

## Website Advisory Group: Williamsburg Area Destination Marketing Committee

### Background

Founded in 2004, the Williamsburg Area Destination Marketing Committee (WADMC) was created by the state of Virginia to represent and promote the Historic Triangle area (which includes all of the City of Williamsburg and the Counties of James City and York), as an overnight tourism destination. In 2012, the WADMC determined that the Greater Williamsburg Chamber & Tourism Alliance, as the Destination Marketing Organization for the Historic Triangle, should manage the marketing campaign funded by the \$2 tax collections.

As part of the new structure for completing the WADMC marketing plan it was determined that a website advisory group should be established to bring digital media professionals together to advise and support the Alliance as they develop and manage the VisitWilliamsburg.com website that supports the marketing campaign of the Historic Triangle to potential visitors.

### Recommendation

The committee should:

1. Advise the Alliance as it works with contracted agencies to develop the ongoing website and electronic marketing plan to support and leverage the marketing efforts and message established by WADMC.
2. Assist the Director, WADMC Marketing, with the development and monitoring of the budget to support the annual WADMC website and electronic marketing development and management.
3. Participate in agency review meetings and provide feedback on campaign direction.
4. Assist in recommending strategic approaches to utilize in promoting the area through the use of the website, social media, electronic marketing and emerging digital media.
5. Assist with developing RFP's and managing the RFP process for agency support as required.
6. Review the analytics associated with the VisitWilliamsburg.com website and electronic marketing efforts and provide recommendations as required.
7. Work with the Director, WADMC Marketing to prepare an annual review and assessment of the effectiveness of the website management and development efforts and expenditures.
8. Advise with research projects that support content and direction for the VisitWilliamsburg.com website and electronic marketing efforts.
9. Assist with presentations to WADMC and other groups in support of the WADMC website and electronic marketing efforts.
10. Review and assist, as required, with development of periodic website and electronic marketing update reports.

The website advisory group should include representatives from the tourism industry and website industry with a demonstrated experience in website management, content development, optimization, web analytics, electronic marketing and other areas as requested.

The website advisory group should be restricted to 10 members. Final selection of members will be made by the Alliance Senior VP-Tourism; Director, WADMC Marketing; and Website Advisory Group chair. Interested persons will need to submit a brief resume of experience in this area for consideration as an advisory group member. The advisory group will meet with the frequency and timing necessary to fulfill its duties as needed throughout the year. Committee members are expected to attend all meetings as scheduled in person or via conference call.

The Director, WADMC Marketing will also be a member of the committee and provide staff support.