AGENDA
City of Williamsburg
City Council Work Session
Monday, September 9, 2019

The City Council Work Session will be held Monday, September 9, 2019 in the Stryker Center, 412 N. Boundary Street commencing at 4:00 PM.

1. CALL TO ORDER
2. ROLL CALL
3. ITEMS FOR CITY COUNCIL MEETING OF SEPTEMBER 12, 2019
   A. Council Preview
   B. Public Comment
4. BACKGROUND PRESENTATIONS/DISCUSSION
   A. Presentation concerning the 10th Biennial Association for the Study of the Worldwide African Diaspora (ASWAD) to be held at William and Mary - Andrew Trivette, City Manager
   B. Presentation of the Tourism Development Grant Review Committee Funding Recommendations – Michele Mixner DeWitt, Economic Development Director
5. CITY COUNCIL COMMUNICATIONS
6. SCHEDULE OF MEETINGS
7. OPEN FORUM
8. CLOSED SESSION
9. ADJOURNMENT

The City Council invites public comment on any subject during “Open Forum.”
To speak, fill out a Speaker's Card (available at the door) and give it to the Clerk of Council. Please direct all comments to the Chair, limited to 5 minutes. Thank you.
City Council Work Session
Agenda Item Summary

<table>
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<tr>
<th>Prepared For</th>
<th>Staff Contact</th>
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<tr>
<td>City Council</td>
<td>Andrew Trivette, City Manager</td>
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**Agenda Item Wording**

Presentation concerning the 10th Biennial Association for the Study of the Worldwide African Diaspora (ASWAD) to be held at William and Mary - Andrew Trivette, City Manager

**Background Information**

The Association for the Study of the Worldwide African Diaspora (ASWAD) is a not-for-profit organization of international scholars whose mission is to further the understanding of the dispersal of African people throughout the world. The 10th Biennial ASWAD Conference will be held November 5-9, 2019 at William & Mary. The theme for the gathering will be Remembrance, Renaissance, Revolution: The Meaning of Freedom in the African World Over Time and Space and will highlight the first enslaved Africans who landed at Point Comfort (present-day Hampton, Virginia) four hundred years ago in August 1619. The conference is an opportunity for ASWAD to share the research with fellow scholars, students, and others. This year's conference will feature hundreds of renowned scholars from around the globe, a variety of special presentations, a scholarship award, cultural events, and group excursions. The 10th Biennial ASWAD Conference intends to introduce Williamsburg to a worldwide audience as well as provide unique opportunities for the Williamsburg community to participate. Dr. Robert Trent Vinson, Frances L. and Edwin L. Cummings Professor of History and African Studies at William & Mary and President of ASWAD will brief the Council on ASWAD and the planned conference.

**Previous Relevant Action**

None

**Staff Recommendation**

None

**Sample Motion**

None

**Attachments**

Presentation
ASWAD 2019 Brings the World to Williamsburg

A Presentation to Williamsburg City Council

Robert Trent Vinson, PhD, ASWAD 2019 Project Leader and
Frances L. and Edwin L. Cummings Professor of History and Africana Studies

Monday, September 9, 2019 ~ Williamsburg, VA
What is ASWAD?
MISSION of ASWAD

• International scholars seeking to further our understanding of the African Diaspora, that is, the dispersal of people of African descent throughout the world.

• Sharing recent research both within and across disciplinary and other conventional boundaries – history, dance, anthropology, literature, women’s studies, education, geology, political science, sociology, language, art, music, film, theater, biology, photography.
ASWAD CONFERENCES AROUND THE WORLD

- New York, NY ~ NY University and The Schomberg Research Center-2001
- Boston, MA ~ Northwestern University-2003
- Rio de Janeiro, Brazil-2005
- Barbados-2007
- Accra, Ghana-2009
- Pittsburgh, Pennsylvania ~ University of Pittsburgh-2011
- Santo Domingo, Dominican Republic-2013
- Charleston, South Carolina-2015
- Seville, Spain-2017
- WILLIAMSBURG, VIRGINIA ~ William & Mary-2019
THE GLOBAL EFFECT OF ASWAD

830 Members
1,000 Scholars to attend ASWAD 2019
Representing 30 Countries
SIGNIFICANCE OF 2019,
“20 & ODD” AND
GLOBAL PERSPECTIVE OF ASWAD

The first documented Africans in Virginia arrived in 1619 when a Dutch warship landed here at Point Comfort. The “Twenty and odd” Africans, captured from the Spanish, were traded to the Virginia colonists in exchange for foodstuffs. Early Africans who lived here included Antony and Isabella, and their son William. Likely the first black child in present-day Hampton. They served Point Comfort Commander William Tucker, but whether the early Africans were treated as indentured servants or slaves is uncertain. The institution of slavery evolved during the 17th century as the term of service for Africans was extended for life. The U.S. abolished slavery in 1865.
The Meaning of Freedom in the African World Over Time and Space
Of those who have contributed to the African Diaspora through their art, scholarship & activism who passed in 2018.

Ntozake Shange
Writer & Poet

Sterling Stuckey
Historian & Founding member of ASWAD

Marielle Franco
Social Justice Activist in Brazil, murdered

Dr. Rosalyn Terborg-Penn
Professor Emerita at Morgan State University Founding member of ASWAD
Remembrance Ceremony orchestrated by The Sankofa Projects
Honoring the Souls on Board the Ships & the Middle Passage
EXHIBIT: TENACITY: WOMEN IN JAMESTOWN AND EARLY VIRGINIA

https://www.historyisfun.org/tenacity/
RENAISSANCE
Showcasing the best of William & Mary

• Choreopoem by Artisia Green at W&M Commonwealth Thursday evening, November 7th

Commissioned Art Project by Steve Prince of the Muscarelle Museum of Art at the Williamsburg Lodge - throughout the ASWAD week November 5th-9th

• Leah Glenn Dance Theatre Performance at the VMFA in Richmond - Saturday evening, November 9th
K-12 and College students will participate in Art Exhibits/ Essay or Poetry from across the 7 cities across. There will be Oral History Projects, Performances, Excursions and Exhibits.
https://historicjamestowne.org/archaeology/angela-site/
TA- NEHISI COATES

Distinguished Writer in Residence at NYU’s Arthur L Carter Journalism Institute, MacArthur Fellow, & Bestselling Author

Photo credit Gabriella Demczuk
ASWAD AFRICAN DIASPORA FILM FESTIVAL
WEDNESDAY, NOVEMBER 6TH - PANEL DISCUSSION WITH FILMMAKERS

hosted by Tim Reid
DR. CAROL ANDERSON

• Charles Howard Candler Professor of African American Studies at Emory University

• Internationally Renowned Author, Lecturer & Scholar
INSTITUTIONAL SUPPORT OF ASWAD 2019

- American Evolution – *Signature Event*
- William & Mary
  - Omohundro Institute
  - Sumner Rand Foundation
  - Reves Center for International Studies
  - Office of the Provost
  - Office of the Dean of Arts & Sciences
  - Individual Departments
  - History
  - Africana Studies
  - English
  - Art and Art History
  - American Studies
  - School of Education
  - Office of Diversity and Inclusion
  - Government
- Economics
- Biology
- Decolonizing the Humanities
- Classics
- Psychological Sciences:
- Anthropology
THE ASWAD EFFECT

- 1,000 Scholars, Artists, Journalists and Activists representing 30 countries
- 1,000 visitors staying 5 nights in local lodging
- 1,000 visitors dining and shopping in Williamsburg
- 1,000 visitors sharing their positive impression of Williamsburg back home with families and colleagues and in conventional and social media
The Greater Williamsburg Chamber and Tourism Alliance is focused on recruiting business and professional conferences to come to the area:

[T]here’s so much to do in the Historic Triangle, meeting and conference planners know that more people will likely attend in order to get in a vacation along with their conference, and they may well bring their families along, too.

http://virginiaplaces.org/ggs380/12tourism.html
City Council
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<td>Michele Mixner DeWitt, Economic Development Director</td>
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**Agenda Item Wording**

Presentation of the Tourism Development Grant Review Committee Funding Recommendations – Michele Mixner DeWitt, Economic Development Director

**Background Information**

The City Council appointed the members of the Tourism Development Grant Review Committee (TDGRC) in January 2019 and adopted its revised Tourism Development Fund (TDF) Policy #19-03 on February 14, 2019. The purpose of the TDF is to increase patronage to restaurants, attractions, hotels, and events in the City of Williamsburg through financial assistance and reinvestment in tourism products, place-making projects, special events, and public-private partnerships. The TDGRC developed grant guidelines and received 22 Phase I grant applications. Eleven of these applications were invited to submit Phase II applications. Ten Phase II applications were received June 14, 2019. Each applicant presented its proposal to the TDGRC in June, and Committee members individually scored each application. In July, the TDGRC reviewed the average scores of each application and then evaluated the applications as part of a larger group of funding requests. Staff used this input from the TDGRC to provide staff funding recommendations for TDGRC consideration at its August meeting. The TDGRC used the staff recommendation as a starting point and developed its funding recommendations for City Council’s consideration. TDGRC Chairperson Chris Caracci will present the funding recommendation to City Council.

**Previous Relevant Action**

February 14, 2019 - City Council adopted Tourism Development Fund Policy #19-03

**Staff Recommendation**

None

**Sample Motion**

None

**Attachments**

- Recommendation
- Presentation
### Funding Recommendation

#### Project Name
- **Shovel Ready Projects**
  - Goodwin Square - CW
    - FY20: $400,000
    - FY21: $400,000
    - FY22: $400,000
    - FY23: $400,000
    - FY24: $400,000
    - Total 5-Year Allocation: $2,000,000
    - Leverage (NonTDF Funds): $1,500,000
    - Amount Requested: $2,000,000
    - Percent Funded: 100%
  - Kiwanis Park 4th Softball Field - City
    - FY20: $600,000
    - FY21: $600,000
    - Total 5-Year Allocation: $1,200,000
    - Leverage (NonTDF Funds): -
    - Amount Requested: -
    - Percent Funded: 100%

- **Amended Projects**
  - Prince George St Signage - EDA
    - FY20: $250,000
    - Total 5-Year Allocation: $250,000
    - Leverage (NonTDF Funds): -
    - Amount Requested: -
    - Percent Funded: 500%
  - Public Restroom Improvements - CW
    - FY20: $350,000
    - Total 5-Year Allocation: $350,000
    - Leverage (NonTDF Funds): -
    - Amount Requested: -
    - Percent Funded: 16%
  - Boundary St Plaza Placemaking and Event Venue - WRL
    - FY20: $110,000
    - Total 5-Year Allocation: $110,000
    - Leverage (NonTDF Funds): -
    - Amount Requested: -
    - Percent Funded: 33%

- **Debt Service Projects**
  - Qtr Rec Center Expansion/ Indoor Sports Facility -
    - FY20: $250,000
    - Total 5-Year Allocation: $3,600,000
    - Leverage (NonTDF Funds): $3,100,000
    - Amount Requested: $9,250,000
    - Percent Funded: 39%

#### Funding Totals
- Total 5-Year Allocation: $7,510,000
- Leverage (NonTDF Funds): $7,510,000
- Amount Requested: $7,510,000
- Percent Funded: 100%

**Remaining TDF Balance to Carry Forward**
- $279,153
- $1,244,153
- $2,283,306
- $2,972,459
- $3,661,612

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*Debt Service Project Note: Projects requiring debt service incur costs beyond the capital required for construction in the form of bonding fees and interest. The staff recommendation for this project includes the assumption of revenue bonding as the lending vehicle with an interest only period for planning and construction. Based on these assumptions, the total project cost of $40,000,000 over the life of the project debt will be approximately $69,000,000, and the Tourism Development Grant Fund will be responsible for $34,500,000 (50%) with the other 50% provided by regional partners.*
To: City of Williamsburg Mayor and Members of City Council

From: Chris Caracci, Chairperson, Tourism Development Grant Review Committee

Subject: Recommendations for TDF Funding

Background

In August 2018, City Council revised its Tourism Development Fund (TDF) Policy and defined the implementation steps and the schedule for TDF grant awards. This schedule began in March with Phase I applications being due at the end of the month. Attachment #1 provides a timeline that outlines the steps taken. Phase II Applications were received June 14, 2019. At June 26th Tourism Development Grant Review Committee (TDGRC) meeting, each applicant presented their project. Then the TDGRC used a scoresheet with set criteria to individually rank each application after their presentation. At its next meeting, the committee further refined the rankings by discussing the merits of applications in the context of all. In August, the TDGRC adopted grant award recommendations with a five-year funding plan to present to City Council, as required by the policy.

Financial Considerations

Annual appropriation and revenue bond financing are two tools to fund projects with the TDF. City Council may use different funding tools for different projects.

Virginia State Code limits the ability of a current elected body to commit future elected bodies to funding appropriations. The TDF Policy explicitly subjects the funds to the fiscal controls of the City. The TDF Policy also requires that the TDGRC present City Council with a recommended five-year funding plan. While City Council may create a moral obligation for future funding, years two through five of the recommendation are for planning and are subject to annual appropriation.

As an alternative to annual appropriations, revenue bond financing may be considered to fund large projects with future TDF revenue pledged as revenue to pay the debt service. In such a case, future bond counsel will determine whether TDF revenue is adequate as such revenue. If it is not, the City may consider backing the bond issuance with the full faith and credit of the City of Williamsburg.
As stated in the policy, “(t)he purpose of the Tourism Development Fund (TDF) is to increase patronage to restaurants, attractions, hotels, and events in the City of Williamsburg through financial assistance and reinvestment in tourism products, place-making projects, special events, and public-private partnerships.”

The policy outlines four types of expenditures:

1. Development, expansion, or renovation of tourism product and infrastructure for tourism products.
2. Place-making projects and events.
3. Support projects and programs of the Economic Development Authority (EDA) for for-profit companies that meet the eligibility criteria and receive recommendations for funding.
4. Administrative costs of up to 10% shall be retained by the City.

The policy values both tourism product and infrastructure for tourism product as eligible for grants to meet the policy’s purpose to increase patronage and thus increase tourism tax revenue. Given this, staff determined that addressing declining patronage is as important as growing new patronage when considering strategies to increase patronage. Negative experiences lead to declining visitation as well as a lower likelihood of new visitors visiting again. Development of new tourism product and infrastructure attract new patronage, while expansion, renovation, and infrastructure projects make the visit a positive one that the patron is more likely to repeat. Thus, the staff recommendation includes both tourism product and infrastructure projects.

The policy also outlines examples of eligible projects:

1. Streetscape renovations and enhancements
2. Transit improvements (bike share, pedestrian access, enhanced bus shelters)
3. Convention and group meeting facilities
4. Outdoor and indoor recreation facilities and amenities
5. Public parks
6. Tourism venues
7. Business improvement grants (through EDA)
8. Public art and place-making
9. Special events grants and marketing
10. Visitor infrastructure
11. Culinary arts incubators
12. Regional trails and cultural sites
13. Other projects that meet the eligibility criteria, demonstrate feasibility, and receive recommendation

The recommendations contain references to the TDGRC input and to elements of the TDF Policy.
TDGRC Recommendations

The Committee forwards the following recommendations to City Council.

**Goodwin Square** - This project is shovel ready and pending City Council zoning decisions. Construction would begin in January 2020 with completion by Summer 2020. The Committee scored this project the highest and discussed how it meets the goals of the TDF by bringing more people to spend time and money downtown.

   Applicable Elements of the TDF Policy
   Type of Expenditure: 2. Place-making projects and events

**TDGRC Recommendation:** $400,000 grant in FY20 and earmark of $400,000 for each of FYs 21, 22, 23, and 24 to total $2,000,000. The Square must be generally open to the public.

**Public Restroom Improvements** - The Committee agreed that TD Funds should be used to renovate only the Henry Street Restrooms because of the intense "non-CW ticketholder" use of them.

   Applicable Elements of the TDF Policy
   Type of Expenditure: 1. Infrastructure for tourism product
   Examples of Eligible Projects: 10. Visitor infrastructure

**TDGRC Recommendation:** $350,000 grant in FY20 for the renovation of the Henry St Restrooms to be paid as a reimbursement after the work is completed and the restrooms remain open to the general public. The renovations must be completed by December 31, 2020.

**DT Parking Lot Improvements** - These parking lots are in need of repair and are part of the visitor experience. TDGRC discussed the effect of CW's deferred maintenance of these lots and the incorrect, but real, public perception that they are "City" lots, not privately owned. The committee discussed the importance of insuring ongoing maintenance in future years. Given the complexity of paid vs. free parking and the need for ongoing revenue for maintenance, a lease or management agreement structure that benefits both parties could not be determined. However, continued discussion on a joint solution (CW and the City) to this important issue needs to continue.

**TDGRC Recommendation:** No funding

**Historic Area Streetscapes** - Lack of support by TDGRC

**TDGRC Recommendation:** No funding

**Historic Area WiFi** - Lack of support by TDGRC

**TDGRC Recommendation:** No funding
Boundary Street Plaza - Part of this proposal from the Williamsburg Regional Library is the purchase of a portable stage for use at the Plaza and throughout the City of Williamsburg. The TDGRC felt that the City should own such a stage (to be managed by Williamsburg City Parks & Recreation) and make it available for use by the Library and other City parties. Another part of the proposal receiving funding recommendation was the addition of outdoor furniture to the Plaza. The Committee determined that the TDF should not fund annual programming expenses, or to purchase an outdoor projection system, which were the other two parts of the Library’s proposal.

Applicable Elements of the TDF Policy
Type of Expenditure: 1. Infrastructure for tourism product; 2. Place-making projects and events
Examples of Eligible Projects: 4. Outdoor and indoor recreation facilities and amenities

TDGRC Recommendation: $100,000 grant to the City Parks & Recreation Department in FY20 to purchase a portable stage available for use in the City and $10,000 grant to the Williamsburg Regional Library in FY20 to purchase additional furniture for the Plaza.

Kiwanis Park 4th Softball Field - This project is shovel ready and will increase out of town visitation and spending by increasing the number of out of town tournaments to the area. By increasing the number of playing fields from the current three to four, it will significantly enable Williamsburg to compete to host larger tournaments.

Applicable Elements of the TDF Policy
Type of Expenditure: 1. Development, expansion, or renovation of tourism product
Examples of Eligible Projects: 4. Outdoor and indoor recreation facilities and amenities

TDGRC Recommendation: $600,000 grant in FY20 and earmark of $600,000 for FY21 to total $1,200,000.

Prince George Street Signage - Design and implementation of a comprehensive wayfinding system for all of downtown to include parking signage. The TDGRC requested that the wayfinding system include all of downtown where it will increase patronage to all downtown businesses.

Applicable Elements of the TDF Policy
Type of Expenditure: 1. Infrastructure for tourism product
Examples of Eligible Projects: 1. Streetscape renovations and enhancements; 10. Visitor infrastructure

TDGRC Recommendation: $250,000 grant to the Williamsburg Economic Development Authority in FY20

Quarterpath Recreation Center Expansion/Indoor Sports Facility - This project estimates to attract 1,000,000+ visitors to Williamsburg. The Committee discussed whether one project should receive all the TD Funds or whether the fund should invest in a variety of projects. The Committee also determined that this project needs to be regionally supported because the impact will benefit the region.
Projects requiring debt service incur costs beyond the capital required for construction in the form of bonding fees and interest. The staff recommendation for this project includes the assumption of revenue bonding as the lending vehicle with an interest only period for planning and construction. Based on these assumptions the total project cost of $40,000,000 over the life of the project debt will be approximately $69,000,000 and the Tourism Development Grant Fund will be responsible for $34,500,000 or 50% with the other 50% provided by regional partners.

In order to recommend a funding plan, staff outlined a potential timeline for the project.

Year 1: Regional consensus on programming and financial model ($250,000 for study updates and design)
Year 2: Develop building design based on programming ($250,000 for design)
Solicit construction
Year 3: Issue revenue bond
Commence construction (pay interest only during construction - $800,000 for TDF share)
Years 4 and 5: Earmark $1,150,000 for TDF share of debt service

Applicable Elements of the TDF Policy
Type of Expenditure: 1. Develop tourism product
Examples of Eligible Projects: 4. Outdoor and indoor recreation facilities and amenities

**TDGRC Recommendation:** $250,000 grant in FY20 and earmark $250,000 in FY21 for building design, $800,000 in FY22 to pay TDF share of debt service during construction, and $1,150,000 in FY23 and FY24 to pay the TDF share of the bond debt service.

**Temporary Pavilion** – The concept of a permanent shelter at the DeWitt-Wallace Lawn has merit and should be further explored. This will require coordination with Colonial Williamsburg and the City to develop a plan for consideration in a future grant cycle that reflects the community aesthetics and commitment to history.

**TDGRC Recommendation:** No funding

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*The purpose of the Tourism Development Fund (TDF) is to increase patronage to restaurants, attractions, hotels, and events in the City of Williamsburg through financial assistance and reinvestment in tourism products, place-making projects, special events, and public-private partnerships.*
In August 2018, City Council revised its Tourism Development Fund Policy and outlined its implementation steps.

FY19 Fund Collection will be completed and funds available October 2019. Per the policy, unspent or unallocated funds shall remain in the fund and be a carryover to the next fiscal year.

<table>
<thead>
<tr>
<th>Status</th>
<th>Actions</th>
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<tbody>
<tr>
<td>☒ Completed August 2018</td>
<td>City Council adopted revised Tourism Development Fund Implementation Steps.</td>
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<tr>
<td>☒ Completed January 2019</td>
<td>City Council appointed Tourism Development Grant Review Committee (TDGRC) members.</td>
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<tr>
<td>☒ Completed February 2019</td>
<td>TDGRC held its first meeting.</td>
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<td>☒ Completed March 2019</td>
<td>TDGRC approved general grant guidelines.</td>
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<td>☒ Completed April 2019</td>
<td>22 Phase I TDF Applications submitted. 11 invited to submit Phase II Applications.</td>
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<tr>
<td>☒ Completed June 2019</td>
<td>10 Phase II Applications submitted. Applicants presented projects to TDGRC.</td>
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<tr>
<td>☒ Completed July 2019</td>
<td>TDGRC conducted initial evaluation of applications.</td>
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<tr>
<td>☒ August 2019</td>
<td>Staff developed recommendation based on TDGRC initial evaluation and discussion. TDGRC used staff recommendation as starting point to develop its recommendations for City Council.</td>
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<tr>
<td>☐ September 2019</td>
<td>TDGRC Chairman will present Committee’s funding recommendation to City Council</td>
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<tr>
<td>☐ Final Step</td>
<td>City Council will make its funding decision.</td>
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RESOLUTION #19-03

A RESOLUTION TO AMEND RESOLUTION 17-12 ESTABLISHING A SPECIAL REVENUE FUND AND PROGRAM POLICY FOR THE TOURISM DEVELOPMENT FUND

WHEREAS, on August 12, 2017, council adopted Resolution #17-12 which established a special revenue fund and adopted a program policy for expenditure of those funds for the purpose of funding tourism development projects; and

WHEREAS, having appointed the members of the review committee, council also deems it advisable to amend the policy to better align the process with the City’s budget calendar and to allow the appointment of two advisory ex-officio members to assist the review committee, one from the Planning Commission and one from the Economic Development Authority.

NOW, THEREFORE, BE IT RESOLVED that the Resolution 17-12 is hereby restated and amended as follows:

Tourism Development Fund Policy

Section 1. Establishment of Special Revenue Fund and Fiscal Policy

A. Special Revenue Fund
   1. The TDF will be established as a special revenue fund in the City Budget.
   2. The TDF will be subject to the fiscal controls of the City and shall abide by the adopted Budget Policies of the City regarding financial planning, revenues, expenditures, debt, investment, and fund balance.
   3. The TDF annual budget shall include a 5-year financial plan with year one being the budget appropriation and the following four years for planning.
   4. Unspent or unallocated funds shall remain in the fund and be a carryover to the next fiscal year.
   5. Funds can be used to pay debt service obligations and borrowing expenses associated with TDF projects.
   6. Funds are subject to the City audit and Comprehensive Annual Finance Report (CAFR) policies and processes.

Section 2. Tourism Development Fund Purpose and Eligible Expenditures
A. Purpose – The purpose of the Tourism Development Fund (TDF) is to increase patronage to restaurants, attractions, hotels, and events in the City of Williamsburg through financial assistance and reinvestment in tourism products, place-making projects, special events, and public-private partnerships.

B. Types of Expenditures Allowed
1. Development, expansion, or renovation of tourism product and infrastructure for tourism products.
2. Place-making projects and events.
3. Support projects and programs of the Economic Development Authority (EDA) for for-profit companies that meet the eligibility criteria and receive recommendations for funding.
4. Administrative costs of up to 10% shall be retained by the City.

C. Examples of Eligible Products
1. Streetscape renovations and enhancements
2. Transit improvements (bike share, pedestrian access, enhanced bus shelters)
3. Convention and group meeting facilities
4. Outdoor and indoor recreation facilities and amenities
5. Public parks
6. Tourism venues
7. Business improvement grants (through EDA)
8. Public art and place-making
9. Special events grants and marketing
10. Visitor infrastructure
11. Culinary arts incubators
12. Regional trails and cultural sites
13. Other projects that meet the eligibility criteria, demonstrate feasibility, and receive recommendation.

Section 3. Tourism Development Fund Process and Project Application

A. Project Applications
The TDF application process will consist of two phases of application. The Phase 1 application is to establish eligibility and the Phase 2 process is to provide details necessary for staff and the TDF review committee to provide recommendation to City Council.

1. Phase 1 Application – At a minimum, the Phase 1 application will include information on the applying organization, amount of funding requested, identify if the project is new or an expansion, a project description, and the initial project budget and construction values.
2. Phase 2 Application – At a minimum, the Phase 2 application will include information on project feasibility, room night calculations, marketing plan, business plan, drawings, photos, renderings, site plans, organization leadership, project management, detailed project description, description on impact to local tourism, timeliness, project schedule, phasing, uniqueness of
project, potential to stimulate other projects, letter of funding commitment, 
brand consistency, and methodology intended to capture visitation statistics 
provided.

B. Process 
Requests for funding from the Tourism Development Fund shall follow the 
following process:
1. Submission of Phase 1 applications in March.
2. Submission of Phase 2 applications in May.
3. TDF Review Committee application review, interviews, and site visits in June 
   and July.
4. TDF Review Committee application recommendation to City Council provided 
to the City Manager in September.
5. City Council considers approval of projects in September.
6. Funding is appropriated and available to the TDF in October.

Section 4. Tourism Development Fund Review Committee

A. Purpose of the Review Committee
The TDF Review Committee will review and evaluate proposals from applicants 
for Tourism Development Fund projects for the purpose of providing a 
recommendation to the City Council and City Manager for the budgeting and 
appropriation of funds. Recommendations shall be based on consistency and 
impact of the project and the purpose of the TDF.

B. Appointment – The TDF Review Committee shall be appointed by the City 
Council and serve two (2) year terms. TDF Review Committee members are 
eligible for re-appointment to serve three (3) consecutive terms (six years). TDF 
Review Committee members must be residents of the City, own or represent a 
City business, or represent an event that occurs in the City.

C. Committee Composition – The TDF Review Committee shall consist of five (5) 
members with three (3) members representing the tourism industry and two (2) 
members being selected at-large.

D. Ex-Officio Members – A member of the Planning Commission and a member of 
the Economic Development Authority shall serve as ex-officio members of the 
TDF Review Committee without a vote.

This Resolution shall take effect immediately upon its adoption by City Council.

Adopted: February 14, 2019

[Signature]
Paul T. Freling, Mayor

Debi Burcham, Clerk of Council
Tourism Development Fund City Council Policy #19-03
Adopted August 2017, Revised February 2019

Purpose
“The purpose of the Tourism Development Fund (TDF) is to increase patronage to restaurants, attractions, hotels, and events in the City of Williamsburg through financial assistance and reinvestment in tourism products, place-making projects, special events, and public-private partnerships.”

Note: Marketing is handled by the Regional Tourism Council

Eligible Expenses
1. Development, expansion, or renovation of tourism product and infrastructure for tourism products
2. Place-making projects and events
3. EDA projects and programs
4. Administrative expenses

Examples of Projects Listed in the Policy
1. Streetscapes
2. Transit improvements
3. Convention and group meeting facilities
4. Outdoor & indoor recreation facilities and amenities
5. Public parks
6. Tourism venues
7. EDA Business grants
8. Public art and place-making
9. Special events grants and marketing
10. Visitor infrastructure
11. Culinary arts incubators
12. Regional trails and cultural sites
13. Other projects that meet the eligibility criteria, demonstrate feasibility, and receive recommendation
Applicable Elements of the TDF Policy

Type of Expenditure:
2. Place-making projects and events

Examples of Eligible Projects:
1. Streetscape renovations and enhancements
3. Outdoor and indoor recreation facilities and amenities
4. Public Parks
8. Public art and place-making
10. Visitor infrastructure

Committee Recommendation:
$400,000 grant in FY20 and earmark of $400,000 for each of FYs 21, 22, 23, and 24 to total $2,000,000. The Square must be generally open to the public.
Applicable Elements of the TDF Policy
Type of Expenditure:
1. Infrastructure for tourism product
Examples of Eligible Projects:
10. Visitor infrastructure

Committee Recommendation:
$350,000 grant in FY20 for the renovation of the Henry St Restrooms to be paid as a reimbursement after the work is completed and the restrooms to remain open to the general public. The renovations must be completed by December 31, 2020.
Boundary Street Plaza

Applicable Elements of the TDF Policy

Type of Expenditure:
1. Infrastructure for tourism product
2. Place-making projects and events

Examples of Eligible Projects:
4. Outdoor and indoor recreation facilities and amenities

Committee Recommendation:
$100,000 grant to the City Parks & Recreation Department in FY20 to purchase a portable stage available for use in the City and $10,000 grant to the Williamsburg Regional Library in FY20 to purchase additional furniture for the Plaza.
Applicable Elements of the TDF Policy

Type of Expenditure:
1. Development, expansion, or renovation of tourism product

Examples of Eligible Projects:
4. Outdoor and indoor recreation facilities and amenities

Committee Recommendation:
$600,000 grant in FY20 and earmark of $600,000 for FY21 to total $1,200,000.
Prince George St Signage, Expanded to Comprehensive Wayfinding System DT

Applicable Elements of the TDF Policy

Type of Expenditure:
1. Infrastructure for tourism product

Examples of Eligible Projects:
1. Streetscape renovations and enhancements
10. Visitor infrastructure

Committee Recommendation:
$250,000 grant to the Williamsburg Economic Development Authority in FY20
Quarterpath Recreation Center
Expansion / Indoor Sports Facility

Applicable Elements of the TDF Policy
Type of Expenditure:
1. Develop tourism product
Examples of Eligible Projects:
4. Outdoor and indoor recreation facilities and amenities

Committee Recommendation:
$250,000 grant in FY20 and earmark $250,000 in FY21 for building design, $800,000 in FY22 to pay TDF share of debt service during construction, and $1,150,000 in FY23 and FY24 to pay the TDF share of the bond debt service.
The concept of a permanent shelter at the DeWitt-Wallace Lawn has merit and should be further explored. This will require coordination with Colonial Williamsburg and the City to develop a plan for consideration in a future grant cycle that reflects the community aesthetics and commitment to history.

Temporary Pavilion
No Funding, but warrants further Discussion

The concept of a permanent shelter at the DeWitt-Wallace Lawn has merit and should be further explored. This will require coordination with Colonial Williamsburg and the City to develop a plan for consideration in a future grant cycle that reflects the community aesthetics and commitment to history.
Not Recommended for Funding

3 Colonial Williamsburg Applications

Downtown Parking Lots Improvements

Historic Area Streetscapes

Historic Area WiFi
<table>
<thead>
<tr>
<th>Project Name</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
<th>FY24</th>
<th>Total 5-Year Allocation</th>
<th>Leverage (NonTDF Funds)</th>
<th>Amount Requested</th>
<th>Percent Funded</th>
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<tbody>
<tr>
<td>Shovel Ready Projects</td>
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<tr>
<td>Goodwin Square - CW</td>
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<td>Kiwanis Park 4th Softball Field - City</td>
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<tr>
<td>Qtr Rec Center Expansion/ Indoor Sports Facility -</td>
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<td>$250k</td>
<td>$800k</td>
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