

RESOLUTION

HOLIDAY ADVERTISING CAMPAIGN CONTRIBUTION - \$15,000

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

WHEREAS, James City County continues to demonstrate support of our hospitality sector; and

WHEREAS, the holiday campaign follows the Williamsburg Area Destination Marketing Committees' fall/early holiday effort; and

WHEREAS, the County would join the GWCTA, Williamsburg Hotel-Motel Association, and York County in contributing to the effort; and

WHEREAS, the County expects to receive higher room tax proceeds than originally projected.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of James City County, Virginia, hereby appropriates an additional \$15,000 from the Room Tax proceeds to the GWCTA.

Bruce C. Goodson
Chairman, Board of Supervisors

ATTEST:

Sanford B. Wanner
Clerk to the Board

Adopted by the Board of Supervisors of James City County, Virginia, this 14th day of
November, 2006.

HolidayAd.res