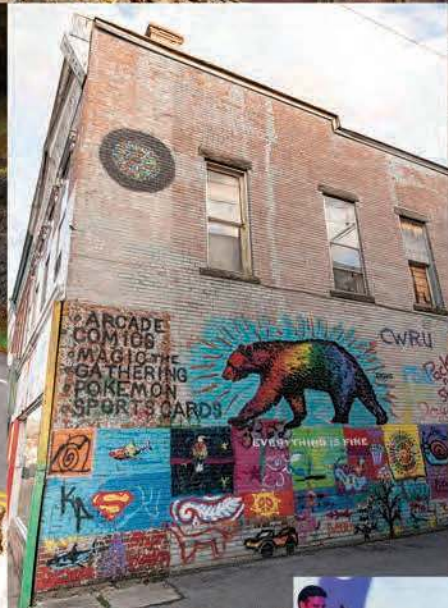


# 2021 Annual Report







**Elkins Depot Welcome Center CVB, Inc.**  
**Elkins-Randolph County Tourism, CVB**  
315 Railroad Avenue, Elkins | West Virginia | 26241  
(304) 635-7803 | elkinswelcomecenter@gmail.com



The Elkins Depot Welcome Center CVB, Inc. (d.b.a. Elkins-Randolph County Tourism CVB) is proud of our contributions to the 2021 tourism economy. The ability to understand the changing market and quickly pivot by adjusting our promotional methods and target audiences, was essential to our success of increasing tourism during these difficult times.

As you will see from the following information, we have had an extremely productive and successful year. Working as a team has allowed us to effectively design appropriate marketing campaigns, work closely with the Department of Tourism, build stronger, collaborative community relationships and increase the tourism industry in Randolph County. Our promotional concentration on the exceptional outdoor environment in Randolph County and increase in marketing to those who are just now beginning to travel played a major role in this growth.

As we continue our efforts to return Randolph County to the level of tourism experienced in 2019, our organization recognizes that we must be the major player in the process. Through your generous financial support, the continued expansion of partnership collaboration, and persistent research of travelers and marketing trends, we know that we are up to the task. This is exemplified by the large growth of the visitor population in 2021. We also recognize that our contributions to this community through representation on Boards of Directors, volunteering and participation in local events, and helping other organizations with their marketing and outreach, helps to make this area more attractive to current and future guests. Although marketing is our primary purpose, contributing to the overall health of our communities is a close second.

As you read through this comprehensive report about our 2021 endeavors, please do not hesitate to contact us should you have any questions and concerns. We look forward to working with you in 2022.

Sincerely,

Sue Sheets  
President of the Board

Anne F. Beardslee  
Executive Director

### Board of Directors & Staff

**President** - Sue Sheets  
**Vice President** - Mel Campbell  
**Treasurer** - Naida Vonne Simpson  
**Secretary** - Samantha Peet  
Susan Channel  
Ben Duvall-Irwin

Harold Elbon  
Craig Fortney  
Ed Griesel  
David Kesling  
Tom Rosier  
John Smith

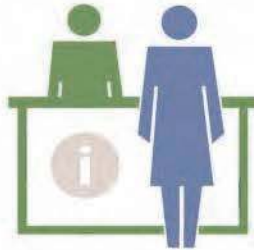
Diana Vannoy  
Rachel Wickham  
Kris Wilmoth  
Executive Director - Anne Beardslee  
Director of Marketing - Taira Gainer  
AFNHA AmeriCorps - Morgan Glup

# VISITOR SERVICES

The Elkins Depot Welcome Center celebrated **fifteen years** of operation in 2021. We have served over **one half million visitors** since opening in 2006.



**51,371**  
brochures  
distributed



To date, volunteers & board members have dedicated a total of **201.5 years** to the Welcome Center



Over **900**  
phone calls  
recieved

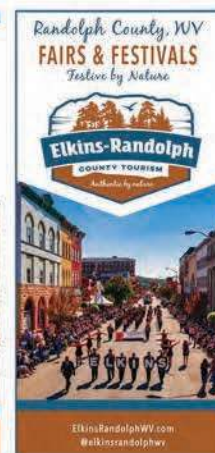
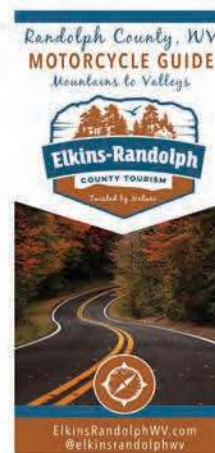


**Number of visitors increased by 660% at the Welcome Center in 2021**

## Tourist Visitation



## New Inventory Designed In-House

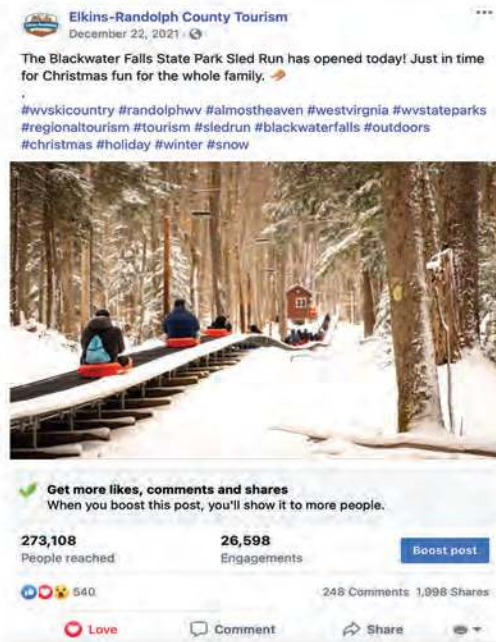


# INDUSTRY INSIGHTS

## Social Media



Our combined social media platforms and website traffic have seen a substantial increase of followers and visitations. We have recieved more than **3 million impressions** in 2021.



Elkins-Randolph County Tourism CVB and Depot Welcome Center have **12,982 followers** across social media platforms reaching over **2.4 million individuals** on our posts which is a **45% increase** over last year.

## Website



**49.5%**



**50.5%**

**320.6k**  
pageviews

**130k** Unique  
Website Users

## E-Marketing

**8,300** email subscribers



**48** campaigns


Averaging **18%** open rate

*ElkinsRandolphWV.com* **3**

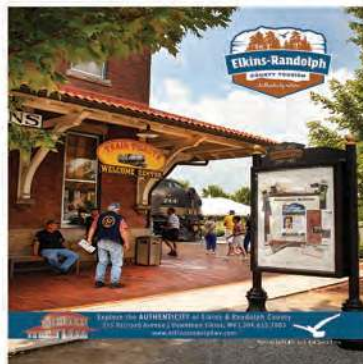
# ADVERTISING

## YEAR-ROUND RECREATION DESTINATION

HIKE | BIKE | RAFT | FISH | CAMP | SKI | HUNT | MOTORCYCLE

**43.7 million**  
people reached through  
our print & digital  
advertisements in major  
publications



By participating in the Department of Tourism 80/20 Match Cooperative Advertising program we strategically utilized our marketing money by only paying **\$4,500** for **\$22,500** worth of advertisements.

## Leads



**25** Earned Media  
Opportunities

Hosted **3** Travel Writers

## Recognition

Southern Living **"Best Mountain Town"**

TravelAwaits **"11 West Virginia Towns  
That Feel As Though You Are In A  
Hallmark Christmas Movie"**

WVLiving Best of the Best **"Best Town  
for Leaf Peeping & Best Snowy  
Adventure Town"**

BlueRidge Outdoors **"10 Biking  
Destinations Across the Blue Ridge"**

ElkinsRandolphWV.com **4**

SOUTHERN  
LIVING

BLUERIDGE  
OUTDOORS

ROADRUNNER

WVLIVING

BLUERIDGE  
COUNTRY

RECREATION  
NEWS

HIGHLAND  
OUTDOORS

TRAVELAWAITS

RIDER MAGAZINE

LONGWEEKENDS  
OHIO

SOUTHERN TRAVEL  
+ LIFESTYLE

BLUERIDGE  
MOTORCYCLING

OHIO MAGAZINE

GUESTQUEST

NEW SOUTH  
MEDIA

# PUBLIC RELATIONS

**Now more than ever, tourism means business.**

Our team continues our efforts to **build and maintain relationships** with industry partners, **advocate for the tourism industry**, and **create awareness** among citizens and businesses about the role tourism plays in the area economy.



Served on **8** Boards of Directors & members of **13** committees



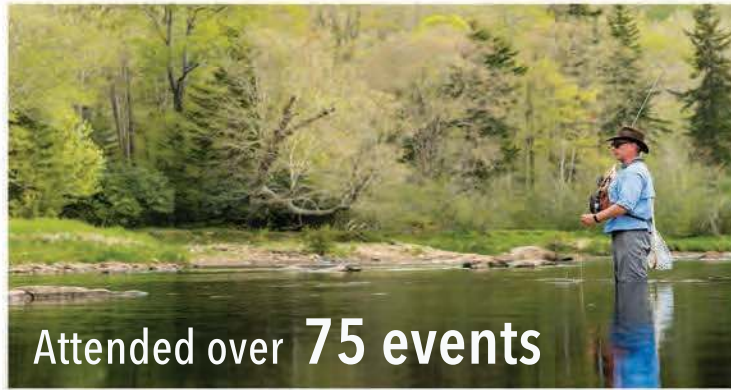
Hosted over **56** bus groups



Received over **\$3,100** from grants



Contributed a total of **\$17,761** to local organizations for marketing



Attended over **75** events



Coming soon... **Drone** Photography & Videography

# INCOME & EXPENSE REPORT

## INCOME

DIRECT PUBLIC SUPPORT	City of Elkins	\$ 80,652.46
	Randolph County Commission	\$141,896.37
VISITOR DONATIONS	Depot Visitors	\$ 902.00
GRANTS AND AWARDS	Snowshoe/Volunteer WV	
	Creative Economy	\$ 3,158.00
OTHER TYPES OF INCOME	Miscellaneous	\$ <u>1,253.23</u>
<b>TOTAL INCOME</b>		<b>\$227,862.06</b>

## EXPENSES

INSURANCE	Liability/Workers Comp	\$ 4,255.00
EVENT EXPENSES	Christmas Lights	\$ 5,093.06
GRANTS AND AWARDS	Grant Expenditures	\$ 3,158.00
BUSINESS REGISTRATION	West Virginia	\$ 25.00
FACILITIES	Upgrades, Maintenance, Replacements	\$ 1,705.19
RENT	Office Space, Storage Unit	\$ 4,940.00
MARKETING EXPENSES	Digital, Website Maintenance	
	Prof. Design, Printed Materials	
	Maps and County Brochure	\$ 77,953.03
VOLUNTEERS	Appreciation, Badges, Shirts	\$ 613.13
OPERATIONS	Postage, Phones, Internet, Copier	\$ 2,919.27
SUPPLIES	Office and Cleaning	\$ 1,558.69
MEMBERSHIP DUES	State and Local Organizations	
PAYROLL EXPENSES	Ex. Dir., Dir. Of Marketing, Janitor	\$ 85,869.19
AMERICORP MEMBER	Stipend, training	\$ 5,799.00
TRAINING, TRAVEL	Staff Development, Conference	\$ 1,467.45
ACCOUNTANT	Filing of Taxes, Quickbooks Help	\$ 1,000.00
MISCELLANEOUS	Plants, Leadership WV, Petty Cash	\$ <u>778.59</u>
<b>TOTAL EXPENSES</b>		<b>\$197,134.60</b>
<b>NET INCOME</b>		<b>\$30,727.46</b>

# Elkins Depot Welcome Center CVB, Inc.

## 2021-2022 Proposed Profit & Loss Budget vs. Actual

### July 2021 through June 2022



	Jul...	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
43400 · Direct Public Support				
1 · City of Elkins	0.00	76,000.00	-76,000.00	0.0%
2 · Randolph County Commission	0.00	131,000.00	-131,000.00	0.0%
3 · Donations from Visitors	0.00	500.00	-500.00	0.0%
43450 · Indivd, Business Contributions	0.00	100.00	-100.00	0.0%
<b>Total 43400 · Direct Public Support</b>	<b>0.00</b>	<b>207,600.00</b>	<b>-207,600.00</b>	<b>0.0%</b>
46400 · Other Types of Income				
110 · Misc. Income	0.00	700.00	-700.00	0.0%
<b>Total 46400 · Other Types of Income</b>	<b>0.00</b>	<b>700.00</b>	<b>-700.00</b>	<b>0.0%</b>
6483615 · Ramps & Rail Festival				
100 · WV Fairs and Festival Donation	0.00	2,000.00	-2,000.00	0.0%
102 · Ramps & Rail Festival Sales	0.00	800.00	-800.00	0.0%
104 · Ramps & Rail Trains	0.00	300.00	-300.00	0.0%
106 · Ramps & Rail Vendors	0.00	2,100.00	-2,100.00	0.0%
<b>Total 6483615 · Ramps &amp; Rail Festival</b>	<b>0.00</b>	<b>5,200.00</b>	<b>-5,200.00</b>	<b>0.0%</b>
<b>Total Income</b>	<b>0.00</b>	<b>213,500.00</b>	<b>-213,500.00</b>	<b>0.0%</b>
<b>Gross Profit</b>	<b>0.00</b>	<b>213,500.00</b>	<b>-213,500.00</b>	<b>0.0%</b>
<b>Expense</b>				
21 · Insurance				
024 · Liability Insurance	0.00	2,900.00	-2,900.00	0.0%
<b>Total 21 · Insurance</b>	<b>0.00</b>	<b>2,900.00</b>	<b>-2,900.00</b>	<b>0.0%</b>
621000 · Ramps & Rails Expenses				
120 · Ramps & Rail Entertainment	0.00	2,200.00	-2,200.00	0.0%
121 · Ramps & Rails Tables & Chairs	0.00	175.00	-175.00	0.0%
122 · Ramps & Rails Mailings	0.00	60.00	-60.00	0.0%
123 · Ramps & Rail Items to Sell	0.00	850.00	-850.00	0.0%
124 · Ramps & Rail Marketing	0.00	1,200.00	-1,200.00	0.0%
127 · Randolph Co. Health Department	0.00	500.00	-500.00	0.0%
129 · Ramps & Rails Port-a-Potties	0.00	295.00	-295.00	0.0%
130 · Ramps & Rails Misc.	0.00	450.00	-450.00	0.0%
<b>Total 621000 · Ramps &amp; Rails Expenses</b>	<b>0.00</b>	<b>5,730.00</b>	<b>-5,730.00</b>	<b>0.0%</b>
621055 · WV Business Registration	0.00	25.00	-25.00	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	570.00	-570.00	0.0%
22 · General Building Maintenance	0.00	400.00	-400.00	0.0%
30 · Office Equipment Maintenance	0.00	300.00	-300.00	0.0%
32 · Office Equipment Upgrades	0.00	500.00	-500.00	0.0%
40 · Office Equipment	0.00	400.00	-400.00	0.0%
<b>Total 62800 · Facilities and Equipment</b>	<b>0.00</b>	<b>6,970.00</b>	<b>-6,970.00</b>	<b>0.0%</b>
63000 · Marketing Expenses				
304 · Digital Advertise/Social Media	0.00	7,500.00	-7,500.00	0.0%
305 · Professional Design Expenses	0.00	7,200.00	-7,200.00	0.0%
306 · Website Hosting	0.00	450.00	-450.00	0.0%
307 · Print Advertising	0.00	52,500.00	-52,500.00	0.0%
308 · Printing Marketing Materials	0.00	8,500.00	-8,500.00	0.0%
309 · Group Hosting	0.00	1,000.00	-1,000.00	0.0%
311 · Travel Shows	0.00	8,000.00	-8,000.00	0.0%
314 · Marketing Material Mailings	0.00	2,900.00	-2,900.00	0.0%
<b>Total 63000 · Marketing Expenses</b>	<b>0.00</b>	<b>88,050.00</b>	<b>-88,050.00</b>	<b>0.0%</b>
64832 · Volunteer Appreciation	0.00	500.00	-500.00	0.0%

Elkins Depot Welcome Center CVB, Inc.  
**2021-2022 Proposed Profit & Loss Budget vs. Actual**  
 July 2021 through June 2022



	<u>Jul...</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>65000 · Operations</b>				
200 · Postage, Mailing Service	0.00	300.00	-300.00	0.0%
300 · Copier	0.00	500.00	-500.00	0.0%
401 · Telephone, Internet	0.00	2,800.00	-2,800.00	0.0%
404 · Accountant	0.00	750.00	-750.00	0.0%
<b>Total 65000 · Operations</b>	0.00	4,350.00	-4,350.00	0.0%
<b>65060 · Supplies</b>				
5 · Cleaning Supplies	0.00	500.00	-500.00	0.0%
6 · Office Supplies	0.00	750.00	-750.00	0.0%
<b>Total 65060 · Supplies</b>	0.00	1,250.00	-1,250.00	0.0%
<b>65100 · Misc. Expenses</b>	0.00	3,369.00	-3,369.00	0.0%
<b>65200 · Memberships and Dues</b>	0.00	2,450.00	-2,450.00	0.0%
<b>66000 · Payroll Expenses</b>				
04 · Director of Marketing	0.00	40,506.00	-40,506.00	0.0%
05 · Executive Director	0.00	41,900.00	-41,900.00	0.0%
06 · Janitorial Wages	0.00	4,100.00	-4,100.00	0.0%
<b>Total 66000 · Payroll Expenses</b>	0.00	86,506.00	-86,506.00	0.0%
<b>66300 · Elkins Events Expenses</b>				
160 · Polar Exp. Depot Decorations	0.00	225.00	-225.00	0.0%
161 · Town Square Lighting	0.00	500.00	-500.00	0.0%
162 · Downtown Trick or Treat	0.00	75.00	-75.00	0.0%
<b>Total 66300 · Elkins Events Expenses</b>	0.00	800.00	-800.00	0.0%
<b>67000 · AFHA Contract Labor</b>	0.00	5,600.00	-5,600.00	0.0%
<b>68300 · Travel and Meetings</b>				
113 · Staff Development	0.00	5,000.00	-5,000.00	0.0%
<b>Total 68300 · Travel and Meetings</b>	0.00	5,000.00	-5,000.00	0.0%
<b>Total Expense</b>	0.00	213,500.00	-213,500.00	0.0%
<b>Net Ordinary Income</b>	0.00	0.00	0.00	0.0%
<b>Net Income</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.0%</u>

# PROJECTED 2022 PLANS



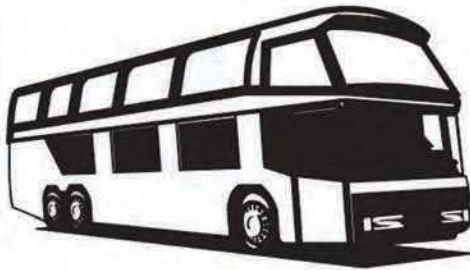
## COMING SOON



CERTIFIED DRONE PILOTS

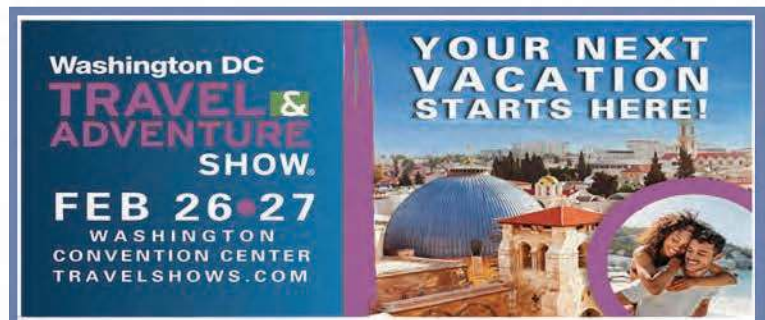
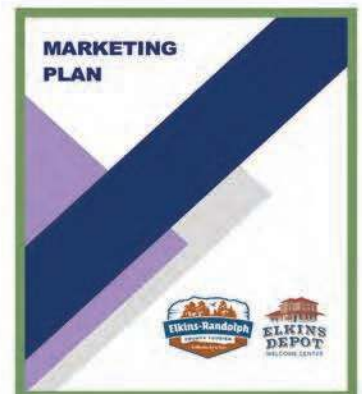


### INCREASED BUS GROUPS



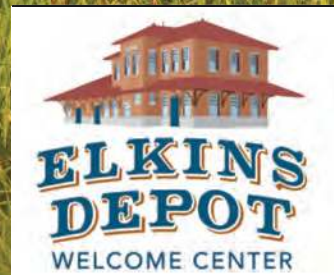
Ramps & Rail Festival - April 23rd

Attend Events Throughout WV





[ElkinsRandolphWV.com](http://ElkinsRandolphWV.com)



[ElkinsDepot.com](http://ElkinsDepot.com)