

AT A WORK SESSION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF JAMES CITY, VIRGINIA, HELD ON THE 25TH DAY OF MARCH 2014, AT 4:00 P.M. IN THE COUNTY GOVERNMENT CENTER BOARD ROOM, 101 MOUNTS BAY ROAD, JAMES CITY COUNTY, VIRGINIA.

A. CALL TO ORDER

B. ROLL CALL

Mary K. Jones, Chairman, Berkeley District  
Michael J. Hipple, Vice Chairman, Powhatan District  
James G. Kennedy, Stonehouse District  
Kevin Onizuk, Jamestown District  
John J. McGlennon, Roberts District

M. Douglas Powell, Acting County Administrator  
Leo P. Rogers, County Attorney

C. BOARD DISCUSSIONS

1. Facility Feasibility Study Update – Aquatic Center/Indoor Sports Facility

Mr. Russell Seymour, Director of Economic Development, introduced Mr. Jason Clement, from the Sports Facilities Advisory, who gave a presentation to the Board about the Facility Feasibility Study. Mr. Clement gave background information into the work completed to this point regarding the study. Mr. Clement stated that there were two visions that were researched as part of the study; a court facility that would contain six high school regulation basketball courts or could be configured to support 12 regulation indoor volleyball courts and an indoor aquatic center with a 50-meter regulation pool. Mr. Clement gave a five-year projection for the cost of maintenance and operation of the indoor court facility that showed that the County would not generate revenue in the first five years of operations. Mr. Clement then showed projections for the number of tournaments and guests for the first five years of operation with additional information on the economic impact to the County and an estimate of the return to the County from taxes collected in association with the generated sports tourism.

Mr. McGlennon asked why the size of the facility was smaller than others that were studied in other areas.

Mr. Clement stated that the design of this structure was based on a six court model rather than an eight, ten, or twelve court model and was based on a more efficient use of space.

Mr. Clement then discussed the five-year projections for the Aquatic Center which showed that an aquatic center would show a loss on the first five years. He did state, however, that there is a greater regional need for an aquatic center as opposed to a court facility and would in fact draw more events per year. Mr. Clement stated that there would not be a good return on investment especially to local business, because more of the Aquatic Center events would be local clubs and high schools rather than larger regional events that would increase sports tourism.

**ADOPTED**

**APR 22 2014**

**Board of Supervisors  
James City County, VA**

Mr. Onizuk asked about the need between the two facilities, the Court Facility versus the Aquatic Center.

Mr. Clement stated that the need was equal but the economic impact from a Court Facility would be greater than an Aquatic Center. He stated that this is based on the fact that a Court Facility is a more versatile space and could be used for more different types of events.

Mr. McGlennon asked about projections for shared costs with other outside partners.

Mr. Clement said that he has seen partnerships with other outside organizations such as private sports clubs, schools, and health care facilities in order to make projects of this type feasible.

Mr. Onizuk asked about sponsorships for facilities.

Mr. Clement stated that he has seen sponsorship and the facilities that the Sports Facilities Advisory manages do attempt to get sponsorships, but those figures were not included in these projections.

Mr. Hipple asked about the life cycle of these facilities.

Mr. Clement stated that 40 to 50 years is what the current projections are based on.

Mr. Hipple asked at what point do each of these facilities become self-sufficient and break even or make a profit.

Mr. Clement stated that the Aquatic Center would never reach that point. He stated that the Court Facility profitability would be dependent on local use versus sports tourism.

Mr. Onizuk asked if the economic impact was based on overall impact regionally or just for the County.

Mr. Clement stated that the figures were just based on the impact to the County.

Mr. Kennedy asked if the financial impact was based on job creation and other factors or just on tax revenue created from tourism.

Mr. Clement stated that the figures were based on tax revenue only, but that the other figures could be generated if needed and the study was to go further.

Mr. Kennedy asked about non-sports related uses for the facility.

Mr. Clement stated that figures were included for non-sports-related uses of the Court Facility and that those figures were in fact calculated into the figures presented to the Board.

Mr. Powell stated that neither proposal was included in the draft Capital Improvements Program (CIP) that will be submitted in his proposed budget.

2. Tourism Partner Update and Discussion

a. Williamsburg Hotel/Motel Association

Mr. Ron Kirkland, Executive Director of the Williamsburg Hotel/Motel Association, presented information on the distribution of the Association's Magazine locally and regionally as well as access to the www.gowilliamsburg.com website and referrals to the County lodging facilities from the website. He stated that the Association hopes to increase traffic to the website in 2014, which would in turn generate more referrals to County lodging facilities. He stated that the Association does not receive nor requests any funds from the County.

Mr. McGlennon asked how the Association plans to hit its goals for occupancy in Hotel/Motel properties in 2014.

Mr. Kirkland stated that it is based on more focused advertising in the summer months and expanding west into areas that are not currently serviced.

Mr. Onizuk asked if the association had other areas of marketing in addition to the website and magazine.

Mr. Kirkland stated that at this time the Association does not have the resources to expand beyond the magazine and website.

b. Diamond Resorts

Mr. Dale Young, Area Manager for Diamond Resorts, gave a presentation beginning with background information on Diamond Resorts. He outlined information regarding its Capital Improvements for its two properties, Powhatan Resort and Greensprings Resort.

Mr. McGlennon asked what the split is between timeshare and transient rentals.

Mr. Young stated that it was roughly 60 percent timeshare.

Mr. McGlennon asked about the occupancy rates.

Mr. Young stated that his yearly occupancy rate is approximately 70 percent.

Mr. Hipple asked about the expansion of the two resorts.

Mr. Young stated that there were no plans to expand either resort, only improvement projects.

Mr. McGlennon asked about why people choose timeshares rather than a traditional hotel.

Mr. Young stated it is because of the different offerings versus a traditional hotel.

Mr. McGlennon asked about Diamond's advertising.

Mr. Young stated that Diamond does advertise farther than the Hotel/Motel Association, but they also advertise internationally through the Diamond Brand.

Ms. Jones asked Mr. Young's opinion on what the County could do assist the resorts.

Mr. Young stated mainly assistance with logistical issues in relation to the resorts' location.

Mr. Hipple asked if a lot of their guests were utilizing the kitchens in the units or were utilizing outside restaurants.

Mr. Young stated that it was split between using the kitchen and using outside dining. He stated that families with children typically utilize the kitchen for breakfast and possibly lunch, but most dine out for dinner.

c. Greater Williamsburg Area Chamber and Tourism Alliance

Ms. Karen Riordan, President and CEO of the Greater Williamsburg Area Chamber and Tourism Alliance (the Chamber), addressed the Board and shared her impressions on the County and the region. She presented the Board with the Chamber's plan for the 2014 tourism season. She stated that the Chamber wants to focus on tourism areas other than historical ventures, to show what else the area has to offer. She showed that there has been a decline in room nights from 2007 to 2013 in hotels, but an increase in timeshare room nights from 2007 to 2013. She stated that the Chamber is requesting additional funding of \$100,000 for Christmas in Williamsburg due to \$227 million in revenue created by the program in 2013. She stated that the Chamber would like to see an increase in sports tourism. She concluded by stating that the Chamber is asking for \$100,000 in additional funding for Christmas in Williamsburg, \$50,000 to support September Arts Month, and \$25,000 for an economic impact study for sports tourism and to develop a strategic plan for sports tourism.

Mr. Kennedy stated that he did not agree with the comparison between independent hotels and timeshare resorts as they are two different products for the consumer and timeshare resorts have different avenues of recovering funds that are not available to independent hotel operators. Mr. Kennedy continued to state that in the past the Chamber was only there to support its members and did not assist in any type of marketing for non-members.

Ms. Riordan stated that this year is the first year that all hoteliers in the area will be listed in their publication, not just the member properties.

Mr. Kennedy asked what the total amount of funding that the Chamber is asking for from the County this year.

Ms. Riordan stated that the original request was for \$600,000, plus \$100,000 for Christmas in Williamsburg, plus \$50,000 for September Arts Month, plus a final \$25,000 for a sports tourism economic impact study and to generate a strategic plan for which types of events and trade shows should be targeted for the greater Williamsburg area.

Mr. Onizuk asked for her opinion on a time frame for a Court Facility before other areas have taken the market potential away from the County. He also asked what the Chamber could do to make this project a reality.

Ms. Riordan stated that she believes there is a window of three to five years to get into the sports tourism market before that market is dominated by Richmond and Virginia Beach. She said that she could not speak for other elected officials from the surrounding jurisdictions, but did feel like they might be amicable to some sharing of resources.

Mr. Kennedy asked what her opinion is on the six-court facility that was purposed in the Feasibility Study.

Ms. Riordan stated that she felt as though six courts were the absolute minimum in order to attract larger teams that would have greater financial impact.

Mr. McGlennon asked if York County and the City of Williamsburg were asked to contribute funds towards the Chamber's economic impact study.

Ms. Riordan stated no, the other jurisdictions had not been asked to contribute funds to the study; other financial requests were made of those jurisdictions.

Mr. McGlennon stated that all parties that would receive benefit from a sports tourism initiative undertaken by the County should have some sort of contribution into the funding and implementation of any initiative to include the other jurisdictions as well as restaurants and hoteliers.

d. Jamestown-Yorktown Foundation

Ms. Susan Bak, Director of Marketing and Retail Operations for the Jamestown-Yorktown Foundation, gave a presentation regarding the 2014 marketing initiatives by the Foundation. She continued to show information about the renovation of the Yorktown Victory Center. She also stated that she would like to see support from the County for marketing to local residents and broader efforts in coordination with the Chamber. She stated that she would like the Board's approval for the funding request of \$115,000.

e. Busch Gardens/Water Country USA

Mr. Carl Lum, President of Busch Gardens/Water Country USA, gave a presentation on their planned programs for 2014. He discussed their involvement with the Williamsburg Area Destination Marketing Committee (WADMC). He also discussed the changes over the past several years in the numbers of visitors to the region and the numbers of hotel/timeshare stays and the growth and decline in both areas.

Mr. McGlennon thanked Mr. Lum for his involvement with WADMC.

Mr. Onizuk asked what could be done to increase the length of visits of tourists to the area.

Mr. Lum stated that he agrees with the idea of reinventing the area's destination brand, by marketing the idea that there is more to do in the area than just the history. Along those lines, he stated that sports tourism could be a large market and avenue for increasing the length of stay.

f. Kingsmill Resort

Ms. Robin Carson, Executive Vice President for the Kingsmill Resort, gave a presentation on Kingsmill's attempts to increase business since the economic downturn in 2008. She showed who the major competitors are for the Kingsmill Resort in the region. She discussed the continued development in Kingsmill and capital development projects that have been undertaken. She discussed the continued presence of the Ladies' Professional Golf Association (LPGA) tournament at Kingsmill and the economic impact of the tournament on the County. She requested that the County continue to support the tournament, as well as to support and increase the funding to the Destination Marketing Organization, which is the Chamber. She concluded her presentation by discussing Kingsmill's efforts to market the Resort and the changes that they have made to their marketing campaign.

3. Board of Supervisors Feedback

Ms. Jones stated that she appreciated all of the great information presented this afternoon. She recommended the Board take a break, due to the time. She stated that there will be ongoing discussions regarding this information during budget discussions.

Mr. Powell stated that he understood the desire to break, but stated that the Board does need to have a meaningful discussion with staff to provide direction regarding tourism. He suggested that the Board email any thoughts or budgetary guidance it might have regarding tourism.

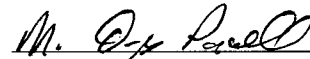
Mr. McGlennon asked if there would be time at the April 8, 2014, Work Session, to have the discussion.

Ms. Jones stated that Stormwater is on the Agenda for the April 8 Work Session. She asked Mr. Powell if he expected the discussion to take two hours.

Mr. Powell stated that he believes the Stormwater discussion could take the full two hours, but stated that he would speak with the Development Management staff to see if it would possible to allow time for the tourism discussion. He stated that he would let the Board know tomorrow by email.

**D. ADJOURNMENT** – to Regular Meeting at 7 p.m.

At 6:47 p.m., Ms. Jones recessed the Board until the Regular Meeting beginning at 7 p.m.



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M. Douglas Powell  
Clerk to the Board