WILLIAMSBURG TOURISM COUNCIL MEETING

Williamsburg, Virginia

August 5, 2025

Finance Meeting Minutes

A meeting convened at 9:00 a.m. on August 5, 2025, in the 1st-floor conference room 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
* July 9, 2025, finance meeting minutes were acknowledged

1. **June 2025 Activity**

*June Activity*

* June 2025 revenues were $1.5M – over budget by $37K
  + Sales tax receipts (58.1-603.2) totaled $1.3M, in line with budget
  + Transient tax receipts totaled $146K, over budget by $26K
  + Maintenance of Effort funds totaled $0K, in line with the budget
  + Other revenue was $20K, over budget by $13K on interest received on deposits
* June 2025 expenses were $2.8M – over budget by $496K
  + Destination Marketing expenses were $2.0M, under budget by $483K
    - Paid Media expenditures were $1.5M, over budget by $404K, driven by the timing of invoicing for marketing activities for the Spring and Summer seasons
    - Advertising production spending was $275K, over budget by $50K on developing advertising materials
  + Sales activities were $274K, under budget by $9K
    - Sales incentives were $168K for the month, under budget by $7K
    - Sales operations were $106K for the month, under budget by $3K
  + Total administrative expenses were $445K, over budget by $22K
    - Staffing costs were $392K, over budget by $28K due to the year-end unused vacation accrual of $27K applied in June
    - Other administrative expenses were $54K, under budget by $6

Ruth Larson and Doug Pons asked whether the increase in the year-end vacation accrual indicates that the staff is not taking vacation time. They were assured that the staff is using their vacation time, but the accrual will fluctuate at year-end based on changes in vacation plans.

*Fiscal YTD Activity*

* Fiscal 2025 revenues were $17.1M – under budget by $13K
  + Sales tax receipts (58.1-603.2) totaled $15.2M, under budget by $168K
  + Transient tax receipts totaled $1.6M, over budget by $23K
  + Maintenance of Effort funds totaled $127K, in line with the budget
  + Other revenue was $249K, over budget by $133K, primarily on interest received on deposits and interest received from the state
* Fiscal 2025 expenses were $15.4M – under budget by $1.7M
  + Destination Marketing expenses were $11.1M, under budget by $1.0M
    - Paid Media spend was $7.5M, $1.0M under budget, primarily in
* Changes in marketing tactics reduced broadcast television spend, resulting in spending being under budget by $529K
* Media influencer spending is under budget by $233K on the change in influencers selected for promotion of the area
* Search engine optimization spending is under budget by $151K due to changes in the provider facilitating the service
* Print advertising spend is under budget by $44K on the change in marketing tactics to increase digital advertising
  + Sales activities were $1.9M, under budget by $264K
    - Payouts and commitments for sports and conference sponsorships total $1.1M, $94K under budget
    - Sales operations expenses were $780K, under budget by $170K on savings in cooperative marketing (favorable $32K), special events (favorable $32K), trade shows (favorable $22K), and other sales activities (favorable $84K)
  + Total administrative expenses were $2.4M, under budget by $406K
    - Staffing costs were $2.1M, under budget by $124K on the timing of hiring open positions
    - Other administrative expenses were $363K, under budget by $281K primarily due to delays in office renovations (favorable $175K), office supplies and equipment purchases (favorable $49K), memberships (favorable $22K), travel (favorable $16K), employee recruiting (favorable $13K), and training (favorable $21K) partially offset by higher legal expenses (unfavorable $18K)

*Cash on Hand Slide*

* + The Tourism Council has $8.5 million in the bank for operations
    - Cash on Hand for Operations on June 30 is over budget by $3.8M, with accounts payable liabilities of $3.1M, leaving free Cash on Hand for Operations at $5.4M

*Tax Slides*

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

* Sales Tax (58.1-603.2)
  + May sales tax increased by $50K or 3.9% year-over-year
    - $1.34M in 2025 versus $1.29M in 2024
  + The three-month moving average increased by $181K or 4.8% versus the same period in 2024
  + YTD sales tax receipts are up $70K or 1.2% versus the same period in 2024
* Transient Tax
  + May transient tax increased by $8K or 6.5% year-over-year
    - $138K in 2025 versus $129K in 2024
  + The three-month moving average decreased by $10K or -2.3% versus the same period in 2024
  + YTD tax receipts are down $52K or -8.1% versus the same period in 2024

1. **Next Finance Meeting**

* The next finance meeting will be scheduled for September 9 based on availability.

1. **Adjournment**

* Doug Pons adjourned the meeting