WILLIAMSBURG TOURISM COUNCIL MEETING

Williamsburg, Virginia

June 5, 2025

Finance Meeting Minutes

A meeting convened at 2:00 p.m. on June 5, 2025, in the 2nd-floor conference area at 421 N. Boundary Street.

**Tourism Council Members Present:**

TREASURER Doug Pons, Mayor, City of Williamsburg

PRESIDENT Ruth Larson, Chair, James City County Board of Supervisors

**Staff Members Present:**

Ed Harris, CEO

David Turner, Finance Director

1. **Call to order**

* Doug Pons called the meeting to order
* May 13, 2025, finance meeting minutes were acknowledged

1. **April 2025 Activity**

*April Activity*

* April 2025 revenues were $1.0M – under budget by $175K
  + Sales tax receipts (58.1-603.2) totaled $914K, under budget by $152K
  + Transient tax receipts totaled $75K, under budget by $30K – the funding from the City of Williamsburg is less than expected when compared to the STR hotel occupancy report
  + Maintenance of Effort funds totaled $25K, in line with the budget
  + Other revenue was $14K, over budget by $6K on interest received on deposits
* April 2025 expenses were $1.7M – under budget by $149K
  + Destination Marketing expenses were $1.1M, under budget by $288K
    - Paid Media expenditures were under budget, driven by:
* Content partnerships were under budget by $400K, social media was under budget by $45K, and television was under budget by $60K
* Digital marketing was over budget by $406K
  + - Sports media spending was $55K under budget as the current focus is on developing advertising materials and sales efforts at trade shows
  + Sales activities were $375K, over budget by $181K
    - Sales incentives were $322K for the month, over budget by $182K
    - Sales operations were $421K for the month, in line with the budget
  + Total administrative expenses were $175K, under budget by $41K
    - Staffing costs were $153K, under budget by $32K on the timing of hiring open positions.
    - Other administrative expenses were $21K, under budget by $9K

*Fiscal YTD Activity*

* Fiscal 2025 revenues were $14.2M – under budget by $114K
  + Sales tax receipts (58.1-603.2) totaled $12.6M, under budget by $169K
  + Transient tax receipts totaled $1.3M, under budget by $36K
  + Maintenance of Effort funds totaled $127K, in line with the budget
  + Other revenue was $192K, over budget by $91K, primarily on interest income from the state
* Fiscal 2025 expenses were $11.3M – under budget by $1.8M
  + Destination Marketing expenses were $8.0M, under budget by $1.3M
    - Paid Media spend was $5.2M, $1.1M under budget, primarily in
* The timing to develop and invoice content partnerships, resulting in spending being under budget by $811K
* Changes in marketing tactics reduced television spend, resulting in spending being under budget by $483K, and
* Media influencer spending is under budget by $115K on the timing of influencer activity and invoicing
* Digital advertising spend is over budget by $330K on the change in marketing tactics to increase digital advertising and reduce television spending
  + Sales activities were $1.5M, under budget by $82K
    - Payouts and commitments for sports and conference sponsorships total $888K, $38K over budget
    - Sales operations expenses were $639K, under budget by $121K on savings in cooperative marketing (favorable $25K), special events (favorable $26K), and other sales activities (favorable $67K)
  + Total administrative expenses were $1.8M, under budget by $405K
    - Staffing costs were $1.5M, under budget by $132K on the timing of hiring open positions
    - Other administrative expenses were $279K, under budget by $273K primarily due to delays in office renovations (favorable $170K), office equipment purchases (favorable $27K), memberships (favorable $24K), travel (favorable $12K), and training (favorable $19K) partially offset by higher legal expenses (unfavorable $25K)

*Cash on Hand Slide*

* + The Tourism Council has $8.3 million in the bank for operations
    - Cash on Hand for Operations on April 30 is over budget by $2.9M, with accounts payable liabilities of $2.0M, leaving free Cash on Hand for Operations at $6.3M

*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 $70K or 5.8% year-over-year
    - $1.3M in 2025 versus $1.2M in 2024
  + The three-month moving average decreased by $17K or -0.5% versus the same period in 2024
  + YTD sales tax receipts are down $17K or -0.5% versus the same period in 2024
* Transient Tax
  + March transient tax increased by $19K or 17.4% year-over-year
    - $131K in 2025 versus $112K in 2024
  + The three-month moving average decreased by $23K or -7.0% versus the same period in 2024
  + YTD tax receipts are down $23K or -7.0% versus the same period in 2024

1. **Next Finance Meeting**

* The next finance meeting will be scheduled for July based on availability.

1. **Adjournment**

* Doug Pons adjourned the meeting