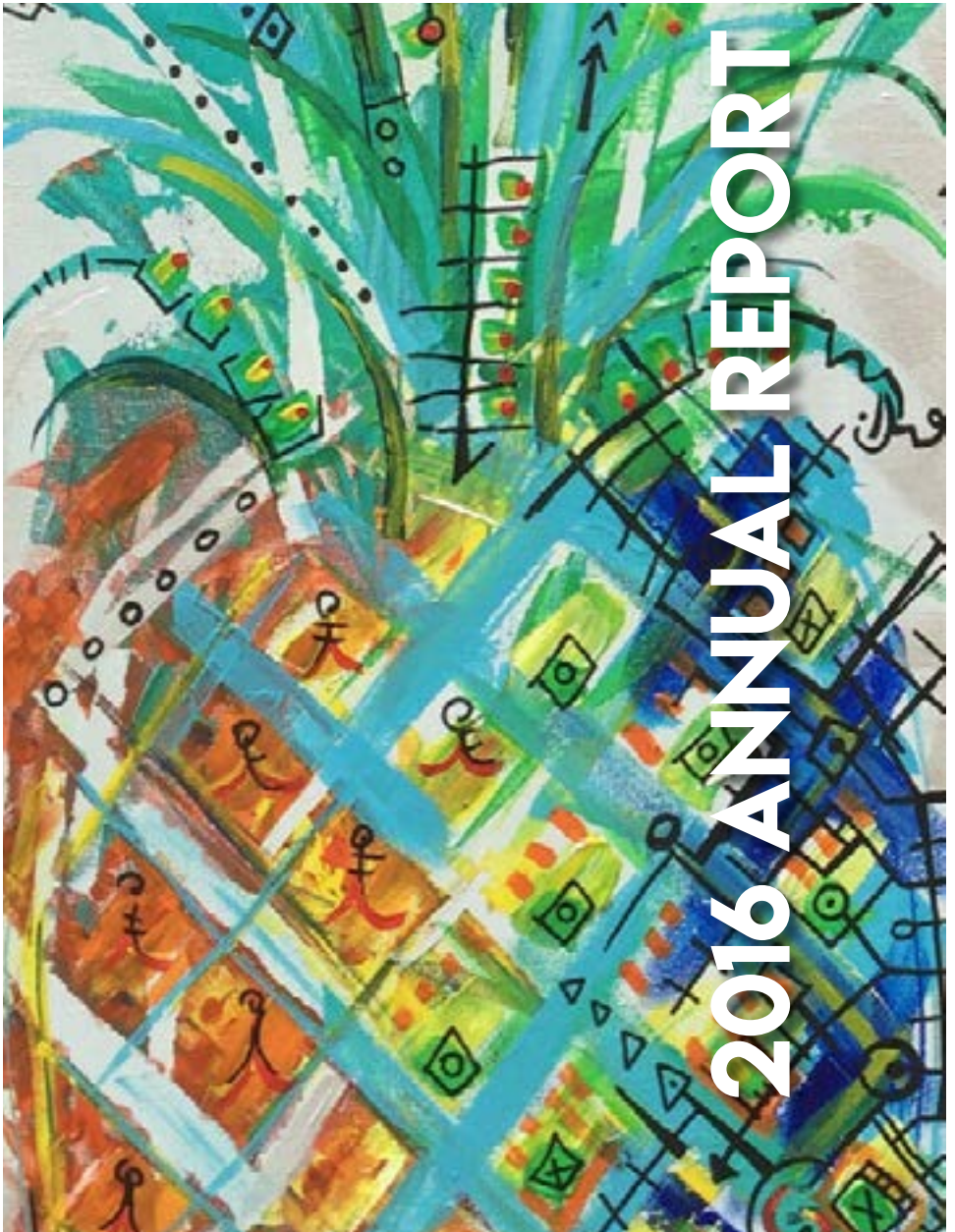




PUTNAM COUNTY

CONVENTION AND VISITORS BUREAU



2016 ANNUAL REPORT

2016 Board of Directors

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Putnam County Fair Representative

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Executive Overview

The Putnam County Convention and Visitors Bureau has much to celebrate from 2016. It has been a year of change and progress, and one that has set the stage for more growth in the coming years.

We created lists of our tourism inventory - attractions, dining and shopping. We saw incredible growth in reach through our social media strategy. We launched the inaugural WV Food Truck Festival and laid the groundwork for more events in 2017. We supported our local tourism businesses by placing listings in the WV Travel Guide, advertising local events on radio and in newspapers, and strengthened relationships with those business and tourism leaders. And our new office in Area 34 offers easy access from I-64 for tourists and travelers.

As we look ahead to 2017 and beyond, there are so many great things happening in Putnam County in regards to tourism. The renovations at both Valley Park and Hurricane City Park, the growth of the local food scene, an expanding community of arts, and a calendar full of special events open to the public make Putnam County not only a great place to live, but a great place to visit. We look forward to supporting tourism to our county for the years ahead, which are full of promise.

A handwritten signature in black ink that reads "Kelli S. Dailey".

Kelli S. Dailey
Executive Director

Putnam County Courthouse



Event Sponsorship

We hear repeatedly from our hotel representatives and community leaders the benefits of special events as a way to attract visitors to our area. With that in mind, the Putnam County CVB is involved in the following events either as a primary organizer, or providing promotional support.

PRIMARY ORGANIZER

- West Virginia Food Truck Festival
- The Dog Jog 5k
- Tastes and Talents Month*
- Art Outside the Walls*

**These events launch in 2017, and planning began in 2016*

EVENT SPONSORSHIP AND/OR PLANNING

- Civil War Days
- Superhero Saturday
- Go Red Girlfriends Teays Valley
- Once Upon a Time Princess Party
- Run for the Wall
- Putnam County Fair
- Putnam Homecoming
- Poca Heritage Days
- Hurricane Harvest Festival
- Buffalo Oktoberfest
- Veterans Appreciation Day
- Yuletide in the Park
- Walk through Bethlehem

People enjoying food and music at the inaugural WV Food Truck Festival



Advertising

The Putnam County Convention and Visitors Bureau advertises in a variety of mediums to promote events, attractions, and Putnam County as a destination.

2016 Advertising Partners

- Coal Mountain Broadcasting
- Miles Media - WV Travel Guide
- Mason County Visitor's Guide
- Tri-Counties Finest Newspaper
- Charleston Newspapers
- Charleston Christian Radio Network
- Herald Dispatch
- Bristol Broadcasting
- Facebook

Web & Social Media

Our online presence has seen strong growth throughout 2016. The putnamcountycvb.com site has had more than 20,000 unique visitors, and nearly 50,000 page views. Additionally, we have:

- Maintained updated listing of lodging facilities
- Updated the dining listing
- Updated the attractions listings
- Added a shopping directory
- Maintain a thorough online event calendar

Putnam County CVB has a strong following on **Facebook**, where we actively post about events, attractions, and tourism-related Putnam County news. We have more than 6,000 likes.

In late 2016 we launched **Instagram** to reach tech-savvy travelers, and started a **Pinterest** account to help trip planners more easily find our lodging and attractions. We began collecting **email** addresses to directly communicate with the traveling public about special events and attractions, so our digital presence is anticipated to grow throughout 2017.

Printed Materials Distribution

We distributed **3,000 event guides** through the following channels:

- Direct inquiry (through telephone and website requests)
- Putnam county hotels
- I-64 Rest Stop
- Regional/neighboring CVBs
- Other public areas

We also distributed **WV Travel Guides** and materials from **other WV CVBs** and the state tourism office to local lodging facilities and other areas of access for the traveling public.

We have developed a new visitor's guide and a 2017 spring/summer event guide to be printed in the first quarter of 2017, and these will be even more widely distributed through the WV Welcome Centers and to leads received from the WV Travel Guide.

We are nearing completion of a **series of rack cards** for area attractions to be printed and distributed in 2017.



An eager participant in the 2016 Dog Jog 5k.



Looking Ahead to 2017

So many great things are on the horizon in Putnam County for 2017, and we are excited to be partnering with our local attractions and lodging facilities because we know that by working together we accomplish more.

In the last calendar year, we received \$150,200 from hotel occupancy tax collected in Putnam County, and are honored to use those funds to further promote Putnam County as a tourist destination.

We plan to grow our digital marketing efforts through social media, email, website and digital advertising. We are developing two new signature events that will help pull tourists to our area, and emphasize Putnam County's central location in the Metro Valley as an ideal place for business travelers and weekend road-trippers.

It is a wonderful time to be part of the growth in Putnam County, and we hope that by promoting our area attractions, hotels, dining, shopping, history and natural beauty we can contribute to that growth in 2017 and in the years following.

*"The world is a book, and those who do not travel read only one page."
- Saint Augustine*



PUTNAMCOUNTYCVB.COM



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