



Tourism Council Meeting

June 18, 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

- Ex Officio

- GWCTA
- Virginia Tourism Council

Kevin Lembke
Kym Hall
Mitchell Reiss
Neal Chalkley, Vice Chair
Mickey Chohany
Phil Emerson
Doug Pons
Ruth Larson, Treasurer
Jeff Wassmer, Chair

Jeanne Zeidler
Rita McClenny

Public Comment

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

Approve Minutes

May 21, 2019 Meeting

Treasurer's Report

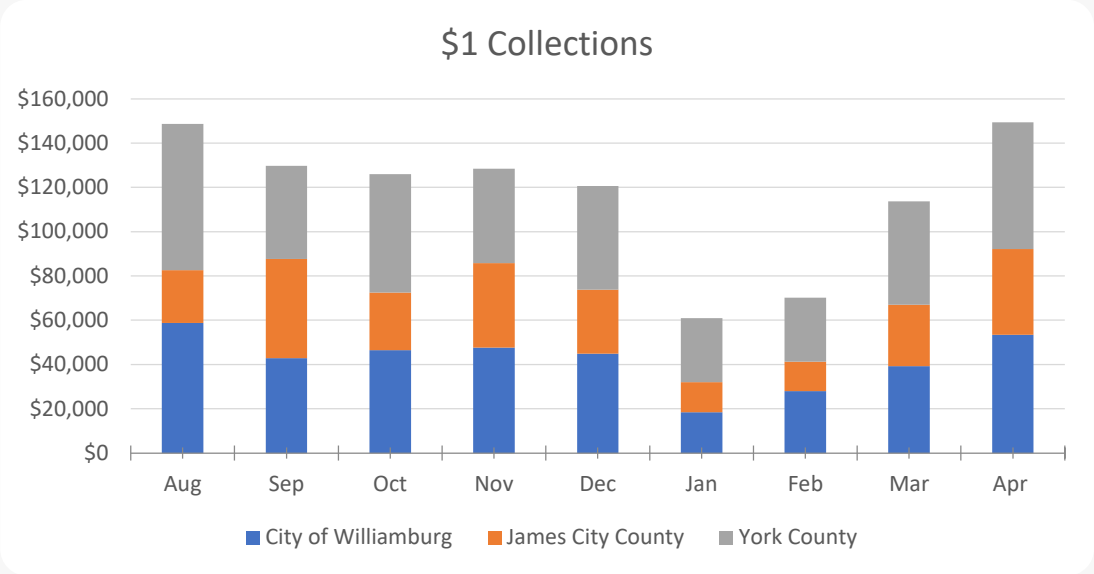
Revenue/Expenses

	May-19			2019
	Actual	Budget	Variance	Projected
REVENUE				
SB942	\$ 879,525	\$ 559,886	\$ 319,639	\$ 9,310,457
\$1	\$ 74,812	\$ 118,246	\$ (49,823)	\$ 1,437,168
Maint of Effort				\$ 837,889
Other	\$ 11,785		\$ 11,785	\$ 29,263
Total Revenue	\$ 959,734	\$ 678,132	\$ 281,602	\$ 11,614,777
EXPENSES				
Dest Marketing	\$ 1,732,677	\$ 928,236	\$ 804,441	\$ 8,855,048
Other Sales & Marketing	\$ 30,273	\$ 86,045	\$ 55,772	\$ 626,484
Labor & Benefits	\$ 88,066	\$ 98,567	\$ 10,501	\$ 1,096,768
Shared Admin	\$ 9,386	\$ 5,617	(3,769)	\$ 68,808
Total Expenses	\$ 1,860,402	\$ 1,118,465	\$ (2,978,867)	\$ 10,647,108
2019 Rev over Expenditures by Month	\$ (900,668)	\$ (440,333)	\$ (1,548,719)	\$ 1,110,679
YTD TOTAL CASH BALANCE	\$ 6,468,869	\$ 4,434,395	\$ 2,034,474	

Cash Projections

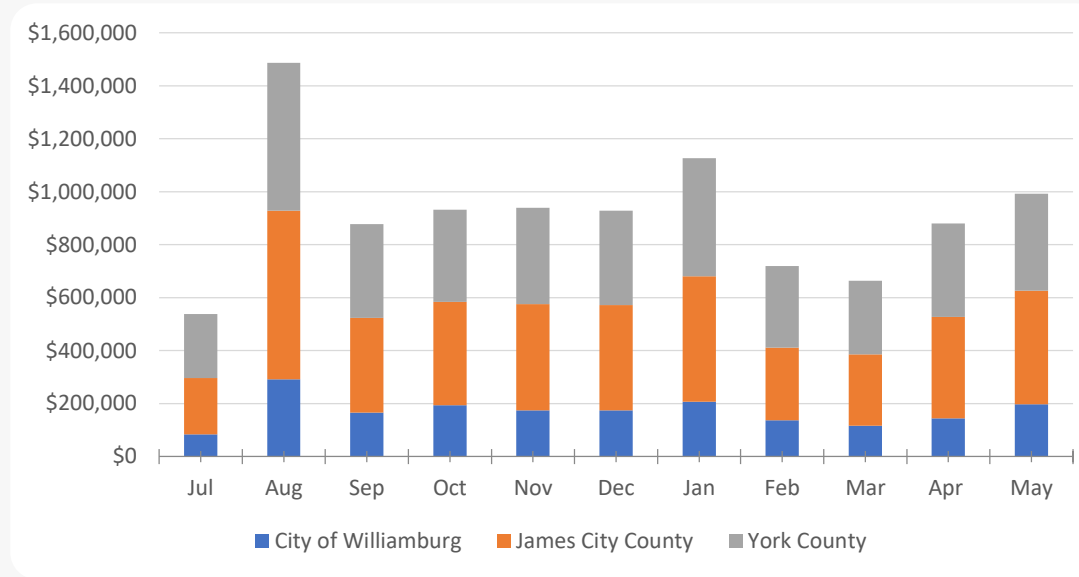
	Mar-19			Apr-19			May-19			Total
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance	
State Disbursement	\$785,794	\$831,924	(\$46,130)	\$745,121	\$911,433	(\$166,312)	\$957,848	\$678,132	\$279,716	\$ 15,800,213
Maint of Effort	\$0	\$ -	\$0	\$ -	\$ -					\$ 837,889
Bank Account Balances: operations										
BB&T Reserve Checking	\$250,444	\$ 250,000	\$444	\$250,296	\$ 250,000	\$ 296	\$250,306	\$ 250,000	\$ 306	
BB&T ICS Investment Fund	\$500,288	\$ 500,000	\$288	\$501,144	\$ 502,502	\$ (1,358)	\$501,866	\$ 503,756	\$ (1,890)	
Ches Bank Money Market	\$2,008,262	\$ 2,006,853	\$1,409	\$2,011,319	\$ 2,009,361	\$ 1,958	\$2,014,956	\$ 2,011,873	\$ 3,083	
Ches Bank Checking	\$3,251,114	\$2,943,024	\$308,090	\$3,733,259	\$2,522,771	\$1,210,488	\$3,732,770	\$1,940,483	\$1,792,287	
Total Cash on Hand	\$ 6,010,108	\$5,290,754	\$719,354	\$7,241,139	\$4,874,728	\$ 1,045,071	\$7,457,746	\$4,434,395	\$ 2,073,502	
Interest Earned:										
State Interest Paid	\$0	\$0	\$0	\$0	\$0		\$0	\$0		
BB&T Reserve Checking	\$444	\$333	\$111	\$296	\$333	(\$37)	\$306	\$333	(\$27)	
BB&T ICS Investment Fund	\$288	\$417	-\$129	\$412	\$419	(\$7)	\$426	\$420	\$6	
Ches Bank Money Market	\$3,374	\$2,503	\$871	\$3,057	\$2,506	\$551	\$3,636	\$2,509	\$1,127	
Ches Bank Checking	\$1,555	\$1,472	\$83	\$1,441	\$1,261	\$180	\$1,568	\$970	\$598	
Total Interest Earned	\$5,661	\$4,725	\$936	\$5,206	\$4,520	\$686	\$5,936	\$4,233	\$1,703	

\$1 Transient Tax



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$59,869	\$58,788	\$42,833	\$46,433	\$47,696	\$44,949	\$18,491	\$27,995	\$39,266	\$53,399	\$439,719
James City County	\$39,712	\$23,755	\$44,779	\$26,086	\$38,131	\$28,791	\$13,520	\$13,253	\$27,723	\$38,816	\$294,566
York County	\$66,598	\$66,182	\$42,174	\$53,499	\$42,557	\$46,921	\$28,963	\$28,947	\$46,755	\$57,127	\$479,723
Total	\$166,179	\$148,725	\$129,786	\$126,018	\$128,384	\$120,661	\$60,974	\$70,195	\$113,744	\$149,342	\$1,214,008

SB 942



	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	\$174,272	\$206,660	\$137,500	\$116,042	\$144,818	\$197,417	
James City County	\$212,948	\$636,898	\$356,619	\$390,212	\$400,715	\$397,152	\$473,745	\$273,532	\$269,602	\$382,124	\$429,007	
York County	\$241,914	\$558,126	\$355,033	\$348,248	\$363,300	\$356,635	\$445,694	\$308,707	\$278,385	\$352,583	\$365,836	
Unallocated						\$279	\$367	\$203	\$306	\$3,512	\$837	
Total	\$538,289	\$1,486,832	\$878,136	\$931,668	\$938,649	\$928,338	\$1,126,466	\$719,942	\$664,335	\$883,037	\$993,097	\$10,088,789



Executive Director's Report

60

Team Assignments // Post New Leadership Positions // Issue Select RFPs
Strat Plan Kick-Off // Stakeholder One-on-One's

90

Finalize/Award Select Contracts // Launch Change Management Program
Team Development // Stakeholder Engagement // Strat Plan Blueprint

120

Fill Leadership Positions // On-Board Contractors
Deliver New KPI/Metrics Framework // Stakeholder Engagement // Strat Plan

Team: May/June Highlights

May 20 - 26	Pure Silk Championship
May 23 - 26	Visiting Journalist: Traveling Dad
May 29 - 30	VTC Orientation
June 1 - 4	Visiting Journalist: Angie & The Jet Sisters
June 3 - 5	JumpStart Air Service Development Conference
June 5	Visiting Journalist: Richmond Magazine
June 7 - 10	Visiting Journalist: Travel + Leisure
June 17 - 21	Pennsylvania Bus Association

Newport News/Williamsburg Intl Airport

June 3 – 5, 2019

Airports Council International – North America (ACI-NA)
2019 JumpStart Air Service Development Conference

“Speed Dating” Program

Private 20-Minute Meetings with Airlines

Route Planners from 31 Airlines

Education Sessions

Pure Silk Championship

May 20 – 26, 2019

1.3 Million Unique Viewers (Golf Channel Live and Re-Airs)

7.5% Increase over 2018

Streamed on 5,800 Unique Devices

7.6 Million Social Media Impressions

Facebook, Twitter, Instagram (5/20-5/27)

Contracts/Procurement

Research (Domestic and International)

Agency of Record

Public Relations

Digital

Strategic Plan Consultant

Chair Report

Public/Private Legal Opinion
July Meeting
Compensation Update

New Business/Old Business



Closed Session

Adjourn

Next Meeting Date:

TBD



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