



# Tourism Council Meeting

15 January 2019



**WILLIAMSBURG**  
TOURISM COUNCIL



## OUR MISSION

STRENGTHEN COMMUNITY THROUGH TOURISM

## OUR STRATEGY

To accomplish our mission, we make investments in:

ACCESSIBILITY · AWARENESS

ATTRACTABILITY · AFFORDABILITY

## MEASURING SUCCESS



OVERNIGHT  
STAYS



ADMISSIONS



REVENUE  
GENERATED

# Breaking News

---

- Expedia – Top 19 Must-See Destinations in 2019
- Other Williamsburg 2019 Accolades
  - Frommer's Best Places to Go in 2019
  - Now It Counts – 6 Great East Coast Destinations
  - Readers Digest – 16 Best Cities for History Buffs
  - Forbes - 14 Best Places to Travel in 2019
  - Family Vacation - 12 Best Family Vacations for 2019
  - NYT – Best Places to Travel in 2019

# Roll Call

## Tourism Council Members

- 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

Kevin Lembke

Kym Hall

Mitchell Reiss

Neal Chalkley

Mickey Chohany

Phil Emerson

Doug Pons

Ruth Larson

Jeff Wassmer

Vice Chair

Treasurer

Chair

- Ex Officio

- GWCTA
- Virginia Tourism Council

Jeanne Zeidler

Rita McClenny

# Public Comment

---

- Limit to 3 Minutes
- State Name and Address
- No Q&A

# Approve Minutes

---

- December 17, 2018 Meeting



# Treasurer Report



# Revenue/Expenses

|  | Dec-18              | Jan-19              | Feb-19              | Mar-19              | Apr-19              | May-19              | Jun-19              | Jul-19              | Aug-19              | Sep-19              | Oct-19              | Nov-19              | Dec-19              | TOTAL                |
|--|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|----------------------|
|  | Actual              | Budget              | Budget              | Budget              | Budget              | Budget              | Budget              | Budget              | Budget              | Budget              | Budget              | Budget              | Budget              |                      |
| <b>REVENUE</b>                             |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                      |
| SB942                                      | \$ 3,791,403        | \$ 719,775          | \$ 741,955          | \$ 693,688          | \$ 807,344          | \$ 559,886          | \$ 603,694          | \$ 695,886          | \$ 793,740          | \$ 774,953          | \$ 842,010          | \$ 847,439          | \$ 753,869          | \$ 12,625,642        |
| \$1  | \$ 566,400          | \$ 170,257          | \$ 119,269          | \$ 138,236          | \$ 104,089          | \$ 118,246          | \$ 57,841           | \$ 73,401           | \$ 118,645          | \$ 160,786          | \$ 132,071          | \$ 174,230          | \$ 181,530          | \$ 2,115,001         |
| Maint of Effort                            | \$ -                | \$ -                | \$ -                | \$ 418,944          | \$ -                | \$ -                | \$ 418,944          | \$ -                | \$ -                | \$ 418,944          | \$ -                | \$ -                | \$ 418,944          | \$ 1,675,777         |
| Other                                      | \$ 2,077            |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     | \$ 2,077             |
| <b>Total Revenue</b>                       | <b>\$ 4,359,880</b> | <b>\$ 890,032</b>   | <b>\$ 861,224</b>   | <b>\$ 1,250,868</b> | <b>\$ 911,433</b>   | <b>\$ 678,132</b>   | <b>\$ 1,080,479</b> | <b>\$ 769,287</b>   | <b>\$ 912,385</b>   | <b>\$ 1,354,683</b> | <b>\$ 974,081</b>   | <b>\$ 1,021,669</b> | <b>\$ 1,354,343</b> | <b>\$ 16,418,497</b> |
| <b>EXPENSES</b>                            |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                      |
| Destination Marketing                      | \$ -                | \$ 228,095          | \$ 532,328          | \$ 807,806          | \$ 1,119,858        | \$ 848,236          | \$ 669,331          | \$ 366,121          | \$ 519,693          | \$ 463,169          | \$ 445,382          | \$ 351,836          | \$ 278,842          | \$ 6,630,695         |
| Other Sales & Marketing                    | \$ -                | \$ 72,660           | \$ 46,350           | \$ 78,650           | \$ 84,750           | \$ 54,695           | \$ 28,250           | \$ 26,225           | \$ 26,250           | \$ 30,600           | \$ 36,850           | \$ 25,725           | \$ 22,700           | \$ 533,710           |
| Labor & Benefits                           | \$ -                | \$ 94,698           | \$ 94,698           | \$ 94,698           | \$ 94,698           | \$ 94,698           | \$ 94,698           | \$ 94,698           | \$ 94,698           | \$ 94,698           | \$ 94,698           | \$ 94,698           | \$ 94,698           | \$ 1,136,375         |
| Shared Admin                               | \$ -                | \$ 17,118           | \$ 17,118           | \$ 17,118           | \$ 17,118           | \$ 17,118           | \$ 17,118           | \$ 17,118           | \$ 17,118           | \$ 17,118           | \$ 17,118           | \$ 17,118           | \$ 17,118           | \$ 205,420           |
| <b>Total Expenses</b>                      | <b>\$ -</b>         | <b>\$ 412,572</b>   | <b>\$ 690,494</b>   | <b>\$ 998,273</b>   | <b>\$ 1,316,425</b> | <b>\$ 1,014,747</b> | <b>\$ 809,397</b>   | <b>\$ 504,163</b>   | <b>\$ 657,760</b>   | <b>\$ 605,585</b>   | <b>\$ 594,048</b>   | <b>\$ 489,377</b>   | <b>\$ 413,359</b>   | <b>\$ 8,506,200</b>  |
| <b>2019 Rev over Expenditures by Month</b> |                     | <b>\$ 477,460</b>   | <b>\$ 170,730</b>   | <b>\$ 252,596</b>   | <b>\$ (404,992)</b> | <b>\$ (336,615)</b> | <b>\$ 271,082</b>   | <b>\$ 265,124</b>   | <b>\$ 254,625</b>   | <b>\$ 749,098</b>   | <b>\$ 380,033</b>   | <b>\$ 532,292</b>   | <b>\$ 940,985</b>   | <b>\$ 3,552,417</b>  |
| <b>YTD TOTAL CASH BALANCE</b>              | <b>\$ 4,359,880</b> | <b>\$ 4,837,340</b> | <b>\$ 5,008,070</b> | <b>\$ 5,260,666</b> | <b>\$ 4,855,674</b> | <b>\$ 4,519,059</b> | <b>\$ 4,790,141</b> | <b>\$ 5,055,265</b> | <b>\$ 5,309,890</b> | <b>\$ 6,058,988</b> | <b>\$ 6,439,021</b> | <b>\$ 6,971,312</b> | <b>\$ 7,912,297</b> |                      |

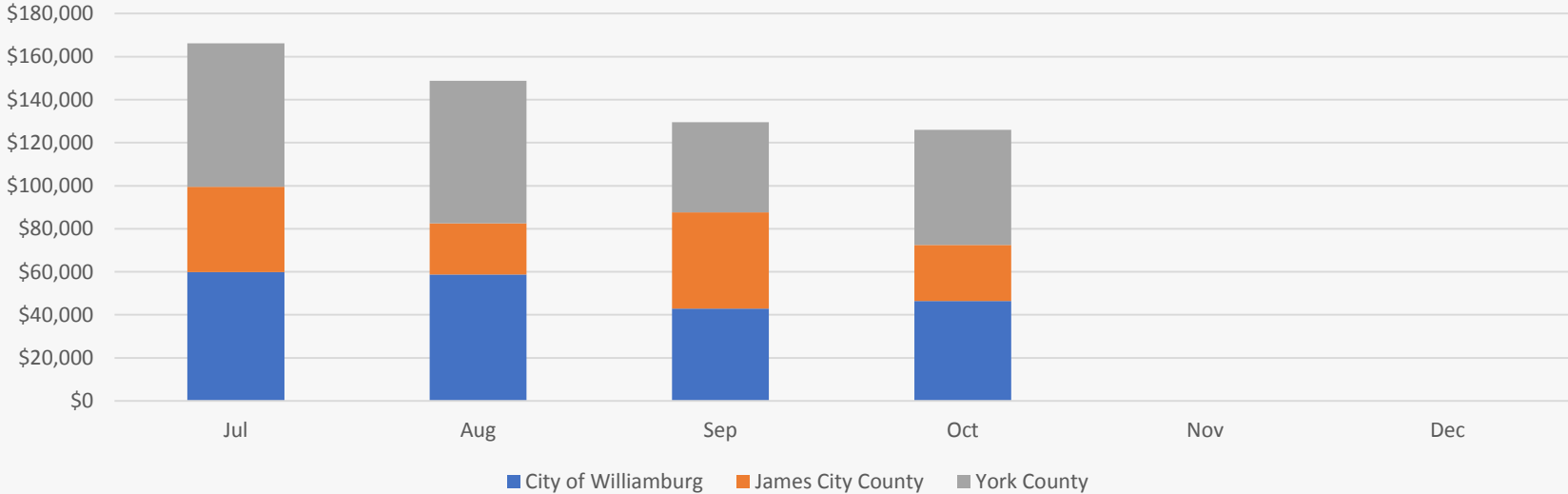


# Cash Projections

|                           | Dec-18             | Jan-19             | Feb-19             | Mar-19             | Apr-19             | May-19             | Jun-19             | Jul-19             | Aug-19             | Sep-19             | Oct-19             | Nov-19             | Dec-19             | Total         |
|---------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------|
|                           | Actual             | Budget             | Budget             | Budget             | Budget             | Budget             | Budget             | Budget             | Budget             | Budget             | Budget             | Budget             | Budget             |               |
| State Disbursement        | \$4,359,880        | \$890,032          | \$861,224          | \$831,924          | \$911,433          | \$678,132          | \$661,535          | \$769,287          | \$912,385          | \$935,739          | \$974,081          | \$1,021,669        | \$935,399          | \$ 10,382,840 |
| Maint of Effort           | \$0                | \$0                | \$0                | \$ 418,944         | \$ -               | \$ -               | \$ 418,944         | \$ -               | \$ -               | \$ 418,944         | \$ -               | \$ -               | \$ 418,944         | \$ 1,675,777  |
| Reserves                  | 0                  | \$750,000          | \$ 751,250         | \$ 752,502         | \$ 753,756         | \$ 755,013         | \$ 756,271         | \$ 757,531         | \$ 758,794         | \$ 760,059         | \$ 761,325         | \$ 762,594         | \$ 763,865         |               |
| Money Market              | 0                  | \$2,000,000        | \$ 2,002,500       | \$ 2,005,003       | \$ 2,007,509       | \$ 2,010,019       | \$ 2,012,531       | \$ 2,015,047       | \$ 2,017,566       | \$ 2,020,088       | \$ 2,022,613       | \$ 2,025,141       | \$ 2,027,673       |               |
| Checking                  | \$4,359,880        | \$2,087,340        | \$2,254,320        | \$2,503,161        | \$2,094,408        | \$1,754,027        | \$2,021,338        | \$2,282,687        | \$2,533,530        | \$3,278,842        | \$3,655,083        | \$4,183,577        | \$5,120,759        |               |
| <b>Total Cash on Hand</b> | <b>\$4,359,880</b> | <b>\$4,837,340</b> | <b>\$5,008,070</b> | <b>\$5,260,666</b> | <b>\$4,855,674</b> | <b>\$4,519,059</b> | <b>\$4,790,141</b> | <b>\$5,055,265</b> | <b>\$5,309,890</b> | <b>\$6,058,988</b> | <b>\$6,439,021</b> | <b>\$6,971,312</b> | <b>\$7,912,297</b> |               |

# Transient Tax

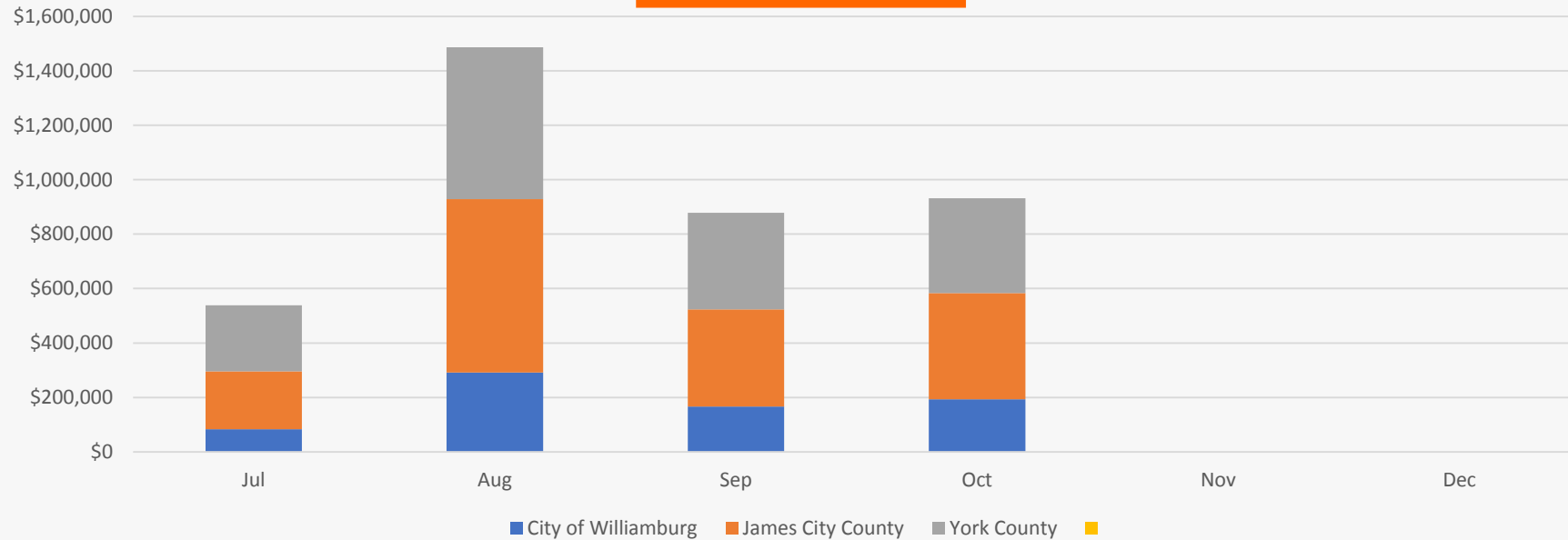
Transient Tax (\$1 of the \$2)



| Transient Tax \$1 of the \$2 |                  |                  |                  |                  |
|------------------------------|------------------|------------------|------------------|------------------|
|                              | Jul              | Aug              | Sep              | Oct              |
| City of Williamsburg         | \$59,869         | \$58,788         | \$42,833         | \$46,433         |
| James City County            | \$39,712         | \$23,755         | \$44,779         | \$26,085         |
| York County                  | \$66,598         | \$66,166         | \$41,933         | \$53,517         |
| <b>Total</b>                 | <b>\$166,179</b> | <b>\$148,709</b> | <b>\$129,545</b> | <b>\$126,035</b> |

# SB 942 1/2%

SB942 (1/2% of the 1%)



| SB942 1/2 of 1%      |                  |                    |                  |                  |
|----------------------|------------------|--------------------|------------------|------------------|
|                      | Jul              | Aug                | Sep              | Oct              |
| City of Williamsburg | \$83,427         | \$291,808          | \$166,484        | \$193,208        |
| James City County    | \$212,948        | \$636,898          | \$356,619        | \$390,212        |
| York County          | \$241,914        | \$558,126          | \$355,033        | \$348,248        |
| <b>Total</b>         | <b>\$538,289</b> | <b>\$1,486,832</b> | <b>\$878,136</b> | <b>\$931,668</b> |

# WADMC Closeout

|                             |                    |
|-----------------------------|--------------------|
| July - December 2018 (Est.) |                    |
| Marketing                   | \$555,105          |
| Shared Expenses (65%)       | \$69,821           |
| Salaries including shared   | \$360,980          |
| WADMC shortfall             | \$11,436           |
| <b>Total expenses</b>       | <b>\$997,342</b>   |
|                             |                    |
| <b>Collected Revenue</b>    |                    |
| Tourism                     | \$52,540           |
| Maintenance of Effort       | \$769,300          |
| To be collected             | \$200,000          |
| <b>Total revenue</b>        | <b>\$1,021,840</b> |
| <b>Balance</b>              | <b>\$24,498</b>    |

# Other

---

- Alliance Debt
- 2019 Financial Processes

# Committee Reports

---

- By-Laws
- Search

# By-Laws

---

- Alliance Finalized By-Laws
  - Three Tourism Council Members -??
  - Business Council Begins Work on Thiers
- Mikey Chohany Starting By-Laws Committee
  - Mickey Chohany
  - Phil Emerson
  - Neal Chalkley
  - Greg Davis – Counsel

# Search Committee

---

- Progressing Well
- Schedule
  - January
    - SearchWide Sends Top 7-8 Resumes
    - Committee Narrows to 4-5 For Interviews
  - February
    - SearchWide Vets Candidates
    - Candidate Interviews
    - Selection and Negotiation



# Staff Updates

---

- Marketing Director
- Administrator

# Marketing Director

---

- 2019 Campaign Update
- Marketing & PR Advisory Groups

# 2019 - Q1 Topline PR Initiatives

---

- What's New in 2019 roundup press release distribution and pitching
- Host 1st of 4 themed Media Fam trips – target 5-8 journalists for destination immersion
- Monthly Consumer Newsletter Content Creation
- Pitch Angles: Romance, Weekend Winter Getaways, Presidential/History, Spring Break (adults, families)
- Compile a list of Spring Break dates by state (they vary) so outreach is targeted and maximized
- Broadcast Surge: Culinary, What's New, Commemoration/400th Anniversary, etc.
- Visiting Journalists – Pitch, Vet and secure logistics/coverage
- Q2 Planning: NY Media Tour, Memorial Day/Summer Travel, 2nd of 4 Media Fam trips, Visiting Journalist Program

# Q1 Social, Influencer & Syndication Initiatives

---

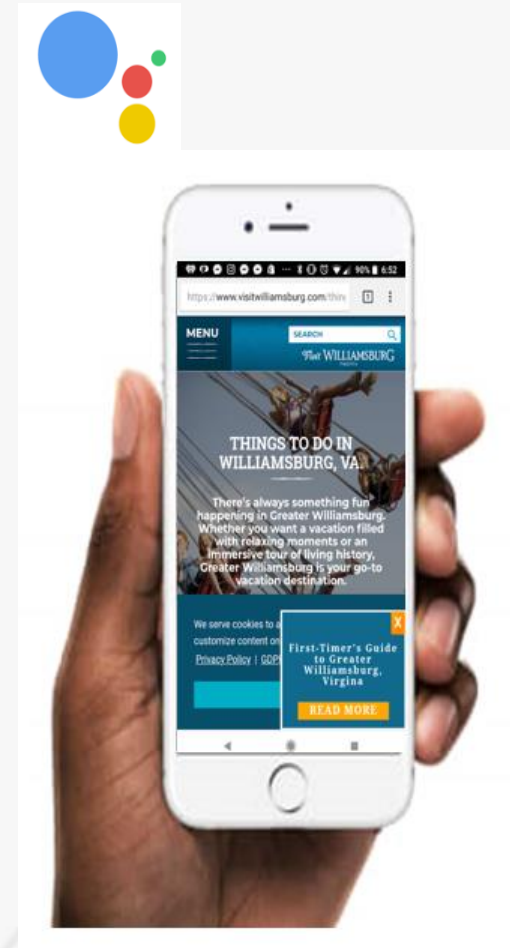
- Ongoing weekly content creation on Facebook, Twitter, Instagram, Instagram Stories and Pinterest promoting new things to do in destination, anniversaries and events
- “Dark” Facebook ads promoting spring break and past spring break influencer content to inspire travel
- Family influencer visit slated for end of March to specifically promote spring break and summer travel
- Ongoing syndication promoting relevant outdoor, spring-related website articles to drive clicks to website content and travel intent
- Photographer-in-residence to capture ongoing imagery and real-time needs

*Dark ads refer to highly targeted ads that are running on Facebook but not visible on our Facebook page itself*

# Q1 SEO Initiatives

---

- **GEO Specific Keyword Strategy:** Secure top page rankings for all city and state related key terms.
- **Organic Search Seasonality Strategy:** Holiday & Events
  - Spring Break 2019
- **Partner Optimization:** Focus on building visibility for partners and driving qualified traffic to their pages
- **Historical Content Optimization:** repurposing outdated content to be more appealing or setting up redirects to more relevant pages
- **Mobile Search:** In 2018 Google unrolled mobile-first indexing, which evaluates how responsive VW is on mobile devices for relevant search queries.
- **Voice Search:** By 2020, it is predicted that 50% of all searches will be through voice search
- **State Level Optimization:** While we own above the fold rankings for almost all “Williamsburg” related search terms, we have been implementing a GEO SEO strategy incorporate state related terms to expand reach and visibility
- **Semantic Markup:** Approach to incorporate images and other multimedia files within our search results to attract visitors.

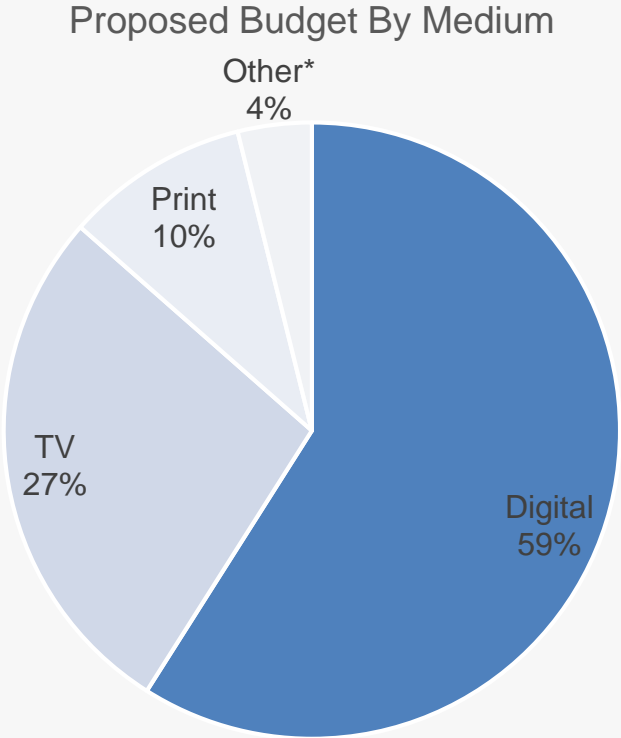


# MEDIA

---

- The first media is scheduled to launch on March 4, 2019
- All necessary items are on track to meet this date
- IN PROGRESS:
  - Media authorizations
  - Securing the inventory
- NEXT STEPS
  - Trafficking materials
  - Campaign launch

# Budget By Medium



# Spend

| Channel     | 2019  |             | 2018  |           |
|-------------|-------|-------------|-------|-----------|
|             | Mix % | \$\$        | Mix % | \$\$      |
| Display     | 42%   | \$1,489,518 | 35%   | \$805,983 |
| Paid Social | 2%    | \$80,500    | 3%    | \$65,174  |
| OTT/OLV     | 16%   | \$550,000   | 9%    | \$200,000 |
| Search      | 6%    | \$204,300   | 9%    | \$204,300 |
| TV          | 12%   | \$420,000   | 10%   | \$238,106 |
| OOH         | 0%    | \$0         | 0%    | \$0       |
| Audio       | 0%    | \$0         | 0%    | \$0       |
| Print       | 10%   | \$340,482   | 12%   | \$288,700 |
| Co-Op       | 6%    | \$200,000   | 7%    | \$160,000 |
| Cinema      | 0%    | \$0         | 1%    | \$13,750  |
| Other*      | 7%    | \$244,751   | 15%   | \$355,055 |

\*Other includes SEM/SEO/Content, Email Marketing, and Special Themed Programs

| Budget               | 2019        | 2018        |
|----------------------|-------------|-------------|
| Total Media Budget   | \$3,529,551 | \$2,331,069 |
| % Digital/Online     | 53%         | 61%         |
| Digital/Online Spend | \$1,882,318 | \$1,420,512 |
| % Offline            | 41%         | 32%         |
| Offline Spend        | \$1,447,233 | \$750,556   |
| % Co-Op              | 6%          | 7%          |
| Co-Op Spend          | \$200,000   | \$160,000   |

## Spending Shifts / Strategies vs. '18

51% increase in YoY media budget

Evaluated market priorities, expanding TV advertising from two markets to fourteen

Shift from seasonal campaigns to always on

Added new targeting segments, including families with younger kids, couples, and travel trade



# Creative

---

- Following the board meeting on December 18, 2018, Luckie took the feedback provided by the board and reviewed the campaign concept and execution “FUNEXPECTED”.
- We challenged ourselves to think about:
  - Does “FUNEXPECTED” align with our destination strategy and vision?
  - How could we make this more “ownable” for Greater Williamsburg?
  - How can we make the payoff more direct?
  - Does this campaign idea support the Greater Williamsburg brand positioning?

### THE OWNABLE “F”

The calligraphy “F” is a strong nod to the historic roots of Greater Williamsburg. It makes this creative platform Williamsburg’s alone.

### SHIFT IN EMPHASIS

This change heightens the idea of the unexpected in Greater Williamsburg. It clarifies that we are talking about an experience where you will discover fun that is beyond your expectations.



**FUNEXPECTED**

### UNDENIABLY FUN

The word ‘fun’ still comes through clearly.

REVISED COPY TO MAKE PAYOFF MORE DIRECT

In Greater Williamsburg, you can expect one Funexpected experience after another. There's no place else like it for a unique combination of heart-pounding thrills, exciting exploration, mind-blowing discovery and even breathtaking romance. Your adventure includes the world's most beautiful theme park, thrilling water parks, world-class living-history museums, acres of outdoor activities, and a vibrant culinary and arts scene. And there's sure to be more surprises along the way. Find your vacation inspiration and then start planning your Funexpected getaway today at [VisitWilliamsburg.com](http://VisitWilliamsburg.com)

**CANNONBALL  
IN THE A.M.**

**CANNONBALL  
IN THE P.M.**

**THAT'S FUNEXPECTED**

In Greater Williamsburg, you can expect one Funexpected experience after another. There's no place else like it for a unique combination of heart-pounding thrills, exciting exploration, mind-blowing discovery and even breathtaking romance. Your adventure includes the world's most beautiful theme park, thrilling water parks, world-class living-history museums, acres of outdoor activities, and a vibrant culinary and arts scene. And there's sure to be more surprises along the way. Find your vacation inspiration and then start planning your Funexpected getaway today at [VisitWilliamsburg.com](http://VisitWilliamsburg.com)

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

WORK IN  
PROGRESS

**REVOLUTIONARY THRILLS.**

**REVOLUTIONARY PILS.**

**THAT'S FUNEXPECTED**

In Greater Williamsburg, you can expect one Funexpected experience after another. There's no place else like it for a unique combination of heart-pounding thrills, exciting exploration, mind-blowing discovery and even breathtaking romance. Your adventure includes the world's most beautiful theme park, thrilling water parks, world-class living-history museums, acres of outdoor activities, and a vibrant culinary and arts scene. And there's sure to be more surprises along the way. Find your vacation inspiration and then start planning your Funexpected getaway today at [VisitWilliamsburg.com](http://VisitWilliamsburg.com)

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN





WORK IN PROGRESS

SIDE BY SIDE

**CANNONBALL!  
IN THE A.M.**

**CANNONBALLS  
IN THE P.M.**

**FUNEXPECTED**  
GREATER WILLIAMSBURG

In Greater Williamsburg, you can find heart-pounding thrills, exciting exploration, mind-blowing discovery and even breathtaking romance. Your adventure includes the world's most beautiful theme park, thrilling water parks, world-class living-history museums, acres of outdoor activities, and a vibrant culinary and arts scene. Find your vacation inspiration and then start planning your FUN getaway today at [VisitWilliamsburg.com](http://VisitWilliamsburg.com).

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

**CANNONBALL!  
IN THE A.M.**

**CANNONBALLS  
IN THE P.M.**

**THAT'S FUNEXPECTED**

In Greater Williamsburg, you can expect one Funexpected experience after another. There's no place else like it for a unique combination of heart-pounding thrills, exciting exploration, mind-blowing discovery and even breathtaking romance. Your adventure includes the world's most beautiful theme park, thrilling water parks, world-class living-history museums, acres of outdoor activities, and a vibrant culinary and arts scene. And there's sure to be more surprises along the way. Find your vacation inspiration and then start planning your Funexpected getaway today at [VisitWilliamsburg.com](http://VisitWilliamsburg.com).

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

# Next Steps

---

- Luckie will attend the next Marketing Advisory meeting on January 24, 2019 to work with the committee on final treatment of the campaign identity

# Marketing Advisory Group

---

Meet January 24, 1:30 pm, GWCTA

## Members

Kristi Olsen

Michael Kimball

Susan Bak

Andrea Sardone

Julie O'Neill

Laura Messer

Chris Smith

Ron Kirkland

Kelly Beckley

Brad Garrett

Michael Claar

York County

Williamsburg Winery

Jamestown Yorktown Foundation

Colonial Williamsburg

Busch Gardens

James City County

Virginia Beer Company

Williamsburg Hotel/Motel Association

Historic Jamestowne

Kingsmill

Restaurant Association



# Public Relations Advisory Group

---

Meeting January 22, 10:00 am at GWCTA

## Members

Chris Smith

Virginia Beer Company

Laura Messer

James City County

Tracy Perkins

Jamestown Yorktown Foundation

Joe Straw

Colonial Williamsburg

Cindy Sarko

Busch Gardens

Lee Ann Hartmann

City of Williamsburg

Jessica Wauhopp

York County

Suzanne Seurattan

College of William & Mary

Kelly Beckley

Historic Jamestowne / Preservation  
Virginia

Michael Byrd

National Park Service

# Administrator

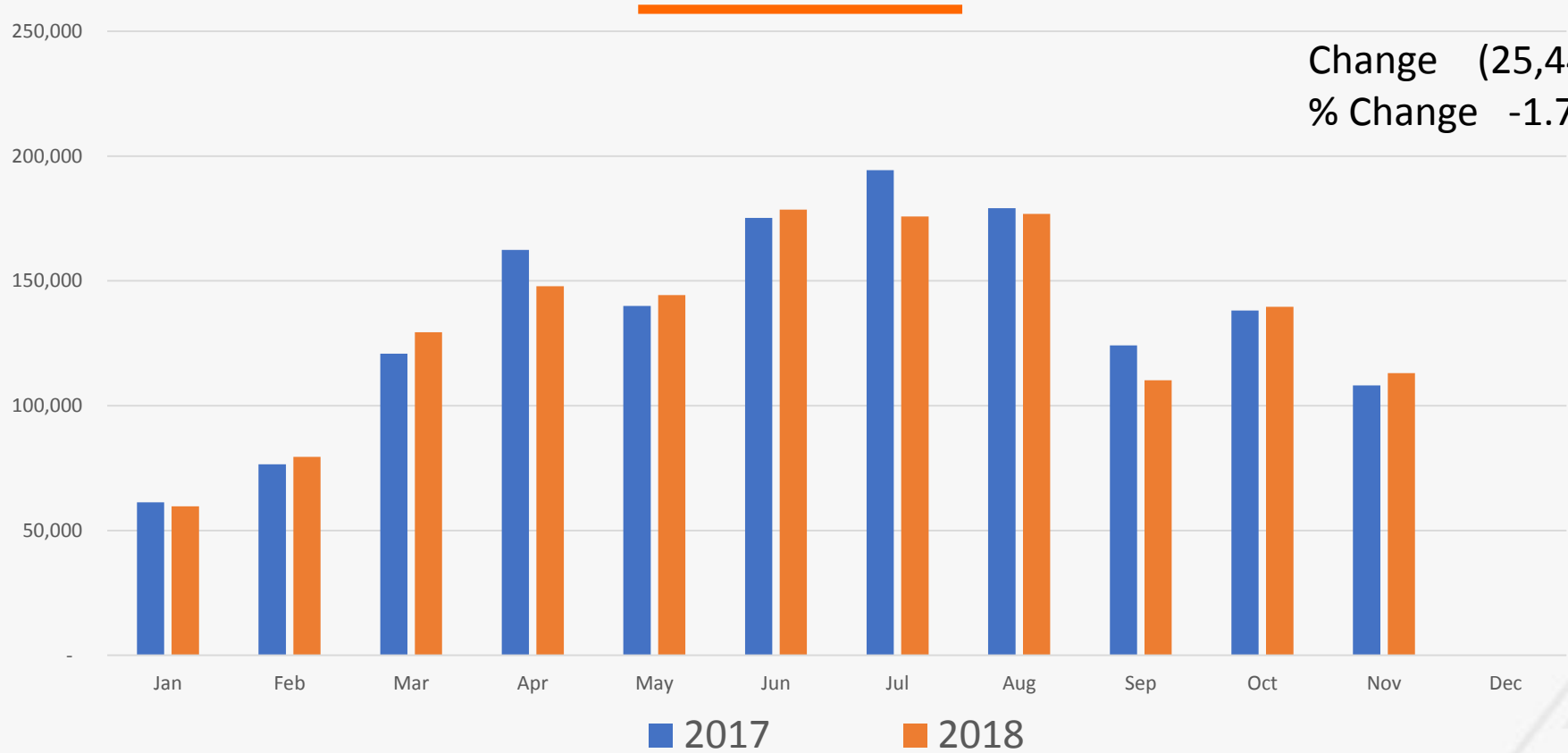
---

- Visitor Research RFP
  - Down Selected 3 Firms
  - Presentations on January 23
  - Target Award Date 1 March 2019
- Staff Resources

# Room Nights

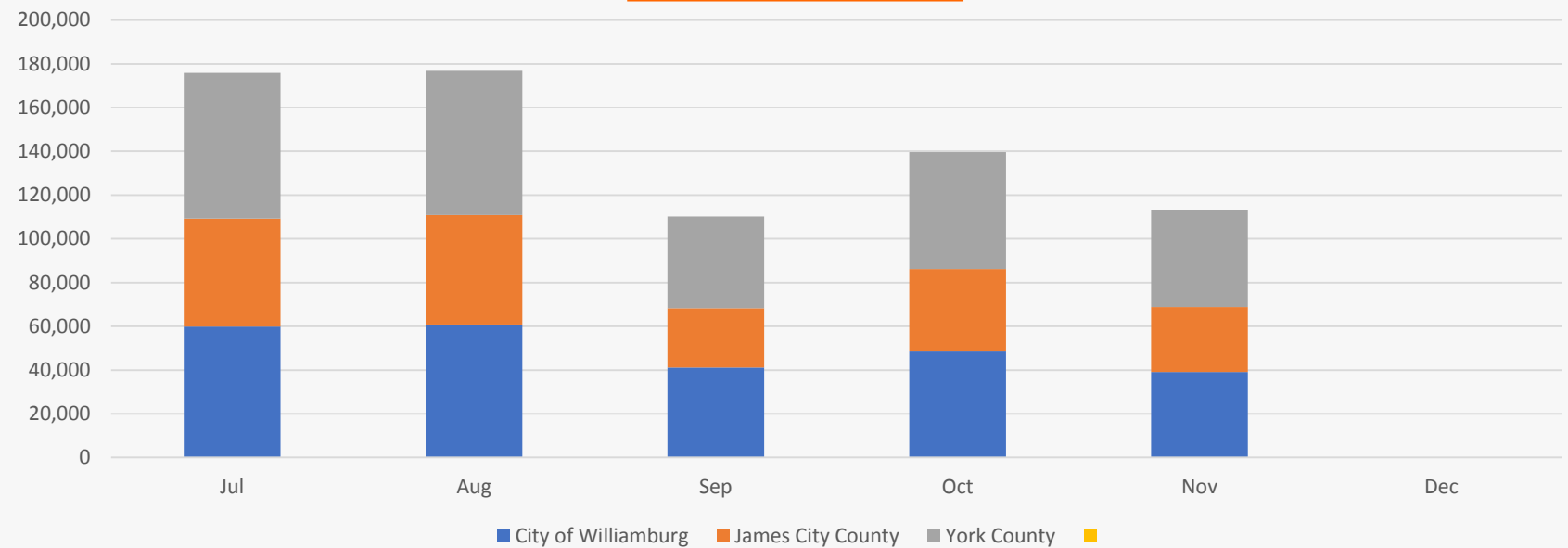
2017 1,480,350  
2018 1,454,905

Change (25,444)  
% Change -1.7%



# Room Nights

Room Nights



|                      | Jul            | Aug            | Sep            | Oct            | Nov            |
|----------------------|----------------|----------------|----------------|----------------|----------------|
| City of Williamsburg | 59,869         | 60,865         | 41,157         | 48,469         | 39,153         |
| James City County    | 49,336         | 50,016         | 27,117         | 3,796          | 29,692         |
| York County          | 66,598         | 65,960         | 41,875         | 53,512         | 44,186         |
| <b>Total</b>         | <b>175,803</b> | <b>176,841</b> | <b>110,149</b> | <b>105,777</b> | <b>113,031</b> |

# Staff Presentation

---



**Lisa Pacheco, CSEE**  
Director of Sports Development

# Background

---

- Sports Williamsburg was formed in 2010
- Operating Board – Community driven – Parks & Recreation, Lodging, Attractions, Dining, College of W&M, High Schools
- Grant Committee – 3 EDA's, Member at Large, Sports Williamsburg  
– Current grant budget - \$100,000
- Partnerships – Parks & Recreation, First Responders, VDOT, Military, Local Businesses, College of W&M

# Mission & Goals

---

- **Mission:** Establish Williamsburg as a top 5, year-round sports destination within Virginia.
- **Goals:**
  - Grow economic impact of sports annually by 5%
  - Continue to maintain strong repeat sports business
  - Promote our sports destination to influential events holders
  - Build our reputation for high quality events in youth and adult sports



# Plans to Grow Sports Williamsburg

---

- Increase marketing promotions to make the consideration list and raise visibility of Sports Williamsburg
- Target sport event managers and coaches
- Increasing more adult sports in addition to youth sports
- Increase sales development at conferences, trade shows
- Diversify with more types of sports: golf, tennis, fishing
- Offer more coordination with lodging, retail and dining
- Continue relationships with Parks & Recreation, College of William & Mary and Sports VA
- Create LOC to activate volunteers



# Where We Are Headed

---

- VA Sports Summit – February 2-5, Norfolk, VA
- Women's Sports Summit – April 3-5, Tampa, FL
- National Association of Sports Commissions – May 6-9, Knoxville, TN
- Connect Sports – August 22-25, Louisville, KY
- S.P.O.R.T.S. – September 9-12, Panama Beach, FL
- TEAMS – November 11-14, Anaheim, CA
- US Sports Congress – December 9-11, Columbia, SC

# Feasibility Study

---

- JCC Court Facility & Aquatic Center – March, 2014 – The Sports Facilities Advisory
- Economic Impact Study – October, 2014 – Sports Impacts
- Sports Tourism Strategic Marketing Plan – September, 2016 – Dr. Lisa Delpy Neirotti, Ph.D. – The George Washington University

# 2019 Looking Good

---

- 66 Events
- Event each month – year round destination
- Event in every municipality and at the College of William & Mary
- Current total room nights – 34,985
- Potential economic impact is over \$9 million

# What's New?

---

- Diversification – Gymnastic Olympic Qualifiers; Tennis Pro Tournaments
- New Relationships – Virginia High School League presentation January 24
- New Business – All American Catfish; American Cornhole Tournament



# Show Me the Money

---

- IRONMAN VA 70.3 - Sunday, May 5
- Race was restricted to 2100 registered athletes
- Event sold out in 2 weeks
- Qualifier for Ironman World Championship
- Swim – James River, Bike – Capital Trail, Charles City, New Kent, Run JCC
- Most athletes are professional and will arrive 1-2 weeks before event to train
- Expected economic impact – \$1.5 million

# New Ad Opportunities

---

THE FREEDOM  
*to have* **FUN.**



**SPORTS**  
Williamsburg  
sportswilliamsburg.com



# Partnership Opportunities



# Questions????

---



**Lisa Pacheco, CSEE**

Director of Sports Development



# Chair Report

---

- Alliance and WTC updates
- Future Tourism Community Forum
- Community Outreach
- Financial Reserves
- Additional Revenue

# Reserve

---

- Recommended 5-15%
- Motion to establish 5% Reserve Minimum (Approx 625K)
- Motion to Transfer 750,000 to Reserve Account
  - Second Financial Intuition
- (11.5M Estimate – 8.5M Budget – 3M Additional)

# Estimated Funding

---

- Estimate 16,418,000 (Includes 1.6 Mx of Effort)
  - Budget 8,500,000
  - Reserve 750,000
- 

Balance 7,168,000

# Wrap-Up

---

- Other New Business Items?
- Next Meeting Date: February 19, 2019
  - Stryker Building

THANK YOU



## OUR MISSION

STRENGTHEN COMMUNITY THROUGH TOURISM

## OUR STRATEGY

To accomplish our mission, we make investments in:

ACCESSIBILITY · AWARENESS

ATTRACTABILITY · AFFORDABILITY

## MEASURING SUCCESS



OVERNIGHT  
STAYS



ADMISSIONS



REVENUE  
GENERATED