

A G E N D A

JAMES CITY COUNTY BOARD OF SUPERVISORS

WORK SESSION

MARCH 25, 2014

4:00 P.M.

A. CALL TO ORDER

B. ROLL CALL

C. BOARD DISCUSSIONS

1. Facility Feasibility Study Update – Aquatic Center/Indoor Sports Facility
2. Tourism Partner Update and Discussion
 - a. Williamsburg Hotel/Motel Association
 - b. Diamond Resorts
 - c. Greater Williamsburg Area Chamber & Tourism Alliance
 - d. Jamestown-Yorktown Foundation
 - e. Busch Gardens/Water Country USA
 - f. Kingsmill Resort
3. Board of Supervisors Feedback

D. ADJOURNMENT – until Regular Meeting at 7 p.m.

032514boswk-age

MEMORANDUM COVER

Subject: Tourism Work Session

Action Requested: Shall the Board of Supervisors provide guidance on the future direction of tourism initiatives?

Summary: During the January 25, 2014 Board of Supervisors Budget Retreat, the Board requested to include additional local tourism partners in the work session set for March 25. The Offices of Economic Development and Communications have confirmed attendance by representatives from the following organizations: Williamsburg Hotel/Motel Association, Diamond Resorts, Williamsburg Area Chamber and Tourism Alliance, Jamestown-Yorktown Foundation, Busch Gardens/Water Country USA, and the Kingsmill Resort.

In addition, staff has requested representatives from the consulting team working on the Facility Feasibility Study to be present to provide a brief presentation to the Board regarding their findings.

Staff recommends the Board provide guidance and assistance in defining the County's role in tourism.

Fiscal Impact: N/A

FMS Approval, if Applicable: Yes No

Acting Assistant County Administrator

Adam R. Kinsman 

Acting County Administrator

M. Douglas Powell 

Attachments:

1. Memorandum
2. Statistical Information

WORK SESSION

Date: March 25, 2014

M E M O R A N D U M

DATE: March 25, 2014

TO: The Board of Supervisors

FROM: Russell C. Seymour, Economic Development Director and Secretary, Economic Development Authority

SUBJECT: Tourism Work Session - Defining James City County's Involvement in Tourism

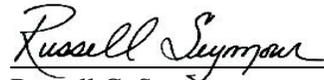
During the January 25, 2014 Board of Supervisors Budget Retreat, the Board requested that additional local tourism partners be included in the work session set for March 25th. The Offices of Economic Development and Communications confirmed attendance by representatives from the following organizations:

- Williamsburg Hotel/Motel Association
- Diamond Resorts
- Williamsburg Area Chamber and Tourism Alliance
- Jamestown-Yorktown Foundation
- Busch Gardens/Water Country USA
- Kingsmill Resort

In addition, staff has requested representatives from the consulting team working on the Facility Feasibility Study to be present to provide a brief presentation to the Board regarding their findings.

In order to provide some additional background information regarding the impact of tourism activities on the local area, staff has provided a number of tracked statistics pulled from both State and local sources.

Tourism has been and will remain an important industry sector for James City County. A strong tourism industry can have a far-reaching positive impact on a locality, including the local business community. As an outcome of this discussion, staff would like the Board's input and assistance in defining the County's role in tourism.

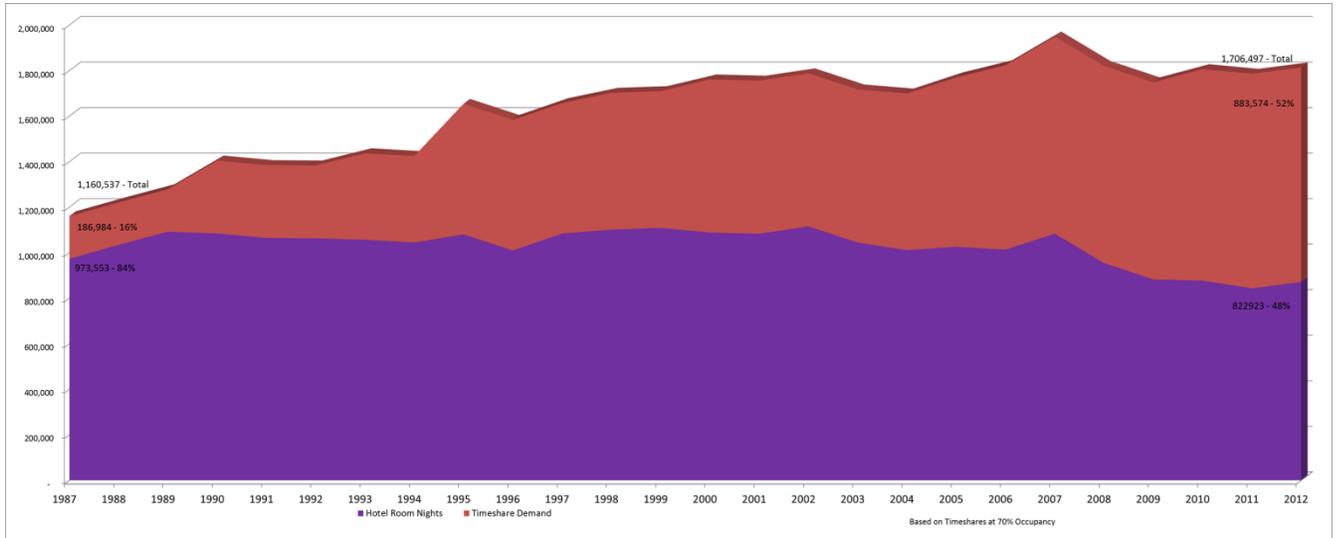


Russell C. Seymour

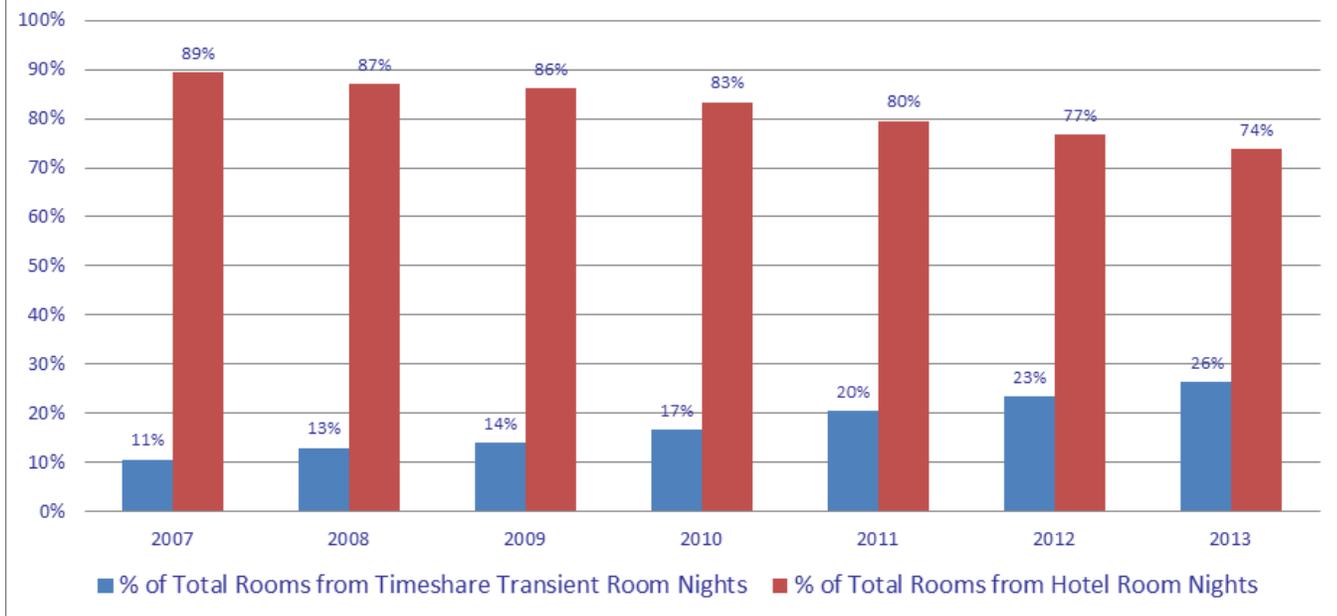
RCS/gb
TourismWS-mem

Attachments

Historic Triangle Hotel vs Timehsare Occupancy 1987 - 2012



James City County Timeshare Transient % of Room Night Production January thru October 2007 to 2013



James City

	2008	2009	2010	2011	2012	Percent Change
Population	62,410	63,735	67,319	67,857	68,967	1.6 %

	2008	2009	2010	2011	2012	Percent Change
Travel Economic Impacts						
Employment	3,857	3,609	3,585	3,553	3,653	2.8%
Expenditures	\$ 349,157,031	\$ 313,382,343	\$ 335,206,940	\$ 355,738,804	\$ 374,568,611	5.3%
Local Tax Receipts	\$ 15,046,543	\$ 13,659,072	\$ 14,250,216	\$ 14,417,582	\$ 14,999,600	4.0%
Payroll	\$ 66,687,197	\$ 61,010,813	\$ 62,612,300	\$ 62,588,751	\$ 65,512,452	4.7%
State Tax Receipts	\$ 15,472,807	\$ 14,840,763	\$ 15,401,472	\$ 15,603,214	\$ 16,330,172	4.7%
Local Excise Tax Rates						
Admissions Excise Tax Rate	0 %	0 %	0 %	0 %	0 %	n/a
Food Service Excise Tax Rate	4 %	4 %	4 %	4 %	4 %	n/a
Lodging Excise Tax Rate	5 %	5 %	5 %	5 %	5 %	n/a
Local Excise Tax Collection						
Admissions Excise Tax Collected	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	n/a
Food Service Excise Tax Collected	\$ 5,901,002	\$ 5,618,586	\$ 5,535,946	\$ 5,617,380	\$ 5,982,787	6.5%
Lodging Excise Tax Collected	\$ 3,318,746	\$ 2,764,063	\$ 2,553,820	\$ 2,520,379	\$ 2,753,408	9.2%

Notes:

Lodging Excise Tax Rate -- plus \$2.00 per night

York

	2008	2009	2010	2011	2012	Percent Change
Population	61,399	61,140	65,171	66,056	66,146	0.1 %

	2008	2009	2010	2011	2012	Percent Change
Travel Economic Impacts						
Employment	1,890	1,954	1,807	1,860	1,864	0.2%
Expenditures	\$ 186,913,699	\$ 187,906,024	\$ 181,934,840	\$ 198,507,612	\$ 203,767,440	2.6%
Local Tax Receipts	\$ 7,400,499	\$ 7,524,736	\$ 7,106,050	\$ 7,391,665	\$ 7,496,991	1.4%
Payroll	\$ 33,448,511	\$ 34,832,171	\$ 32,791,866	\$ 34,077,061	\$ 34,773,402	2.0%
State Tax Receipts	\$ 7,956,751	\$ 8,548,083	\$ 8,029,924	\$ 8,363,852	\$ 8,533,761	2.0%
Local Excise Tax Rates						
Admissions Excise Tax Rate	0 %	0 %	0 %	0 %	0 %	n/a
Food Service Excise Tax Rate	4 %	4 %	4 %	4 %	4 %	n/a
Lodging Excise Tax Rate	5 %	5 %	5 %	5 %	5 %	n/a
Local Excise Tax Collection						
Admissions Excise Tax Collected	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	n/a
Food Service Excise Tax Collected	\$ 5,143,049	\$ 5,132,516	\$ 5,054,179	\$ 5,251,240	\$ 5,371,564	2.3%
Lodging Excise Tax Collected	\$ 4,563,470	\$ 4,290,511	\$ 4,057,057	\$ 4,264,686	\$ 4,278,426	0.3%

Notes:

Lodging Excise Tax Rate -- plus \$2.00 per night

Williamsburg

	2008	2009	2010	2011	2012	Percent Change
Population	12,437	12,729	14,137	14,750	15,167	2.8 %

	2008	2009	2010	2011	2012	Percent Change
Travel Economic Impacts						
Employment	5,690	5,377	5,287	5,301	5,386	1.6%
Expenditures	\$ 486,358,291	\$ 436,988,362	\$ 458,707,566	\$ 488,476,386	\$ 508,328,093	4.1%
Local Tax Receipts	\$ 17,417,308	\$ 15,827,973	\$ 16,205,152	\$ 16,451,804	\$ 16,916,136	2.8%
Payroll	\$ 97,396,476	\$ 91,437,947	\$ 93,732,954	\$ 95,218,947	\$ 98,503,428	3.4%
State Tax Receipts	\$ 18,035,106	\$ 17,316,720	\$ 17,635,964	\$ 17,928,356	\$ 18,544,604	3.4%
Local Excise Tax Rates						
Admissions Excise Tax Rate	0 %	0 %	0 %	0 %	0 %	n/a
Food Service Excise Tax Rate	5 %	5 %	5 %	5 %	5 %	n/a
Lodging Excise Tax Rate	5 %	5 %	5 %	5 %	5 %	n/a
Local Excise Tax Collection						
Admissions Excise Tax Collected	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	n/a
Food Service Excise Tax Collected	\$ 6,005,227	\$ 5,522,541	\$ 5,607,318	\$ 5,989,446	\$ 6,277,434	4.8%
Lodging Excise Tax Collected	\$ 6,073,436	\$ 4,922,280	\$ 4,526,549	\$ 4,684,166	\$ 4,660,492	-0.5%

Notes:

Background

These summary profiles represent locality-specific travel-related data kept by the Virginia Tourism Corporation. Each profile is intended to provide 4 unique pieces of information: 1) Population estimates for 2008- 2012 to indicate growth in resident population 2) The direct economic impacts of domestic travelers' spending for calendar years 2008 - 2012 3) Local Excise Taxes collected by fiscal year and 4) Local Excise Tax Rates imposed within each locality. The discussion below explains the topics within each major section in more detail. The studies to estimate the domestic travelers' spending estimates were conducted by the Research Department of the U.S. Travel Association (formerly TIA). The studies provide 2008, 2009, 2010, 2011, and 2012 estimates of domestic traveler expenditures in Virginia and its 134 counties and independent cities, as well as the employment, payroll income, and state and local tax revenue directly generated by these expenditures.

Percent Change column represents the percentage change in each category over the previous year.

EXPLANATION

LOCAL EXCISE TAX COLLECTION

Lodging Excise Tax Collected, Food Service Excise Tax Collected, and Admissions Excise Tax Collected represent the local excise tax collections for lodging, meals and admissions, respectively, if applicable in the locality. Incorporated towns within a county may also impose a separate excise tax. Excise tax collections from incorporated towns are included in this report. If applicable, a separate note identifying a town's collections and tax rate will appear at the bottom of the report. NOTE: Localities imposing a local lodging excise tax may impose the tax on any or all classes of lodging such as hotels, motels, bed and breakfasts, cabins, and campgrounds. These collections are typically reported in July-to-June fiscal years, not calendar years. For this reason, they may not perfectly mirror the lodging and meals sales movements. The source for this data is the Auditor of Public Accounts. Website:

<http://www.apa.state.va.us/ComparativeReport.cfm>

LOCAL EXCISE TAX RATES

Lodging Excise Tax Rate, Food Service Excise Tax Rate, and Admissions Tax Rate show the local excise tax rates (if applicable) for lodging, meals, and admissions as of the most recent fiscal year. These rates are typically for July-to-June fiscal years, not calendar years. The tax rates shown are only for the county or city listed. Incorporated towns within a county may impose a separate excise tax rate. The source for this data is an annual survey administered by the Weldon Cooper Center for Public Service at the University of Virginia. The survey is administered between the spring and early fall of each year. For this reason the fiscal year tax rate reported by each county may vary.

More information regarding excise tax rates can also be found in the Economic Impact section of the Virginia Tourism Corporation industry site: <http://www.vatc.org/research> Website: <http://www.coopercenter.org/>

POPULATION

Population represents the Virginia Employment Commission's population estimates for Virginia localities.

TRAVEL ECONOMIC IMPACTS

Expenditures

Expenditures represent the direct spending by domestic travelers including meals, lodging, public transportation, auto transportation, shopping, admissions and entertainment.

Payroll

Payroll represents the direct wages, salaries and tips corresponding to the direct travel-related employment.

TRAVEL ECONOMIC IMPACTS

Employment

Employment represents the estimates of direct travel-related employment in the locality.

State Tax Receipts

State Tax Receipts represents the estimates of direct travel-related state taxes generated within the locality. These taxes would include the state sales-and-use tax, gasoline excise taxes, corporate income tax and the personal income tax.

Local Travel Receipts

Local Travel Receipts represents the estimates of direct travel-related local taxes generated within the locality. These taxes would include the local sales-and-use tax, local excise taxes and property taxes.

These five impact estimates EXCLUDE indirect, or multiplier impacts.

James City County
FY11 - FY14 Tourism Expenditures

	FY 2011	FY 2012	FY2013	FY2014	Description
Outside agencies (budgeted)					
Chamber/Tourism Alliance	\$875,000	\$650,000	\$650,000	\$650,000	
Historic Jamestowne/ Preservation Virginia	\$75,000	\$62,350	\$40,500	\$86,500	
JYF (special exhibits)	\$100,000	\$71,000	\$115,000	\$91,000	
Marketing (budgeted)					
Christmas in Williamsburg		\$100,000	\$100,000	\$100,000	
Virgina Arts Festival	\$10,000	\$10,000	\$10,000	\$15,000	
Kingsmill/LPGA		\$80,000	\$70,000	\$50,000	
Other				YTD spending	
Sports & Event Incentives			\$5,000	\$5,189	HOG rally; NSA; ABA Fishing tournament
Parks & Recreation needs		\$21,276	\$4,307	\$11,500	scoreboard, fencing, electrical
Feasibility Study				\$50,000	CS&L International
Corridor enhancements/signs		\$20,000		\$19,080	Busch Gardens corridor/Welcome signage
Security		\$525			HOG Rally
JCC Marketing			\$2,500	\$4,325	Legacy; Pritchard Volk
WADMC/WACTA transition			\$30,000		WADMC/Alliance website transition, one-time payment
Rentals				\$12,047	tents, buses
Historic Triangle Collaborative	\$7,000	\$6,650	\$6,500	\$6,500	
Regional Air Service Fund	\$13,000				now covered by EDA
VA Parks & Rec Society Conf.				\$8,230	food, printing, misc
TOTAL	\$1,080,000	\$1,021,801	\$1,033,807	\$1,109,371	

	2005	2006	2007	2008	2009	2010	2011	2012	2013
Room Nights¹	379,969	402,527	399,713	368,926	357,916	346,266	355,843	385,787	422,692
% Change from Previous Year		5.9%	-0.7%	-7.7%	-3.0%	-3.3%	2.8%	8.4%	9.6%
Average Daily Rate	\$ 119.40	\$ 127.62	\$ 133.06	\$ 124.49	\$ 107.01	\$ 106.46	\$ 106.88	\$ 117.03	\$ 108.75
% Change from Previous Year		13.2%	3.5%	-13.6%	-16.6%	-3.7%	3.2%	18.7%	1.8%
Room Sales	\$ 45,366,524	\$ 51,372,267	\$ 53,184,465	\$ 45,926,088	\$ 38,298,835	\$ 36,863,820	\$ 38,031,433	\$ 45,147,363	\$ 45,967,804
% Change from Previous Year		13.2%	3.5%	-13.6%	-16.6%	-3.7%	3.2%	18.7%	1.8%
Meal Sales	\$ 118,720,575	\$ 131,279,705	\$ 148,014,224	\$ 144,749,527	\$ 139,815,892	\$ 138,522,476	\$ 144,749,601	\$ 151,762,032	\$ 149,614,187
% Change from Previous Year		10.6%	12.7%	-2.2%	-3.4%	-0.9%	4.5%	4.8%	-1.4%
Sales Taxes²	\$ 7,354,294	\$ 7,779,380	\$ 8,203,287	\$ 8,179,905	\$ 7,662,260	\$ 7,474,805	\$ 8,271,301	\$ 8,615,818	\$ 9,144,750
% Change from Previous Year		5.8%	5.4%	-0.3%	-6.3%	-2.4%	10.7%	4.2%	6.1%

¹Room Nights include all transient tax collected rooms including hotels, timeshares and other lodging options

²Sales Tax Collections lag two months behind regular tax collections

