



Annual Report

Fiscal Year 2020-2021



OUR MISSION

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

Convention & Visitors Bureau of Marion County, Inc.

Marion County

the middle of everywhere

MARKETING IN MARION COUNTY

Because the pandemic significantly impacted the amount of visitors and their behavior, our marketing efforts pivoted to focus on activities and attractions that could be enjoyed safely.

Out of Market Campaigns

HISTORY CAMPAIGN

In response to receiving increased questions about local historic attractions, and knowing many of these can be enjoyed safely, we developed a digital advertising campaign with supporting materials promoting local historic sites. The campaign included a history pocket guide, a Civil War pocket guide, a series of history-themed blog posts, and documentary-style short videos highlighting the history of the area. The campaign generated:



635,815 impressions

12,842 clicks

1.89% click through rate

191 guide requests



ADVENTURE CAMPAIGN

We continued the adventure campaign that began in the previous fiscal year and featured outdoor recreation such as hiking, fishing, disc golf and more.



The campaign generated...

13,334 clicks 716,209 impressions

1.86% click through rate



CULINARY CAMPAIGN

During the last quarter of the fiscal year, we began development of a Culinary Campaign, which includes new photos of local food, local flavor printed materials, food-themed blog posts, and digital and print ads. The digital advertising campaign will begin in the upcoming fiscal year.



WV DEPARTMENT OF TOURISM CO-OP ADVERTISING

In 2020-2021, digital advertising through the WVDT co-op program gained us an additional 871,900 impressions and 18,327 clicks, and with their generous 80% match on advertising dollars, it helped significantly increase our impact at a fraction of the cost in a particularly challenging year.

In Market Support

GEOCACHING

The Geocaching stops continued to generate plenty of attention as folks wanted to get out and enjoy socially distanced activities. We are partnering with local stops to build out the Geocaching Trail.

1022 TOTAL FINDS
274 UNIQUE PLAYERS
80 COINS AWARDED

Prickett's Fort State Park
MOST POPULAR CACHE
Valley Falls State Park
MOST FAVORITED CACHE

LOCATIONS HIGHLIGHTED

- Marion County Visitor Center
- Country Club Bakery
- Marion County Courthouse
- Prickett's Fort State Park
- Valley Falls State Park
- Monongah Mining Disaster
- Number Nine Memorial
- Hamilton Round Barn
- Palatine Park
- Seth Burton Memorial Disc Golf Complex



INFORMATION FROM THE 2021 GADGETS OF MARION COUNTY GEOCACHING TRAIL

We are hosting a kickoff event at the CVB on August 7, 2021. Currently there are close to 100 people from eight different states interested in joining.

LOCATIONS HIGHLIGHTED

- Farmington Veterans Memorial
- Kingmont Park
- Curiosity Clockworks
- Mon Valley Vineyards
- Prickett's Fort Cemetery
- Mannington Public Library
- Curtisville Lake

MARION REMOTE

We participated in the launch of the Marion Remote initiative to try to attract remote workers to the area.

GENEALOGY BROCHURE

As an addition to the History Campaign, we designed and printed a brochure outlining local genealogy resources in partnership with the Marion County Genealogy Club and the Frank & Jane Gabor WV Folklife Center.



FEAST OF THE SEVEN FISHES ACTIVITY BOOK

Illustrator Ben Kolb completed an additional activity book for the Feast of the Seven Fishes. The activity book brought some of the festival's fun to homes for this year's virtual event.

Website Traffic

31% increase in traffic over the previous fiscal year for a total of...
102,563 sessions and
163,529 pageviews

62% of website traffic came from mobile

66.17% increase in partner clicks over last fiscal year.



TOP 5 STATES

1. West Virginia
2. Ohio
3. Pennsylvania
4. Virginia
5. Maryland

TOP PAGES

1. History of Marion County
2. Outdoor Recreation
3. Fall Fun in Marion County
4. Hotels, Things to Do, Events
5. Pepperoni Roll

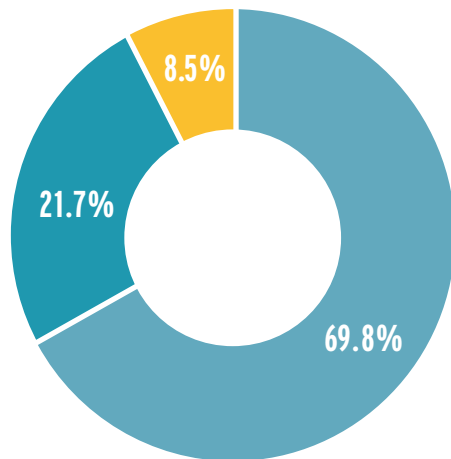
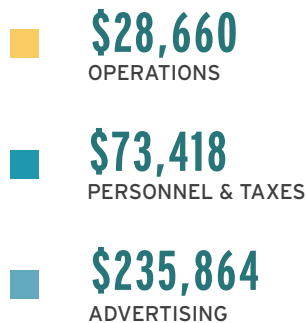


Accounting and Analytics

INCOME*: (\$197,156)



EXPENSES: (\$337,942)



\$140,786 FUNDS USED FROM CASH RESERVE

With Board approval, the CVB of Marion County used cash reserves to maintain operations during the significant industry downturn resulting from the Covid-19 pandemic.

*(two checks dated 09.26.18 and 06.27.19 totaling \$23,297 were deposited but not collected in this fiscal year)

Social Media

f FACEBOOK
2,523,396 impressions
+942 NEW LIKES

🐦 TWITTER
229,451 impressions
7,464 ENGAGEMENTS



f @MarionCVB
🐦 @MarionCVB

✉ NEWSLETTER

1,365 subscribers
+298 NEW

4.13% avg. click rate
18% avg. open rate

Who *we* are...

BOARD OF DIRECTORS 2020-2021:

GREG BRAY - Pricketts Fort Memorial Foundation - *Chairman*

JESSICA SHARPS - Fairmont State University - *Vice-Chairman*

AMBER BURACKER - *Secretary* replaced by

JOHN MAHAR - Holiday Inn Express

JASON DEFRANCE - Town of White Hall - *Treasurer*

DONNA BLOOD - City of Fairmont

REBECCA BURTON - Seth Burton Disc Golf Complex

KRIS CINALLI - Marion County Commission

EMILY HADDIX - City of Pleasant Valley

BRETT HARSHBARGER - Valley Falls State Park

CARRIE MENAS - Colasessano's

RACHEL MITCHELL - MCPARC

KEYUR PATEL - Clarion Inn

STAFF:

LEISHA ELLIOTT - Executive Director

MARK WEBB - Intern



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**THE CONVENTION & VISITORS
BUREAU OF MARION COUNTY, INC.**

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MARION COUNTY IS AN ACCREDITED CVB.