

# VisitWilliamsburg.com Business Rules for Meetings, Groups and Sports

These rules were updated this on November 2, 2015.

## General Rules

*\*The following rules apply to listings targeted at Meeting Planners and Group travelers. A separate list of rules will be outlined for leisure travel listings.*

- Businesses that focus on promoting travel destinations other than the City of Williamsburg, James City County and York County will not be listed.
  - Businesses must be a member of the Greater Williamsburg Chamber and Tourism Alliance to be listed in the Meetings / Groups / Sports / Weddings section of the website.
  - If a business has no physical location and/or address it will not be listed.
  - All businesses must be open to the public and have regular hours.
  - The business must be offer space or services that accommodate groups or meetings.
  - Businesses can be in multiple categories as long as they meet the criteria and offer services for each category.
  - If a business is listed in multiple categories, it must have different descriptions for each category mention.
  - A business is limited to 3 subcategories for any given category.
  - Entities that represent multiple properties are allowed to list individual businesses under the corresponding categories and subcategories.
  - The Website Advisory Group will discuss any questions or discussions on the definition of these rules. However, the Director of Destination Marketing and Senior VP of Tourism have the ability to make a final decision for the destination.
- All listing are required to show the following information:
- Business Name
  - Area
  - Website (hyperlink to business website)
  - Phone Number
  - Physical Address
  - Description (500-character minimum, 1000-character maximum)
  - Hours of operation
- In addition Businesses will be allowed to show the following information:
- If a business offers product on the destination booking engine, they will receive a direct link to that product
  - Social Media Links for: Facebook, Twitter, YouTube, Pinterest, Instagram, Google +, YouTube, Trip Advisor, Yelp
  - Price Range/Rate Information
  - Videos (up to 3)
  - Photos (up to10)
  - Dates Closed:
  - Seasons of Operation
  - Methods of Payment accepted

## **Category: Venues & Meeting Facilities**

Venues & Meeting Facilities are places with space, indoor or outdoor, that can be reserved for a group event, wedding, meetings or conferences.

This will include subcategories of:

- Conference Hotels & Facilities
- Restaurants
- Unique Venues

*\*Note Sporting Venues are listed separately*

### **Conference Hotels & Facilities**

This subcategory includes:

- These are venues that provide a room/rooms that can be reserved or rented for events such as business meetings, conferences, exhibitions or seminars. This group includes Conference Hotels.
- Conference Hotels:
  - These are Hotels (interior corridors) or Resort offering the following:
  - A minimum of 1,000 square feet of dedicated banquet/meeting space in one room.
  - On property food/liquor service capabilities.
  - A minimum of 25 guest rooms or suites

### **Restaurants**

This subcategory includes:

- These are restaurants that offer room/rooms that can be reserved for group dining, private dining, parties, and special occasions.

### **Unique Venues**

This subcategory includes:

- These are establishments with a special atmosphere or area that can be reserved for parties and special occasions that offer a special atmosphere.

## **Property Amenities / Search Filters**

In addition to the information outlined above businesses here will be allowed to show the following information:

- ◆ Venue details
  - Square Footage, Largest room
  - Total Capacity (number of people), Largest room
  - Indoor Venue Setting
  - Covered Outdoor Venue Setting
  - Uncovered Outdoor Venue Setting
  - Venue setting with Permanent Stage
  - Number of Sleeping Rooms
  - Number of meeting rooms
  - Private Space
  
- ◆ Meeting Rooms
  - Name of meeting room
  - Dimensions
  - Ceiling Height
  - Square Feet
  - Banquet Capacity
  - Theater Capacity
  - Classroom Capacity
  - U-shaped Capacity
  - Exhibit Capacity
  - Conference Capacity
  - Reception Capacity
  
- ◆ Amenities & services
  - Audio/Visual Equipment on-site
  - Bar/lounge on site
  - Beer & Wine Only
  - Bus/Motorcoach Parking
  - Coordination/Planning Services
  - Full Bar
  - Handicapped Accessible
  - Kind of A/V Equipment
  - On-Site Catering
  - Outdoor electrical access
  - Outdoor running water access
  - WiFi Access

## **Category: Sporting Facilities**

This will include subcategories of:

- Sports Venues & Complexes
- School Facilities
- Golf Courses
- Parks, Trails & Waterways

*\*Facilities listed here must have an easy to find contact information for renting the property.*

### **Sports Venues & Complexes**

This subcategory includes:

- Establishments with a group of sport facilities. (ex. Track, field stadiums, groups of multi-purpose fields)
- Establishments with tiers of seats for spectators. (ex. Baseball stadiums, football stadiums)

### **School Facilities**

- School or university with sports facility space for rent

### **Golf Courses**

This subcategory includes:

- Golf Courses that can be reserved for tournaments.
- The listing will be by course name.

### **Parks, Trails & Waterways**

This subcategory includes:

- State, national or local (county/city owned) parks that can be reserved for sporting events.
- Marked trails that can be reserved for sporting events such as cycling and running.
- Lake, beach and riverfront facilities that can be reserved for water sports such as fishing tournaments.

## **Property Amenities / Search Filters**

In addition to the information outlined above businesses here will be allowed to show the following information:

- ◆ Sports Available
  - Baseball/Softball
  - Cycling
  - Disc Golf
  - Field Hockey
  - Football
  - Golf
  - Lacrosse
  - Running
  - Pickleball
  - Soccer
  - Tennis
  - Water Sports
  
- ◆ Venue details
  - Maximum Seats
  - Parking Spaces
  - Facility Area (Sq ft )
  - Facility Area (Acres)
  - Maximum capacity
  
- ◆ Amenities
  - Boat Dock
  - Bus/Motorcoach Parking
  - Concessions
  - Equipment Rental
  - Outdoor Lighting
  - Scoreboard
  - Training Rooms
  - Meeting Rooms
  - Media Rooms
  - Handicap Accessible
  - Locker Rooms
  - Restrooms

## **Category: Meeting/Event Services**

This will include subcategories of:

- Awards/Engraving
- Caterers
- Event Planners
- Event & Equipment Rentals
- Flowers & Decorations
- Graphics/Printers/Shipping
- Music & Entertainment Services
- Photographers & Videographers
- Transportation
- Tour & Group Transportation Services

### **Awards & Engravings**

This subcategory includes:

- Establishments that sell or create trophies, metals, plaques and other engraved items that are handed out as rewards or prizes

### **Caterers**

This subcategory includes:

- Establishments or companies that offer services of food and drink preparation and service for events.

### **Event planners**

This subcategory includes:

- Businesses or professionals who can be hired to organize and plan meetings, weddings, fundraisers, concerts, parties and other social events.

### **Event Equipment Rentals**

This subcategory includes:

- Business that supply rentals of event equipment such as tables, tents, linens, and other items.

### **Florist & Decorations**

This subcategory includes:

- Business that supply flower arrangements and other decorations for an event or meeting.

### **Graphics/Printing/Shipping**

This subcategory includes:

- Agencies and businesses that can design and create marketing materials.
- Agencies and businesses that offers printing services.
- Agencies and businesses that offers shipping options.

## **Music & Entertainment Services**

This subcategory includes:

- Entertainers that will provide music for private events such as bands, musicians and DJs.
- Entertainers that will perform for private parties such as comedians and dancers.

## **Photographers & Videographers**

This subcategory includes:

- Agencies or professionals who can be hired for private events to take photos and video.

## **Transportation**

This subcategory includes:

- Businesses that offer professional driving services for a private group or party.
- The vehicles can include but are not limited to limousines, vans, buses and trollies.
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## **Tour & Group Transportation Services**

This will include subcategories of:

- Group Tours
- Group Transportation