

IN THE COUNTY COMMISSION OF WOOD COUNTY, WEST VIRGINIA

IN RE: MINUTES OF MEETING HELD  
MONDAY, JULY 13, 1992

PRESENT: PRESIDENT STEVEN A. GRIMM  
COMMISSIONER HOLMES R. SHAVER  
COMMISSIONER JEAN GRAPES

On this date, the County Commission met in regular session. They signed purchase orders, invoices and other correspondence. They approved minutes from Thursday, July 9, 1992 upon a motion made by Steven A. Grimm, seconded by Jean Grapes and made unanimous by Holmes R. Shaver. The Commission approved a Personal Property Improper for Charles W. Pflugh.

At 9:00 A.M., the County Commission met with Mary Rader to discuss County business.

At 10:00 A.M., the County Commission met with Mark Rhodes and Sheriff Greiner to discuss monitors and cameras that need repaired or replaced at the jail. Mr. Rhodes stated that they would have to go out to bid. Sheriff Greiner stated that he wanted to check maintenance agreements when the bids come in. Upon a motion made by Holmes R. Shaver, seconded by Jean Grapes and made unanimous by Steven A. Grimm, the Commission ORDERED that the County go out to bid for the repair, replacement and upgrading of the cameras and monitors that are in and around the Wood County Correctional Center. As soon as specifications are received from the Correctional Center in regard to the above, a legal notice will be placed in the two local newspapers. An Order was prepared regarding this matter.

At 1:30 P.M., Jeffry Martin was sworn in to the Wood County Historic Landmark Commission.

At 2:00 P.M., the County Commission met with Steve Nicely from the Parkersburg/Wood County Visitors and Convention Bureau. Mr. Nicely was requesting \$127,300.00 of the \$207,922.00 that the Bureau projects will be

collected from the Hotel Occupancy Tax during the fiscal year. This represents a \$40,020.00 increase over what the Bureau received in 1989-1990. The Request is attached to these minutes. The County Commission stated that they would discuss this and get in touch with Mr. Nicely.

On this date, Robert Enoch was sworn in to the Wood County Historic Landmarks Commission.

On this date, the County Commission was in receipt of a check in the amount of \$1,537.50 from GAB Business Services, Inc., Charlotte, NC. Receipt of said check is pursuant to an order bearing the date of June 29, 1992 at which time the Property Damage Release in reference to a 1982 Plymouth Reliant was signed by Steven A. Grimm. An Order was prepared regarding this matter.

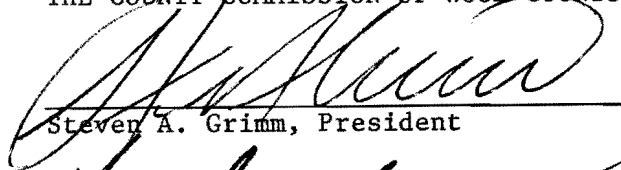
On this date, the County Commission, upon a motion made by Holmes R. Shaver, seconded by Jean Grapes and made unanimous by Steven A. Grimm, adopted a Resolution in reference to Budget Revision No. 1 in the Coal Severance Budget for the fiscal year 1992/1993. The Request for Revision to Approved Budget, being submitted to the Department of Tax and Revenue, Charleston, WV, was signed by Steven A. Grimm. An Order was prepared regarding this matter.

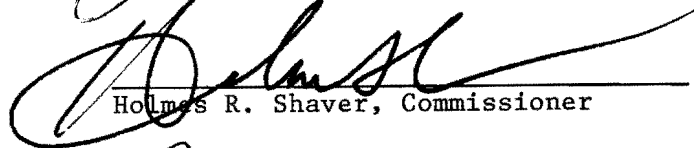
On this date, the County Commission was in receipt of a Notice of Grant Amendment from the Governor's Office of Community and Industrial Development, Charleston, WV, in regard to the Community Partnership Grant No. 91-92CPG00 for the construction of the Waverly Library. Said Notice extends the contract completion date from June 30, 1992 to June 30, 1993 to allow additional time needed to complete the project. An Order was prepared regarding this matter.

Having no scheduled appointments or further business to attend to, the County Commission adjourned at 4:00 P.M.

Approved:

THE COUNTY COMMISSION OF WOOD COUNTY

  
\_\_\_\_\_  
Steven A. Grimm, President

  
\_\_\_\_\_  
Holmes R. Shaver, Commissioner

  
\_\_\_\_\_  
Jean Grapes, Commissioner

PURCHASE ORDERS SIGNED ON JULY 13, 1992

No. 16163	PAMS	\$ 22.92
16182	Broadwaters Motorcar	64.19
16187	Nugget Software	267.00
16188	Quill Corporation	50.70
16189	Best Office Machines	35.00



7/13/92

PARKERSBURG/WOOD COUNTY VISITORS & CONVENTION BUREAU

Request for the Wood County Commission

The Bureau's Board of Directors, upon the recommendation of our Hotel General Managers and Marketing Committees, have reviewed our marketing and advertising program for the coming year. It is a program we feel is absolutely necessary to our local tourism industry, and one that represents a continued partnership between the Commission, our other government funding sources and our members. We have considered everyone's fair share of implementing this program and have asked our partners to fund their portion.

The Bureau's request to the Wood County Commission for 1992-93 is \$127,300 of the \$207,922 the Bureau projects will be collected from the Hotel Occupancy Tax during the fiscal year. This represents a \$40,020 increase over what the Bureau received in 1989-90.

Hotel Occupancy Tax collections have grown steadily over the past several years. This past year, with increased funding from the Wood County Commission allowing us to undertake a more aggressive advertising campaign, our growth was greater than in previous years. The attached report shows this growth.

We have also attached a comprehensive plan detailing how we expect to spend the increase we are requesting. All this increase will be used for marketing and advertising programs and not for the administrative costs of operating the Bureau. These costs will be funded by Bureau members, special projects and a portion other Hotel Occupancy Tax funds remitted to the Bureau.

It should be noted that the majority of these programs are new activities designed to increase tourism in Wood County when our primary tourism businesses (hotels, restaurants and attractions) need the business the most. Those slower times are the months of November through April.

By combining this increase from Wood County with the increase already received from the City of Parkersburg and the increased financial commitment from our members, the Bureau will have the funds to aggressively promote this area in a manner competitive with other nearby destinations. This will insure continued growth in tax collections and visitor spending with no loss of market share. Without this more aggressive effort, we stand a good chance of bring out-spent and out-promoted which could result in decreased visitation, tax collections and spending.

The Bureau's Board of Directors listened to what our local elected officials and members told us during the past year, and we took steps in an effort to implement the things we heard. We...

- reduced our administrative expenses and restructured our office staff to provide for more promotion and less administrative activities
- increased the amount of funds spent on advertising and marketing and implemented new programs to promote the area, most notably the Destination Greater Parkersburg project for the group tour market
- started two new fund-raising projects to generate more earned revenue for the Bureau's projects instead of expecting all our additional funds to come from tax revenues
- became more accountable in our advertising and marketing programs so we could determine how effective they were and what impact they were having on the area
- asked the local tourism industry to increase their share of funding the Bureau and they did by an estimated \$20,000 through special contributions and increased membership fees.

Long term tourism growth in the Parkersburg area has not happened by accident. This growth is the direct result of consistent, effective marketing and promotion on an increased level competitive with other nearby destinations. The Bureau is the only local organization who is marketing and promoting greater Parkersburg as a tourism destination to potential visitors outside this area on a year round, full-time basis.

We ask your support of our request.

We also ask one other thing of the Commission. The Bureau's Board of Directors feels very strongly that any entity receiving Hotel Occupancy Taxes revenues should be required by the Commission, before receiving any portion of the tax proceeds, to present a comprehensive plan for the expenditure of any funds they are requesting, a report on how they spent any funds previously received, the results of those expenditures and an audited financial report. The Bureau, at your request and our own initiative, has presented you with such a report on an annual basis. We feel it is fair and right that you require the same of the others requesting and receiving a portion of the tax proceeds.

WOOD COUNTY

Hotel Occupancy Tax Collection and Disbursement History

	Total Collected	Disbursed To Bureau
1985-86	\$120,380 Actual	\$ 60,190 (50%)
1986-87	\$134,409 Actual	\$ 67,205 (50%)
1987-88	\$154,008 Actual	\$ 77,004 (50%)
1988-89	\$152,989 Actual	\$ 76,494 (50%)
1989-90	\$165,590 Actual	\$ 87,280 (53%)
1990-91	\$177,157 Actual	\$ 98,847 (56%)
1991-92	\$192,520 Actual	\$107,867 (56%)
1992-93	\$207,922 Projected	\$127,300 (61%) Requested

Notes:

1. The amount shown for 1992-93 is calculated as follows:

\$192,520	Actual collections 1991-92
<u>15,402</u>	Projected growth based on 8% increase
\$207,922	Projected collections 1992-93

2. From 1985-86 through 1990-91, there was a 47.2% increase in the hotel occupancy tax collections for an average annual growth of 7.9%. From 1990-91 to 1991-92, the Bureau received a larger share of the Hotel Tax revenues and there was a 8.7% increase in total tax collections. This increase comes at a time when most other areas are experiencing decreases or very limited growth in their occupancy taxes.
3. If the Bureau is granted the amount requested and collections come in as projected, there would be \$80,622 left from Hotel Tax proceeds to distribute to the other groups receiving a portion of the tax. This compares to \$78,310 that was distributed to other groups in 1989-90 and 1990-91.

PARKERSBURG/WOOD COUNTY VISITORS & CONVENTION BUREAU

Proposed Use of Additional Hotel Occupancy Tax Revenues  
from the Wood County Commission

1.	Print 5000 full-color promotional posters for the Parkersburg/Wood County area (December 1992)	\$ 6,500
2.	Purchase new brochure racks for area locations (50 racks @ \$30 each) (March 1993)	\$ 1,500
3.	Erect a promotional display at the I-77 Northbound rest stop (March 1993)	\$ 1,000
4.	Conduct a direct mail campaign to those requesting information on the area (February 1993)	\$ 2,500
5.	Purchase a new portable promotional display for use at trade and travel shows (December 1992)	\$ 3,500
6.	Place an ad in the Charlotte Observer travel brochure section (May 1993)	\$ 710
7.	Place ad in the Richmond News Leader travel brochure section (March 1993)	\$ 450
8.	Place ad in the Ohio Magazine Travel Planner (1/4 page b/w) (September 1992, March 1993)	\$ 2,050
9.	Place ad in Ohio magazine (1/3 page b/w) (Spring 1993)	\$ 1,575
10.	Place ad in the Mid-Atlantic County magazine brochure section (August 1992)	\$ 700
11.	Place ad in Mid-Atlantic Country travel section (1/6 page b/w) (November 1992, February 1993)	\$ 1,670
12.	Place ad in the By-Ways magazine (1/4 page b/w) (September 1992, January and May 1993)	\$ 3,125
13.	Place ad in Tours magazine (1/3 page b/w) (September 1992, January and May 1993)	\$ 8,300
14.	Place ad in Courier magazine (1/3 page b/w) (September 1992, January and May 1993)	\$ 2,210
15.	Place ad in Destinations magazine (1/3 page b/w) (September 1992, January and May 1993)	\$ 2,480
16.	Place ad in Southern Living magazine issue featuring West Virginia (January 1993)	\$ 1,750
	TOTAL	\$40,020

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PARKERSBURG/WOOD COUNTY VISITORS & CONVENTION BUREAU

Operating Budget Comparisons

REVENUE	1991 Actual	1992 Budgeted
Hotel Occupancy Taxes	\$ 135,866 (74.8%)	\$ 144,525 (69.7%)
Member Dues and Fees	28,721 (15.8%)	38,750 (18.7%)
Group Tour Fund	2,200 ( 1.2%)	13,000 ( 6.3%)
Special Projects	9,264 ( 5.1%)	10,500 ( 5.1%)
Other Revenues	<u>5,585 ( 3.1%)</u>	<u>400 ( 0.2%)</u>
	\$ 181,636	\$ 207,175
EXPENSES		
General Administration	\$ 115,031 (62.6%)	\$ 98,392 (47.5%)
Tourism Promotion & Marketing	40,797 (22.2%)	87,188 (42.1%)
Contingency & Capital Expenses	22,962 (12.4%)	16,645 ( 8.0%)
Membership/Industry Development	<u>5,093 ( 2.85)</u>	<u>4,950 ( 2.4%)</u>
	\$ 183,883	\$ 207,175



## PARKERSBURG/WOOD COUNTY VISITORS & CONVENTION BUREAU

### Activities Report for the Wood County Commission

Over the past two years the Commission has granted extra funds to the Bureau for specific advertising and marketing activities. These revenues, combined with resources from our members and other funding sources, have been used for new or enhanced marketing efforts which have resulted in accelerated tourism growth in Wood County. Listed below are the activities undertaken with these additional revenues.

1. Participated at travel shows in Columbus, Indianapolis, Charlotte and Charleston with a display and brochures.
2. Participated in the Spring brochure sections of the Pittsburgh Press and Post-Gazette, Columbus Dispatch, Cleveland Plain Dealer, Dayton Daily News and Akron Beacon Journal.
3. Placed a full-color display ad featuring this area in the statewide tourism guide, "West Virginia, It's You!"
4. Placed a black and white ad in the June issue of Mid-Atlantic Country magazine to accompany an article on West Virginia.
5. Placed a full-color ad in the Summer travel planner section published in Ohio Magazine in June.
6. Completed the area's first video promoting the greater Parkersburg area as a tourism destination or stop-over.
7. Conducted a sales blitz on tour planners and motorcoach companies in western Pennsylvania and eastern Ohio.
8. Attended the Pennsylvania Bus Association marketplace with a display and brochures on area group tour stops.
9. Placed a display ad in the April-May issue of Bus Tours magazine to accompany the article on the area.
10. Placed a display ad in the July issue of Destinations magazine to accompany an article featuring West Virginia.

Without the additional funds, many of these projects would have to be cancelled or severely reduced. The result would be a decline in the level of tourism in Wood County, less spending and less hotel occupancy tax.

In addition to the projects listed above the Bureau used other revenues to successfully complete many other advertising and marketing programs and to fund the administrative costs of operating a Bureau.

report