



2019

Convention &
Visitors Bureau's
Annual Report





Elkins Depot Welcome Center CVB, Inc.

Elkins-Randolph County Tourism, CVB

315 Railroad Avenue, Elkins | West Virginia

(304) 635-7803 | elkinswelcomecenter@gmail.com



The Elkins Depot Welcome Center, CVB Inc. dba Elkins-Randolph County Tourism CVB Board of Directors and staff are pleased to be a major contributor to economic growth and tourism industry of Randolph County. In April, we will celebrate our 14th anniversary after servicing over 495,000 people.

The enclosed information has been compiled to provide a comprehensive overview of 2019's accomplishments. Between the completion of our extensive website last April and the soon to arrive Randolph County Travel Brochure, you will discover the printing of several rack cards, a newly created county map and far-reaching digital marketing. Our first video has been launched with a second to follow this summer and wide-ranging outreach to build and strengthen relationships throughout Randolph County and all of West Virginia takes place daily.

None of us take the funding or responsibility you have bestowed upon us for granted. We understand the major impact our organization must have to help this county to grow and prosper. Every day we strive to engage prospective conferences and individual visitors, and to professionally serve those visiting and living in our county. We understand the advantages and necessity of collaboration to the success of the Elkins-Randolph County Tourism, CVB and the constant need for transparency to those we serve.

We look forward to expanding our efforts, increasing our collaboration and helping people to understand the wide variety of experiences Randolph County has to offer its residents and visitors alike.

If you have any questions, I would be happy to make myself available at your convenience. I can be reached at 304-591-4311 (H) or at the Welcome Center at 304-635-7803.

We genuinely thank you for your continued support and consideration of future funding.

Sincerely,

Anne F. Beardslee

Executive Director

Sue Sheets

President of the Board

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Board of Directors & Staff

Sue Sheets
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Matt Scott

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Executive Director

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Ed Griesel

Mark Scott

Organization Overview



The Elkins Depot Welcome Center Convention and Visitors Bureau, d.b.a. Elkins-Randolph County Tourism Convention and Visitors Bureau provides visitors with a welcoming experience to our city, county, and region. We are the only West Virginia accredited CVB in Randolph county.

MISSION: To promote Elkins, Randolph County, and the surrounding area with the purpose of increasing economic vitality for local retail establishments, restaurants, services, lodging, and entities related to tourism recreation while offering excellent service to our visitors through the Welcome Center’s well-trained staff and volunteers.

The CVB promotes Randolph County as an entire tourism entity. This includes dining, outdoor recreation, festivals and events, shopping, arts and culture, history and additional activities that persuade an individual or group of visitors to travel to the area. Once a visitor selects Randolph County, we depend on our tourism industry partners to give them an exceptional experience. This is vital in creating new and repeat visitors.

FUNDING: The CVB is funded by a portion of the 6% hotel/motel tax collected by the City of Elkins and Randolph County Commission from county lodging facilities.

In the 2019 calendar year 62% of the financing was used for operations and 38% used for marketing. With the increase of the 2019-2020 fiscal budget the organization is on track to spend 46% (over \$95,000) on marketing activities.



Welcome Center: (304) 635-7803
CVB: (304) 940-2795



ElkinsDepot.com
ElkinsRandolphWV.com



@elkinsdepotwelcomecenter
@elkinsrandolphwv



@elkinswelcome
@elkinsrandolphwv



elkinswelcomecenter@gmail.com
elkinsrandolphwtourism@gmail.com

Travel Insights



West Virginia



For every dollar spent on tourism, West Virginia collects state and local tax revenue. Without this revenue source, each household would have paid an additional \$720 in taxes.



\$4.6 BILLION

IN TRAVEL SPENDING BY
OVERNIGHT AND DAY VISITORS



45,400 JOBS

ARE DIRECTLY SUPPORTED BY
VISITOR SPENDING IN WV

Randolph County

\$54.5 MILLION

In Direct Tourism Spending

- Employment Earnings: **\$1.6M**
- Jobs: **720 people**
- Local Government Revenue: **\$2,237M**
- State Government Revenue: **\$11,170M**

Latest Update: 2018 "West Virginia Travel Impacts" prepared for WV Tourism Office. October, 2019. Dean Runyan Associates

Visitor Profile Randolph County



AGE 55-64 & MARRIED
25-34 & SINGLE

COLLEGE / GRADUATE SCHOOL

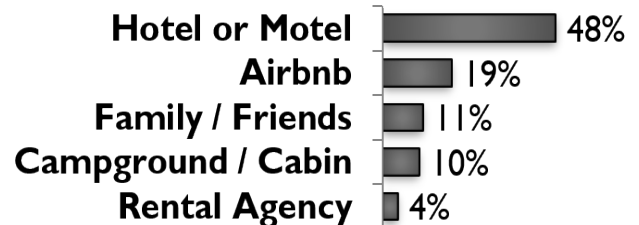
WHAT VISITORS LIKE MOST

Hiking/Biking, Historical & Cultural Sites, Scenic Beauty, Camping, Friendly People, Mountains, Relaxing, Trains, Sightseeing, Shows

TOP REASONS FOR VISITING



WHERE VISITORS STAY



2019 Marketing Projects



In the last year, the Elkins-Randolph County Tourism CVB and Welcome Center was able to build a foundation and poise the newly formed organization for growth to attract overnight guests to Randolph County. We feel it is important to provide our guests with diverse information in numerous ways such as print, digital, and social media. Due to the additional funding we received last year, we have been able to enhance the overall marketing for Randolph County.

2019 projects included:

- Developing a logo, tagline, and brand that reflects behaviors of target audience
- Completing an all-inclusive, cutting edge Randolph County Website
- Creating a county-wide Events Calendar hosted on the website
- Writing and posting monthly stories/blogs about Randolph County attractions
- Producing and distributing 15,000 Elkins Randolph County Tourism Information Rack Cards
- Constructing and printing a Mountain Rail Excursion Trains rack card in collaboration with Durbin & Greenbrier Valley Railroad
- Coordinating and conducting a Mountain State Forest Festival “Family Night of Festival Fun” Giveaway
- Creating, printing, and distributing an Elkins & Randolph County Area Events promo flyer to restaurants and Davis & Elkins College
- Developing a Randolph County Map & Guide
- Producing and dispersing a Randolph County video production including Beverly, Elkins, and Helvetia areas
- Designing and distributing over 10,000 die-cut decals
- Participating in the West Virginia Tourism Cooperative Advertising Program during all four seasons
- Establishing earned media opportunities
- Expanding digital and print medium investments

The increase in 2019 funding allowed the CVB to complete these projects. These endeavors delivered effective, proven results, and increased brand exposure.

Industry Statistics



Objective: Attract travelers to Randolph County while growing overnight stays and increasing length of stay for visitors. Make a powerful first impression in the market by generating buzz and engagement with visitors during any season.

- Generate awareness of Randolph County
- Encourage destination consideration
- Drive quality traffic to elkinsrandolphwv.com

COMBINED ENGAGEMENT



**Unique
Website Users**



1,073,856

Number of **PEOPLE** reached on Social Media



Number of **PEOPLE** who reacted to Social Media posts



6,434
Followers



3,098
Followers



88,403
Views

ACHIEVEMENTS



The Welcome Center CVB received several honors for its continued excellence in marketing and public relations on behalf of Randolph County.

2019 TripAdvisor Certificate of Excellence (*Welcome Center awarded past 4 years*)

2019 Certified West Virginia Convention & Visitors Bureau (*Member of WVACVB*)

2019 West Virginia Hospitality & Association Member

2019 Elkins Depot Welcome Center, CVB Inc. obtained 501 (c) 3 status

2019 Elkins-Randolph County Chamber of Commerce Young Leader of the Year (*Taira Landavere awarded*)

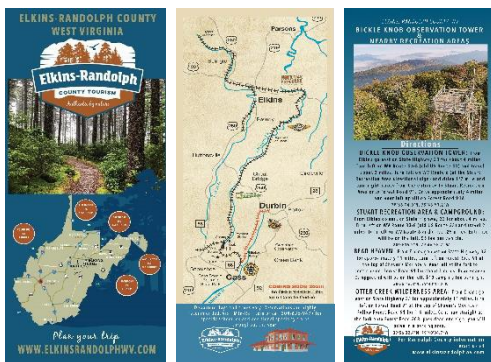
2018 West Virginia Governor's Service Award (*Elkins Depot Welcome Center awarded*)

2018 West Virginia Governor's Award for Regional Cooperation (*CVB partnership with Potomac Highland Regional Tourism Initiative*)

Visitor Services



Representing Randolph County, the Elkins Depot Welcome Center CVB serves as the central location for tourist information and is a critical component to the economic development of the area. The well-trained, professional volunteers who serve throughout the year have a tremendous effect on the tourists who visit Randolph County.



87,245

Brochures Distributed

46,029
Visitors Greeted



Volunteer hours
contributed

1,800



48 states

26 countries



Over

1,000

Phone Calls Received

These statistics have increased significantly from 2018. In 2019, over **2500** more individuals walked through our doors, we distributed over **16,000** more brochures, and the Welcome Center CVB have helped more individuals this year via phone and email. Since opening in 2006, the Welcome Center has served over **494,000** guests.

Print & Digital Media



<i>2020 West Virginia Tourism Travel Guide</i>
<i>BlueRidge Country Spring Edition</i>
<i>Washington Post "West Virginia Towns"</i>
<i>WV Living Magazine Winter Edition</i>
<i>WV Tourism Co-Op New South Media Potomac Highlands Regional Vacation Guide</i>
<i>Smoky Mountain Living Magazine</i>
<i>DiscoverWV / WVExecutive Magazine</i>
<i>WV Tourism Co-Op OKRA Magazine</i>
<i>WV Tourism Co-Op Highland Outdoors Fall Edition</i>
<i>WV Tourism Co-Op Facebook Ad August</i>
<i>WV Tourism Co-Op Washington Post E-News</i>
<i>GuestQuest Summer, Fall, Winter</i>
<i>West Virginia Lawyer Magazine</i>
<i>Intermountain Fact Book</i>
<i>Charleston Gazette Outdoor Pursuits Insert</i>
<i>Mountain Rail Online Ad and brochure</i>
<i>WV Radio Folk Talk Podcast</i>
<i>West Virginia Mountain Highlands Brochure</i>
<i>Charleston Gazette Ramps & Rail Festival Ad</i>
<i>Intermountain Ramps & Rail Festival Ad</i>
<i>Mountain State Forest Festival Program</i>
<i>WBOY ZipTrip & WDTV DC Escape</i>
<i>WELK & WDNE Ramps & Rail Festival Ads</i>
<i>Barbour County Fair Program</i>
<i>NCWV State Journal Tourism Tab</i>
<i>Intermountain Taste & Travel Guide</i>

To enhance regional and state travel experiences, we have developed advertisements and cooperative partnerships built to maximize marketing dollars and broaden the reach of Randolph County.



699,710

PEOPLE REACHED



20

PRESS RELEASES

Community Relations



Educating our community regarding the value of tourism is vital to our mission and continued support. During 2019, we were invited to speak to the **Elkins Rotary Club, Mountain Arts District, Davis & Elkins College**, and the **Appalachian Forest National Heritage Area**. As we joined the CVB and Welcome Center into one entity in 2018, we began the journey with the things we know are most important to the marketing success of Randolph County. Without solid relationships, open discussions, and collaboration among organizations as well as regional county CVB's, coordinated marketing activities would not take place.

County-wide Participation

<i>Elkins Main Street Board of Directors (Executive Director)</i>
<i>Appalachian Forest National Heritage Area Board of Directors (Executive Director)</i>
<i>Member of Randolph County Chamber of Commerce Network Committee (Marketing Director)</i>
<i>Members of Bi-Weekly Local Directors meeting (Executive Director & Marketing Director)</i>
<i>Beverly Heritage Convention & Visitors Bureau Board of Directors (Marketing Director)</i>
<i>Mon Forest Town Partnership Representative (Marketing Director)</i>
<i>Point of Contact for WV HubCap Grant (Executive Director)</i>
<i>Potomac Highlands Creative Economy Action Council (Marketing Director)</i>
<i>Attended Chamber of Commerce After Hours & Bi-Monthly Meetings</i>
<i>Participated in City of Elkins CGI Videos</i>
<i>Extended hours during Mountain State Street Machines Auto Extravaganza</i>
<i>Extended hours during Mountain State Forest Festival</i>
<i>Responsible for placement and operation of Town Square Christmas Lights</i>
<i>Attended multiple events and activities throughout the year in Randolph County</i>
<i>Produced a weekly "This Weekend in Randolph County" post on social media and email</i>
<i>Worked collaboratively with Durbin & Greenbrier Valley Railroad operations</i>
<i>Displayed booth at Hooked on Fishing not on Drugs</i>
<i>Displayed booth at D&E Welcome Fairs in collaboration with Chamber and Main Street</i>
<i>Attended Elkins Main Street Retreat</i>
<i>Provided packet information for 4th Grade West Virginia Scrapbook Project</i>

Community Relations



State-Wide Participation

<i>Member of West Virginia Hospitality and Travel Association</i>
<i>Member of West Virginia Association of Convention and Visitors Bureaus</i>
<i>Attended West Virginia Governor's Conference on Tourism</i>
<i>Attended Tourism Day at the Legislature</i>
<i>Attended West Virginia Hospitality University</i>
<i>Participated in West Virginia Tourism Webinars</i>
<i>Took part in the Potomac Highlands Regional Summits</i>
<i>Attended Mon Forest Town Summit</i>
<i>Attended Civil War Trails Retreat</i>
<i>Sold Treasure on the Mountain Raffle Tickets for Snowshoe Foundation</i>

Sponsorships

<i>Appalachian Forest National Heritage Area full-time AmeriCorps Member</i>
<i>Hosted and Sponsored Ice Cream Social for 2019 Model A Restorers Club National Tour</i>
<i>Gandy Dancer Theatre for Travel Expos</i>
<i>Durbin & Greenbrier Valley Railroad for Travel Expos</i>
<i>Mountain State Forest Festival City Park Train</i>
<i>Civil War Trails interpretive signs</i>
<i>Highlands Trail Foundation</i>
<i>Mountain Arts District</i>
<i>Eleventh Annual Ramps and Rail Festival and Silent Auction</i>
<i>WVACVB "Randolph County" Basket Raffle at Hospitality University</i>

Grants Received

<i>Snowshoe Foundation Grant</i>
<i>WVHubCap Grant</i>
<i>First Energy Grant</i>
<i>West Virginia Department of Arts, Culture, and History</i>
<i>West Virginia Fairs and Festivals</i>

Income & Expense 2019 Report



ORDINARY INCOME		
DIRECT PUBLIC SUPPORT	City of Elkins	\$77,174.43
	Randolph County Comm.	\$84,383.71
	Donations/Visitors	\$852.25
OTHER TYPES OF INCOME	Miscellaneous	\$2,549.01
GRANTS AND AWARDS	Snowshoe	\$1,000.00
RAMPS AND RAIL FESTIVAL	Festival Income	\$6,229.00
TOTAL INCOME		\$172,188.40
ORDINARY EXPENSES		
RAMPS AND RAIL FESTIVAL	Total Expenses	\$4,970.49
CONCERT EXPENSES	Summer Concert	\$772.50
INSURANCE	Liability/Comp	\$3,939.17
ELKINS EVENTS EXPENSES	Polar, Lights, Hallow.	\$1,395.85
GRANTS AND AWARDS	Snowshoe	\$1,000.00
WV BUSINESS REGISTRATIONS	Two Licenses	\$61.83
FACILITIES AND EQUIPMENT	Rent, Equipment	\$7,832.97
	Video, Print, Digital, Travel	
MARKETING EXPENSES	Shows	\$56,660.62
VOLUNTEERS	Appreciation Event, Badges	\$688.16
OPERATIONS	Postage, Phone, Copier	\$3,474.28
SUPPLIES	Office and Cleaning	\$1,200.24
MEMBERSHIP DUES	State and Local Organizations	\$2,676.00
	Ex. Dir., Marketing, Janitor,	
PAYROLL EXPENSES	AFHA	\$68,289.75
TRAVEL AND MEETINGS	Conf., Meetings, Events	\$2,651.15
MISCELLANEOUS	Bike Rack, Plants, etc.	\$516.37
TOTAL ORDINARY EXPENSES		\$156,129.38
NET INCOME		\$16,059.02

Coming 2020



The current 2019-2020 marketing budget for the Elkins Depot Welcome Center CVB includes funding for social media, website hosting, print advertising, professional design, publishing brochures, and group tour and conference hosting.

As we evaluated the best use of our funding, we selected the projects with the most immediate needs and impact. However, we discussed many other projects and collaborations that would have tremendous effect on the promotion of Randolph County.

Coming in 2020:

- 2020 Randolph County Vacation Guide
- West Virginia Tourism Vacation Guide
- New Media South / WV Living Potomac Highlands Regional Vacation Guide (inserted into Washington Post)
- Discover West Virginia “Corridor H Gateway Counties” Randolph County Highlighted
- Additional promotional videos on visitor experiences
- Randolph County Festival Brochure
- Partnership with Beverly Heritage Center Heritage Brochure
- Marketing Director will attend LeadershipWV
- Mountain State Forest Festival Assistant Director
- Hosting the 2020 National Speleological Society Convention

Elkins Depot Welcome Center CVB, Inc.
2020-21 Proposed Profit & Loss Budget vs. Actual
July 2020 through June 2021

	Jul '20 - Jun ...	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
43400 · Direct Public Support				
1 · City of Elkins	0.00	87,500.00	-87,500.00	0.0%
2 · Randolph County Commission	0.00	110,000.00	-110,000.00	0.0%
3 · Donations from Visitors	0.00	500.00	-500.00	0.0%
Total 43400 · Direct Public Support	0.00	198,000.00	-198,000.00	0.0%
46400 · Other Types of Income				
110 · Misc. Income	0.00	100.00	-100.00	0.0%
Total 46400 · Other Types of Income	0.00	100.00	-100.00	0.0%
60000 · Grants and Awards	0.00	2,000.00	-2,000.00	0.0%
6483615 · Ramps & Rail Festival				
100 · WV Fairs and Festival Donation	0.00	1,000.00	-1,000.00	0.0%
102 · Ramps & Rail Festival Sales	0.00	1,400.00	-1,400.00	0.0%
103 · Ramps and Rail Silent Auction	0.00	1,200.00	-1,200.00	0.0%
104 · Ramps & Rail Trains	0.00	500.00	-500.00	0.0%
106 · Ramps & Rail Vendors	0.00	2,500.00	-2,500.00	0.0%
Total 6483615 · Ramps & Rail Festival	0.00	6,600.00	-6,600.00	0.0%
Total Income	0.00	206,700.00	-206,700.00	0.0%
Gross Profit	0.00	206,700.00	-206,700.00	0.0%
Expense				
12 · Ramps & Rails Expenses				
120 · Ramps & Rail Entertainment	0.00	2,000.00	-2,000.00	0.0%
121 · Ramps & Rails Tables & Chairs	0.00	150.00	-150.00	0.0%
122 · Ramps & Rails Mailings	0.00	50.00	-50.00	0.0%
123 · Ramps & Rail Items to Sell	0.00	850.00	-850.00	0.0%
124 · Ramps & Rail Marketing	0.00	1,285.00	-1,285.00	0.0%
127 · Randolph Co. Health Department	0.00	400.00	-400.00	0.0%
129 · Ramps & Rails Port-a-Potties	0.00	275.00	-275.00	0.0%
130 · Ramps & Rails Misc.	0.00	585.00	-585.00	0.0%
Total 12 · Ramps & Rails Expenses	0.00	5,595.00	-5,595.00	0.0%
17 · Concert Expenses	0.00	1,300.00	-1,300.00	0.0%
21 · Insurance				
023 · Workers Comp Insurance	0.00	3,200.00	-3,200.00	0.0%
024 · Liability Insurance	0.00	2,750.00	-2,750.00	0.0%
Total 21 · Insurance	0.00	5,950.00	-5,950.00	0.0%
24693 · Elkins Events Expenses				
160 · Polar Exp. Depot Decorations	0.00	200.00	-200.00	0.0%
161 · Town Square Lighting	0.00	1,100.00	-1,100.00	0.0%
162 · Downtown Trick or Treat	0.00	50.00	-50.00	0.0%
Total 24693 · Elkins Events Expenses	0.00	1,350.00	-1,350.00	0.0%
60300 · Grants and Awards Expenses	0.00	2,000.00	-2,000.00	0.0%
621055 · WV Business Registration	0.00	60.00	-60.00	0.0%
62800 · Facilities and Equipment				
01 · Office Rental CVB	0.00	4,800.00	-4,800.00	0.0%
20 · Storage Rental Expense	0.00	550.00	-550.00	0.0%
22 · General Building Maintenance	0.00	400.00	-400.00	0.0%
30 · Office Equipment Maintenance	0.00	400.00	-400.00	0.0%
32 · Office Equipment Upgrades	0.00	1,000.00	-1,000.00	0.0%
40 · Office Equipment	0.00	800.00	-800.00	0.0%
Total 62800 · Facilities and Equipment	0.00	7,950.00	-7,950.00	0.0%

Elkins Depot Welcome Center CVB, Inc.
2020-21 Proposed Profit & Loss Budget vs. Actual
July 2020 through June 2021

	Jul '20 - Jun ...	Budget	\$ Over Budget	% of Budget
63000 · Marketing Expenses				
304 · Digital Advertise/Social Media	0.00	12,000.00	-12,000.00	0.0%
305 · Professional Design Expenses	0.00	29,000.00	-29,000.00	0.0%
306 · Website Hosting	0.00	350.00	-350.00	0.0%
307 · Print Advertising	0.00	25,000.00	-25,000.00	0.0%
308 · Printing Marketing Materials	0.00	18,000.00	-18,000.00	0.0%
309 · Group Hosting	0.00	2,500.00	-2,500.00	0.0%
Total 63000 · Marketing Expenses	0.00	86,850.00	-86,850.00	0.0%
64832 · Volunteer Appreciation	0.00	600.00	-600.00	0.0%
65000 · Operations				
200 · Postage, Mailing Service	0.00	1,200.00	-1,200.00	0.0%
300 · Copier	0.00	575.00	-575.00	0.0%
401 · Telephone, Internet	0.00	1,750.00	-1,750.00	0.0%
404 · Accountant	0.00	1,000.00	-1,000.00	0.0%
Total 65000 · Operations	0.00	4,525.00	-4,525.00	0.0%
65060 · Supplies				
5 · Cleaning Supplies	0.00	175.00	-175.00	0.0%
6 · Office Supplies	0.00	700.00	-700.00	0.0%
Total 65060 · Supplies	0.00	875.00	-875.00	0.0%
65100 · Misc. Expenses	0.00	3,345.00	-3,345.00	0.0%
65200 · Memberships and Dues	0.00	1,800.00	-1,800.00	0.0%
66000 · Payroll Expenses				
04 · Director of Marketing	0.00	24,200.00	-24,200.00	0.0%
05 · Executive Director	0.00	24,900.00	-24,900.00	0.0%
06 · Janitorial Wages	0.00	3,500.00	-3,500.00	0.0%
07 · AFHA Contract Labor	0.00	5,200.00	-5,200.00	0.0%
231 · Payroll taxes	0.00	12,100.00	-12,100.00	0.0%
232 · WV State Taxes	0.00	2,100.00	-2,100.00	0.0%
Total 66000 · Payroll Expenses	0.00	72,000.00	-72,000.00	0.0%
68300 · Travel and Meetings				
113 · Staff Development	0.00	4,500.00	-4,500.00	0.0%
Total 68300 · Travel and Meetings	0.00	4,500.00	-4,500.00	0.0%
68320 · Travel Show Expenses	0.00	8,000.00	-8,000.00	0.0%
Total Expense	0.00	206,700.00	-206,700.00	0.0%
Net Ordinary Income	0.00	0.00	0.00	0.0%
Net Income	0.00	0.00	0.00	0.0%