



**WADMC**  
**Monthly Key Data Report**  
**March 31, 2011**

**WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE  
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As of March 31, 2011**

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(INDEPENDENT) ACCOUNTANT'S COMPILATION REPORT

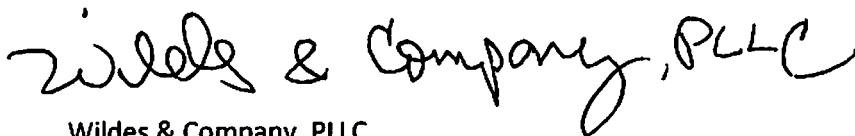
To the Board of Directors  
Williamsburg Area Destination Marketing Committee ("WADMC")  
Williamsburg, VA

We have compiled the accompanying statement of financial position of WADMC as of March 31, 2011, and the related statements of activities and functional expenses for the period then ended, and the accompanying supplementary information contained in Schedules I and II, which are presented only for supplementary analysis purposes. We have not audited or reviewed the accompanying financial statements and supplementary schedules and, accordingly, do not express an opinion or provide any assurance about whether the financial statements and supplementary schedules are in accordance with accounting principles generally accepted in the United States of America.

Management is responsible for the preparation of the financial statements and supplementary schedules in accordance with accounting principles generally accepted in the United States of America and for designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial statements and supplementary schedules.

Our responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements and supplementary schedules without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements and supplementary schedules.

Management has elected to omit substantially all of the disclosures and the statements of cash flows required by accounting principles generally accepted in the United States of America. If the omitted disclosures and statement of cash flows were included in the financial statements, they might influence the user's conclusions about WADMC's financial position, results of activities, and cash flow. Accordingly, the financial statements are not designed for those who are not informed about such matters.



Wildes & Company, PLLC  
May 19, 2011

WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE  
STATEMENT OF FINANCIAL POSITION  
As of March 31, 2011

**Assets**

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Current Assets

Unrestricted-Chesapeake Bank	\$ 2,271,707
Accounts Receivable	<u>282,717</u>
<i>Total Current Assets</i>	<u>2,554,424</u>

<b>Total Assets</b>	<b><u><u>\$ 2,554,424</u></u></b>
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**Liabilities and Net Assets**

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Current Liabilities

Accounts Payable	<u>\$ 511,878</u>
<i>Total Liabilities</i>	<u>511,878</u>

Net Assets

Unrestricted net assets	<u>2,042,546</u>
<i>Total net assets</i>	<u>2,042,546</u>

<b>Total Liabilities and Net Assets</b>	<b><u><u>\$ 2,554,424</u></u></b>
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WILLIAMSBURG AREA DESTINATION MARKETING ASSOCIATION  
STATEMENT OF ACTIVITIES  
For the three months ended March 31, 2011

<b><u>Unrestricted Revenue and Support</u></b>		
City of Williamsburg	\$	188,970
James City County		79,533
York County		176,795
Private Investors		686,705
ARES Commission		8,078
Interest income		2,619
<i>Total Revenue and Support</i>	<b>\$</b>	<b><u>1,142,700</u></b>
<b><u>Expenses</u></b>		
Marketing	\$	725,195
General and Administrative		17,265
<i>Total Expenses</i>		<u>742,460</u>
 <b>CHANGE IN NET ASSETS</b>		 <u>400,240</u>
 <b>NET ASSETS, BEGINNING OF YEAR</b>		 <u>1,642,306</u>
 <b>NET ASSETS, END OF PERIOD</b>		 <u><u>\$ 2,042,546</u></u>

WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE  
STATEMENT OF FUNCTIONAL EXPENSES  
For the three months ended March 31, 2011

**Marketing**

Momentum Agency Services	\$ 5,822
Momentum Print Creative	-
Momentum Online Creative	-
Momentum TV Edit Production	15,040
Momentum Research-Ad & Web	-
Momentum TV Traffic	-
Momentum Web Content/Revision	68
Momentum Talent Fee	-
Momentum Web Design/Hosting	3,345
Ingenuity Media-Local TV	416,366
Ingenuity General Media Fee	65,216
Ingenuity Search Fee	32,500
Ingenuity Search	29,672
Ingenuity Misc	35
Ingenuity Online Display	100,994
Ingenuity Ad Serving Fee	1,162
Ingenuity Print Magazine	
Public Relations (DCI)	54,051
DCI Outreach	499
Travel Writer Site Visit	425

<i>Total Marketing</i>	<u>\$ 725,195</u>
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**General and Administrative**

Destination Coordinator	\$ 13,500
Accounting	2,850
Postage	915
Miscellaneous	-

<i>Total General and Administrative</i>	<u>\$ 17,265</u>
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<b>Total Expenses</b>	<u><u>\$ 742,460</u></u>
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WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE  
SCHEDULE I - ACCOUNTS PAYABLE AND ACCOUNTS RECEIVABLE  
As of March 31, 2011

**Accounts Receivable**

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York County	\$ 61,988
James City County	16,186
City of Williamsburg	62,412
Private Investors	142,131
<b>Total Accounts Receivable</b>	<b><u><u>\$ 282,717</u></u></b>

**Accounts Payable**

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Ingenuity Search	\$ 29,672
Ingenuity-Local TV	416,366
Ingenuity Online Display	65,637
Momentum TV Edit Production	203
Momentum Web Design/Hosting	-
Miscellaneous	-
<b>Total Accounts Payable</b>	<b><u><u>\$ 511,878</u></u></b>

**WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE  
SCHEDULE II - BUDGET COMPARISON TO ACTUAL REVENUE AND EXPENSE**

	Jan-Mar Budget	Jan-Mar Actual	Variance	MarBudget	MarActual	Variance
<b>REVENUE</b>						
WMBG - \$2 TAX	212,302	188,970	(23,332)	42,752	62,412	19,660
JCC - \$2 TAX	173,506	79,533	(93,973)	27,020	16,186	(10,834)
YORK - \$2 TAX	165,738	176,795	11,057	45,626	61,989	16,363
INT	3,180	2,619	(561)	1,238	1,043	(195)
PRIVATE INVESTORS - TOTAL	-	686,705	686,705	-	140,000	140,000
ARES COMMISSION	6,000	8,078	2,078	2,000	2,131	131
<b>REVENUE SUBTOTAL</b>	<b>560,726</b>	<b>1,142,700</b>	<b>581,974</b>	<b>118,636</b>	<b>283,761</b>	<b>165,125</b>
<b>EXPENSES</b>						
<b>MOMENTUM</b>	-	-	-	-	-	-
Agency Services	12,500	5,822	(6,678)	6,250	-	(6,250)
TV Edit Production/Added Value	30,000	15,040	(14,960)	10,000	-	(10,000)
TV Traffic	-	-	-	-	-	-
Ad & Website Research	25,000	-	(25,000)	-	-	-
Web Hosting Fee	3,000	3,345	345	1,000	-	(1,000)
Web Content, Revisions	7,500	68	(7,432)	2,500	-	(2,500)
On Line Creative	60,000	-	(60,000)	25,000	-	(25,000)
Print Creative	-	-	-	-	-	-
<b>INGENUITY (General Media Fee)</b>	<b>48,000</b>	<b>65,216</b>	<b>17,216</b>	<b>16,000</b>	<b>-</b>	<b>(16,000)</b>
Local TV	-	416,366	416,366	-	416,366	416,366
Ingenuity Misc	1,470	35	(1,435)	-	-	-
Online Display	35,357	100,994	65,637	35,357	65,637	30,280
SearchFee	18,750	32,500	13,750	6,250	-	(6,250)
Ad Serviing Fees	1,696	1,162	(534)	1,162	-	(1,162)
Ingenuity Search	50,000	29,672	(20,328)	20,000	-	(20,000)
Ingenuity Print Magazine	15,948	-	(15,948)	-	-	-
Ingenuity Print Newspaper	-	-	-	-	-	-
<b>DESTINATION COORDINATOR</b>	<b>13,500</b>	<b>13,500</b>	<b>-</b>	<b>4,500</b>	<b>4,500</b>	<b>-</b>
<b>BARTLETT</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>AUDITOR</b>	<b>5,000</b>	<b>-</b>	<b>(5,000)</b>	<b>5,000</b>	<b>-</b>	<b>(5,000)</b>
Accounting Management	2,850	2,850	-	950	950	-
<b>PUBLIC RELATIONS (DCI )</b>	<b>39,798</b>	<b>54,051</b>	<b>14,253</b>	<b>13,266</b>	<b>12,917</b>	<b>(349)</b>
DCI Outreach Expense	1,200	499	(701)	400	-	(400)
Postage	-	915	915	-	473	473
WADMC Website	150	-	(150)	50	-	(50)
MISC	750	-	(750)	250	-	(250)
<b>TRAVEL WRITER SITE VISIT</b>	<b>1,500</b>	<b>425</b>	<b>(1,075)</b>	<b>500</b>	<b>425</b>	<b>(75)</b>
Collateral	-	-	-	-	-	-
<b>EXPENSES SUBTOTAL</b>	<b>373,969</b>	<b>742,460</b>	<b>368,491</b>	<b>148,435</b>	<b>501,268</b>	<b>352,833</b>



### City of Williamsburg

Collected	TOT Revenue			Locality Reported Room Nights		
	2009	2010	2011	2009	2010	2011
Month	\$2 Tax Rev.	\$2 Tax Rev.	\$2 Tax Rev.	Demand	Demand	Demand
January	\$ 45,457	\$ 42,752	\$ 39,262	22,729	21,376	19,631
February	60,334	56,478	61,938	30,167	28,239	30,969
March	81,442	88,400	83,346	40,721	44,200	41,673
April	139,916	125,610		69,958	62,805	0
May	117,010	110,040		58,505	55,020	0
June	137,638	138,720		68,819	69,360	0
July	168,058	181,568		84,029	90,784	0
August	160,780	161,112		80,390	80,556	0
Sept.	100,704	97,052		50,352	48,526	0
October	116,668	126,590		58,334	63,295	0
November	82,716	84,258		41,358	42,129	0
December	86,834	87,770		43,417	43,885	0
YTD Mar	\$ 187,233	\$ 187,630	\$ 184,546	93,617	93,815	92,273
Year End	\$ 1,297,557	\$ 1,300,350	\$ 184,546	648,779	650,175	92,273

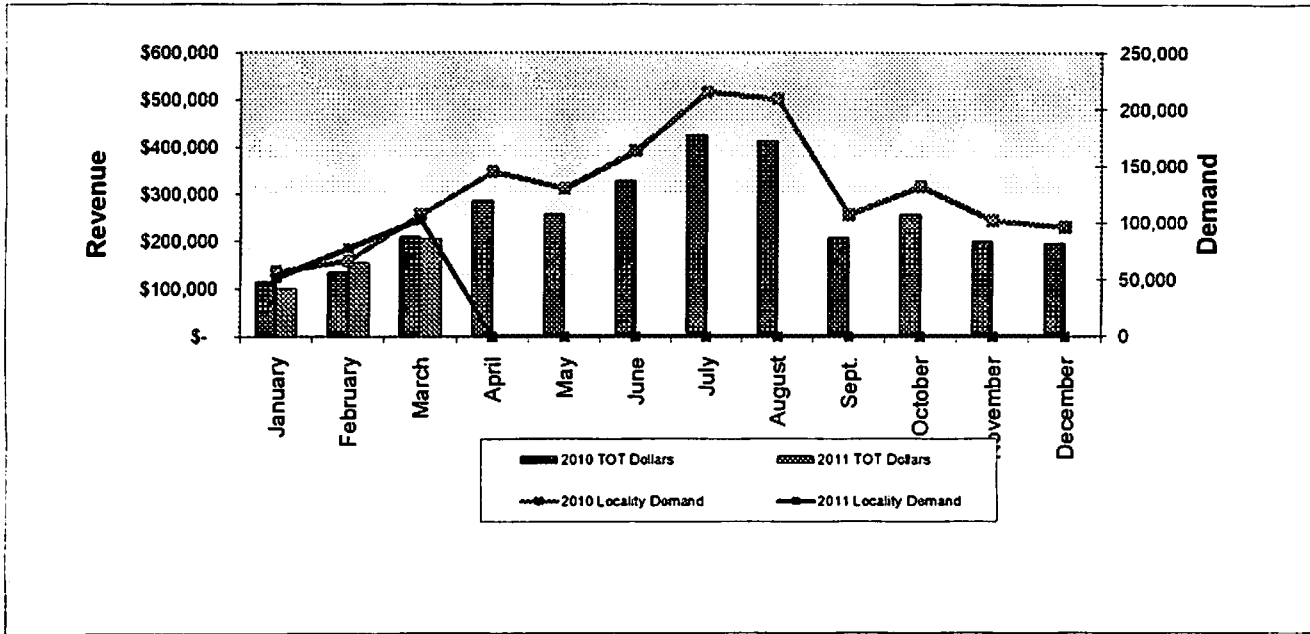
### James City County

Collected	TOT Revenue			Locality Reported Room Nights		
	2009	2010	2011	2009	2010	2011
Month	\$2 Tax Rev.	\$2 Tax Rev.	\$2 Tax Rev.	Demand	Demand	Demand
January	\$ 24,606	\$ 27,020	\$ 16,186	18,116	13,510	8,093
February	36,772	27,222	31,015	18,049	13,611	15,536
March	44,162	46,038	43,359	23,559	23,019	21,853
April	70,558	67,529		35,210	33,914	
May	59,738	60,107		29,901	30,065	
June	72,852	72,455		36,426	36,216	
July	91,020	90,910		51,020	45,455	
August	99,046	108,244		49,523	54,122	
Sept.	57,364	37,680		28,682	18,840	
October	47,924	47,148		23,962	23,883	
November	40,741	50,548		20,374	25,294	
December	57,821	38,641		28,907	19,423	
YTD Mar	\$ 105,540	\$ 100,280	\$ 90,560	59,724	50,140	45,482
Year End	\$ 702,604	\$ 673,542	\$ 90,560	363,729	337,352	45,482

### York County

Collected	TOT Revenue			Locality Reported Room Nights		
	2009	2010	2011	2009	2010	2011
Month	\$2 Tax Rev.	\$2 Tax Rev.	\$2 Tax Rev.	Demand	Demand	Demand
January	\$ 74,701	\$ 45,626	\$ 44,957	23,936	21,817	24,036
February	53,792	50,996	61,989	27,975	24,429	30,881
March	82,556	75,597	78,596	42,018	40,045	39,303
April	100,046	93,961		59,660	48,535	
May	113,906	87,582		49,414	45,443	
June	120,934	117,739		59,171	58,021	
July	150,591	154,230		75,869	79,499	
August	136,302	143,243		73,780	74,584	
Sept.	90,064	74,699		38,549	39,488	
October	78,063	84,232		44,129	44,876	
November	61,160	65,807		31,684	34,562	
December	58,952	69,849		32,245	32,812	
YTD Mar	\$ 211,049	\$ 172,219	\$ 185,542	\$ 93,929	\$ 86,291	\$ 94,220
Year End	\$ 1,121,067	\$ 1,063,561	\$ 185,542	558,430	544,111	94,220

## WADMC Key Data by Month 2010 Vs 2011



TOT Revenue					Locality Reported Room Nights			
Collected	2010	2011	'10-'11		2010	2011	'10-'11	
Month	\$2 Tax Rev.	\$2 Tax Rev.	\$ Change	%	Demand	Demand	Change	%
January	\$ 115,398	\$ 100,405	\$ (14,993)	-13.0%	56,703	51,760	(4,943)	-8.7%
February	134,696	154,942	20,246	15.0%	66,279	77,386	11,107	16.8%
March	210,035	205,301	(4,734)	-2.3%	107,264	102,829	(4,435)	-4.1%
April	287,100	-			145,254	0		
May	257,729	-			130,528	0		
June	328,914	-			163,597	0		
July	426,708	-			215,738	0		
August	412,599	-			209,262	0		
Sept.	209,431	-			106,854	0		
October	257,970	-			132,054	0		
November	200,613	-			101,985	0		
December	196,260	-			96,120	0		
<b>YTD Mar</b>	<b>\$ 460,129</b>	<b>\$ 460,648</b>	<b>\$ 519</b>	<b>0.1%</b>	<b>230,246</b>	<b>231,975</b>	<b>1,729</b>	<b>0.8%</b>

\*TOT dollars, and room nights as reported by localities

Market Comparison							
Market	March			January - March			# Variance
	2011	2010	# Variance	2011	2010	# Variance	
Williamsburg	31.6%	33.5%	-0.02	24.4%	25.4%	-0.01	
VA Beach	52.9%	50.2%	0.03	45.0%	41.1%	0.04	
Norfolk	58.8%	50.0%	0.09	51.4%	46.1%	0.05	
Richmond	57.9%	52.7%	0.05	50.5%	46.7%	0.04	
Wash., D.C.	70.6%	71.7%	-0.01	59.3%	58.9%	0.00	
Virginia	56.9%	55.5%	0.01	48.8%	47.3%	0.02	
Asheville, NC	53.0%	47.7%	0.05	43.5%	42.2%	0.01	
Branson	32.7%	29.3%	0.03	22.6%	21.0%	0.02	
Charleston, SC	73.2%	68.9%	0.04	60.4%	57.0%	0.03	
Myrtle Beach, SC	47.7%	44.9%	0.03	35.8%	34.1%	0.02	
Nashville, TN	63.4%	60.7%	0.03	54.9%	52.3%	0.03	
Orlando, FL	80.6%	73.3%	0.07	71.8%	66.8%	0.05	
USA	61.4%	57.9%	0.04	54.9%	52.0%	0.03	

\*Market Comparison data as reported by Smith Travel Research