

RESOLUTION

WHEREAS, the Williamsburg Area Chamber of Commerce, the Williamsburg Area Convention and Visitors Bureau, and the Williamsburg Hotel and Motel Association desire to find a new source of funding for advertising the greater Williamsburg destination area (i.e., the City of Williamsburg, James City County and York County) to increase overnight business and increase lodging room occupancies; and

WHEREAS, an increase in overnight visitors to the Williamsburg area would result in a corresponding increase in sales tax and transient occupancy tax revenues to the City of Williamsburg, James City County and York County for the benefit of local citizens; and

WHEREAS, currently, the City of Williamsburg and York County have enacted a five percent transient occupancy tax and James City County has enacted a four percent transient occupancy tax, with the revenues so generated (above two percent) being allocated for tourism advertising and promotion; and

WHEREAS, in order to increase overnight visitors to the greater Williamsburg area, there exists a need to increase the advertising directly related to promoting the Greater Williamsburg area as a tourism destination.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of James Cit County, Virginia, hereby requests the General Assembly of the Commonwealth of Virginia to pass legislation to enable James City County and York County to enact a \$2 per night occupied room fee, which fee shall be used to fund an advertising initiative to increase overnight tourist lodging business in greater Williamsburg and the Historic Triangle Tourist Area and shall be expended as herein set forth.

BE IT FURTHER RESOLVED that if the General Assembly enacts such legislation, a Williamsburg, Area Destination Marketing Committee (WADMC) shall be created as a committee of the Williamsburg Area Convention and Visitors Bureau and shall be composed of 10 members (8 voting and two non-voting) as follows:

- One member selected by the Williamsburg Area Convention and Visitors Bureau Executive Committee.
- One member selected by the Board of Directors of the Williamsburg Hotel and Motel Association.
- One member from each of the following selected by the individual interest: (1) Colonial Williamsburg Foundation; (2) Anheuser Busch/Busch Gardens Williamsburg; and (3) Jamestown-Yorktown Foundation.

- The City of Williamsburg, James City County and York County shall each appoint a member for a total of three members, each of the locality members shall have two votes for a total of six votes.
- The Executive Directors of the Williamsburg Area Convention and Visitors Bureau and the Williamsburg Hotel and Motel Association each shall serve as ex-officio, non-voting members of the committee.

BE IT FURTHER RESOLVED that the WADMC shall organize itself in an appropriate manner and shall be responsible for directing how the Visitors Bureau shall expend all revenue generated by the \$2 lodging fee.

BE IT FURTHER RESOLVED that all revenue generated shall be expended to promote the Greater Williamsburg area as an overnight destination.

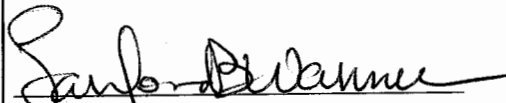
BE IT FURTHER RESOLVED that the Board of Supervisors of James City County, Virginia, hereby indicates its support for this proposal to the members of the local General Assembly delegation and, by the adoption of this Resolution, indicate its willingness to implement such a fee as soon as practicable upon approval of same by the General Assembly and the Governor.

BE IT FINALLY RESOLVED that the Board of Supervisors of James City County, Virginia, hereby requests that the enabling legislation approved by the General Assembly and the Governor shall include a sunset clause of December 31, 2007, removing the \$2 per night occupied room fee.



Bruce C. Goodson
Chairman, Board of Supervisors

ATTEST:



Sanford B. Wanner
Clerk to the Board

<u>SUPERVISOR</u>	<u>VOTE</u>
BRADSHAW	AYE
HARRISON	AYE
BROWN	AYE
MCGLENNON	AYE
GOODSON	NAY

Adopted by the Board of Supervisors of James City County, Virginia, this 13th day of January, 2004.