

# ANNUAL REPORT 2022



@RenSage Film

HISTORIC FAYETTEVILLE CONVENTION & VISITORS BUREAU



Dear tourism stakeholders,

It's my honor to present to you the Fayetteville Convention and Visitors Bureau's annual report for 2022. We appreciate our lodging properties, industry partners, and Town of Fayetteville for their support which enables us to market and promote Fayetteville as a destination. We are proud to be the information portal for welcoming visitors to our community.

The Fayetteville CVB is accredited through the WV Association of CVBs for maintaining industry standards. The main funding for the CVB is provided by 50% of the hotel/motel tax collected in the Town of Fayetteville. We appreciate the town of Fayetteville's additional 15% monthly match which enables us to partner with Visit Southern West Virginia to expand our reach. We continue to leverage our marketing dollars by partnering with West Virginia Tourism by utilizing their cooperative advertising program. Also, we partner with the New River Gorge CVB to stretch marketing dollars.

The 2022 year started out strong with continued worldwide media attention on the 63rd National Park designation. In early 2022 we engaged Eric Pories from Focus Intent Facilitation Services to assist us in developing a strategic plan. We are grateful for all the support we received this past year transitioning to our new location at 162. S Court Street. We saw a 32% increase in visitation. We welcomed multiple travel writers and influencers to town and pushed campaigns marketing our shoulder seasons. From unique shops, boutique vacation rentals, outdoor recreation, growing arts, vibrant people, we offer a world class destination.

Thank you for your continued support!

*Jabitha Staver*  
Executive Director

Our Contact,

- ✉ info@VisitFayettevilleWV
- 🌐 VisitFayettevilleWV.com
- 📱 @VisitFayettevilleWV



## MISSION & VISION

Our mission is to work exclusively to promote tourism and attract visitors to Fayetteville to increase overnight visitations.

Our vision is to make Fayetteville one of the region's prime tourist destinations by proactively planning for and recruiting events and activities that enhance the quality of life in the community and to establish the FCVB as the primary resource for assistance and information.

## 2022 BOARD MEMBERS

Mary Ann Roberts, President  
Protech Associates

Richard Meadows, Vice President  
Quality Inn New River Gorge

Lori Tabit, Secretary  
Fayetteville Town Council  
Representative

Amy Summerford  
The Station

Adam Stephens  
Arrowhead Bike Farm

Natalie Smith  
Historic Morris Harvey House Bed & Breakfast

Amy McLaughlin  
Lafayette Flats

Mariah Harrison  
Gaines Estate

Holly Fussel  
Water Stone Outdoors  
Vacation Rental Owner

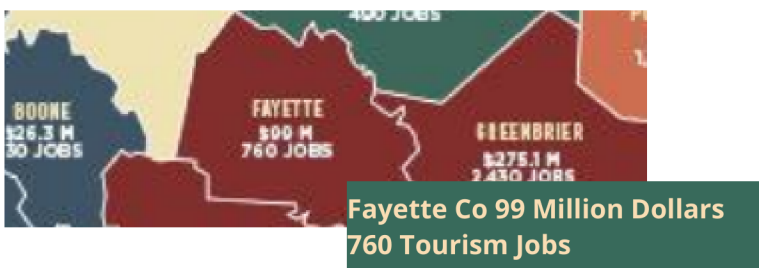
Lauren Weatherford, MPA  
Family & Community Development Agent  
WVU Extension Service

### TOURISM'S ECONOMIC IMPACT IN WV IS AT AN ALL-TIME HIGH



West Virginia has seen growth in all nine travel regions. Tourism's economic impact is the highest in the states history with visitors spending approximately \$13.6 million per day

### COUNTY INSIGHTS



Source: West Virginia Travel Impacts, Dean Runyan Association 2021 West Virginia Tourism

### County / Summary Trend Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg. 2020-21
<b>Fayette</b>											
Travel Spending (\$M)	79.9	78.4	75.5	65.5	65.0	69.0	71.6	78.9	71.0	99.0	▲ 39.3%
Earnings (\$M)	15.8	16.2	16.1	17.1	18.2	18.7	19.3	25.2	17.9	20.9	▲ 16.8%
Employment (Jobs)	810	810	790	770	790	780	800	1,040	680	760	▲ 11.2%
Local Taxes (\$M)	0.8	0.8	0.7	0.7	0.7	0.7	0.7	0.8	0.6	1.1	▲ 70.5%
State Taxes (\$M)	4.9	4.9	4.8	4.7	4.7	4.9	5.0	5.6	4.7	6.0	▲ 26.4%

Source: West Virginia Travel Impacts, Dean Runyan Association 2021 West Virginia Tourism

# FAYETTEVILLE MAKES NATIONAL HEADLINES

## EARNED MEDIA

- AFAR
- Travel & Leisure
- Charleston Home and Living
- Southern Living Magazine
- Pittsburgh Magazine
- Only in Your State
- PASTE Magazine
- Stroller in the City
- HWY.CO
- Ultra Running Magazine
- Northern Virginia Magazine
- Smokey Mountain Living Magazine
- Outside Magazine
- Blue Ridge Outdoors Magazine
- WV News.com
- American Travel Journal
- Whereverimayroamblog.com
- Chatanooga Times Free Press
- Grippd.com
- ErinsTraveltips
- Register-Herald
- WV Living
- WVNS
- WOKTV 13
- WV Radio
- WV Public Broadcasting
- Charleston Gazette
- Highland Outdoors
- WOAY
- WV Tourism Website
- Blue Ridge Outdoors
- WV Explorer
- Lonely Planet
- WVVA
- USA Today
- Travel News
- Eat This
- New River News
- Trip 101
- Travel Blogs



### WV's Most Charming Mountain Towns



### The Must-Visit Small Town in Every State

≡ TRAVEL+ LEISURE SUBSCRIBE

Last July, I went to Fayetteville, West Virginia, the tiny gateway town at the northwestern edge of the gorge, to explore the new park. There are no in-park accommodations, but Fayetteville has plenty of places to stay, like the apartment-style Lafayette Flats ([lafayetteflats.com](http://lafayetteflats.com); doubles from \$169), where I ended my strenuous days by relaxing in a soaking tub, and Country Road Cabins ([wvcabins.com](http://wvcabins.com); cabins from \$159), where I spent a night in a cozy tree house. Wherever I was, it didn't take long to find moments of solitude. The park, which hugs the river, is a long and narrow slice of wilderness — one where it's easy to feel lost, in a good way.

## VISIT SOUTHERN WV PARTNERSHIP

- Official Visitors Guide - 130,000
- Motorcycle Touring Guide - 25,000
- WV Tourism State Travel Guide
- Blue Ridge Outdoors
- Targeted Digital Advertising
- WV Tourism Cooperative Ads
- Streaming Video Ads
- Facilitated Travel Influencers and Writers Through Partnership with WV Tourism
- Spartan Race Sponsorship
- Representation at the travel shows including international travel shows.



# CAMPAIGN SAMPLING



# PAID MARKETING

- Highland Outdoors
- One Tank Trip
- Blue Ridge Outdoors
- Social Media Ads
- WV Explorer
- WV Tourism Co-op
- Dirt Trax Television
- Partnerships with Visit Southern WV & New River Gorge CVB
- WV Tourism Co-op Partnership Influencer/ Travel Blogger @BrownEyedFlowerChild, @Alinazbv Influencer and Travel Photographer
- @ItsJessMy Life Travel Blogger
- Travel Writer Bruce Ingram Southern Mountain Living
- Dirt Trax Television Partnership



**\$80,369.88 ADVERTISING SPEND**  
**+ \$8,966.66 EVENTS**

# PAID TRAVEL INFLUENCERS

**Brown Eyed Flower Child**  
<https://browneyedflowerchild.com> > ...

**Fayetteville, West Virginia – Things to Do**



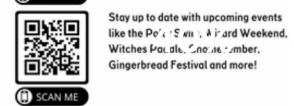
# VISITOR GUIDES



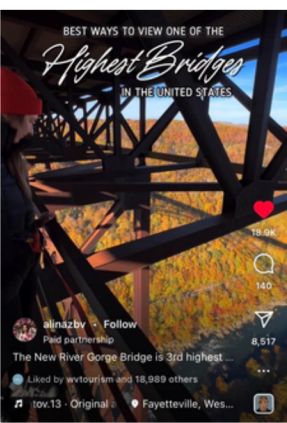
**SCAN ME**  
 Stay in a boutique vacation rental in the heart of downtown, a historic bed and breakfast, a cabin under the stars or the closest hotel to the New River Gorge Bridge. Find the lodging that fits your needs.



**SCAN ME**  
 Take a stroll around the historic downtown enjoying local eateries and unique shops. Fayetteville is a Mecca for outdoor adventures. Start planning your adventure.



**SCAN ME**  
 Stay up to date with upcoming events like the Poptops Fall Festival, Witches For the Cause, Gingerbread Festival and more!



RESTAURANT	ADDRESS	PHONE	WEBSITE
Anchor Bar	1000 1st St	304-784-1111	AnchorBar.com
Anchor Bar	1000 1st St	304-784-1111	AnchorBar.com
Anchor Bar	1000 1st St	304-784-1111	AnchorBar.com

**VISIT FAYETTEVILLE, WV**  
 162 S COURT ST FAYETTEVILLE, WV  
 304-574-1500  
 VISITFAYETTEVILLEWV.COM

# WEBSITE

53,000 Users

129,585 Page Views

Top Cities, New York, Washington, Pittsburgh, Ashburn, Philadelphia, Charleston

Top Pages 1. Home Page 2. Things To Do, 3. Events, 4. Lodging, 5. Wizard Weekend

# SOCIAL MEDIA

Facebook 18,882

Instagram 9,383

New

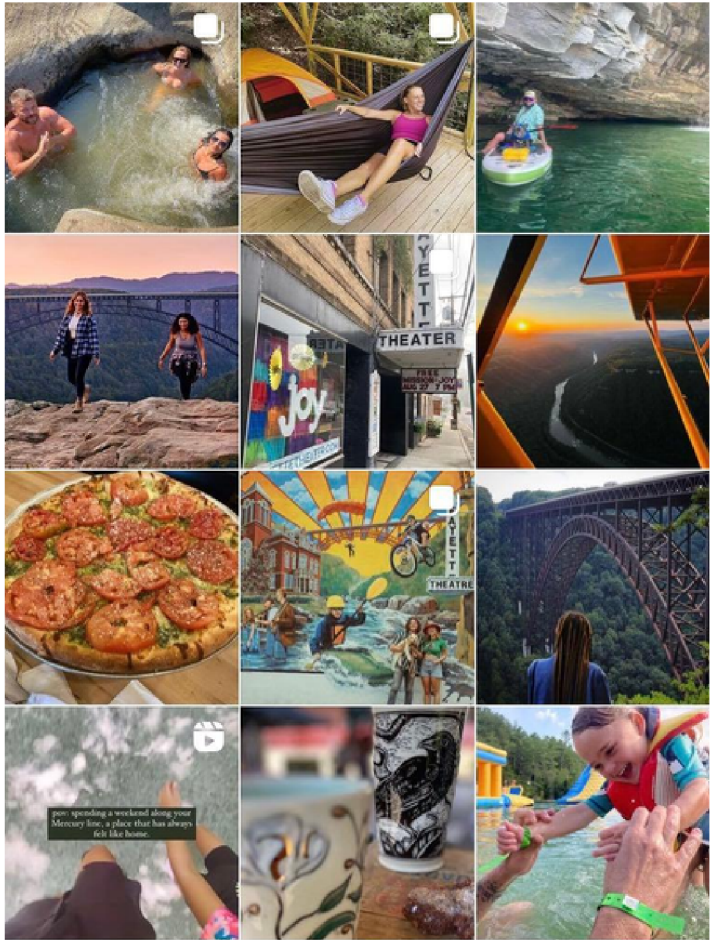
YouTube

Tik Tok 124

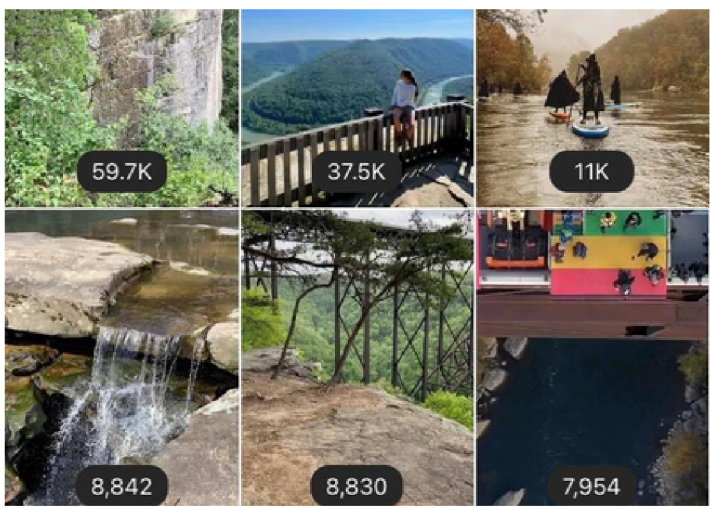
# PROJECTS

- Updating an all-inclusive Visit Fayetteville Website
- Launched direct booking on website.
- Writing and posting monthly stories/blogs highlighting lodging partners, attractions, and businesses
- Video Highlights on local businesses and activities
- Producing and distributing 12,000 Fayetteville Tourism brochures
- Coordinating and conducting "Gnomevember" town-wide gnome hunt and giveaway
- Weekend Updates provided to visitors and lodging partners.
- New Maps
- Establishing earned media opportunities
- New Dining Guide Partnership with NRGCVB
- Expanding social media reach to gain engagement utilizing new tools like reels, stories, platforms like tik tok and Youtube, expanding video assets to grow engagement.
- Monthly Newsletter
- New Logo designed by Nicholas Tankersley
- Welcoming multiple travel influencers and writers to town
- Part of Fayetteville's Gateway Community Team
- Expanding events itineraries to increase overnight visitation.

# AUTHENTIC BRANDING WITH USER GENERATED CONTENT



# REELS



# EVENTS

## Primary Organizer

- Polar Plunge
- Wizard Weekend
- Witches Paddle
- Bridge Day Chili Cook-off
- Gnomvember
- Shop Small Business Saturday

## Sponsorship/ Partnerships

- Fayette County Earth Day
- Run the Summit
- Fayetteville's Heritage Festival & 4th of July Celebration
- Vintage in the Ville
- Artist of the New Festival
- Gingerbread Festival
- Fayetteville's 150th Celebration

# PARTNERSHIPS

- Town of Fayetteville
- Lodging Partners
- Visit Southern WV
- New River Gorge CVB
- WV Tourism
- Fayetteville Merchants
- Active Southern West Virginia
- Fayetteville Town Park
- Fayette County Park
- Fayette County Farmers Market
- Fayetteville Fairs & Festivals Committee
- Love Hope Center for the Arts
- National Park Service



Fayetteville Historic Landmark Comm. CVB, Inc.  
Financial Statements  
December 31, 2022



**Fayetteville Historic Landmark Comm. CVB, Inc.**  
**Statement of Financial Position**  
**As of December 31, 2022**

**Assets**

	2022
<b>Current Assets</b>	
Checking - Fayette County National Bank	\$ 58,468.95
Savings - Certificate of Deposit	<u>2,954.25</u>
<b>Total Current Assets</b>	<u>61,423.20</u>
<b>Property and Equipment</b>	
Furniture and equipment	27,440.84
Accumulated depreciation	<u>(27,440.84)</u>
<b>Net Property and Equipment</b>	<u>0.00</u>
<b>Total Assets</b>	<u>\$ 61,423.20</u>

**Liabilities and Net Assets**

	2022
<b>Current Liabilities</b>	
Sales tax payable	\$ 235.27
SUTA payable	29.36
FUTA Payable	<u>78.76</u>
<b>Total Current Liabilities</b>	<u>343.39</u>
<b>Net Assets</b>	
Without Donor Restrictions	<u>61,079.81</u>
<b>Total Net Assets</b>	<u>61,079.81</u>
<b>Total Liabilities and Net Assets</b>	<u>\$ 61,423.20</u>

*See accompanying notes.*  
*No assurance is provided on these financial statements.*

**Fayetteville Historic Landmark Comm. CVB, Inc.**  
**Statements of Revenues, Expenses and Other Changes in Net Assets**  
**For the 1 Month and 12 Months Ended December 31, 2022**

	2022 Month	2022 YTD	2022 Budget
<b>Revenue</b>			
Hotel/Motel tax share	\$ 151,614.20	\$ 151,614.20	\$ 121,000.00
Hotel/Motel tax - Visit Southern WV payout	22,742.12	22,742.12	18,150.00
Chili cookoff - deposits	650.00	650.00	0.00
Chili cookoff - registration	45.00	45.00	100.00
Chili cookoff - ticket sales	3,101.00	3,101.00	2,000.00
Chili cookoff - sponsorships	650.00	650.00	500.00
Poster income	160.00	160.00	100.00
Wizard Weekend	760.00	760.00	400.00
Miscellaneous income	2,153.73	2,153.73	250.00
Interest income	28.84	28.84	20.00
Donation jar	38.00	38.00	30.00
<b>Total Revenue</b>	<u>181,942.89</u>	<u>181,942.89</u>	<u>142,550.00</u>
<b>Expenses</b>			
Event expense - Gnomevemember	269.99	269.99	300.00
Event expense - 4th of July	175.00	175.00	175.00
Event expense - Wizard Weekend	1,129.32	1,129.32	1,100.00
Event expense - Gingerbread Festival	681.19	681.19	200.00
Event expense - Chili Cookoff	5,924.96	5,924.96	1,625.00
Event expense - Other	786.32	786.32	400.00
Advertising	80,369.88	80,369.88	66,000.00
Fairs, festivals & conferences	1,854.68	1,854.68	3,000.00
Salaries and wages	42,748.06	42,748.06	37,000.00
Taxes - FICA	3,270.23	3,270.23	6,000.00
Taxes - state unemployment	280.88	280.88	0.00
Taxes - licenses and other	13.50	13.50	0.00
Taxes - Federal unemployment	78.76	78.76	0.00
Professional fees	1,750.00	1,750.00	2,000.00
Office supplies	3,331.46	3,331.46	3,400.00
Dues and memberships	721.00	721.00	800.00
Insurance	2,304.00	2,304.00	3,100.00
Repairs and maintenance	952.02	952.02	1,000.00
Rent and lease	13,925.00	13,925.00	12,450.00
Utilities	4,326.21	4,326.21	4,000.00
<b>Total Expenses</b>	<u>164,892.46</u>	<u>164,892.46</u>	<u>142,550.00</u>
<b>Increase (Decrease) in Net Assets</b>	17,050.43	17,050.43	<u>\$ 0.00</u>
<b>Net Assets, Beginning</b>	<u>44,029.38</u>	<u>44,029.38</u>	
<b>Net Assets, Ending</b>	<u>\$ 61,079.81</u>	<u>\$ 61,079.81</u>	