

WILLIAMSBURG TOURISM COUNCIL MEETING
Williamsburg, Virginia
June 11, 2024
Finance Meeting Minutes

A meeting convened at 11:30 a.m. on June 11, 2024, in the 1st-floor conference room at 421 N. Boundary Street.

Tourism Council Members Present:

TREASURER Doug Pons, Mayor, City of Williamsburg

Staff Members Present:

Julia Smyth-Young, Interim CEO
David Turner, Finance Director
Lorine Ottarson, Accountant

I. Call to order

- Doug Pons called the meeting to order
- May 20, 2024, finance meeting minutes were acknowledged

II. April 2024 Activity

April Activity

- April 2024 revenues were \$1.2M – over budget by \$193K
 - Sales tax receipts (58.1-603.2) totaled \$1.0M, over budget by \$170K
 - Transient tax receipts totaled \$103K, over budget by \$13K
 - Maintenance of Effort funds totaled \$25K, in line with budget
 - Other revenue was \$14K, over budget by \$10K
- April 2024 expenses were \$1.7M – under budget by \$136K
 - Destination Marketing expenses were \$1.5M, under budget by \$102K
 - Paid media is under budget by \$99K due to the timing of invoices for broadcast media
 - Sales activities were \$72K, over budget by \$58K
 - Savings from previous periods are now being expensed. MICE was \$47K over budget on conferences and sponsorships; International was \$6K over budget on tradeshow registration; and Sports was \$4K over budget on cooperative marketing efforts
 - Total administrative expenses were \$132K, under budget by \$92K
 - Staffing costs were \$103K, \$40K under budget on open staff positions
 - Other administrative expenses were \$30K, under budget by \$52K
 - Office Renovation/Moving Expenses were \$50K under budget on the change in plan to relocate the office from the current location

Fiscal YTD Activity

- Fiscal 2024 revenues were \$13.9M – over budget by \$544K
 - Sales tax receipts (58.1-603.2) totaled \$12.3M, over budget by \$421K
 - Transient tax receipts totaled \$1.3M, over budget by \$25K
 - Maintenance of Effort funds totaled \$127K, in line with the budget
 - Other revenue was \$131K, over budget by \$98K on interest received from the Virginia state treasurer and higher rates paid on deposits

- Fiscal 2024 expenses were \$13.3M, under budget by \$1.5M
 - Destination Marketing expenses were \$11.4M, under budget by \$1.0M
 - Paid media expenses were \$8.5M, under budget by \$933K due to a strategy shift to increase digital media (\$465K over budget) and co-op marketing (\$196K over budget) with savings in broadcast media (\$1.6M under budget) – Savings in Paid Media will be spent during the Spring/Summer advertising program
 - Production expenses were \$254K, under budget by \$44K – additional expenses are anticipated in the coming months from content partnerships
 - Public Relations expenses were \$185K, under budget by \$21K on the timing of expenses for an event in Washington, DC, in June
 - Sales activities were \$393K, under budget by \$133K
 - The current savings are anticipated to be used before the end of the fiscal year
 - The MICE segment is \$50K under budget on the timing of special client events and advertising activities
 - The Group segment is \$47K under budget due to tradeshow timing and staffing constraints
 - The International segment is \$13K over budget on the increased cost of the CRUSA membership
 - The Sports segment is under budget by \$48K due to the timing of cooperative marketing events
 - Total administrative expenses were \$1.45M, under budget by \$328K
 - Staffing costs were \$1.1M, \$241K under budget due to open staff positions
 - Other administrative expenses were \$308K, under budget by \$87K on the change in plan to relocate the office (\$100K under budget), partially offset by higher employee recruiting costs

Cash on Hand Slide

- The Tourism Council has \$7.4 million in the bank for operations
 - Cash on Hand for Operations on April 30 is over budget by \$5.3M, with accounts payable liabilities of \$3.4M, leaving free Cash on Hand for Operations at \$4.0M

Tax Slides

Reminder: The tax slides show the month the actual activity took place, not when the payment was received. This month is March, a one-month lag to the financial reports.

- Sales Tax (58.1-603.2)
 - March sales tax increased by \$23K or 2.0% year-over-year
 - \$1.2M in 2024 versus \$1.18M in 2023
 - The three-month moving average increased by \$45K or 1.4% versus the same period in 2023
 - YTD sales tax receipts are up \$45K or 1.4% versus the same period in 2023

- Transient Tax
 - March transient tax increased by \$16K or 16.6% year-over-year
 - \$103K in 2024 versus \$88K in 2023
 - The three-month moving average increased by \$42K or 14.6% versus the same period in 2023
 - YTD tax receipts are up \$42K or 14.6% versus the same period in 2023

III. Next Finance Meeting

- The next Finance meeting will be on June 28, 2024

IV. Adjournment

- Doug Pons adjourned the meeting