

The Hampshire County Convention and Visitors Bureau (or CVB) is the tourism marketing organization for the Hampshire County Area. If you are a traveler and need help finding the information you are looking for, please feel free to contact us through phone, email, or our website for any assistance you may need.

What does CVB mean?

CVB stands for Convention and Visitors Bureau.

How are CVBs funded?

The CVB's funding is generated by a 6% Lodging Tax, which is collected when a hotel room or short-term rental is rented in Hampshire County, in addition to state and local taxes. According to WV State legislation, half of the 6% goes to the local Government, which includes the County Commission and/or Town Counsels, while the remaining half is allocated to the CVB. In addition, the CVB may also receive financial support through grants and sponsorships. Local government(s) can choose to allocate *more* than half of the Lodging Tax to the CVB, but they cannot allocate *less* than half. This requirement is in place to ensure that the CVB receives a minimum level of funding to carry out its tourism marketing and promotion responsibilities.

What do CVBs do?

CVBs, also known as Destination Marketing Organizations (DMOs), have the primary objective of promoting tourism in their respective areas or destinations, typically by attracting visitors from outside the region who travel more than fifty miles. This is achieved primarily through advertising and the dissemination of printed materials such as brochures and travel guides. While there are various means of promoting tourism, advertising is typically the central focus of any DMO.

How does my CVB advertise?

The Hampshire County CVB has a well-rounded advertising strategy that utilizes both traditional and digital methods to target travelers with specific interests. By creating various printed promotional materials and distributing them throughout the state and beyond, the CVB can reach a wider audience and promote the area's unique attractions and events.

The use of social media and search engine keywords also helps the CVB expand its reach and target specific demographics. Generating press releases help generate publicity and increase awareness of the area.

The CVB facilitates local connections and provides resources for travelers and event planners to maximize their efforts' impact. This level of support can help attract more visitors and events to the area and boost the local economy.

Overall, the Hampshire County CVB's multi-faceted approach to advertising and support services help promote the area's attractions and events and attract more visitors to the area.

Do my tax dollars fund CVB efforts?

It is important to note that the CVB does not receive funding from local citizens' tax dollars unless they have rented a hotel room in Hampshire County and paid tax on that room. The CVB, like all of West Virginia's CVBs, is solely financed by the hotel/motel taxes collected by lodging establishments in Hampshire County. The CVB serves as an entity established by the State of West Virginia to promote tourism in its designated area, and it operates entirely on the tax revenue charged on overnight stays.

Why don't I see the CVBs advertising efforts?

It is common for CVBs to focus their marketing efforts primarily on potential travelers from outside the area. CVBs recognize that residents may find it confusing that funds are being spent on advertising efforts that they cannot see. However, the target audience for CVBs is not residents, as they already reside in the area and are unlikely to need overnight accommodations. The primary responsibility of a CVB is to attract people, such as tourists, visitors, and vacationers, to stay in local hotels and spend their money, thereby boosting the cash flow in the represented region. CVBs often emphasize the importance of "putting heads in beds," and all their actions are geared towards achieving this objective. Failure to meet this goal can result in a decrease in funding, which can impede their advertising efforts.

Why doesn't the CVB put on more events?

CVBs play a critical role in promoting the area's attractions, events, and tourism-related activities. However, organizing events requires significant staffing, time, and resources. Due to the limited staff and resources, most CVBs, including ours, must prioritize their efforts based on the activities that will have the most positive and measurable impact on the represented area. As an example, our CVB has one staff member, an Executive Director. CVBs often opt for lower-effort/higher-reward activities to maximize their resources, whereas high-effort/high staffing activities are not always feasible. Although CVBs are responsible for marketing and supporting events in the county, they are not accountable for organizing them.

Do you sponsor local events?

The Hampshire County CVB does not sponsor events. As mentioned earlier, the CVB focuses on promoting events and activities that have the highest potential to attract travelers, tourists, vacationers, and overnight stays to the local area. Due to limited funds, the CVB can only allocate a certain amount of resources to advertising and marketing efforts. However, the CVB is open to discussing advertising options through social media marketing, literature racks at the Visitors Center and other locations throughout the county.

Do you sponsor local organizations?

To clarify, the Hampshire County CVB does not sponsor local organizations. Instead, the CVB offers marketing and advertising opportunities to tourism-focused organizations for their events. In selecting which events to promote, priority is given to organizations that are tourism-related and that target out-of-county visitors who may stay overnight in one of the hotels in the area. This is because the CVB is funded through the hotel/motel tax collected for overnight stays, and promoting events that encourage overnight stays is an essential part of their mandate. It's worth noting that the CVB is happy to host tourism-related brochures at the Visitors Center as well.

How is the CVB organized?

The Hampshire County Convention and Visitors' Bureau is a political subdivision of the State of West Virginia, formed by the Hampshire County Commission. As a result, it is considered a governmental unit and has tax-exempt status under Section 501 of the IRS. The CVB is governed by a board of directors who oversee its operations.