTAURANT ONLY)	HOURS
1607 Grill at Williamsburg National Golf Club		Outdoor Dining, Gift Cards Available	Standard
501 Bar & Grill at Stonehouse		Takeout Available, Outdoor Dining, Gift Cards Available	Standard

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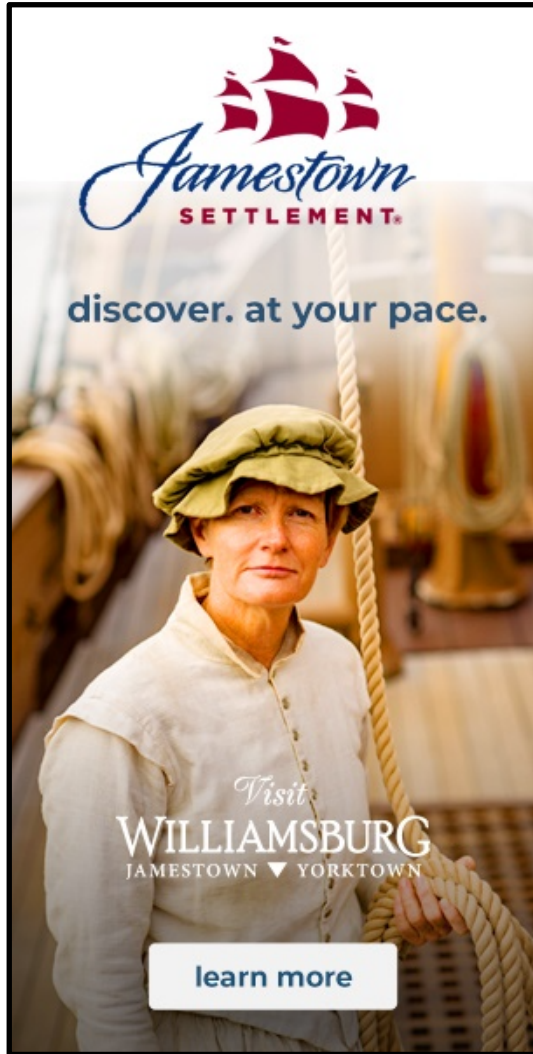
Cooperative Marketing Program



Value Proposition	Targeting	Packages/Platforms
<p>TripAdvisor is a leading travel site network, reaching consumers at multiple points during their trip planning journey, both on and off TripAdvisor.com</p>	<p>Travelers researching Virginia on TripAdvisor.com properties</p>	<p>\$2,500-\$25,000 for 1-6 months, pending investment level</p> <p>Matching bonus inventory on each buy level</p>
	<p>Regional travelers from key drive markets within TripAdvisor.com</p>	
	<p>At highest investment level, targeting key travelers after they leave tripadvisor.com</p>	
<p>Adara has the ability to target airline, hotel and travel rewards databases across a wide variety of sites online - both travel and non-travel.</p>	<p>Local drive market travelers currently researching weekend getaways and extended vacations</p>	<p>\$2,500-\$10,000 for 1-4 months, pending investment level</p> <p>Matching bonus inventory on each buy level</p>
	<p>Travelers currently searching for Williamsburg & Virginia travel, yet haven't booked</p>	



Cooperative Marketing Program



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Media Impressions - May 1 – June 30, 2020

Global Impressions

613.7 Million

96

Placements

*YoY 2019 – 248.2 Million Impressions & 144 Placements

Key Media Placements

“Williamsburg named one of the best historic small towns Readers’ Choice 2020 Awards”

- USA Today 10best



“The ultimate parents’ guide to summer activity resources”

-The Washington Post

The Washington Post

“Take a romantic getaway to Williamsburg”

- Tracey Teo, For the Atlanta Journal-Constitution

AJC
Atlanta. News. Now.

“43 camp alternatives and online summer camps for preschoolers to teens”

-Chirstina Vercelletto

CNN **underscored**

Press Trips

Media Hosted: 1

Destination Visits: 3

Market	Article/Topic	Destinations	Media Participants
DC, Maryland & Virginia	<i>Destinations close to home you can drive to this summer</i>	Mobjack Bay Coffee Roasters Old Chickahominy House Sweethaven Lavender Farm	Kidd O’Sheas, Entertainment Reporter WJLA

Social Media | May 1 – June 30, 2020

Total Social Following: **88,363**
Total Impressions: **4,767,738**

Total Reach*: **1,498,111**
Total Engagement: **1,517,892**



TWITTER

(6,902 FOLLOWERS)
Engagements: **1,250**
YoY 2019: 290

Impressions: **103,592**
YoY 2019: 75,300



FACEBOOK

(66,902 FOLLOWERS)
Engagements: **1,500,506**
YoY 2019: 9,740

Impressions: **3,227,160**
YoY 2019: 8,324,358

Reach: **1,164,031**
YoY 2019: N/A



INSTAGRAM

(14,284 FOLLOWERS)
Engagements: **11,706**
YoY 2019: N/A

Impressions: **1,279,056**
YoY 2019: 441,600

Reach: **334,080**
YoY 2019: N/A



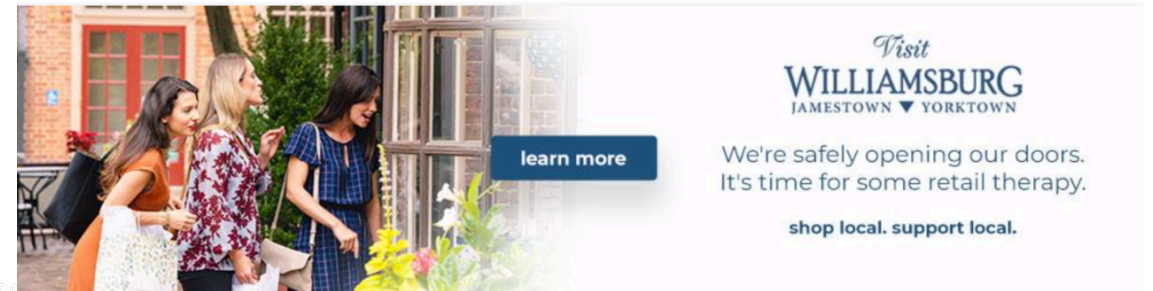
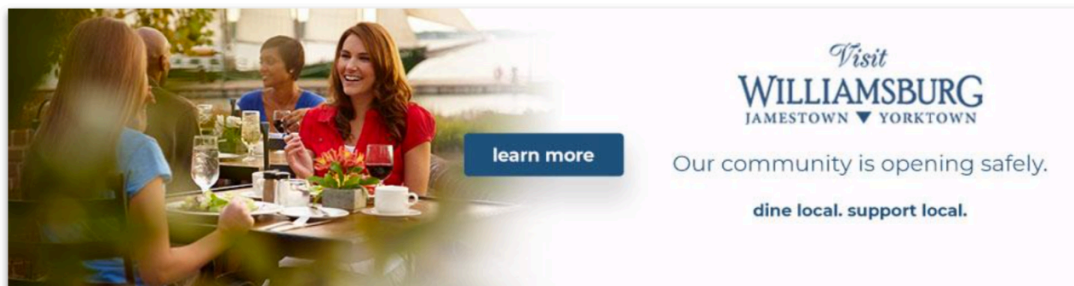
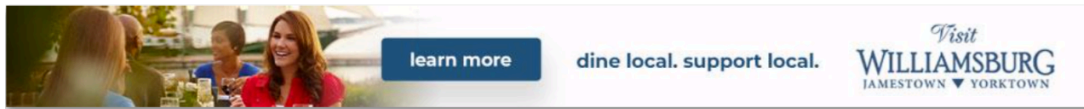
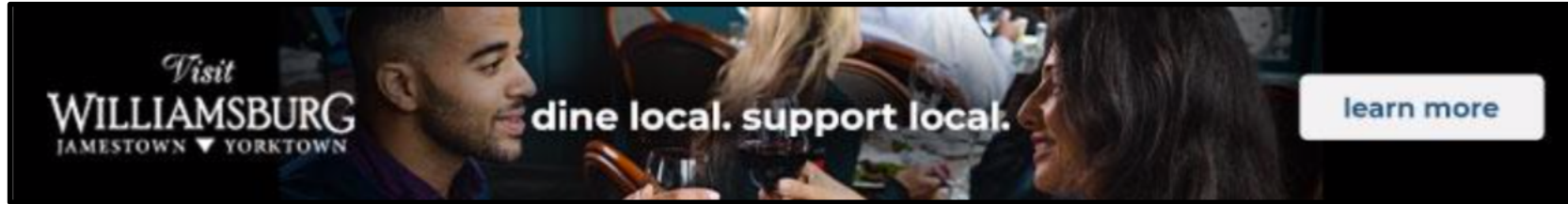
PINTEREST

(275 FOLLOWERS)
Engagements: **4,430**
YoY 2019: N/A

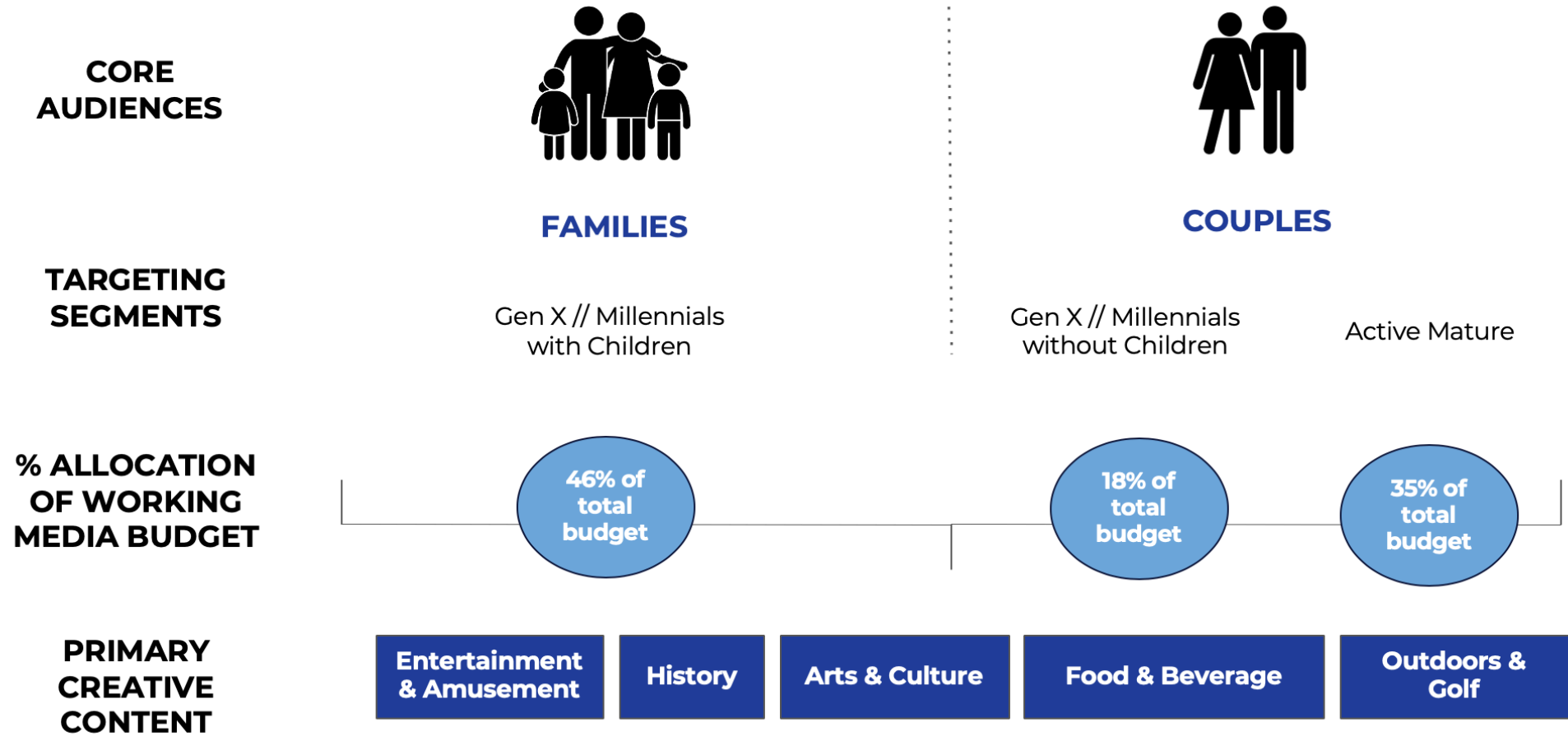
Impressions: **107,930**
YoY 2019: 1,902,372



Shop/Dine Local Campaign



TARGET AUDIENCE SEGMENTATION & ALLOCATION



JAMESTOWN ▼ YORKTOWN

Summer 2020 Campaign

PROVEN

Short Drive + Established Success/ Heaviest Volume

- Washington, DC
(Hagerstown) MD
- Charlotte, NC
- Philadelphia, PA
- Baltimore, MD
- Raleigh-Durham, NC
- Charlottesville, VA
- Harrisonburg, VA
- Roanoke-Lynchburg, VA
- Salisbury, MD
- Greenville-New Bern-
Washington NC

HERITAGE

Short Drive + Established Success/ Lighter Volume

- Harrisburg-Lancaster-
Lebanon-York, PA
- Greensboro-High Point-
Winston Salem, NC
- Florence-Myrtle Beach, SC

EXPANSION

Longer Drive + Past Success

- Johnstown-Altoona-State
College, PA
- Pittsburgh, PA
- Wilkes Barre-Scranton, PA
- Knoxville, TN

Flight Markets + Large Scale

- Cleveland, OH
- Columbus, OH
- New York, NY (later phase
pending market
conditions)



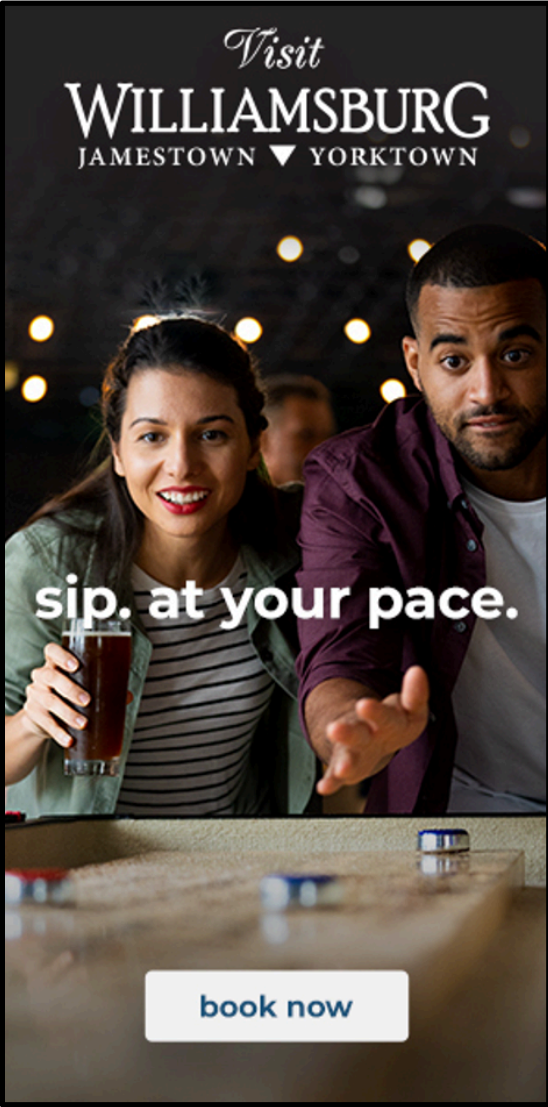
Media Channel Approach

DISCOVERY				
CONSIDERATION				
ACTION				
INFLUENCER	LINEAR TV/CTV	DIGITAL	SOCIAL	PPC
Deeper engagement In-depth messaging Content Creation	Broad awareness tactic Extend reach with premium digital video Targeted at DMA level	Highly-targetable Greater Scale Actionable Content Segmentation	Massive Reach Provides both engagement & action metrics Significant role in trip planning	Reach those closest to action Brand protection and aggressive conquering Efficient
\$600,000	\$3,624,480	\$3,178,886	\$375,000	\$150,000
7.03%	42.44%	37.22%	4.39%	1.76%

VISIT WILLIAMSBURG
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Summer 2020 Campaign

Visit
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sip. at your pace.

book now

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



uncover. at your pace.

book now

putt. at your pace.



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book now

Summer 2020 Campaign

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book now

paddle. at your pace.

A man in a red shirt is kayaking on a river, with another person in a smaller kayak in the background. The scene is set against a backdrop of green trees and a clear sky.

book now

cheers. at your pace.

Visit
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JAMESTOWN ▼ YORKTOWN

A man and a woman are cheering and holding up beer glasses in a toast. They are outdoors at night, with string lights visible in the background.

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book now

experience. at your pace.

A man and a woman are taking a selfie together. The man is holding a smartphone, and the woman is smiling. They are standing in front of a large stone statue.

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GOLF

PRESENTS

Destination Golf: WILLIAMSBURG

Destination Golf will uncover the unique attractions of Williamsburg, V.A. through a visual and social exploration of the area by GOLF editorial experts and personalities. Through exceptionally produced video and engaging social content — plus authentic, vast distribution — GOLF will inspire the millennial and Gen X populations to explore Williamsburg for themselves.



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Sales Update

Old & New Business

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
September 15, 2020	Typical Agenda; Holiday 2020 Overview	Sixty (60) Minutes
November 17, 2020	Typical Agenda; 2021 Preview	Ninety (90) Minutes
January 19, 2021	Typical Agenda; Spring 2021 Overview	Sixty (60) Minutes
March 16, 2021	Typical Agenda; Fall 2021 Preview	Ninety (90) Minutes

Adjourn

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