

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Williamsburg Tourism Council
Tuesday, August 20, 2019

Roll Call

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

Julie O'Neil
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

Cheri Green
Rita McClenny

Public Comment

Limit to 3 Minutes

State Name and Address

No Q & A

Approve Minutes

June 18, 2019

Treasurer's Report

Revenue/Expenses

		Year to Date 7/31/2019		2019
	Actual	Budget	Variance	Projected
REVENUE				
SB942	\$6,291,701	\$3,947,758	\$2,343,943	\$10,303,712
\$1	\$707,399	\$639,650	\$67,749	\$1,474,661
Maint of Effort	\$-	\$-	\$-	\$837,889
Other	\$78,597	\$4,000	\$74,597	\$78,597
Total Revenue	\$7,077,697	\$4,591,408	\$2,486,289	\$12,694,859
EXPENSES				
Dest Marketing	\$4,864,953	\$5,554,635	\$(689,682)	\$8,592,330
Other Sales & Marketing	\$183,262	\$334,230	\$(150,968)	\$353,079
Labor & Benefits	\$504,200	\$872,610	\$(368,410)	\$1,028,572
Shared Admin	\$127,052	\$179,911	\$(52,859)	\$154,248
Total Expenses	\$5,679,467	\$6,941,386	\$(1,261,919)	\$10,128,229
2019 Rev over Expenditures by Month	\$1,398,230	\$(2,349,978)	\$3,748,208	\$2,566,629

Treasurer's Report

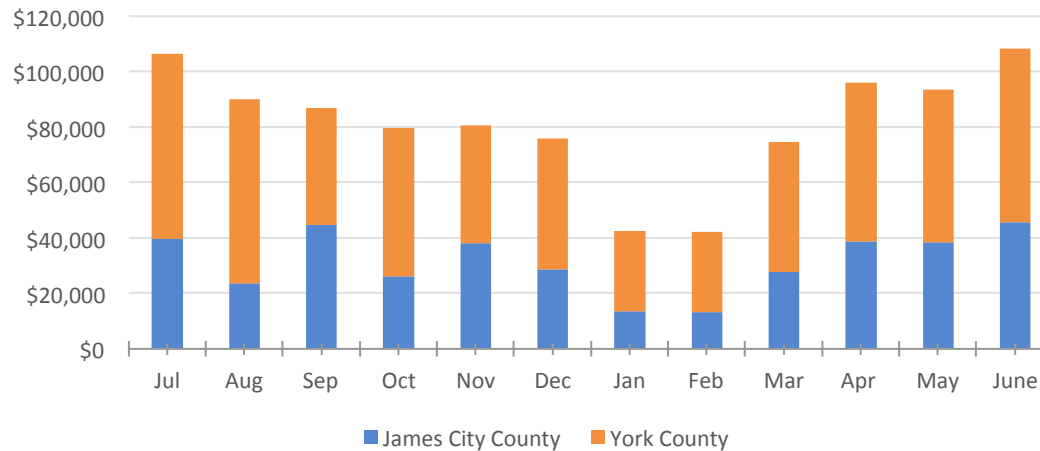
Cash on Hand

	Actual	May-19 Budget	Variance	Actual	Jun-19 Budget	Variance	Actual	Jul-19 Budget	Variance
State Disbursement	\$957,848	\$678,132	\$279,716	\$1,136,470	\$661,535	\$474,935	\$1,078,561	\$769,287	\$309,274
Maint of Effort	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Bank Account Balances: operations									
BB&T Reserve Checking	\$250,306	\$250,000	\$306	\$250,296	\$250,000	\$296	\$250,306	\$250,000	\$306
BB&T ICS Investment Fund	\$501,866	\$503,756	\$(1,890)	\$502,585	\$505,013	\$(2,428)	\$503,308	\$506,271	\$(2,963)
Ches Bank Money Market	\$2,014,956	\$2,011,873	\$3,083	\$2,018,048	\$2,014,388	\$3,660	\$2,021,476	\$2,016,906	\$4,570
Ches Bank Checking	\$3,732,770	\$1,940,483	\$1,792,287	\$3,028,129	\$2,196,294	\$831,835	\$3,301,983	\$2,446,142	\$855,841
Total Cash on Hand	\$6,499,898	\$4,706,112	\$1,793,786	\$5,799,058	\$4,965,694	\$833,364	\$6,077,073	\$5,219,318	\$857,755
Interest Earned:									
State Interest Paid	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
BB&T Reserve Checking	\$306	\$333	\$(27)	\$296	\$333	\$(37)	\$306	\$333	\$(27)
BB&T ICS Investment Fund	\$426	\$420	\$6	\$413	\$421	\$(8)	\$427	\$422	\$5
Ches Bank Money Market	\$3,636	\$2,509	\$1,127	\$3,091	\$2,513	\$578	\$3,428	\$2,516	\$912
Ches Bank Checking	\$1,568	\$970	\$598	\$1,065	\$1,098	-\$33	\$1,267	\$1,223	\$44
Total Interest Earned	\$5,936	\$4,233	\$1,703	\$4,865	\$4,365	\$500	\$5,428	\$4,494	\$934

Treasurer's Report

Transient Tax

\$1 Collections

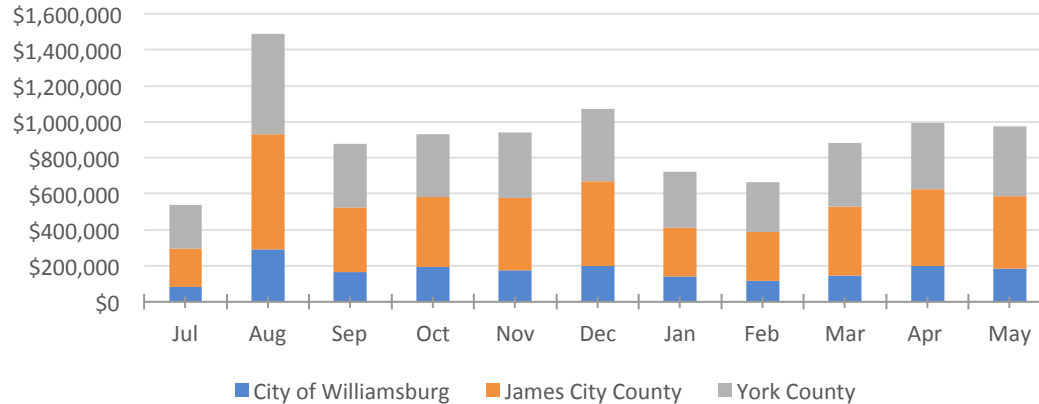


Transient Tax \$1 of the \$2													
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	TOTAL
City of Williamsburg	\$59,869	\$58,788	\$42,833	\$46,433	\$47,696	\$44,949	\$18,491	\$27,995	\$39,266	\$53,399	\$27,307	\$71,566.00	\$467,026
James City County	\$39,712	\$23,755	\$44,779	\$26,086	\$38,131	\$28,791	\$13,520	\$13,253	\$27,723	\$38,816	\$38,317	\$45,656.00	\$332,883
York County	\$66,598	\$66,182	\$42,174	\$53,499	\$42,557	\$46,921	\$28,963	\$28,947	\$46,755	\$57,127	\$55,005	\$62,707.00	\$534,728
Total	\$166,179	\$148,725	\$129,786	\$126,018	\$128,384	\$120,661	\$60,974	\$70,195	\$113,744	\$149,342	\$120,629	\$179,929.00	\$1,334,637

Treasurer's Report

SB 942

1 Half 1% Sales Tax



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	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	\$1,892,003
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	\$4,230,438
York County	\$241,914	\$558,126	\$355,033	\$348,248	\$363,300	\$402,173	\$309,296	\$278,496	\$353,895	\$366,127	\$386,567	\$3,963,175
Unallocated						\$279	\$367	\$203	\$306			\$1,155
Total	\$538,289	\$1,486,832	\$878,136	\$931,668	\$938,649	\$1,072,430	\$723,437	\$665,626	\$883,253	\$993,048	\$975,403	\$10,086,771

Director's Report

Late Summer/Fall Campaign

June/July Highlights

Procurement

Hiring

Video/Photo Shoot

Pure Silk Championship

Cal Ripken World Series



Late Summer/Early Fall Campaign


Scenario:

The Smith Travel Research (STR) June report showed that “Rooms Sold” was down 2.4% and Revenue was down 2.2%. Directed a late-summer advertising campaign to push overnight visitation (as mandated by SB 942).

Direction:

- Target drive market, as transactions will be last minute travel decisions
- Demo to include young families, families with older children, young couples, and active adults
- 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

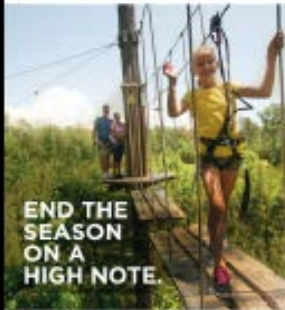
Creative



The **WILLIAMSBURG**
VIRGINIA
**MAKE SUMMER
LAST LONGER.**

Make the most of last-minute summer fun. Plan your getaway now to Greater Williamsburg.

[PLAN NOW](#)



**END THE
SEASON
ON A
HIGH NOTE.**

Just in case you needed an excuse to go on vacation, plan your last summer blast with these deals.

[BOOK NOW](#)

Download our visitors guide and start planning your vacation today!

[GET GUIDE](#)

The **WILLIAMSBURG**
VIRGINIA

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**SOAK
IN THE
LAST
RAY
S OF
SUMMER.**

Visit
WILLIAMSBURG
VIRGINIA

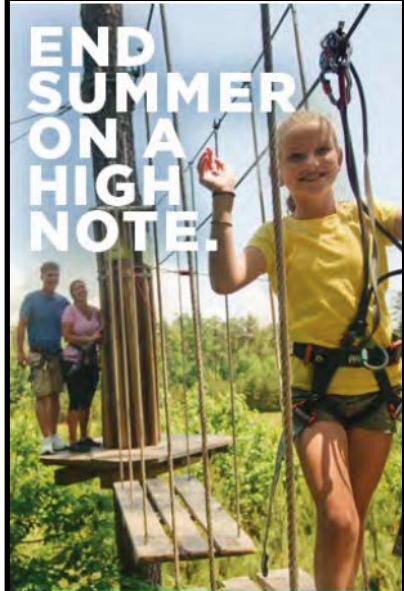
[BOOK
NOW](#)



**PACK YOUR
BAGS FOR A
LAST-MINUTE
ADVENTURE.**

Visit
WILLIAMSBURG
VIRGINIA

[BOOK NOW](#)



**END
SUMMER
ON A
HIGH
NOTE.**

Visit
WILLIAMSBURG
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Media Placement

Spend: \$350K

Timeline: August 1 -> September 15

Media partners:

- TripAdvisor
- Adara Media
- Vista Graphics (consumer emails)

Initial Data Points

- Trip Advisor is a top performer out of all late-summer media placements delivering over 10,000 site sessions and very engaged visitors who are viewing 2 pages on average
- Retargeting previous site visitors; producing site visitors who view multiple pages per session (3 pages)

June/July Highlights

- Memberships
 - U.S. Travel Association
 - Capital Region U.S.A.
- Simpleview (CRM)
- Southern Living Press Event
- Student Youth Travel Association (August 9-13; Birmingham)
- Prep for Connect Sports and Connect Corporate (August 26-28; Louisville)
- Scares That Care Event Prep (September 13) – 5K Fundraiser
 - Generating more than 1,100 room nights; org has rebooked for next year
- Virginia Society of Association Executives Annual Expo (May 5-7) Planning Committee: Sip Williamsburg Theme

June/July Highlights

- FAMs
 - TravelingMom.com (7/1-3)
 - The Irish Daily Star (7/3-7)
 - Southern Living Magazine (7/8-12)
 - Erin Gifford, Kidventurous (7/12)
 - Bodaciously Awesome Family (7/20-27)
 - Kinder Magazine – Germany (7/28-29)
 - The Scottish Sun (7/27-29)
- Broadcast Coverage
 - CBS Richmond (WTVR) Virginia This Morning
 - World Chocolate Day – Chef Travis Brust (Live) and Chef Matthias Maihoefer (Taped) 7/2
 - Summer Entertaining – Steve Sowell 7/16 (Live and Taped)
 - Summer Dishes – Scott Hoyland 7/17 (Live and Taped)

Hiring



Current openings		Total 2 jobs
Marketing Communications Director	Williamsburg, VA 23185 • Full-time • Salary: \$100,000.00 to \$120,000.00 /year	>
Finance Director	Williamsburg, VA 23185 • Full-time • Salary: \$100,000.00 to \$120,000.00 /year	>
View all jobs		

Procurement

Agency of Record Research

Request for Proposals Issued	Thursday, August 22, 2019
Deadline for Questions	Friday, August 30, 2019
Responses to Questions	Tuesday, September 3, 2019
Written Proposal Deadline	Wednesday September 18, 2019
Invitations to Present	Wednesday September 25, 2019
Oral Presentations	Thursday, October 3, 2019
Award Announcement	Tuesday October 8, 2019
Contractual Process	October 2019

Video/ Photo Shoot

- Food and Beverage
 - Taste Studio
 - Blue Talon
 - Culture Café
 - Copper Fox Distillery
 - Billsburg Brewery
 - Precarious
- Sports/Outdoor Recreation
 - Golf
 - Fishing
 - Hiking
 - Mountain Biking
 - Horseback Riding
 - Kayaking/Canoeing
 - Beach
- Shopping
 - Yorktown Farmer's Market
 - Merchants Square











CASTLE HILL
Virginia, 11%
LEWERKS
Williamsburg, 5%
COMMONWEALTH
Virginia, 8%
ROLLING
ROCK
House Beer
4.6%

CLASSIC COCKTAILS
NEGRONI
GIN RICKEY
COSMOPOLITAN
SIDE CAR
DARK N'
STORMY
MARTINI
MOSCOW MULE
MANHATTAN
FRENCH 75
MANY
& MORE!

illy

Pure Silk Championship



Flag



Pure Silk Championship

FINAL TO	TOTAL	TT	TODAY	
1	LAW	-16	14	-3
2	SAGSTROM	-14	14	-4
	DIGANDA	-14	15	-3
	HATAOKA	-14	14	-1
5	HENDERSON	-13	14	-1
	MUNOZ	-13	64	-7
7	HSU	-12	15	-3

Presentation Backdrop



PURE SILK CHAMPIONSHIP

LEADERBOARD - BRID J
1 KATHERINE PERRY
2 CAROLINE MASSCO
3 ANGEL YIN
4 ASHLEIGH SUBAI
5 NELLY KORDA

Leaderboard



Presentation Backdrop



Bib/Competitor Number - Caddy



Grandstand - Front

Pure Silk Championship

ITEM	KEY DETAILS	ESTIMATED VALUE
Television	<ul style="list-style-type: none">• Golf Channel units• Tournament promotional spots• In Telecast exposures of leaderboard graphics, audio mentions, signage, etc.	\$2,783,439
Press / Media Coverage	<ul style="list-style-type: none">• Local and national media coverage (print, TV, online)• Media coverage	\$4,595,426
Digital (Web, Mobile, Social)	<ul style="list-style-type: none">• LPGA.com, mobile sites• Social Media (Twitter, Facebook)	\$559,339
ESTIMATED VALUE		\$7,938,204



Visit
WILLIAMSBURG

Chair Report

Welcome New Council Members
Open Seats – Transition
AG Opinion

Old Business



New Business

Adjourn



Next Meeting Date

September 17, 2019