

Annual Report

Fiscal Year 2017/18



Marion County

the Middle of Everywhere

Convention & Visitors Bureau
of Marion County, Inc.

VISITORS GUIDE



ADDITIONAL ASSETS

Photography
Website
Stationary
Signage
Digital ads
Social media graphics

The Convention & Visitors Bureau of Marion County, Inc. invested in a new brand in the 2017-18 fiscal year. Focus groups were conducted as the development of the brand was initiated, and one common theme stood out: how centrally located the county is. In July, Marion County launched the new brand, which focuses on Marion being the central point of access to the region's best attractions with the tagline "The Middle of Everywhere."

BRAND LAUNCH COLLATERAL

LOGO



POSTCARDS



VIDEO



RACK CARDS



New Website

A new website was launched in July. The new site reflects the new branding with bright, colorful imagery and engaging information. Included in the new site are updated itineraries highlighting things to do in and around Marion County. A new itinerary building feature was also added to the site, making it easy for visitors to plan their own trip and share it with others.

MOBILE

DESKTOP



WEBSITE DATA

TOP 5 VISITING STATES

1. West Virginia
2. Washington, D.C.
3. New York
4. Pennsylvania
5. North Carolina



71%

of traffic originates from mobile

WEBSITE TRAFFIC

↓ 3%

Because of the anticipated new brand launch, advertising dollars were not spent on driving traffic to the website. In the new site's first month, there was a traffic increase of 21% compared to the same timeframe in 2017.



WERE NEW VISITORS

58,253



SESSIONS TO WEBSITE

from
ORGANIC SEARCH

MOST POPULAR WEB PAGES

(in order, excluding homepage)

1. Calendar
2. Pepperoni Roll
3. Where to eat
4. Festivals and Events
5. Advent Calendar

SOCIAL MEDIA



TWITTER

1.04M

Reached

2,271

Mentions



FACEBOOK

586,880

Reached

10,472

Sessions to website

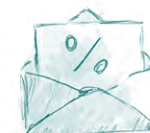
NEWSLETTERS

To maximize our ability to create targeted, personalized communications, we've increased our security to remove extraneous, ghost accounts. This optimization has resulted in a decrease of our totals.

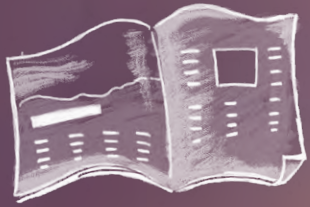
745

Subscribers

14% CLICK RATE
Compared to 22% last FY



15% OPEN RATE
Compared to 17% last FY



20,000 MARION COUNTY VISITOR GUIDES

distributed through WV welcome centers, guide requests, welcome bags, travel plazas, and rest stops



ADDY AWARD

for the Christmas promotion in 2016-2017

Celebration of Lights selected by Southeast Tourism Society as a

TOP 20 EVENT

for December 2018



Financial Info

2017-2018

INCOME

\$1,600

Grants, co-ops

\$287,366

Motel tax collections

\$1,676

Interest

EXPENSES

\$113,476

Advertising

\$87,873

Personnel/taxes

\$27,830

Operations

2016-2017

INCOME

\$5,360

Grants, co-ops

\$231,088

Motel tax collections

\$1,585

Interest

EXPENSES

\$104,255

Advertising

\$95,177

Personnel/taxes

\$27,956

Operations

TAXES COLLECTED

2017-2018	\$287,366
2016-2017	\$231,088
2015-2016	\$295,000
2014-2015	\$460,000
2013-2014	\$400,000
2012-2013	\$350,000
2011-2012	\$365,000
2010-2011	\$320,000
2009-2010	\$220,000
2008-2009	\$210,000
2007-2008	\$180,000



**THE CONVENTION & VISITORS
BUREAU OF MARION COUNTY, INC.**
1000 COLE ST., SUITE A
PLEASANT VALLEY, WV 26554

Who *we* are...

STAFF

Leisha Elliott, Executive Director
Leah Nestor, Engagement Specialist

BOARD MEMBERS 2017-2018

Greg Bray, President
Josh Smith, Vice President
Cherie Coogle, Secretary
James Kane, Treasurer

Gloria Cunningham
Jason DeFrance
Rob Linger

Barbara Metcalfe
Tony Michalski
Marianne Moran

TJ Nicholson
Guy Ward
Kris Cinalli