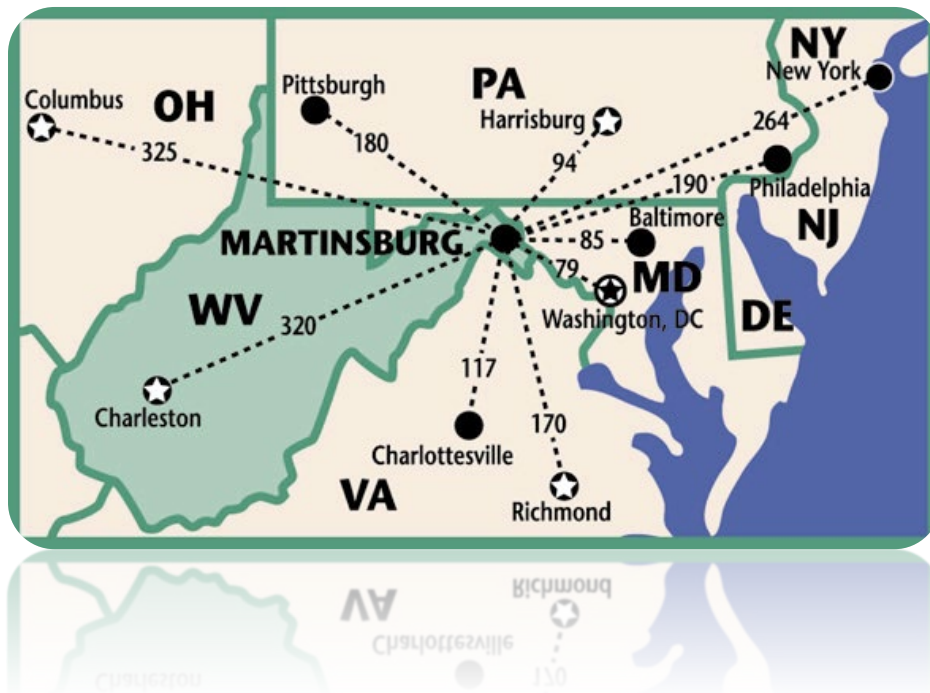




2023 ANNUAL REPORT

Martinsburg-Berkeley County Convention and Visitors Bureau





Quick Glance

M-BCCVB:

57K	->	Website Visits
78K	->	Social Media Engagements
13.2K	->	E-News Connections
2.6K	->	Visits to the Visitors Center

Berkeley County*:

162.3M	->	Travelers Spending
37.4M	->	Local Earnings
1,400	->	Local Jobs
1.5M	->	Local Taxes
9.7M	->	State Taxes

*Dean Runyan Associates for WV Tourism

The **Martinsburg-Berkeley County Convention & Visitors Bureau, Inc.** was created by the City of Martinsburg and Berkeley County Council in 1991 to encourage, develop, and promote tourism for the City of Martinsburg and Berkeley County, West Virginia.

Since then, the office has been located at the Boarman Art Center, the Caperton Train Station, downtown at 115 N. Queen Street, and is currently housed in the historic Belle Boyd House and Museum. This relocation to the Belle Boyd House in January 2014 has been a good move for the CVB and the Berkeley County Historical Society. It has saved considerable money in operating costs for the CVB and affords the BCHS revenue for the upkeep of the house and museum. Another major positive factor is that the museum is open seven days a week and is a significant tourist draw.

The Martinsburg-Berkeley County Convention & Visitors Bureau is the lead state-accredited agency responsible for promoting tourism in the City of Martinsburg and Berkeley County. Per state legislation, our portion of the collected tourism tax is primarily used to develop and execute a comprehensive marketing and advertising strategy designed to attract national and international visitors to our beautiful region of West Virginia. To maintain state accreditation, the breakdown of tax usage is as follows: Marketing 40% or higher, Administration 40% or less, and Overhead 20% or less.

We continue to have tremendous success with our geocaching trails. Our geocaching trails have significantly contributed to overnight stays in our local hotels and added to the past 6-year trend of Martinsburg, Berkeley County, WV, being the most favored County in the United States for geocaching, as reflected in data gathered from Geocaching Headquarters.

Following the completion of our tourism video for Berkeley County, we are creating one that focuses on the City of Martinsburg, which will add to our creative toolbox for outreach through a video-focused narrative. We continually aim to advance our regional, state, and national advertising and continue to develop our partnership programs with other area groups, businesses, and hotel partners.

CONFERENCES ATTENDED BY CVB STAFF:

- ✚ 2023 Governors' Conference on Tourism; Canaan Valley Resort
- ✚ West Virginia Hospitality Association Hospitality University – The Greenbrier
- ✚ West Virginia Hospitality Association Conferences
- ✚ West Virginia Association of Convention and Visitors Bureau Conferences
- ✚ 2023 WV Tourism Day at the Capitol
- ✚ 2023 Jefferson County Regional Tourism Summit
- ✚ West Virginia Tourism Trainings
- ✚ 2023 American Film Market



M-BCCVB GRANT DISBURSEMENTS:

- ✚ Media Grant \$2,500 max
 - Main Street Martinsburg Summer Concerts - \$2,500
 - Main Street Martinsburg Christmas on Main - \$2,500
 - The Dillon Farm Museum Media - \$2,500
 - Haunted History and Legends Tours Media - \$2,500
 - General Adam Stephen Memorial Association Media - \$2,500
- ✚ Support Grant \$5,000 max
 - Apollo Civic Theatre Equipment for Performances – \$5,000
 - Apollo Civic Theater 90's Rockfest - \$3,000
 - The Berkeley County 4-H STEM Club Tournament – \$5,000
 - MRB Foundation Interwoven Exhibit – \$2,500
 - Historic Morgan Cabin Marketing - \$4,755
 - Willow Bourn Farms Merry Makers Market at the Roundhouse - \$5,000
- ✚ Seed Grant - \$10,000 max with 3-year commitment
 - Miss West Virginia Organization 3/3 - \$10,000
 - Eastern Panhandle Pride 2/3 - \$10,000
 - MRB Foundation – Legacy Mural - \$18,000
 - Apollo Civic Theatre Classic Films 1/3 - \$10,000
 - Apollo Civic Theatre Music on Stage 1/3 - \$10,000
- ✚ Docent Program
 - General Adam Stephen Memorial Association - \$5,772



OUTREACH MARKETING BY THE CVB:

- ✚ Update the WV Tourism event calendar with our local festivals as needed.
- ✚ Send all magazines and papers to our website Calendar of Events.
- ✚ Populated Trip Advisor with our Tourist sites; encourage people to comment on businesses.
- ✚ We have an extensive social media presence.
- ✚ Partnered with WV Tourism Office advertising to promote Martinsburg and Berkeley County
- ✚ Regional partnership with Jefferson and Morgan Counties to develop an Eastern Panhandle Regional Guide.
- ✚ Attended the American Film Market in Santa Monica CA to promote filming in WV and Berkeley County.
- ✚ Hosted assorted writers, journalists, and social media influencers.
- ✚ Sponsored and collaborated with a local production company to create a WV food and beverage

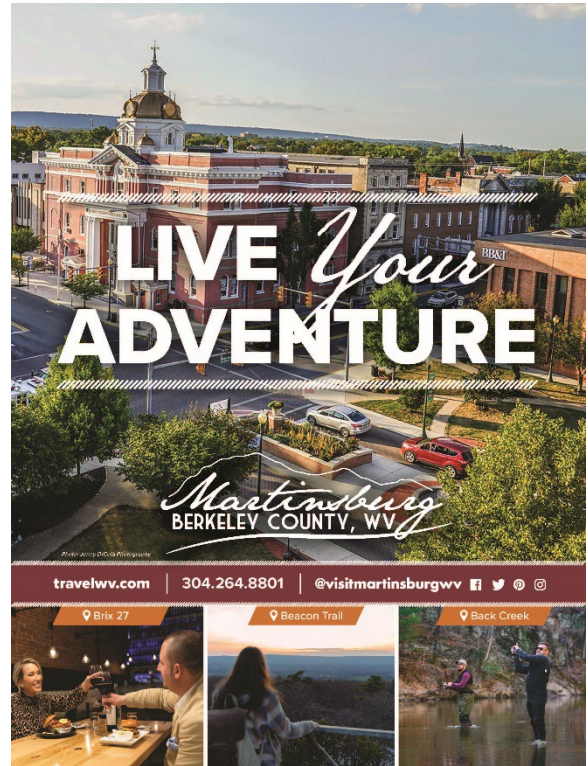
BROCHURES AND RACK CARDS PRODUCED IN 2023:

- ✚ Berkeley County Spirits and Brews Trail

A sampling of our ads



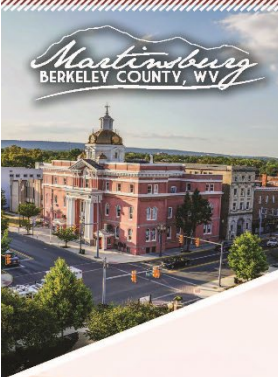
Billboards in
Washington DC,
Baltimore, and
WV



Southern Travel & Lifestyle



First to Find
Geocaching



USA
Today



Miss America



Ohio Magazine



The State Journal



Sports
Programs –
WVU,
Washington
DC, Baltimore

Find Us Here: Blue Ridge Country, Billboards in WV and the Mid-Atlantic Region, Blue Ridge Outdoors, Discover WV, Executive, Guest Quest, Highland Outdoors, Miss America, Mountain State



Naylor, Northern Virginia, Ohio Magazine, USA Today, WVU Football/Basketball Programs, Washington Sports Programs, Recreation News, Shenandoah Valley, The State Journal, Taste Travel + Tour, The Beacon, Virginia Living, Virginia Sportsman, Visit Shenandoah, WV Living, WV Tourism Co-ops....and others!

Beacon Trail Overlook

SOMETIMES YOU HAVE TO DISCONNECT TO RECONNECT.

Escape the daily hustle and bustle and relax and recharge in Berkeley County. Explore wide-open expanses, dine on local delicacies or catch up with family and friends in a cozy cottage. Winter in West Virginia is sure to bring new inspiration.

WVtourism.com/Martinsburg



almost heaven

WV Tourism Advertising Co-Op - Southern Living

SPONSORED CONTENT

DISCOVER Martinsburg/Berkeley County



EAT

Summer means a plethora of fresh fruit and vegetables, and there are plenty of farm fresh markets in the area. Stop by **Or's Farm Market** for an extensive selection of fresh produce and the option to pick your own berries, cherries, and grapes, depending on the month. Check out their website for detailed information. While you are out and about, visit **Spring Valley Farm Market** for freshly picked produce, jams, and jellies plus fresh, locally sourced meats and other delights. If you are looking for a great selection of West Virginia wines and fresh produce or seeking excellent West Virginia cooking, **Taylor's Farm Market and Cider Press Restaurant** is the place to go. Visit a West Virginia Conservation Farm of the Year honoree—**Kitchens Farm Market**—for fresh produce and local beef. Downtown Martinsburg hosts the annual **Martinsburg Farmers Market** every Saturday, starting June 3 at the historic Martinsburg Roundhouse. Local and regional farmers and growers feature fresh produce, baked goods, jams, jellies, and various farm-raised goodies.

PLAY

There are so many ways to play here: world-class golf, paintball, hunting, geocaching, birdwatching, shooting, camping, and so much more. It is your turn to get away, relax, and unwind in our beautiful piece of "Almost Heaven." **The Woods** offers an 18-hole championship Mountain View course and a mid-length course to quench your golfing thirst. With hundreds of active caches that have earned more than 15,000 favorite points, **geocaching** in Berkeley County is an unforgettable adventure that offers challenging caches for all experience levels. If bird watching or natural preserves are your interest, take advantage of a walk through our local 46-acre marsh preserve, **Stauffer's Marsh**, or our 104-acre natural preserve, **Yankauer Nature Preserve**. Get musical with free summer concerts by talented regional bands at Martinsburg-Berkeley County Park and Recreation's **Toni Saylor Summer Concert Series**.



With the arrival of summer comes long, sunny days dedicated to creating unique experiences for yourself and the whole family.



EXPLORE

Each summer, history comes to life in Berkeley County as historic homes and museums open their doors to visitors. You can visit **Morgan Cabin**, home of Morgan Morgan, one of the first white settlers in what is now West Virginia and Berkeley County. Tour the **Adam Stephen House** and learn about Adam Stephen's service as a colonel in the French and Indian War and as a major general in the Revolutionary War. Visit the Berkeley County Museum at the **Belle Boyd House** to learn about Berkeley County history and the infamous Confederate spy Belle Boyd. Take a spin around 1840s Martinsburg Roundhouse, where the first labor strike in America began in 1877. Tour reservations for the **Martinsburg Roundhouse** can be made at themartinsburgroundhouse.com. Cap off your outdoor adventures in Berkeley County with a stroll through **historic downtown Martinsburg**, where you can experience its authentic downtown culture and reward yourself with the delights of its diverse food scene. Enjoy shopping in our menagerie of eclectic, locally owned shops throughout our downtown corridor.



LIVE YOUR ADVENTURE

From breathtaking outdoors to unique local eats, world-class geocaching, and thriving local culture, Martinsburg-Berkeley County, West Virginia, is a fantastic place to "Live Your Adventure."

Berkeley County offers exceptional outdoor experiences for all seasons, from our rugged hiking paths to scenic nature paths, public parks, fishing streams, and nature preserves. Adventurers can explore the 23,000-acre Sleepy Creek Wildlife Management Area, which contains essential primitive camping, hiking, fishing, canoeing, and kayaking opportunities. The

Route 5 walking and biking trail stretches between Martinsburg and the Charles Town/Rancho area and offers users wide open views and diverse terrain from flat land to sloping hills.

Following nature is more your style, Berkeley County has two nature preserves that house various birds and native plants. Stauffer's Marsh Nature Preserve, in Black Creek Valley, and the Yankauer Nature Preserve, located adjacent to the Potomac River, offer easy walking trails that allow easy observation.

While roaming the country, visit our local distilleries—Black Dirt Distillery and Amari Brewing—and see our famous farm's markets for fresh produce, jams, jellies, and

other delights.

Cap off your outdoor adventures in Berkeley County with a stroll through historic downtown Martinsburg. Where you can experience authentic downtown culture and reward yourself with the delights from the diverse downtown food scene. Before you leave, enjoy shopping in our menagerie of eclectic, locally owned shops throughout our downtown corridor.

Immerse yourself in Martinsburg, Berkeley County, WV's rich history and beautiful seasonal scenery.

Find your accommodations and plan your adventure today at TravelWV.com.

Get Outdoors!

Berkeley County can accommodate all outdoor interests and experience levels, from a fun picnic with the family to a multi-day hiking and camping adventure. Try out the **Tuscarora Trail**, a long spur off the Appalachian Trail that winds through the 23,000-acre **Sleepy Creek Wildlife Management Area**, where you will also encounter **Sleepy Creek Lake**—a 205-acre impoundment that is the perfect destination for a day on the water. You may also venture to one of our local county parks, **Poor House Farm Park**, to try your luck at frisbee golf and hike or bike the many trails within its boundaries.

wvtourism.com/martinsburg

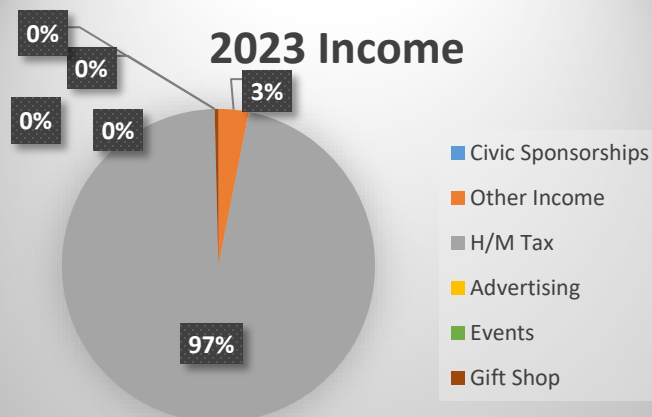
WV Living

Travel Taste + Tour

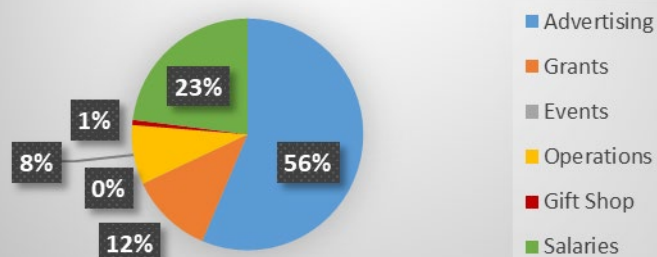


FINANCIAL BREAKDOWN

2023 Income



2023 Expenses



BOARD OF DIRECTORS

Tracy Sherman
Roger Engle
Greg Jones
Matthew Howard
Mark Eisinger
John Sullivan
Matthew DeHaven

ADMINISTRATIVE STAFF

Mark Jordan
Susan Crowell
Dee Johnson

VISITORS CENTER STAFF

Jonathan Brennan
Emily Funkhouser

