

## 2014 – 2015 FISCAL YEAR INFORMATION

MARION COUNTY CVB  
- BY THE NUMBERS -

### MISSION STATEMENT

The Convention & Visitors Bureau of Marion County, Inc. is a non-profit marketing and sales organization whose sole purpose is to take the leadership role in developing the area's tourism industry and advancing the image of Marion County as a vacation, group tour and meeting destination.

### STATS

-  **10,483** Marion County Visitors Guides mailed from visitor requests
-  **3,219** Ditty bags given to reunions, receptions and other gatherings
-  **1,041** phone calls received
-  **1,323** walk-ins assisted
-  **12,100** Marion County Visitors Guides mailed to WV Welcome Centers

### WEB



Website traffic increased **101%** compared to FY 2013-2014  
**74%** of visitors to marioncvb.com were new visitors.

Traffic from Facebook increased **31%**.

Some of the most popular pages on the site for visitors included the Calendar, the Festivals & Events page, and the Pepperoni Roll page.

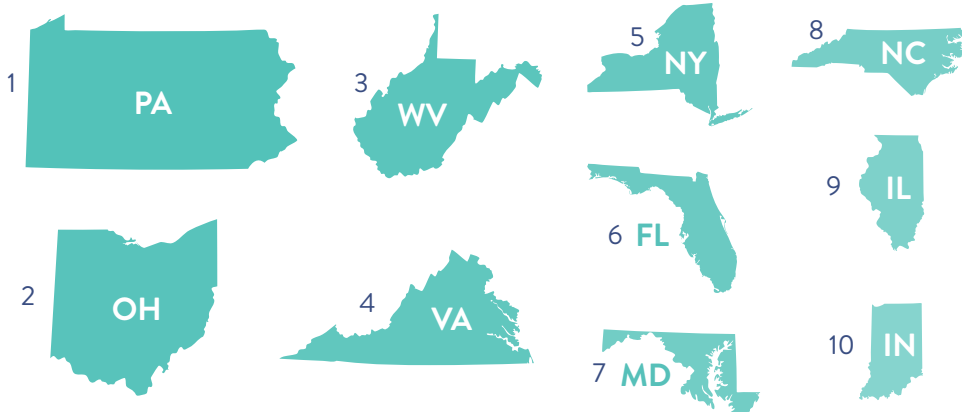
### TOP 5 PRODUCING ADS

1. Guest Quest
2. WV State Visitors Guide
3. WV E-Newsletter
4. Civil War Traveler
5. Explore History

### TOP COMMENTS

- "Beautiful place"**  
- from Sunrise, FL
- "Nice Area"**  
- from Perris, CA
- "Beautiful and such a nice visit"**  
- from Irvine, CA
- "Love the place"**  
- from Surf City, NC
- "Born here 59 years ago"**  
- from Normal, IL

### TOP 10 VISITING STATES (IN ORDER)



### 2014-2015 BOARD OF DIRECTORS

- |                                     |                  |                  |
|-------------------------------------|------------------|------------------|
| Greg Bray, <i>President</i>         | Gabriel Bilonick | Robert Linger    |
| John Provins, <i>Vice President</i> | Mike Carkin      | Barbara Metcalfe |
| Emily Bickerstaff, <i>Treasurer</i> | Kris Cinalli     | Jessica Sharps   |
| Tony Michalski, <i>Secretary</i>    | Cherie Coogle    | Guy Ward         |
| Kristy Atha                         | Tracy Jenkins    |                  |

### STAFF

- Leisha Elliott, *Executive Director*  
Sharon Phillips, *Administrative Assistant*  
Amber Welch, *Hospitality Specialist*

## ECONOMIC IMPACT OF TRAVEL



**According to 2012 figures, the amount of state and local taxes collected was \$5.45 million.** The U.S. Census Bureau calculated that in 2012 there were 22,761 households in Marion County. If these taxes generated by tourist spending in Marion County were spread out per household – Marion County residents paid \$239 less in state and local taxes.

**The economic potential is staggering.** Consider that there are approximately 680 hotel rooms in Marion County. 680 rooms times 365 days translates into 248,200 rooms a year. If the average room rate is \$100 those 248,200 rooms have the potential to generate \$24,820,000 in income. The 6% sales tax and 6% room occupancy tax collected produces \$2,978,400 per year. This does not include the dollars spent on food, fuel, retail and attractions!

MARION COUNTY	2004	2006	2008	2009	2010	2011	2012
<b>Direct Spending</b> (\$Million)	45.2	58.7	55.5	57.8	67.8	76.9	84.2
<b>Earnings</b> (\$Million)	10.6	13.5	9.6	14.4	16.8	17.5	19.9
<b>Employment</b> (jobs)	680	800	530	750	810	840	950
<b>Local Govt. Revenue</b> (\$000)	212	357	371	436	554	983	1,166
<b>State Govt. Revenue</b> (\$000)	3,261	3,838	3,493	4,133	4,591	4,807	5,289

### FINANCIAL INFO

#### INCOME:

Grants, co-ops **\$3,500**  
 Motel tax collections **\$460,438**  
 Misc. **\$11,633**

#### EXPENSES:

Advertising **\$268,175**  
 Personnel/Taxes **\$117,928**  
 Operations **\$37,138**



**Tourism provides a significant economic impact in West Virginia as well as in Marion County.**

#### ADVERTISING CO-OPS:

Each year, we offer various advertising co-ops to tour local tourism-related businesses, saving them 50% - 75% off regular advertising rates in various media outlets. This co-op program has been very popular with many of our local businesses and attractions who could not otherwise afford this type of marketing. We welcome our partner's ideas of new media they want us to offer for the upcoming year. By partnering, we stretch those marketing dollars.

#### TRAVEL / TRADE SHOWS:

AAA Great Vacation Travel Show (Columbus)  
 Pittsburgh Home & Garden Show  
 D.C. Travel & Adventure Show  
 Snowbird Extravaganza (Florida)  
 FSU Welcome Weekend (spring and fall) and Community Plunge Fair  
 Boomers In Groups (BIG) Show in Arkansas  
 Travel & Tourism Week, I-79 Rest Stop

#### CONTINUING EDUCATION:

WV Governor's Conference on Tourism  
 WV Hospitality & Travel Association Hospitality University  
 WV Association of CVBs Annual Education Conference  
 Southeast Tourism Society Spring Symposium and Fall Forum



### FACE OF HOSPITALITY AWARDS

#### 2014 WINNERS



**Face of Hospitality Lodging**  
 Donnita Porter, *Fairfield Inn & Suites*

**Face of Hospitality Restaurant**  
 Erika Trickett, *Joe n Throw*

**Face of Hospitality Attraction**  
 Marci VanGilder, *Heston Farm Winery*

**Face of Hospitality Retail**  
 Ricki-Linn Helgeson,  
*Backwoods Flowers N More*

**Favorite Marion County Event**  
*Celebration of Lights*

**Marion County's Must See Destination**  
*Pricketts Fort*