

# Annual Report

*Fiscal Year 2018-19*





# Marion County

## The Middle of Everywhere

Convention & Visitors Bureau  
of Marion County, Inc.

The Convention & Visitors Bureau of Marion County, Inc.'s new brand – promoting the county as “The Middle of Everywhere” – has proven to be a great success among audiences. The brand, and its collateral, has, in fact, been so well-received that it has garnered several industry awards (opposite).

2018 STARS OF THE INDUSTRY AWARD  
Best Overall Marketing Campaign

2018 STARS OF THE INDUSTRY AWARD  
Best Social Media

PRSA CRYSTAL AWARD  
Website

SOUTHEAST TOURISM SOCIETY  
2019 SHINING EXAMPLE AWARD  
Best Marketing for our  
Middle of Everywhere Campaign

GOLD ADDY  
Online/Interactive; Consumer Website

GOLD ADDY  
Cross Platform; Integrated Branded  
Identity Campaign

## Campaigns

Along with a continuation of our branding campaign we did several other campaigns to promote the area and create excitement and engagement with residents and visitors of Marion County. Those campaigns included:

### MIDDLE OF ELF-RYWHERE AND MERRY MARION

46 TOTAL DOWNLOADS

1,791 PAGEVIEWS  
for Merry Marion page

1,176 SESSIONS  
directly from campaign  
(between Merry Marion ads and Elves posts)

f FACEBOOK

18,891 Reached  
282 Likes

120 Comments/  
Shares  
821 Clicks



### GET OFF THE COUCH COMBINED SOCIAL METRICS



21,793  
Reached



713  
Likes



37  
Link Clicks



29  
Comments



89  
Retweets/Shares



## Award-winning website



Our new website was a 2019 recipient of a **Public Relations Society of America Crystal Award**



**GOLD ADDY** for the Marion County Website



DESKTOP

MOBILE



## WEBSITE DATA

### TOP 5 VISITING STATES

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



↑ **74%**

of traffic originates from mobile



### WERE NEW VISITORS

↑ **11%** from previous year

### WEBSITE TRAFFIC

↑ **3.79%**

**97,346**



### SESSIONS TO WEBSITE

from  
**ORGANIC SEARCH**

### MOST POPULAR WEB PAGES (in order, excluding homepage)

1. Marion Events
2. Pepperoni Roll
3. Visitors Guide
4. Things to Do/Attractions
5. Festivals and Events

## SOCIAL MEDIA



TWITTER

**896,551**

Reached

**1,901**

Mentions



26,877

People Reached

26,177

Engagements

Top Social Post



FACEBOOK

**541,030**

Reached

**6,821**

Sessions to website

## NEWSLETTERS

**1,528**

Subscribers

↑ **48%**

from last year



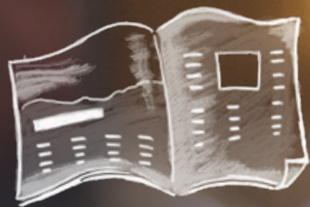
**2.61%**

CLICK RATE



**17%**

OPEN RATE



**20,000** MARION COUNTY  
VISITOR GUIDES

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



**367** PHYSICAL GUIDE  
REQUESTS FROM WEBSITE



**143** GUIDE DOWNLOADS  
FROM WEBSITE

★★★★★

## FUNDED AND HOSTED A HOSPITALITY WORKSHOP

with Rita Suiter a Five Star Customer Service Strategies

## FUNDED A MARION COUNTY LODGING REPORT

Visitors spent \$13M in lodging. And when you factor in other travel expenses such as food and gas, they spent over \$39M.

## Financial Info

2018-2019

### INCOME

**\$1,000**

Grants, co-ops

**\$257,500**

Motel tax collections

**\$500**

Interest

### EXPENSES

**\$125,860**

Advertising

**\$105,750**

Personnel/taxes

**\$27,390**

Operations

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

## TAXES COLLECTED

<b>2018-2019</b>	<b>\$257,500</b>
<b>2017-2018</b>	<b>\$287,366</b>
<b>2016-2017</b>	<b>\$231,088</b>
<b>2015-2016</b>	<b>\$295,000</b>
<b>2014-2015</b>	<b>\$460,000</b>
<b>2013-2014</b>	<b>\$400,000</b>
<b>2012-2013</b>	<b>\$350,000</b>
<b>2011-2012</b>	<b>\$365,000</b>
<b>2010-2011</b>	<b>\$320,000</b>
<b>2009-2010</b>	<b>\$220,000</b>
<b>2008-2009</b>	<b>\$210,000</b>





**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 2018-2019

Barbara Metcalfe, President  
Josh Smith, Vice President  
Gloria Cunningham, Secretary  
T.J. Nicholson, Treasurer

Greg Bray  
Kris Cinnalli  
Jason DeFrance

Lindsay Dugan  
Dora Grubb  
Brett Harshbarger

James Kane  
Tony Michalski  
Guy Ward