Tourism Council Update

Jeff Wassmer

14 February 2019

WILLIAMSBURG
TOURISM COUNCIL

Organization

Greater Williamsburg Chamber & Tourism Alliance

- Developing Bylaws
- Currently 37 Person Board
- Oversight/Coordination

Business Council

- Developing Bylaws
- Membership
- Traditional Chamber Focused

Tourism Council

- Enabled by Legislation
- Tourism Promotion Focused
- 9 Person Board
- No Membership

Tourism Council Members

- **Voting**

• Busch Gardens	Kevin Lembke	
• Colonial Ntl Hist. Park (NPS)	Kym Hall	
• Colonial Williamsburg	Mitchell Reiss	
• Hotel/Motel Association	Neal Chalkley	Vice Chair
• Restaurant Association	Mickey Chohany	
• Jamestown-Yorktown Found.	Phil Emerson	
• City of Williamsburg	Doug Pons	
• James City County	Ruth Larson	Treasurer
• York County	Jeff Wassmer	Chair

- **Ex Officio**

• GWCTA	Jeanne Zeidler
• Virginia Tourism Council	Rita McClenny

Actions to Date

- Formed by State Code
- Transitional leadership
- Begun Executive Director search – Feb Interviews
- First Money Transfer from State - December
- Increased budget – approved $8.5M (From $5M)
- Development Fund – approx. $1.6M
- Reserve – $750,000
- Economic Study
- Bylaws
- Approved 2019 marketing approach Dec 18 mtg

Tourism Money Estimate

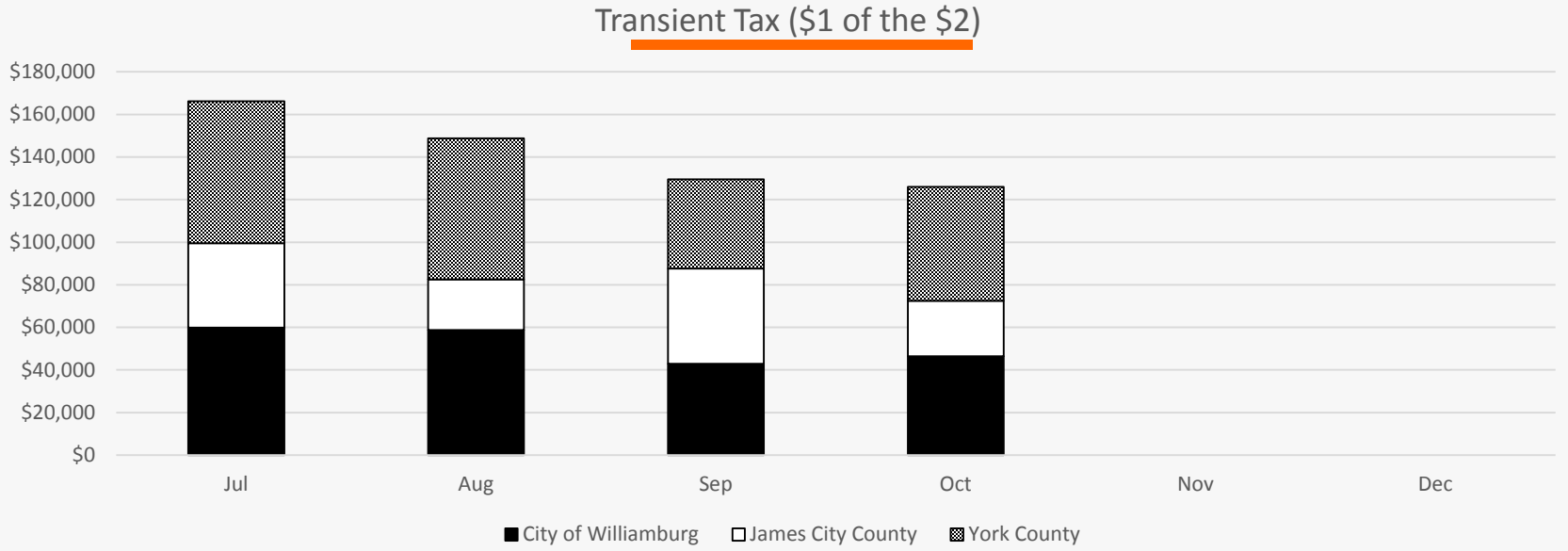
- Tourism Income
  - $2 Tax 2.1M
  - SB942 12.6M
  - Mx of Effort 1.6M

  TOTAL 16.2M

- Expenditures
  - Budget 8.5M
  - Reserve .75M
  - Development 1.6M
  - Total 10.85

- Estimated Balance 5.35M

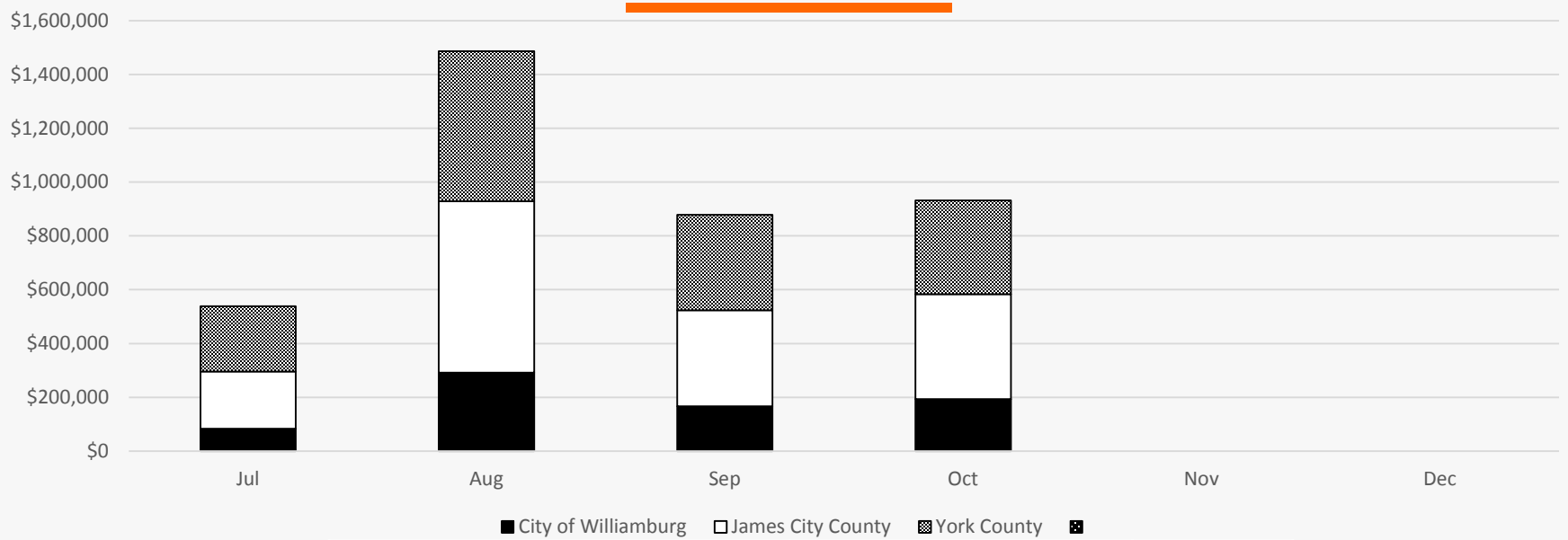
Transient Tax



Transient Tax $1 of the $2				
	Jul	Aug	Sep	Oct
City of Williamburg	$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
Total	$166,179	$148,709	$129,545	$126,035

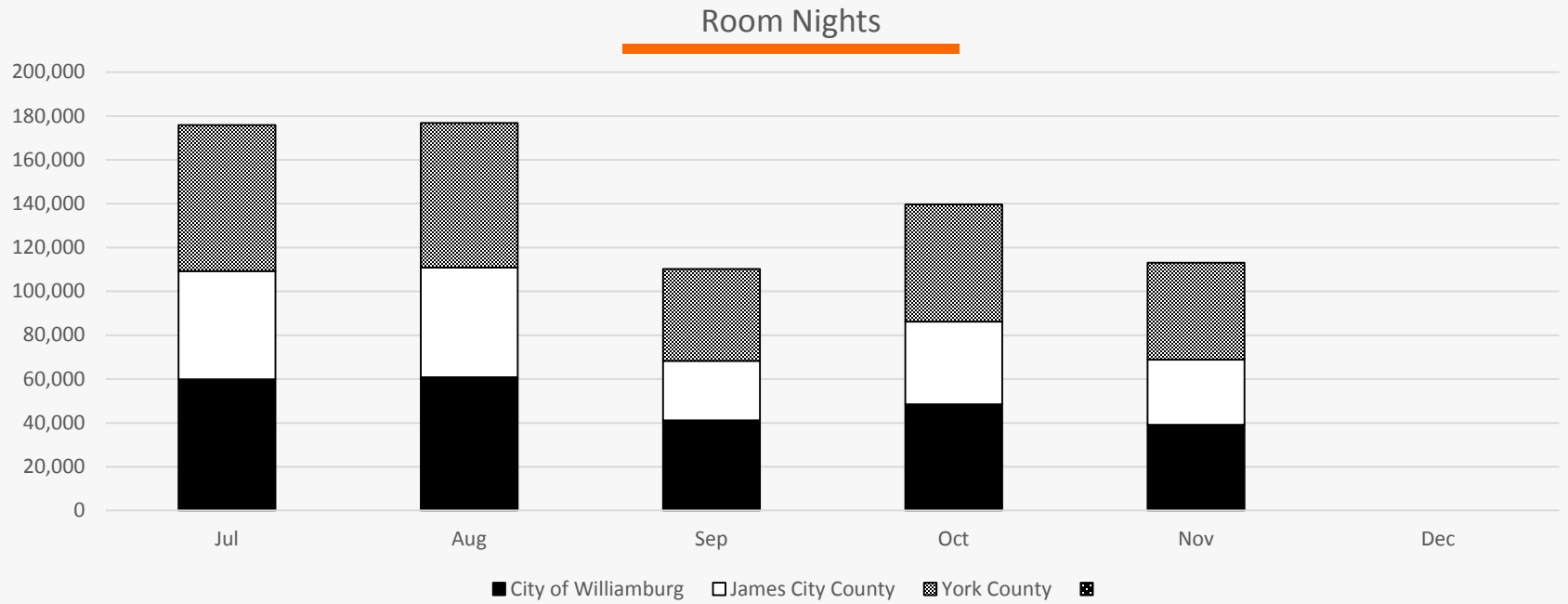
SB 942 ½%

SB942 (1/2% of the 1%)

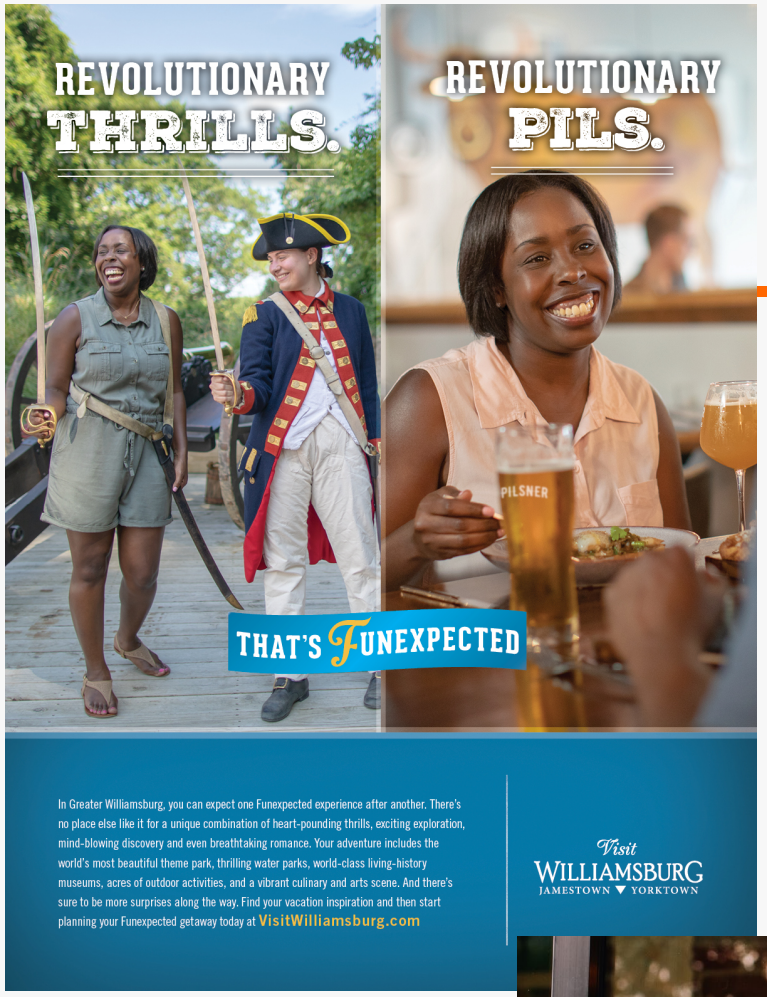


SB942 1/2 of 1%				
	Jul	Aug	Sep	Oct
City of Williamburg	$83,427	$291,808	$166,484	$193,208
James City County	$212,948	$636,898	$356,619	$390,212
York County	$241,914	$558,126	$355,033	$348,248
Total	$538,289	$1,486,832	$878,136	$931,668

Room Nights



	Jul	Aug	Sep	Oct	Nov
City of Williamburg	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
Total	175,803	176,841	110,149	105,777	113,031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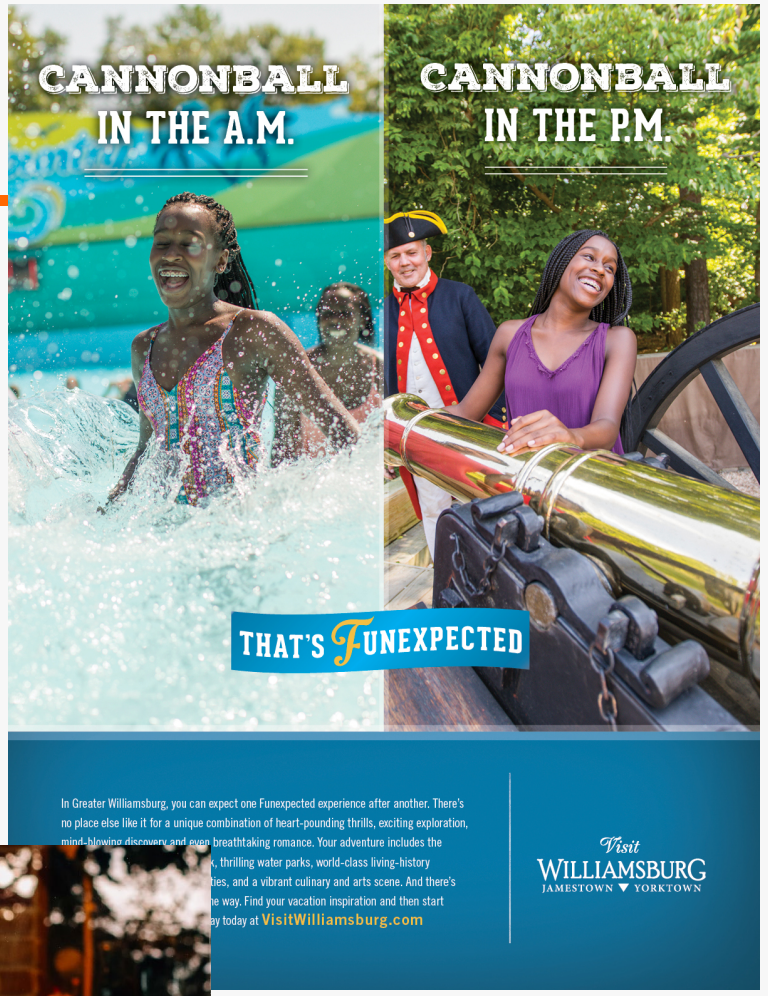
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WILLIAMSBURG
TOURISM COUNCIL

CITY OF WILLIAMSBURG
YORK COUNTY • JAMES CITY COUNTY

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

(757) 229-6511
421 NORTH BOUNDARY STREET
WILLIAMSBURG, VA 23185

WILLIAMSBURG
TOURISM COUNCIL

WWW.WILLIAMSBURGTOURISMCOUNCIL.COM

Conclusion

- New Organization – New Processes
- Respecting Current Organization – Code
- Marketing Continues
- 2019 Plan Being Executed
- Executive Director Search Underway
- Planning Spring Tourism Forum
- Thanks Support

Strengthening Community through Tourism

Questions