

WILLIAMSBURG TOURISM COUNCIL MEETING
Williamsburg, Virginia
August 8, 2023
Finance Meeting Minutes

A meeting convened at 11:30 a.m. on August 8, 2023, in the 1st-floor conference room at 421 North Boundary Street.

Tourism Council Members Present:

TREASURER Doug Pons, Mayor, City of Williamsburg
CHAIR Ruth Larson, James City County Board of Supervisors

Staff Members Present:

Victoria Cimino, CEO
David Turner, Finance Director
Lorine Ottarson, Accountant

I. Call to order

- Doug Pons called the meeting to order
- July 11, 2023, finance meeting minutes were acknowledged

II. June 2023 Activity

June Activity – Original Budget

- June 2023 revenues were \$1.5M – over budget by \$344K
 - Sales tax receipts (58.1-603.2) totaled \$1.3M, over budget by \$267K
 - Transient tax receipts totaled \$153K, over budget by \$78K
 - Maintenance of Effort funds totaled \$25K, under budget by \$1K
 - Other revenue was \$5K, over budget by \$1K
- June 2023 expenses were \$1.6M – over budget by \$179K
 - Destination Marketing expenses were \$1.4M, over budget by \$102K
 - Sales activities were \$79K, over budget by \$76K
 - Membership expenses were over budget in the month by \$35K
 - Cooperative marketing expenses for sports events were over budget by \$20K
 - Trade show and travel expenses were over budget by \$ 16K
 - Total administrative expenses were \$161K, in line with budget

- Staffing costs were \$105K, \$31K under budget due to the timing of hiring and other staff-related savings
- Other administrative expenses were \$56K, \$32K over budget due to year-end expense accruals for the FY23 audit (\$20K) and an increase in interest expense for the implementation of GASB 96 (capitalization of subscription-based information technology)

June Activity – Amended Budget

- June 2023 revenues were \$1.5M – in-line with budget
 - Sales tax receipts (58.1-603.2) totaled \$1.3M, in line with budget
 - Transient tax receipts totaled \$153K, over budget by \$3K
 - Maintenance of Effort funds totaled \$25K, under budget by \$1K
 - Other revenue was \$5K, under budget by \$3K

- June 2023 expenses were \$1.6M – over budget by \$70K
 - Destination Marketing expenses were \$1.4M, over budget by \$48K
 - Sales activities were \$79K, over budget by \$76K on higher-than-planned expenses in June for memberships, cooperative marketing, trade shows, and travel
 - Total administrative expenses were \$161K, under budget by \$53K
 - Staffing costs were \$105K, \$33K under budget due to the timing of hiring and other staff-related savings
 - Other administrative expenses were \$56K, \$20K under budget due to year-end expenses being less than anticipated in training (\$5K), travel (\$3K), and legal and accounting (\$12K)

Fiscal YTD Activity

- 2023 Fiscal YTD revenues were \$16.6M, over budget by \$8K
 - Sales tax receipts (58.1-603.2) totaled \$14.5M, over budget by \$3K
 - Transient tax receipts totaled \$1.6M, in line with budget
 - Maintenance of Effort (MOE) revenue was \$127K, in-line with budget
 - ARPA Grant receipts totaled \$255K, over the amended budget by \$5K
 - Other revenue was \$98K, in line with budget

- 2023 Fiscal YTD expenses were \$23.8M, under budget by \$200K
 - Destination Marketing expenses were \$16.5M, under budget by \$112K
 - Sales activities were \$580K, under budget by \$16K
 - The product development fund of \$5.2M was paid to the Historic Triangle Recreational Facility Authority (HTRFA) in line with the amended budget
 - Total administrative expenses were \$1.5M, under budget by \$68K

- Staffing costs were \$1.1M, below budget by \$39K
- Other administrative expenses were \$451K, under budget by \$29K

Cash on Hand Slide

- The Tourism Council has \$5.5 million in the bank for operations
 - Cash on Hand for Operations on June 30 is over budget by \$1.8M but accounts payable liabilities (payments issued but not cashed) on June 30 are \$1.9M bringing Cash on Hand for Operations in line with budget at \$3.6M

Tax Slides

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

- Sales Tax (58.1-603.2)
 - May sales tax increased by \$10K or 0.8% year-over-year
 - \$1.21M in 2023 versus \$1.20M in 2022
 - The three-month moving average increased by 2.1% versus the same period in 2022
 - YTD sales tax receipts are up 2.2% versus the same period in 2022
- Transient Tax
 - May transient tax decreased by \$9K or -5.4% year-over-year
 - \$167K in 2023 versus \$177K in 2022
 - The three-month moving average increased by 2.1% versus the same period in 2022
 - YTD tax receipts are up 1.9% versus the same period in 2022

III. **Next Finance Meeting**

- The next Finance meeting will be on September 12, 2023

IV. **Adjournment**

- Doug Pons adjourned the meeting