

WADMC
Financial Statements
December 31, 2011
(With Accountant's Compilation Report Thereon)

WILDES
& COMPANY PLLC
Certified Public Accountants

WILDES
& COMPANY PLLC
Certified Public Accountants

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 December 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 and fair presentation 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 statement 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 flows. Accordingly, these financial statements are not designed for those who are not informed about such matters.

Wildes & Company, PLLC
March 26, 2012

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

Assets

Current Assets

Unrestricted-Chesapeake Bank	\$ 1,490,597
Accounts Receivable	<u>209,514</u>
<i>Total Current Assets</i>	<u>1,700,111</u>

Total Assets \$ 1,700,111

Liabilities and Net Assets

Current Liabilities

Accounts Payable	\$ 2,701
<i>Total Liabilities</i>	<u>2,701</u>

Net Assets

Unrestricted Net Assets	<u>1,697,410</u>
<i>Total Net Assets</i>	<u>1,697,410</u>

Total Liabilities and Net Assets \$ 1,700,111

WILLIAMSBURG AREA DESTINATION MARKETING ASSOCIATION
STATEMENT OF ACTIVITIES
For the Twelve Months Ended December 31, 2011

<u>Unrestricted Revenue and Support</u>		
City of Williamsburg		\$ 1,253,865
James City County		727,495
York County		1,114,407
Private Investors		704,183
ARES Commission		51,441
Interest income		<u>7,343</u>
<i>Total Revenue and Support</i>		<u>\$ 3,858,734</u>
<u>Expenses</u>		
Marketing		\$ 3,719,934
General and Administrative		<u>83,696</u>
<i>Total Expenses</i>		<u>3,803,630</u>
CHANGE IN NET ASSETS		<u>55,104</u>
NET ASSETS, BEGINNING OF YEAR		<u>1,642,306</u>
NET ASSETS, END OF PERIOD		<u><u>\$ 1,697,410</u></u>

WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE
STATEMENT OF FUNCTIONAL EXPENSES
For the Twelve Months Ended December 31, 2011

Marketing

Momentum Agency Services	\$	5,822
Momentum Print Creative		4,921
Momentum Online Creative		66,030
Momentum TV Edit Production		57,192
Momentum Research-Ad & Web		45,492
Momentum TV Traffic		5,485
Momentum Web Content/Revision		45,926
Momentum Talent Fee		-
Momentum Web Design/Hosting		11,730
Ingenuity Media-Local TV		1,932,762
Ingenuity General Media Fee		230,915
Ingenuity Search Fee		32,500
Ingenuity Search		537,757
Ingenuity Misc		4,105
Ingenuity Online Display		500,737
Ingenuity Ad Serving Fee		14,604
Ingenuity Print Magazine		15,948
Public Relations (DCI)		170,392
DCI Outreach		5,078
Website		30,889
Travel Writer Site Visit		1,649
<i>Total Marketing</i>		<u>\$ 3,719,934</u>

General and Administrative

Destination Coordinator	\$	58,500
Accounting		17,900
Postage		4,054
Miscellaneous		3,242
<i>Total General and Administrative</i>		<u>\$ 83,696</u>

Total Expenses \$ 3,803,630

WILLIAMSBURG AREA DESTINATION MARKETING COMMITTEE
SCHEDULE I - ACCOUNTS PAYABLE AND ACCOUNTS RECEIVABLE
As of December 31, 2011

Accounts Receivable

York County	\$ 67,070
James City County	52,338
City of Williamsburg	88,820
Private Investors	1,286
Total Accounts Receivable	<u><u>\$ 209,514</u></u>

Accounts Payable

Ingenuity Misc	\$ 2,498
Momentum TV Edit Production	203
Momentum Print Creative	-
Miscellaneous	-
Total Accounts Payable	<u><u>\$ 2,701</u></u>

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

	Jan-Dec Budget	Jan-Dec Actual	Variance	Dec Budget	Dec Actual	Variance
REVENUE						
WMBG - \$2 TAX	1,331,736	1,253,865	(77,871)	138,084	88,821	(49,263)
JCC - \$2 TAX	778,926	727,495	(51,431)	69,049	52,338	(16,711)
YORK - \$2 TAX	1,034,542	1,114,407	79,865	66,708	67,071	363
INT	7,907	7,343	(564)	778	463	(315)
PRIVATE INVESTORS - TOTAL	-	704,183	704,183	-	-	-
ARES COMMISSION	<u>50,146</u>	<u>51,441</u>	<u>1,295</u>	<u>2,000</u>	<u>1,286</u>	<u>(714)</u>
REVENUE SUBTOTAL	3,203,257	3,858,734	655,477	276,619	209,979	(66,640)
EXPENSES						
MOMENTUM						
Agency Services	13,500	5,822	(7,678)	-	-	-
TV Edit Production/Added Value	30,000	57,192	27,192	-	-	-
TV Traffic	4,030	5,485	1,455	-	-	-
Ad & Website Research	35,000	45,492	10,492	-	-	-
Web Hosting Fee	12,000	11,730	(270)	1,000	-	(1,000)
Web Content, Revisions	30,000	45,926	15,926	2,500	-	(2,500)
On Line Creative	60,000	66,030	6,030	-	-	-
Print Creative	5,000	4,921	(79)	-	-	-
INGENUITY (General Media Fee)	192,004	230,915	38,911	16,000	-	(16,000)
Local TV	1,503,522	1,932,762	429,240	-	-	-
Ingenuity Misc	2,700	4,105	1,405	747	2,498	1,751
Online Display	630,000	500,737	(129,263)	-	-	-
SearchFee	75,000	32,500	(42,500)	6,250	-	(6,250)
Ad Serving Fees	20,000	14,604	(5,396)	267	-	(267)
Ingenuity Search	425,000	537,757	112,757	15,000	-	(15,000)
Ingenuity Print Magazine	15,948	15,948	-	-	-	-
Ingenuity Print Newspaper	-	-	-	-	-	-
DESTINATION COORDINATOR BARTLETT	54,000	58,500	4,500	4,500	9,000	4,500
AUDITOR	5,000	6,500	1,500	-	-	-
Accounting Management	11,400	11,400	-	950	950	-
PUBLIC RELATIONS (DCI)	159,192	170,392	11,200	13,266	12,917	(349)
DCI Outreach Expense	4,800	5,078	278	400	-	(400)
Postage	7,500	4,054	(3,446)	2,500	-	(2,500)
WADMC Website	600	30,889	30,289	50	10,000	9,950
MISC	3,000	3,242	242	250	65	(185)
TRAVEL WRITER SITE VISIT	6,000	1,649	(4,351)	500	-	(500)
Collateral	<u>2,000</u>	<u>-</u>	<u>(2,000)</u>	<u>-</u>	<u>-</u>	<u>-</u>
EXPENSES SUBTOTAL	3,307,196	3,803,630	496,434	64,180	35,430	(28,750)

City of Williamsburg

TOT Revenue				Locality Reported Room Nights		
Collected	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	127,974	69,958	62,805	63,987
May	117,010	110,040	112,760	58,505	55,020	56,380
June	137,638	138,720	135,614	68,819	69,360	67,807
July	168,058	181,568	159,948	84,029	90,784	79,974
August	160,780	161,112	139,788	80,390	80,556	69,894
Sept.	100,704	97,052	105,896	50,352	48,526	52,948
October	116,668	126,590	110,748	58,334	63,295	55,374
November	82,716	84,258	88,820	41,358	42,129	44,410
December	86,834	87,770	92,584	43,417	43,885	46,292
YTD Dec	\$ 1,297,557	\$ 1,300,350	\$ 1,258,678	648,779	650,175	629,339
Year End	\$ 1,297,557	\$ 1,300,350	\$ 1,258,678	648,779	650,175	629,339

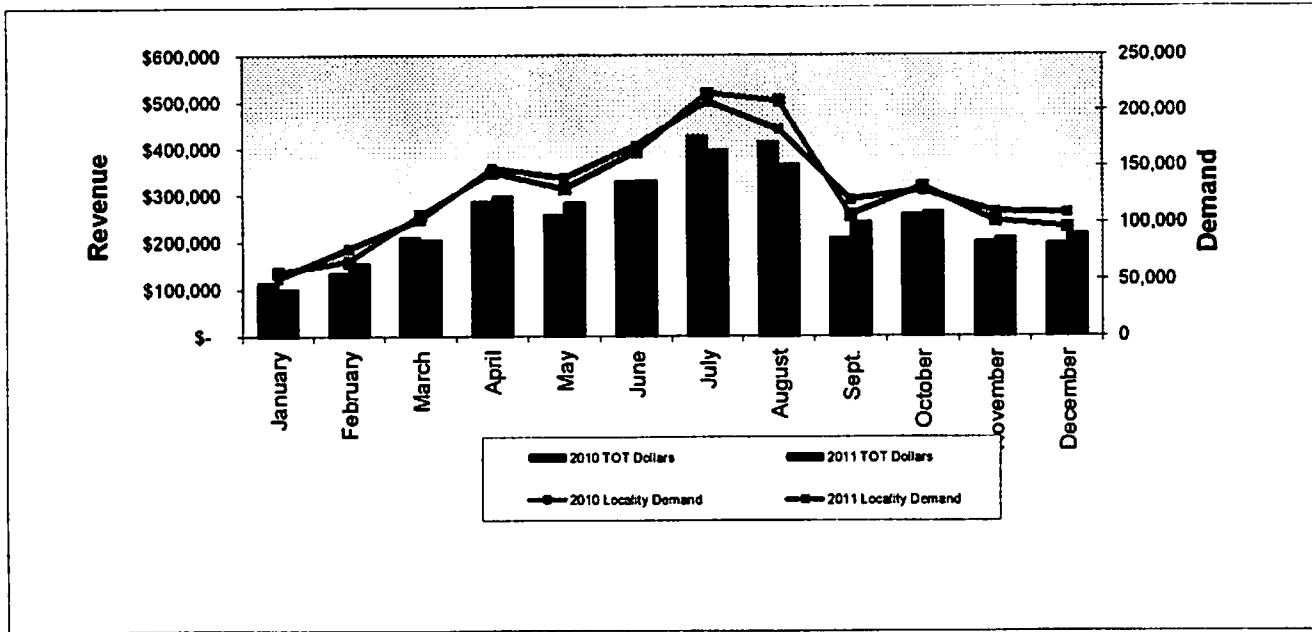
James City County

TOT Revenue				Locality Reported Room Nights		
Collected	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	52,086	35,210	33,914	26,081
May	59,738	60,107	75,572	29,901	30,065	37,166
June	72,852	72,455	76,625	36,426	36,216	38,297
July	91,020	90,910	93,697	51,020	45,455	55,237
August	99,046	108,244	85,970	49,523	54,122	42,985
Sept.	57,364	37,680	50,999	28,682	18,840	25,260
October	47,924	47,148	61,302	23,962	23,883	30,651
November	40,741	50,548	52,338	20,374	25,294	32,363
December	57,821	38,641	50,714	28,907	19,423	25,357
YTD Dec	\$ 702,604	\$ 673,542	\$ 689,863	363,729	337,352	358,879
Year End	\$ 702,604	\$ 673,542	\$ 689,863	363,729	337,352	358,879

York County

TOT Revenue				Locality Reported Room Nights		
Collected	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	117,334	59,660	48,535	58,732
May	113,906	87,582	96,112	49,414	45,443	46,626
June	120,934	117,739	118,776	59,171	58,021	62,772
July	150,591	154,230	142,627	75,869	79,499	73,256
August	136,302	143,243	138,672	73,780	74,584	70,729
Sept.	90,064	74,699	84,853	38,549	39,488	42,393
October	78,063	84,232	91,225	44,129	44,876	42,393
November	61,160	65,807	67,247	31,684	34,562	33,175
December	58,952	69,849	74,188	32,245	32,812	37,125
YTD Dec	\$ 1,121,067	\$ 1,063,561	\$ 1,116,576	\$ 558,430	\$ 544,111	\$ 561,421
Year End	\$ 1,121,067	\$ 1,063,561	\$ 1,116,576	558,430	544,111	561,421

WADMC Key Data by Month 2010 Vs 2011



Collected	TOT Revenue				Locality Reported Room Nights			
	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	297,394	10,294	3.6%	145,254	148,800	3,546	2.4%
May	257,729	284,444	26,715	10.4%	130,528	140,172	9,644	7.4%
June	328,914	331,015	2,101	0.6%	163,597	168,876	5,279	3.2%
July	426,708	396,272	(30,436)	-7.1%	215,738	208,467	(7,271)	-3.4%
August	412,599	364,430	(48,169)	-11.7%	209,262	183,608	(25,654)	-12.3%
Sept.	209,431	241,748	32,317	15.4%	106,854	120,601	13,747	12.9%
October	257,970	263,275	5,305	2.1%	132,054	128,418	(3,636)	-2.8%
November	200,613	208,405	7,792	3.9%	101,985	109,948	7,963	7.8%
December	196,260	217,486	21,226	10.8%	96,120	108,774	12,654	13.2%
YTD December	\$ 3,037,463	\$ 3,065,117	27,664	0.9%	\$ 1,531,638	1,549,639	18,001	1.2%

*TOT dollars, and room nights as reported by localities

Market	December			January - December		
	2011	2010	# Variance	2011	2010	# Variance
Williamsburg	34.0%	25.3%	0.09	40.9%	41.1%	0.00
VA Beach	37.9%	36.2%	0.02	59.6%	57.5%	0.02
Norfolk	41.9%	43.9%	-0.02	56.6%	55.6%	0.01
Richmond	40.3%	37.7%	0.03	55.4%	51.3%	0.04
Wash., D.C.	49.5%	46.4%	0.03	67.4%	67.0%	0.00
Virginia	41.8%	39.9%	0.02	67.7%	56.3%	0.01
Asheville, NC	57.2%	55.9%	0.01	62.8%	60.9%	0.02
Branson	30.6%	30.2%	0.00	39.7%	42.2%	-0.03
Charleston, SC	47.4%	46.3%	0.01	66.6%	64.1%	0.03
Myrtle Beach, SC	25.4%	24.3%	0.01	49.6%	50.3%	-0.01
Nashville, TN	51.8%	49.3%	0.03	62.1%	58.2%	0.04
Orlando, FL	64.7%	66.2%	-0.02	67.6%	63.9%	0.04
USA	47.6%	45.8%	0.02	60.1%	57.5%	0.03

*Market Comparison data as reported by Smith Travel Research