



2021-  
2022



# ANNUAL REPORT

[www.visitputnamwv.com](http://www.visitputnamwv.com)

- ▶ For FY2022
- ▶ Published August 2023

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## From a convenient place to stop to a true destination.

### Executive Summary

In September 2020, after serving the Putnam County CVB for nearly four years, I left the position to work at an ad agency where we helped other destinations market their respective areas. I was grateful to gain insight into how other areas leverage what they have to better tell the story of their destinations. I soon realized two things: 1) The Putnam County CVB had, indeed, been a well-run, strategic organization, making efficient use of a limited budget - we were on the right path. And 2) I knew exactly what I would do differently if I had known four years prior what I know now. Over and over again I would think to myself, "I wish I had known that when I worked at the Putnam County CVB."

When the Executive Director's position was once again open, I eagerly applied and was grateful for the opportunity. We work hard to promote Putnam County, to help support the local tourism community and ultimately to strengthen the local economy. Putnam County has grown from being a convenient place to stop while traveling through or while visiting family, to a place with genuine attractors - things that draw leisure travelers to the area. The growth of infrastructure and amenities, combined with travelers' increased appetite to engage in outdoor recreation, have unique experiences, taste flavors from local restaurants and discover fresh boutique shopping, has Putnam County primed for growth. Despite an uncertain economy amid a barely recovered tourism industry, the future for visitation to Putnam County is incredibly bright, and I am humbly eager for what lies ahead for the CVB team.



**We work hard to promote Putnam County, to help support the local tourism community and ultimately to strengthen the local economy.**



Kelli Steele  
Executive Director

# Marketing Overview

We work efficiently and strategically to have **maximum marketing impact** while maintaining low overhead.

This past year provided opportunities to adapt to changing visitor preferences.

We took advantage of the WV Department of Tourism's Cooperative Advertising program which covered 80% of the cost of participating buys. This helped us reach a wider audience on a small budget.

We strengthened our social media strategy which positively impacted both our audience numbers and engagement.

We engaged in local and regional partnerships to bring sports tournaments to the Metro Valley, build awareness around tourist attractions in our area, and lay the foundation for continued industry recovery.

Finally, we invested in cutting-edge research to guide data-informed decisions for future marketing plans.

The redesigned Visitors Guide is distributed through web and print requests, in local hotels, and in visitors centers across the region and state.



## 3,400

Visitors Guides Distributed

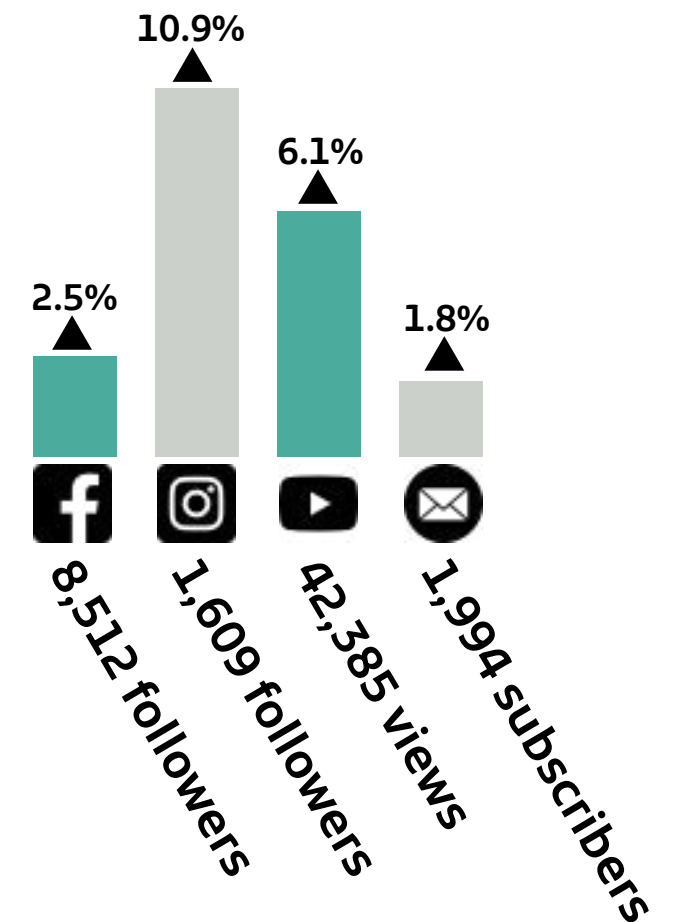
## 3,337

Putnam County jobs created by the visitor economy

## \$8M

In monthly wages in leisure & hospitality

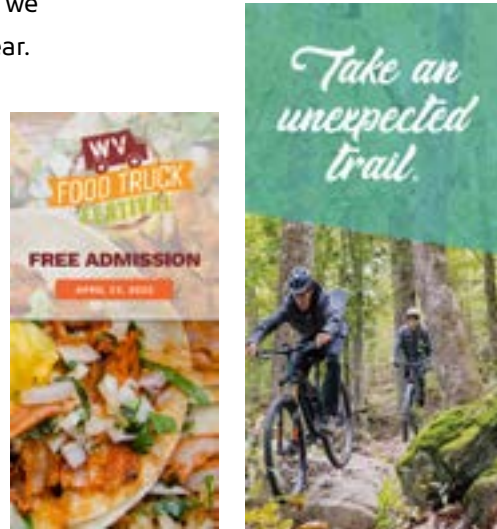
## Reach & Impact



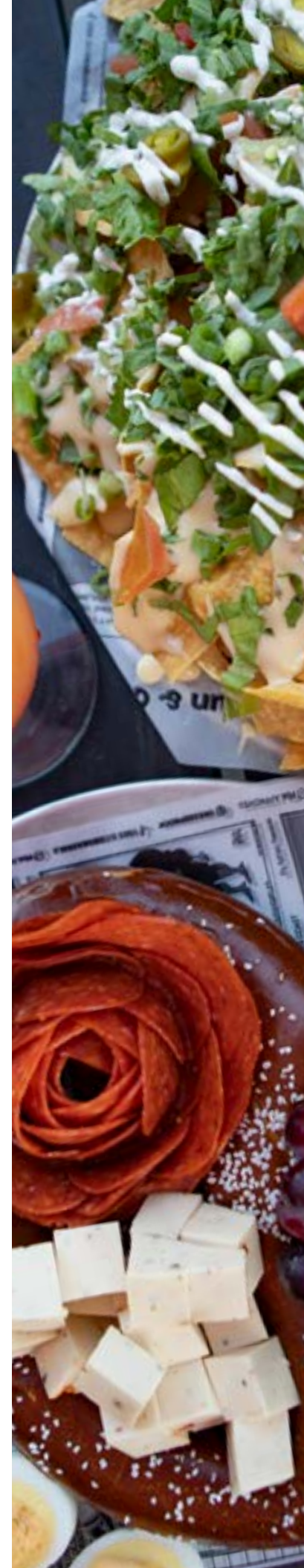
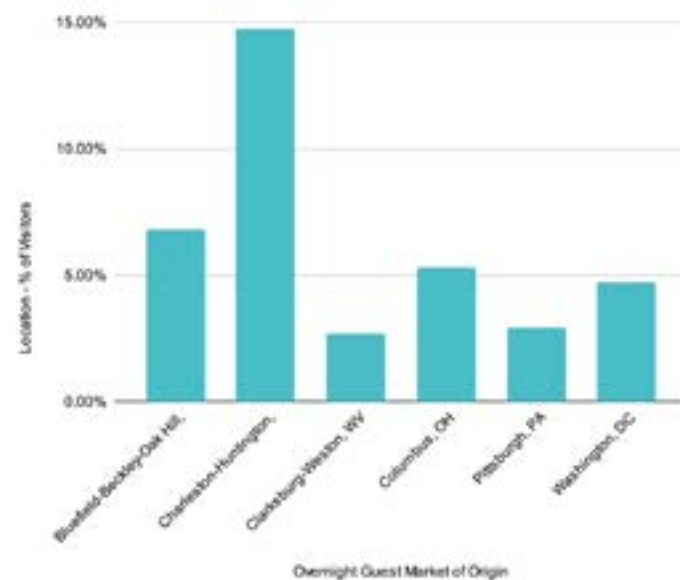
# Advertising & Planning

Below is sampling of the ads and vendors we partnered with in the 2021-2022 fiscal year.

- Southern Travel & Lifestyle Magazine
- Guest Quest
- Madden Media
- Facebook/Instagram
- Google/YouTube
- Bristol Broadcasting
- Northern Virginia Magazine
- West Virginia Executive
- Marietta Times
- WV Metro News



As we look to FY2023, we are able to employ data-driven strategy using technology that wasn't available even a few years ago. This will provide opportunity for more efficient media planning and marketing efforts, resulting in a greater impact with our resources.



# Financial Report

## Expenditures by Category

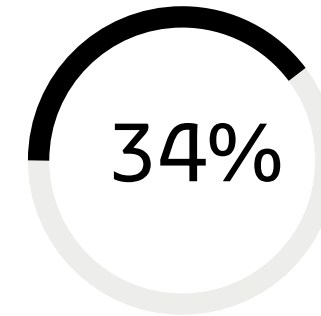
In accordance with WV state code, a convention and visitors bureau expenses should align with 40% spent on marketing, no more than 40% on personnel (including benefits), and 20% on operations.



**\$89,514**

**Marketing and Advertising**

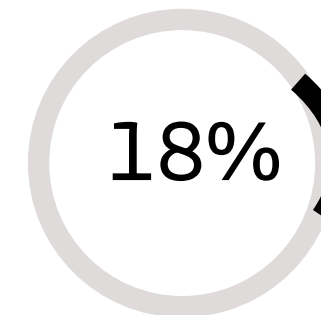
- advertising & digital marketing
- event sponsorship & support
- collateral & creative support
- research & planning



**\$62,035**

**Personnel**

- Executive Director
- Office Manager (PT)
- Information & Events Specialist (PT)
- Summer Intern



**\$33,854**

**Operations**

- Rent and telephone
- Office supplies and software
- Accounting & financial review
- Insurance
- IT services

## Revenue & Savings

Category	Actual	Budget
Hotel/Motel Tax Revenue	\$195,200	\$195,000
Other / Event Revenue	\$485	\$0
<b>Total Revenue</b>	<b>\$195,685</b>	<b>\$195,000</b>
<b>Long-Term Planning / Reserves</b>	<b>\$10,000</b>	<b>\$10,000</b>



*Bear Wood Company*



*Putnam Provisions Co.*



*FireSide Grille*



*Gritt's Farm*



*The Pallet Bar*



*Appalachian Boarding Co.*



971 WU-34, Suite 1  
Hurricane WU, 25526  
304-757-7282  
tourism@putnamcountycvb.com  
www.VisitPutnamWU.com



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