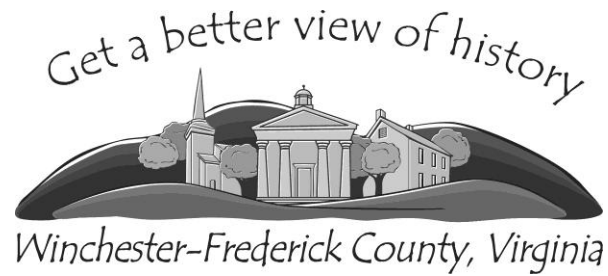


Tourism Board Meeting
February 18, 2016
8:00 am
Visitors Center Conference Room

AGENDA

- | | | |
|-------|---|-----------------------------|
| I. | Call to Order | Becky Ebert, Chairman |
| II. | Roll Call | Renee Bayliss, Recorder |
| III. | Approval of Minutes – January 21, 2015 | |
| IV. | Executive Director’s Report | Justin Kerns, Exec Director |
| V. | New Business | |
| | a. 2016 Budget Update (see addendum A) | Justin Kerns |
| | b. 2015 Interested Visitor Survey (see addendum B) | Justin Kerns |
| VI. | Old Business | |
| | a. 2016 Visitor Guide Update (\$18k+ in ad sales) | Renee Bayliss |
| | b. ABC Licensing Update | |
| VII. | Presentation: Holly Redding & Bonnie Landy from Winchester Brew Works | |
| VIII. | Public Comments | |
| IX. | Next Meeting: March 17, 2016, 8:00 am | |
| X. | Adjournment | |

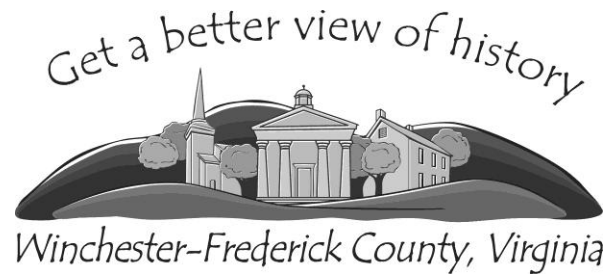


Tourism Board Meeting
January 21, 2016

Addendum A

FY 2017 Budget Update

- Presented to the Joint Finance Committee (City and County) on Feb 9th
- Existing Budget Highlights:
 - Annual contribution from City & County is \$100,500 each, totaling \$201,000
 - Annual operating budget with only \$40,000 (14%) for marketing = \$280,000
 - FY 2016 shortfall = \$79,000, made up for with advertising and reserve fund
 - Reserve fund is depleted at the end of this year
 - City currently at 6% bed tax (\$930,000), County at 2% bed tax (\$491,000)
- Proposed FY 2017 Budget
 - Requesting \$150,000 from City and County, for a total of \$300,000
 - This would allow us to cover our existing bare operating budget, plus rebrand and create & implement a professional ad campaign
 - Proposed early discussion for FY18 and beyond to tie Tourism funding to a % of received annual bed tax revenue – would require revision of standing MOU.
 - Budget specific line item details to come soon



Tourism Board Meeting
January 21, 2016

Addendum B

2015 Interested Visitor Survey Completed

- All inquiries from potential visitors captured through 2015 and digitized
- Survey was created in January to determine effectiveness of marketing & impact of visitors
- Survey closed on 2/14/16
- Persons completing survey could enter to win 1 of 2 gift baskets from our Gift Shop worth \$100 each. Drawing was done on 2/15/16 and both winners contacted and confirmed.

Overview Highlights (all data not analyzed yet – will be presented at March meeting)

- Survey emailed to 864 valid recipients
- 206 responses (24%)
- 75% of respondents indicated that information received from us influenced their decision to come and/or stay longer
- #1 activity = visit Old Town Winchester (67%)
- #2 & #3 activities = dining (59%) & shopping (40%)
- #4 activity = country drives/exploring (36%)
- Most popular magazine read = AAA Magazine (35%)