

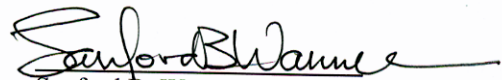
MEMORANDUM

DATE: November 14, 2006
TO: The Board of Supervisors
FROM: Sanford B. Wanner, County Administrator
SUBJECT: Holiday Advertising Campaign Contribution - \$15,000

The Greater Williamsburg Chamber and Tourism Alliance has requested that James City County contribute \$15,000 to a special holiday advertising campaign for the Williamsburg area destination.

The holiday campaign, which follows the Williamsburg Area Destination Marketing Committees' fall/early holiday effort, will advertise in the Washington D.C. market through the second week of December. It will include media buys in newspaper and radio.

The County would join the Alliance, Williamsburg Hotel-Motel Association, and York County in contributing to the effort. Our contribution will continue to demonstrate support of our hospitality sector. Staff recommends the Board adopt the attached resolution appropriating \$15,000 from Room Tax proceeds in support of this initiative.



Sanford B. Wanner

SBW/gb
HolidayAd.mem

Attachment