BOARD OF SUPERVISORS WORK SESSION GOVERNMENT CENTER BOARD ROOM

SEPT. 24, 2013 - 4 P.M.

- A. Call to Order B. Roll Call
- C. Board Discussions
 - 1. Measurement of Tourism Programs (Summary)
 - 2. Open Town Hall (Summary) (Memorandum)

D.Closed Session

- Chesapeake Bay/Wetlands Board
- 2. Williamsburg Regional Library Board of Turstees

E. Adjournment

MEMORANDUM COVER

Subject: Measurement of Tourism Pr	ograms					
Action Requested: None						
Tietion Itaquestou: Trono						
Summary: Mr. Dick Schreiber, Executive Director of the Greater Williamsburg Chamber and Tourism Alliance, will make a presentation at the September 24 work session on the measurement of tourism programs. Included with your packet is a report which is the foundation for the presentation.						
The Board has requested a work session to consider various strategies to improve tourism. It should be noted that this work session is not intended to meet that purpose. An additional work session will be scheduled in the near future to address broader issues related to tourism.						
Fiscal Impact: N/A						
Fiscal Impact; N/A						
FMS Approval, if Applicable: Yes No						
Assistant County Administrator		County Administrator				
Doug Powell _De		Robert C. Middaugh				
Attachment:]	WORK SESSION				
1. Memorandum						
2. Report		Date: September 24, 2013				

Tourism_cvr



Measurement of Tourism Programs

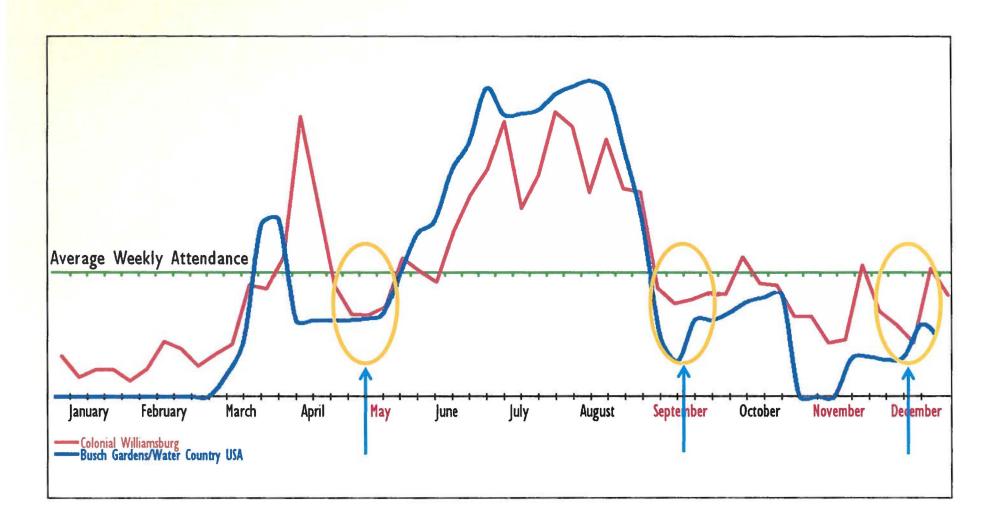


Goal

Add value to Historic Triangle tourism marketing Requirements

- Add to what others are doing
 - Do not be redundant
- Be Measurable







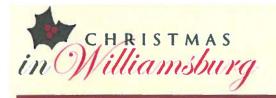
Conclusion: Opportunities exist to add marketing value during weak seasons

- Christmas in Williamsburg: November/December
- Arts in Williamsburg: September/October
- Springtime in Williamsburg: May

Conclusion: There are niche opportunities not being addressed by others

Sports

CHRISTMAS Officemobile





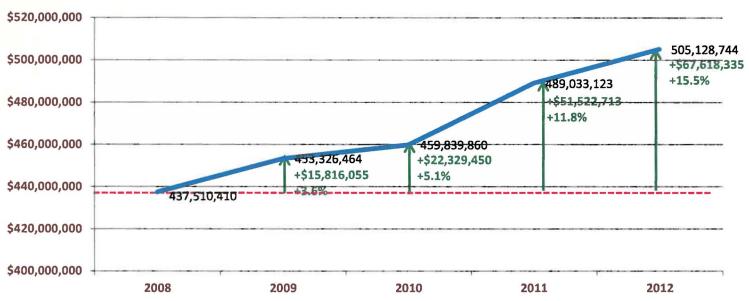
- Water - Are	 	 - 11			
	2008	 2009	2010	2011	2012
Spending	\$	\$ 5,000	\$ 145,500	\$ 332,481	\$ 383,260
Program					
Digital					
Paid Search		٧	٧	٧	V
Social Media					
Facebook		٧	٧	√	V
Wmsbg Weekends	٧	٧	٧	٧	٧
Twitter			٧	√	٧
Pinterest				V	٧
Radio			٧		
Television			10 & 15 second spot	ts 15 second spots	30 second spots
Washington, DC			V	V	V √
Hampton Roads				V	Control of
Richmond				V	/\
Baltimore				V	V
Raleigh-Durham					V

 This chart reflects the marketing program for Christmas In Williamsburg each year





Consumer Spending on Rooms, Meals & Retail Historic Triangle - November & December 2008 to 2012

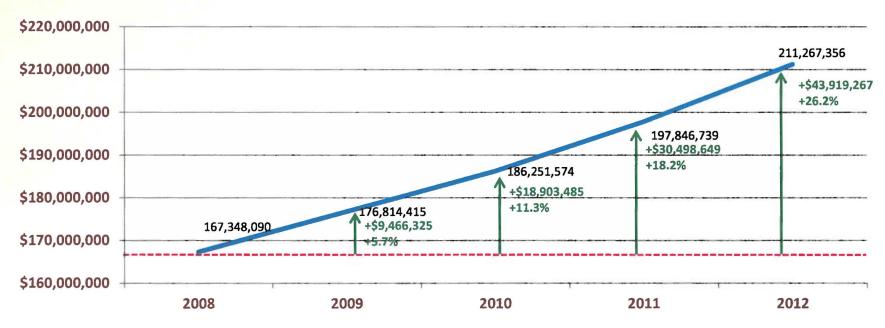


- 2008 was the year prior to this program starting. Therefore, it serves as the base year. The red line represents the base line.
- Spending by consumers is represented by the blue line. It shows a steady increase as marketing efforts have increased.
- Average growth per year compared with the base year is over \$39 million, or a total over the four years of \$157 million. Tax receipts have increase by \$2 million.



CHRISTMAS in Williamsburg James City County Results

Consumer Spending on Rooms, Meals and Retail James City County – November & December 2008 to 2012

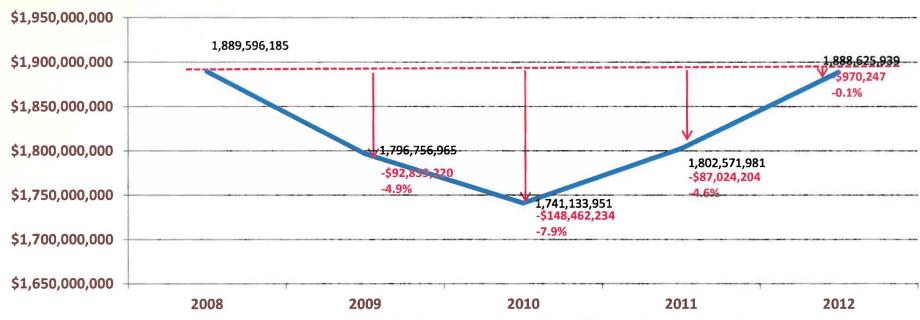


- James City County has benefitted by an average yearly growth of \$25.6 million, or \$102.7 million in total.
- Tax receipts have increased by \$1.6 million over the four years





Consumer Spending for Rooms, Meals and Retail January thru August 2008 to 2012



- Results reflected on earlier charts are considerably different from results for January –
 August of the same years. Where Christmas has exceeded the base year, the first eight
 months have lagged in all years.
- Christmas in Williamsburg marketing, combined with excellent product, is making a difference and turning around otherwise weak years.



www.ArtsInWilliamsburg.com



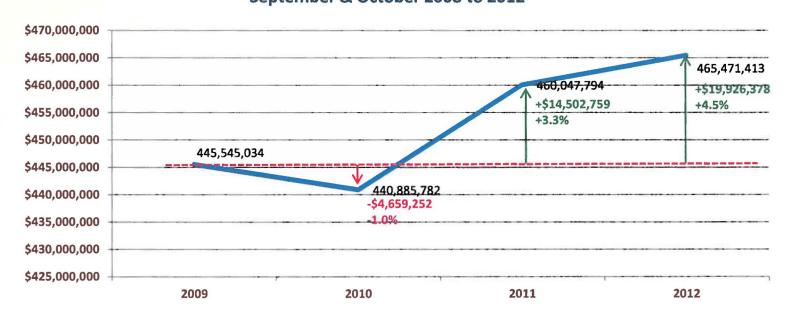


	2009	2010	2011	2012
Spending	\$ -	\$	\$ 127,390	\$ 149,390
Program				
Digital				
Paid Search			٧	٧
Social Media				
Facebook		٧	٧	٧
Wmsbg Weekends		٧	٧	V
Twitter		٧	V	٧
Pinterest			٧	٧
Radio			٧	
Television			5 & 10 second spots	15 second spots
Washington, DC			V	V
Hampton Roads			V	٧
Richmond			V	V
Baltimore	A WELLER			V

• This chart reflects the changes in the marketing program for Arts Month each year



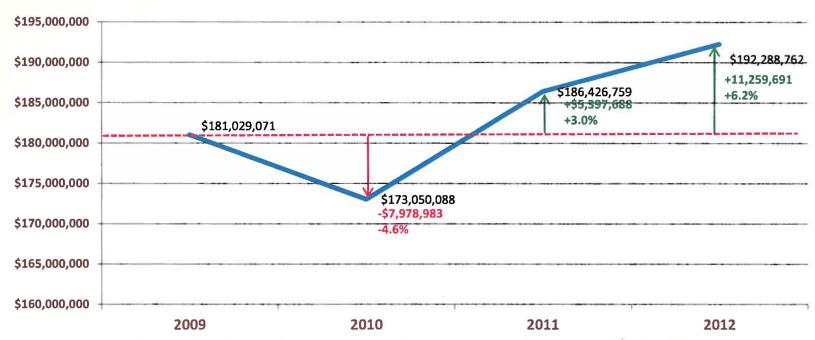
www.ArtsInWilliamsburg.com Historic Triangle Consumer Spending for Rooms, Meals and Retail September & October 2008 to 2012



- Compared to the base year, 2009, consumer spending has increased an average of \$10 million per year or \$29.8 million in total.
- Tax Collections have grown by \$606,970 for the period.



www.ArtsInWilliamsburg.com James City County Consumer Spending for Rooms, Meals and Retail September & October 2008 to 2012



- James City County has experienced average annual growth of \$2.9 million or \$8.7 million in total.
- Tax Collections have grown by \$481,858.

SPORTS/#/ Williamsburg



Established Sports Williamsburg in 2010



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College Prep Golf Hogan Lacrosse Kris Kringle	30 7 14 21 28						
	2 3 16 23	La Company	hon.				
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Set-Up Events Patriots Half-Thisthlon Colonial 200 Road Team Puning Race Macronal Softball Response Tournament		January and State of the State	Run for the Dream Half-Marathon	Friple Crown Sports Softbal	rosse	Toyota Tundra Bassmasters	niversity
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College Prep Golf Mational Softball Association Cirls World Series Tournament Mational Softball Association Cirls World Series Tournament	6 13 20 27	dipo	ı	1	1	1	ı
Rev 3 Triathalon + Capitol Lacrosse Tournament Hogan Lacrosse + Focus Show case Field Hockey + NSA Regional Tournament	ભ	allo					
on older ASM+ snamentuoT lledaseB nwotO alqitT + nortstament 4NSM+ snament	16 25 1	2		Series			
Revolutionary Humble Volleyball Tournament National Softball Association Regional Tournament LPGA Championship at Kingsmill Resort + College Prep Golf				. World		nent	
Triple Crown Baseball Tournament College Prep Golf National Softball Association (NSM) Regional Tournament		č	_	all Assoc	occer	Tourna	_
Frep Golf	3 2 9 16 23		REV 3 Triathlon	National Softball Assoc. World S	efferson Cup Soccer	Kingsmill LPGA Tournament	VA Youth Soccer
ледвогу Soccer Presidents Понглателя		r Groups:	- REV	- Nat	– Jeff	- King	- VA
	12 19 26	Major					



The programs are working.

Perhaps, more importantly, they:

- Add a dimension to the efforts of others (are not redundant)
- Are measurable

MEMORANDUM COVER

Subject: Open Town Hall						
Action Requested: No action required.						
Summary: The town hall type of public meeting has been a traditional tool for soliciting public input on issues. In this meeting format, a topic of concern is identified, a meeting is advertised, people attend, information is shared and input is provided. Many local jurisdictions are incorporating online civic engagement tools to complement this traditional forum. A web-based platform that replicates the town hall-style forum can provide a new public input						
mechanism that is both convenient an	nd easy for citizens to use. Whatinue to be an avenue for	nile the Board of Supervisors and other citizen participation, an online civic				
Fiscal Impact: Approximately \$9,000 will be spent.						
FMS Approval, if Applicable: Yes No						
Assistant County Administrator		County Administrator				
Doug Powell		Robert C. Middaugh				
Attachments: 1. Memorandum		WORK SESSION Date: September 24, 2013				

 $OpenTownHall_cvr$

MEMORANDUM

DATE:

September 24, 2013

TO:

The Board of Supervisors

FROM:

Latara Branch, Civic Engagement Coordinator

Jody Puckett, Communications Director/Cable Administrator

SUBJECT:

Open Town Hall

Over the past 18 months, the County's Civic Engagement goals have been developed to focus on citizens and provide opportunities that will:

- increase participation;
- increase knowledge of County government through access to services and information; and
- provide a wide range of option for citizens to participate in government.

To achieve these goals, we use many tools including public meetings, social media, videos, citizen focused publications and web pages.

Across the country there has been an increase in the use of web-based civic engagement tools. Within James City County the volume of users for the County's social media, online videos and other web-based services has also increased. While the County's civic engagement efforts primarily rely on traditional public outreach such as meetings and printed publications, staff has been researching web-based programs as another way to encourage public participation. A cloud-based platform called Open Town Hall, offered by Peak Democracy, an Alliance for Innovation and International City/County Management Association partner, provides a robust and well-managed service that will enhance our Civic Engagement goals. This program requires no long-term investment; it is based on an annual subscription.

Open Town Hall replicates a town hall-style public meeting and is well-suited to reach citizens that may not, for whatever reason, come to public meetings. Open Town Hall will supplement but not replace traditional County public meetings, providing citizens with a convenient new tool for civic engagement.

Staff proposes that Open Town Hall become another way to hear from citizens, giving them more options to become engaged and giving the Board valuable feedback to consider while making decisions on community issues.

Latara Branch

Wale

Jody Puckett

CONCUR:

Doug Powell