

## NEW SALES LEAD

- ☑ Williamsburg Tourism Council  
Address: 421 North Boundary Street P.O. Box 3495 Williamsburg, VA 23187 USA  
Phone: 757.253.2262

**Created:** 10/23/2020  
**Response Due Date:** **04/21/2021**  
**Decision Date:** 07/14/2021  
**From:** Julia Smyth-Young, Director of Sales -- (757) 253-2313,  
julia.smyth-young@visitwilliamsburg.com

**Lead ID:** **3907**  
**Organization:** Our Little Miss, Inc.  
**Market Segment:** Fraternal  
**Meeting:** World's Universal Beauty Scholarship Competition  
**Contact:** Teri Chandler  
Owner, President  
**Company:** Our Little Miss, Inc.  
**Address:** 1223 Sherwood Forest Blvd.

Baton Rouge, LA 70815  
**Phone:** (225) 274-8241  
**Fax:** (225) 274-8243  
**E-Mail:** wyfolm@ourlittlemiss.com

## MEETING REQUIREMENTS

**Requested Dates:** 01/12/2022 to 01/18/2022  
**Meeting Dates:** 01/13/2022 to 01/17/2022  
**Alternate Dates:** to  
to

## ROOMS FORECAST

**Room Attendance:** 350  
**Requested Rooms:** 685  
**Requested Peak:** 140

	Wed, 01/12/22	Thu, 01/13/22	Fri, 01/14/22	Sat, 01/15/22	Sun, 01/16/22	Mon, 01/17/22	Tue, 01/18/22
<b>Requested Rooms</b>	100	140	140	140	140	25	

## COMPETITION

OLM is seeking new destinations for the event. They are also looking at proven destinations including New Orleans, Kissimmee, Dallas, and Baton Rouge.

## NOTES

### **Meeting Requirements:**

Firm Dates: January 13 - 17, 2022

Please review the attached specs

Multiple concessions requested, all items are negotiable. Present the best option.

### **Schedule of Events:**

Pre-Event: Queen's Reception: Dinner for approximately 20 people

Day 2: Luncheon for approximately 400 people

Day 3: Dinner for approximately 400 people

### **Comments:**

All room reservations will be sent in one master list from OLM Headquarters. OLM will be responsible for all delegate costs; individual delegate rooms responsible for incidentals.

MAster account reviewed daily.