

IN THE COUNTY COMMISSION OF WOOD COUNTY, WEST VIRGINIA

IN RE: MINUTES OF MEETING HELD
THURSDAY, FEBRUARY 1, 1996

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

On this date, the County Commission of Wood County met in regular session. They signed purchase orders, invoices and other correspondence.

On this date, the County Commission, upon a motion made by Steven A. Grimm, seconded by Jean Grapes and made unanimous by Holmes R. Shaver, approved minutes from Thursday, January 18, 1996.

At 9:15 A.M., the County Commission met with Dave Ashley and Steve Nicely from the Parkersburg/Wood County Visitors and Convention Bureau. Mr. Ashley presented a handout to the Commission (a copy of which is attached to these minutes). Mr. Ashley discussed the Operating Budget comparison from 1994 to 1996. Mr. Nicely discussed the Statistical comparison from 1986 to 1995 and a Ten Year Statistical comparison. Mr. Ashley then gave the Commission a copy of the grant from the West Virginia Division of Tourism Direct Advertising Grants, which was approved a couple of weeks ago; they will be able to match dollar for dollar with the grant; they would like to have \$125,000.00; they applied for State funds in the amount of \$62,500.00. Mr. Nicely stated they are going to request monies from Pleasants, Ritchie, Wirt and Jackson counties. More discussion took place. Mr. Ashley stated that the \$10,000.00 they are asking for will be matched by the State and it will not go towards salaries or anything else except advertising.

At 9:45 A.M., the County Commission met with Mark Rhodes, Jail

Administrator. Mr. Rhodes stated that he has discussed the mental hygiene hearings at St Joseph's Hospital with Judge Jeffrey Reed. Mr. Rhodes would like approval to purchase three tape recorders and three pagers. The County Commission approved said request.

On this date, the County Commission of Wood County, upon a motion made by Steven A. Grimm, seconded by Holmes R. Shaver and passed, did hereby AUTHORIZE Jean Grapes, in her official capacity as President and on behalf of the County Commission, to sign the Equipment Maintenance and Supply Annual Agreement with Danka Industries, Inc., Ohio Valley Office Equipment, Marietta, Ohio. The said Annual Agreement is in the amount of nine hundred thirty-five dollars and fifty-two cents (\$935.52) and covers the Minolta 5320 Copy Machine located in the County Clerk's Office. The period of coverage begins on February 1, 1996 and ends on February 1, 1997 and covers eighty thousand (80,000) copies per year with an overage at \$.0111 per copy. An Order was prepared regarding this matter.

On this date, the first day of February, 1996, came William Gilchrist and Evelyn Gilchrist, husband and wife, as Petitioners and representing themselves, and presented to the County Commission of Wood County a Petition, bearing signatures of all abutting property owners, to close a thirty foot (30') wide abandoned and undeveloped road that is located off Lost Pavement Road and shown on Tax Map 120 in Tygart District. In exchange for the closure of such abandoned and undeveloped road, the Petitioners, William Gilchrist and Evelyn Gilchrist, husband and wife, will convey a thirty foot (30') right of way across their property to provide access to property owners on

the other side of the aforementioned road being petitioned to be closed. The County Commission, after having inspected said Petition does hereby ORDER that the fourth day of March, 1996 at 10:00 o'clock A.M. be set as the time for said hearing in the Office of the County Commission, Room 203 of the Wood County Courthouse, Parkersburg, West Virginia. It is further ORDERED that the notice of said Hearing be published as required and sets forth the time, place and purpose of such Hearing as required by Chapter 7, Article 1, Section 3(h) of the Code of West Virginia of 1931, as amended. An Order was prepared regarding this matter.

On this date, the County Commission of Wood County, upon a motion made by Steven A. Grimm, seconded by Jean Grapes and passed, did hereby ORDER that the amount of twenty-three thousand ninety-six dollars and 00/100ths cents (\$23,096.00) be contributed to the Wood County Airport Authority. The aforementioned amount represents two months of payments on the said Authority's bond issue which is due to be paid off in the year 2000. Said contribution is pursuant to the request of Carolyn Strock, on behalf of the said Wood County Airport Authority, who stated that Military cutbacks have reduced fuel sales, corporate flying has decreased and fare wars have caused financial problems in making monthly payments. Commissioner Holmes R. Shaver excused himself from voting due to the fact he sits on the Airport Authority. An Order was prepared regarding this matter.

At 10:00 A.M., the County Commission adjourned as the County Commission and met as the Board of Review and Equalization (Board). At this time they met with Dorothy Dalton - Clay District - Map 190,

Parcel E.

At 10:15 A.M., the Board met with Harley E. Cowan - Steele District - Map 10, Parcels I, E, D, and I-1.

At 10:30 A.M., the Board met with Morris L. Bower - Parkersburg City District - Map 50, Parcel 156.

At 10:45 A.M., the Board met with Harold C. & Ina B. Devol - Clay District - Map 90, Parcels V, W, X and Map 190, Parcel G3.

At 11:00 A.M., the Board met with William Dugan - Union District - Map 520, Parcel OOB2.

At 11:15 A.M., the Board met with Roger B. Amos - Steele District - Map 530, Parcel E.

At 11:30 A.M., the Board met with Lawrence Fleak - Harris District - Map 180, Parcel F.

At 11:45 A.M., the Board met with William Richardson - Slate District - Map 30, Parcel A.

At 1:00 P.M., the Board met with Shirley M. Bailes - Lubeck District - Map 490, Parcel G4.

At 1:15 P.M., Donald and Patty Boston - Walker District - Map 410, Parcel I- failed to show for their appointment.

At 1:30 P.M., the Board met with Robert Hoffman - Steele District - Map 540, Parcel E.

At 1:45 P.M., the Board met with Henry Kerr - Steele District - Map 580, Parcel I and Map 570, Parcel E.

At 2:00 P.M., the Board met with Catherine Burgy - Tygart District - Map 380, Parcel L.

At 2:15 P.M., the Board met with Scott Hupp - Tygart District -

Map 250, Parcel 5G.0005.

Having no further scheduled appointments or business to attend to, the County Commission adjourned at 3:00 P.M.

Approved:

THE COUNTY COMMISSION OF WOOD COUNTY


Jean Grapes, President


Steven A. Grimm, Commissioner


Holmes R. Shaver, Commissioner

PURCHASE ORDERS SIGNED ON FEBRUARY 1, 1996

No.	20707	ATV	\$	677.93
	20786	Tri-State Roofing & Sheet Metal		156.00
	20789	Assurance Business Forms		446.15
	20793	Parkersburg Office Supply		367.87
	20834	Ideal Cash Register		7.00
	20843	Parkersburg Office Supply		450.00
	20864	Quill Corporation		61.59
	20866	Reliable		53.55
	20867	Parkersburg Office Supply		100.44
	20878	Broadwaters Motorcar		17.66
	20881	Parks Hardware & Supply		2.00
	20886	Parkersburg Office Supply		134.32
	20887	Parkersburg Office Supply		278.08
	20888	Parkersburg Office Supply		616.76
	20889	Parkersburg Office Supply		124.97
	20903	Casto & Harris		496.10
	20904	Parkersburg Office Supply		71.97

WOOD COUNTY

Hotel Occupancy Tax Collection History

	<u>1993</u>	<u>1994</u>	<u>1995</u>
Parkersburg	\$ 38,822 (14.4%)	\$ 49,949 (15.7%)	\$ 45,639 (14.0%)
Williamstown	16,136 (5.9%)	18,536 (5.8%)	19,884 (6.1%)
Wood County	<u>216,404</u> (79.7%)	<u>250,087</u> (78.5%)	<u>260,217</u> (79.9%)
Total	\$271,362	\$318,572	\$325,740

taxcomp

*For minutes
2/1/96*

PARKERSBURG/WOOD COUNTY VISITORS & CONVENTION BUREAU

Operating Budget Comparison

REVENUE	<u>1994</u>	<u>1995</u>	<u>1996</u>
Local Governments	\$162,470 (65.5%)	\$187,300 (63.2%)	\$196,440 (48.9%)
Member Fees & Contributions	46,090 (18.6%)	54,760 (18.5%)	103,730 (25.8%)
Special Projects	15,800 (6.4%)	15,400 (5.3%)	15,770 (4.0%)
Group Sales	22,000 (8.9%)	23,000 (7.6%)	22,100 (5.5%)
Grants	0 (0.0%)	15,000 (5.1%)	62,500 (15.6%)
Miscellaneous	<u>1,640</u> (.6%)	<u>940</u> (.3%)	<u>780</u> (.2%)
	\$248,000	\$296,400	\$401,320

EXPENSES

General Administration	\$124,500 (50.2%)	\$136,045 (45.9%)	\$140,034 (34.9%)
Marketing	89,960 (36.3%)	134,315 (45.3%)	238,306 (59.4%)
Membership Development	5,700 (2.3%)	9,090 (3.1%)	8,230 (2.1%)
Capital Expenses	23,617 (9.5%)	14,075 (4.7%)	11,600 (2.9%)
Contingency	<u>4,223</u> (1.7%)	<u>2,875</u> (1.0%)	<u>3,150</u> (.7%)
	\$248,000	\$296,400	\$401,320

budcomp

PARKERSBURG/WOOD COUNTY VISITORS & CONVENTION BUREAU

Statistical Comparison

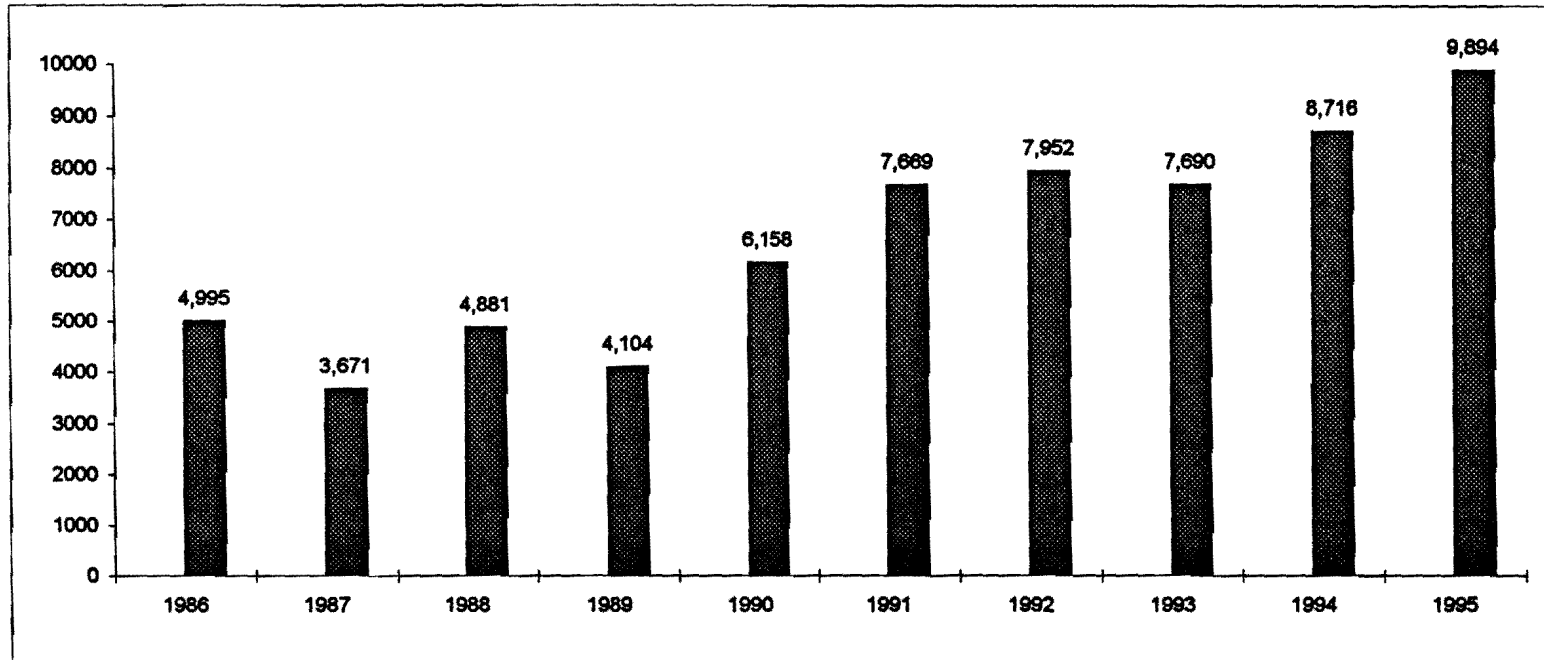
	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>
INDIVIDUAL INQUIRIES													
Total Inquiries Received	4,995	3,671	4,881	4,104	6,158	7,669	7,952	7,690	8,716	9,894			
INFORMATION LINE													
Total Calls Received	n/a	n/a	1,282	1,428	1,671	1,706	2,730	4,243	4,011	4,638			
GROUP TOURS													
Total Tours Sold	n/a	n/a	n/a	n/a	n/a	n/a	97	206	200	182			
BROCHURE DISTRIBUTION													
Total Brochures Distributed	269,530	356,950	349,432	302,475	317,575	238,721	230,077	255,351	249,355	321,625			
HOTEL OCCUPANCY TAX													
Total Tax Collected	\$173,385	\$189,278	\$209,855	\$215,156	\$223,793	\$242,709	\$264,493	\$271,342	\$320,649	\$319,285			
ROOM NIGHTS SOLD													
Total Room Nights Sold	n/a	n/a	171,987	169,384	180,234	184,163	195,986	190,501	203,483	201,637			
Occupancy Percentage	n/a	n/a	62.6	61.6	65.6	66.3	61.6	60.3	64.2	61.3			
MEMBERSHIPS													
Total Number of Members	91	103	141	129	133	136	137	142	146	176			
Total Member Revenue	\$17,824	\$19,129	\$25,688	\$23,673	\$24,385	\$24,764	\$29,351	\$29,432	\$31,381	\$40,228			
Renewal Percentage	80.0	92.3	82.5	85.1	92.2	91.7	89.7	90.5	93.7	93.2			

11th mo figures

PARKERSBURG/WOOD COUNTY VISITORS & CONVENTION BUREAU

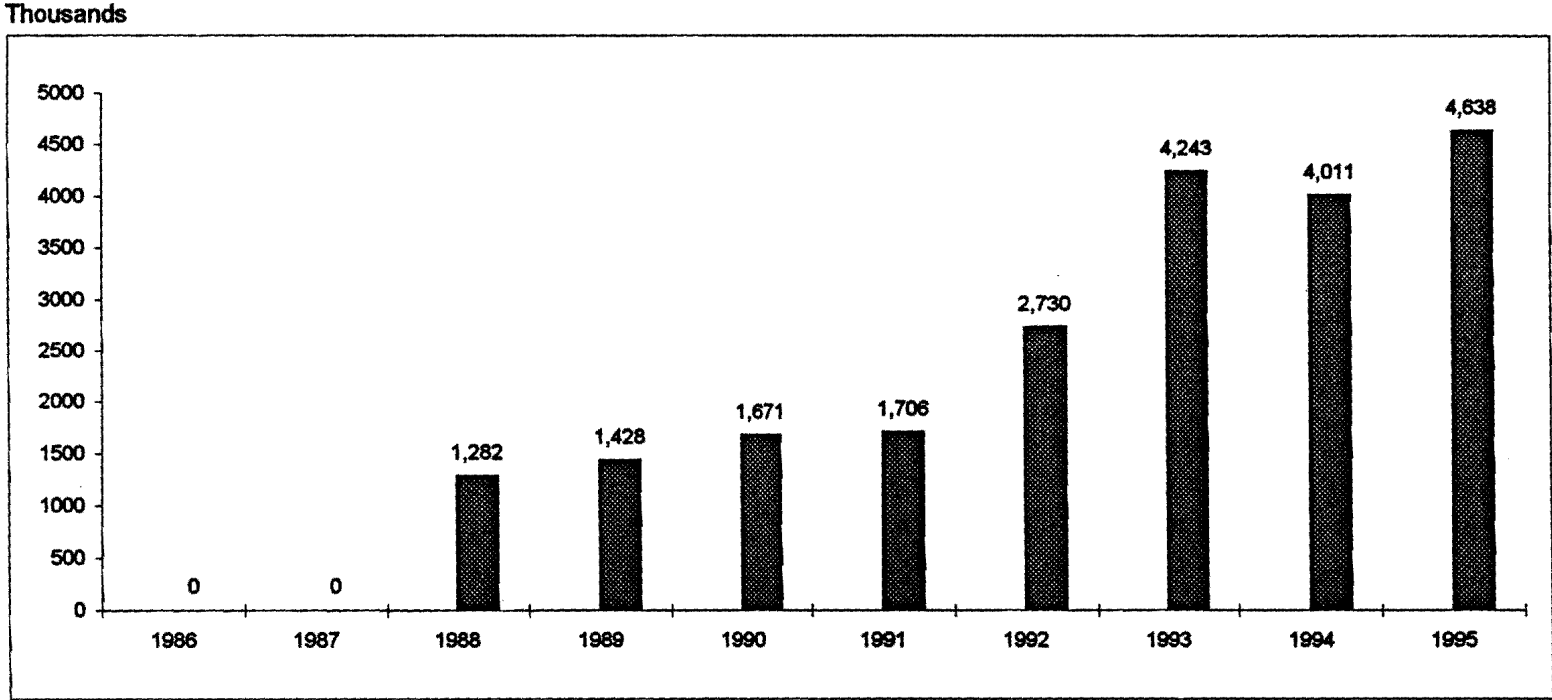
INDIVIDUAL INQUIRIES

Thousands



PARKERSBURG/WOOD COUNTY VISITORS & CONVENTION BUREAU

INFORMATION LINE



**PARKERSBURG/WOOD COUNTY
VISITORS & CONVENTION BUREAU**

Ten Year Statistical Comparison

	<u>1986</u>	<u>1995</u>
Total Individual Inquires Received	4995	9894
Total Brochures Distributed	269,530	321,625
Total Hotel Tax Occupancy Tax	\$173385	\$319285
Total Number of Members	91	176
Total Member Revenue	\$ 17824	\$ 40228
Total Bureau Revenue	\$114391	\$274683

*by Shew.
then calendar year
(96/97)*

West Virginia Division of Tourism

Direct Advertising Grants

2101 Washington Street, East
Charleston WV, 25305-0312
(304) 558-2286

Working Title/Project Name: _____

Name of Applicant Organization Parkersburg/Wood County Visitors & Convention Bureau
Address 350 7th Street
City Parkersburg State WV Zip 26101
Telephone (304) 428-1130 FAX (304) 428-8117
Executive Officer's Name Steven W. Nicely
Title: President

Name of person responsible for daily operation of project Steven W. Nicely
Title President
Address 350 7th Street
City Parkersburg State WV Zip 26101
Telephone (304) 428-1130 FAX (304) 428-8117

Federal Employer Identification Number 55-0652972
(If applicable.)

Bank Name Commercial Banking & Trust Company Bank Account # 051500562 07 3430

Beginning Project Date 02 / 01 / 96 Ending Project Date 12 / 31 / 96

Grant Number (To be assigned by State office) _____

Applicant Category:

- Convention & Visitors Bureau
 Regional District
 Other (please specify) _____

Project Description

The Parkersburg/Wood County Visitors & Convention Bureau wishes to undertake an extensive and comprehensive advertising campaign involving several marketing themes and utilizing several different advertising methods. By developing the Bureau's advertising effort for the entire year, it is believed that the maximum benefit can be achieved. Furthermore, this campaign is directed at new or expanded market segments which have not been considered in the past due to limited funding, and the campaign described in this application is in addition to the advertising efforts undertaken by the Bureau in the past.

The advertising developed for the Consumer/Leisure Market will include an ad promoting the area in general as well as specific ads on the following themes:

- History
- Arts/Crafts/Unique Shopping
- Outdoor Recreation
- Golf
- Fall Color

These themes have been selected as a result of focus groups of various Bureau members along with market research conducted by the Bureau and other entities. We believe these themes match what our area has to offer and provide excellent opportunities to generate additional visitation at the times when the area needs it the most.

To support this "themed" advertising campaign, the Bureau plans to produce a short video and a series of response pieces. We also plan to utilize the fastest-growing new advertising medium, the Internet, by expanding our site on the West Virginia Web using these same five themes as well as general information on the area.

The video focuses on these same themes and will be direct-mailed to selected AAA offices and group tour planners throughout the Mid-Atlantic and Mid-Western states. It will also be sent to targeted travel writers and appropriate media outlets. The response pieces will be used to fulfill the inquiries we receive. It must be emphasized that these are all new publications which the Bureau has never produced before.

Our site on the West Virginia Web will involve 50 pages. The Bureau will use 15 pages to place appropriate parts of its Visitors Guide on-line as well as an interactive response form. The other 35 pages will feature information on various tourism businesses and entities which with their page(s) hyper-linked to their listing in the Visitors Guide section.

To advertise the availability of our area's presence on the West Virginia Web and to encourage potential visitors to access the site, the Bureau plans to implement a modest advertising campaign in selected metropolitan areas. Due to the newness of this advertising avenue and the

Bureau's participation, such an ad campaign will not only publicize its availability, but should insure increased usage.

For the Meeting/Conference Market, the Bureau plans some modest advertising efforts in some selected publications. These publications have been chosen because others who have used them feel they are read by those who plan meetings of the size that our facilities can accommodate. Also, the strong religious and medical presence in our community will allow us to work with representatives from these groups to prepare bid packages and other incentives so the organizations will bring their meetings to our area. This advertising will be supported by a direct mail campaign to targeted meeting planners.

For the Group Tour Market, we plan to undertake a direct mail campaign to selected tour planners in a multi-state region who could possibly bring their tours to the Parkersburg area. The mailing list for this direct mail campaign will be developed from several sources including the membership list of selected group tour associations and names gathered from the database of tour planners maintain by the Bureau and our members.

While the generation of qualified leads (responses) is a primary purpose of the Bureau's advertising campaign, responding to these inquiries with the appropriate information is extremely important. We also use these inquiries to track the effectiveness of our advertising efforts using a computerized inquiry fulfillment program. Detailed summaries of response are maintained by the Bureau for each element presented to target audiences.

The geographic markets identified for communications targeting during 1996 remain relatively the same as in past years, primarily areas to the west and north of Parkersburg--including major Ohio metro markets, western Pennsylvania and Michigan. These markets include the following metropolitan areas:

- Cleveland
- Columbus
- Akron/Canton
- Cincinnati
- Dayton
- Toledo
- Pittsburgh
- Detroit

These geographic markets have been determined through research conducted by the Bureau using various sources of information. These sources include visitation at area information centers, origin of visitor surveys from area attractions and hotels and intercept surveys undertaken by the Bureau and others.

Since the actual design and message of the advertisements are extremely important, the Bureau has chosen to work with a highly-qualified advertising agency that has considerable experience in the tourism field. They must also know the local area and what we have to offer. The Bureau

has selected the Fahlgren agency to prepare and place the advertisements as well as developing the video, response pieces and direct-mail campaigns. This will insure a consistent look and message throughout the program.

The success of this campaign is partially determined by the publications in which the advertisements are placed. The actual publications that will be used in this advertising campaign have been carefully selected by the agency with the input from the Bureau staff. The publications were chosen based on the following recommendations:

- The continuing need to generate inquiries which ultimately can be converted into visits, it is appropriate to continue investment in travel brochure pages available in target markets. This includes both newspaper and publications which offer this type of effective and efficient distribution of information.
- The participation in various cooperative opportunities being afforded by the State of West Virginia Division of Tourism for 1996. These cooperative opportunities are also an effective way to extend communications dollars.
- The utilization of vertical media, where available and efficient, in order to enhance the various specific activities being brought into the cooperative effort by the Bureau.

In summation, this grant will give the Bureau the opportunity to expand the emphasis on specific visitor opportunities that the area offers. This concerted effort by the Bureau will also encourage cooperative participation by its various members that will enable a stronger message to be sent to the various targets each is interested in attracting to the area and their facility. All types of tourism businesses from throughout the region are recognizing the opportunities and enhancement to their individual efforts as well as the synergistic results that a cooperative program like the one developed for this project provides. And, they are looking to the Bureau to provide the leadership that is necessary to make such a project a successful reality. This is a role that we are ready, willing and able to undertake.

Evaluation Criteria

Points Received _____

- 20 points. *1. Explain how the project demonstrates potential for a strong positive return on investment and is well researched, including tracking and evaluation measures.*

As mentioned in the Project Description, the Bureau and its advertising agency has conducted extensive research on the types of activities that can attract visitors to the area, the origin and profile of the people who make up our visitor market and the best ways to reach the various market groups including the specific publications we plan to use.

These decisions were based on information from Bureau members, studies conducted by the Bureau, the State Tourism Office and various other entities, the results of previous advertising campaigns conducted by the Bureau and other tourism organizations as well as information from visitors, potential visitors, meeting planners and tour planners. We believe that these research efforts will insure a successful campaign and a very positive return on investment. What is more important, it will generate additional visitors, group tours and meetings for our area at the times of year when they are needed.

Following the completion of the campaign, the Bureau will use several methods to determine its success. For the consumer/leisure market, we will record the actual number of inquiries generated, the type of information requested, the reason the individual called and other appropriate data as one measure. We will also undertake a survey of visitors to the area during the coming year at various attractions, hotels and other tourism businesses. We plan to conduct a conversion study by contacting those who requested information to see if they actually visited, and if not why. For the group tour and meeting/conference markets, we will use the number of inquiries received as well as the actual number of tours or meetings booked as a result of the advertising effort.

- 20 points *2. Explain how the project is appropriate to the market selected, complements or carries forward goals or objectives included in the Tourism Strategic Marketing Plan.*

Every effort has been made to match the various components of this program with the various markets. Considerable time has been devoted to determining the best method and most effective manner of reaching the various markets with the best return. This campaign also complements the various target markets identified in

the State's Tourism Strategic Marketing Plan that are suitable for our area. While we may use a slightly different terminology and methodology, we have adapted and adopted the appropriate elements of the State's Marketing Plan for our own area. We also plan to participate in selected co-op ventures offered by the state and to coordinate our advertisement schedule with theirs to maximize impact.

20 points

3. *Explain how the project encompasses multiple attractions, municipalities, counties or a regional development district or districts up to a recognized region in scope.*

This campaign is a comprehensive and coordinated year-long program that involves not only multiple attractions, but encompasses a five-county area. Every municipality within these counties will be invited to participate, and preliminary contacts with most of them indicate that they will take part. In addition to providing part of the funds necessary for the local share of the project cost, most of the cities, counties and tourism businesses have pledged to be active participants in the process. In fact, this effort has provided the incentive to create a multi-county tourism development organization under the auspices of the Bureau.

20 points

4. *Explain how the project is of a creative, professional quality and attainable with the funds requested or with additional identified and available funds.*

This multi-faceted campaign includes not only "traditional" advertising, direct mail and video, but the latest in advertising mediums, the Internet. By mixing the various advertising methods and matching them to the message and the markets, we hope to maximize the impact our area has to our targeted markets. The actual design of the advertisements is extremely important, and the consistent message throughout the campaign insures greater impact.

Therefore, the Bureau has chosen to work with a highly-qualified advertising agency that has considerable experience in the tourism field. They also know the local area, the major players and what we have to offer. This agency also is familiar with what the Bureau has done in the past and is sensitive to the various constituencies that we serve. The Bureau has selected Fahlgren to prepare and place the advertisements as well as developing the video, response pieces and direct-mail campaigns. This will insure a consistent look and message throughout the program.

Along with the other advertising and marketing efforts undertaken by the Bureau in the past and planned for the coming year, the amount of funds we have requested will provide the money necessary to effectively penetrate the markets and achieve the desired results. Our current budget provides the funding for the

Bureau to continue those aspects of our marketing plan which have proven effective in previous years, and this new funding will allow us to address some new markets as well as expanded our existing efforts.

10 points

5. *Explain how the project is to a new market or media.*

In previous years, the Bureau has undertaken a modest advertising and marketing effort primarily directed to the consumer/leisure market during the summer months and to a much lesser extent the group tour market. Most of our efforts have been in the "marketing" area with trade and travel shows, brochure publication, visits by travel writers and tour planners, etc. Up to this time our advertising has been very limited and to a very small geographic market due to restricted funding, and our ability to respond to these inquiries has been hampered by not having appropriate response pieces.

With the revenue from the grant, we plan to supplement our previous advertising as well as addressing several new geographic and special interest consumer markets in a much more effective manner. We can also undertake new efforts to the group tour market. The Bureau has never been able to advertise to the meeting and conference market which is now possible with the approval of this grant. This is of particular importance since our area has several new or expanded meeting and conference facilities built or scheduled to be built and this particular market is extremely competitive.

10 points.

6. *The project region has not received funding in the past.*

The Bureau did receive a grant last fall, however, that funding was for a must less comprehensive program that did not include the numerous new elements called for in this application. For this project we have incorporated some different concepts and markets and undertaken much more extensive research.

Total Possible Points
100 points

Total Points Received

Evaluator's Signature _____ Date _____

Project Budget

INCOME

Wood County Local Governments		\$ 15,600
City of Parkersburg	\$ 4,000	
City of Williamstown	350	
City of Vienna	1,250	
Wood County	10,000	
Visitors & Convention Bureau		41,000
Golf Tournament	\$ 3,500	
Members Contributions	37,500	
Governments and Businesses in Other Counties		5,900
Pleasants	\$ 900	
Ritchie	1,200	
Wirt	600	
Jackson	3,200	
Total Local Funds		<u>\$ 62,500</u>
Amount of State Funds Applied For		<u>62,500</u>
Total Local and State Funds		\$125,000

EXPENSES

Promotional Video		\$ 12,500
Copywriting, Filming, Music, Post Production	\$ 11,550	
Dubs - 200 @ \$4.75 Each	950	
Direct Mail Campaign		3,400
Response Pieces		6,700
Historic Sites	\$ 1,900	
Outdoor Recreation	1,500	
Arts/Crafts/Unique Shops	1,500	
Golf	900	
Fall Color	900	

Ad Preparation, Film, Etc.		9,000
7 1/3 page b/w ads @ \$300 each	\$ 2,100	
6 1/4 page b/w ads @ \$300 each	1,800	
1 1/2 page b/w ad @ \$300	300	
1 2 col x 5" b/w ad @ \$300	300	
2 1/4 page 4/c ads @ \$1,000 each	2,000	
1 1/2 page 4/c ad @ \$1,250	1,250	
1 1/3 page 4/c ad @ \$1,250	1,250	
West Virginia Web		
50 pages @ \$20 per page per month plus set-up		13,750
Advertising		<u>79,650</u>
Total Expenses		\$125,000

Note: The fulfillment costs for other brochures, envelopes, labor and postage are not included under the cost of the response pieces. These costs are included in the Bureau's regular budget and are not considered a grant expense.

PARKERSBURG/WOOD COUNTY VISITORS & CONVENTION BUREAU

1996 Advertising Campaign Details

PUBLICATION	DATE	SIZE/TYPE	THEME	COST
CONSUMER /LEISURE MARKET				
Akron Beacon Journal	April	Brochure Section	General	430
	March	2 col x 5" b/w	WV Web	1,134
Cincinnati Enquirer	March	Brochure Section	General	585
	March	2 col x 5" b/w	WV Web	1,219
	September	Brochure Section	Fall Color	585
Cleveland Plain Dealer	March	Brochure Section	General	715
	March	2 col x 5" b/w	WV Web	2,632
	September	Brochure Section	Fall Color	715
Columbus Dispatch	March	Brochure Section	General	568
	March	2 col x 5" b/w	WV Web	1,716
	September	Brochure Section	Fall Color	567
Dayton Daily News	March	Brochure Section	General	544
	September	Brochure Section	Fall Color	544
Pittsburgh Press/Post Gazette	March	Brochure Section	General	475
	March	2 col x 5" b/w	WV Web	1,896
	September	Brochure Section	Fall Color	475
Toledo Blade	March	Brochure Section	General	450
	September	Brochure Section	Fall Color	450
Home & Away (Columbus)	April	1/3 page b/w	Golf	3,610
	June	1/3 page b/w	Art/Craft/Un S	3,610
Home & Away (Miami Valley)	April	1/3 page b/w	Art/Craft/Un S	930
	June	1/3 page b/w	Art/Craft/Un S	930
Michigan Living (Detroit Metro)	March	1/3 page b/w	Art/Craft/Un S	4,325
	April	Brochure Section	General	1,300
	May	1/3 page b/w	Historic	4,325
Ohio Magazine	March	Travel Planner	General	875
	April	1/4 page b/w	WV Web	875
	April	1/4 page b/w	Golf	875
	May	1/4 page b/w	Outdoor Rec	875
	June	1/4 page b/w	Historic	875
	July	1/4 page b/w	Art/Craft/Un S	875
	August	Travel Planner	Fall Color	875
	September	1/4 page b/w	General	875
Pittsburgh Magazine	April	Travel Planner	General	620
	April	Travel Planner	WV Web	620
	September	Travel Planner	Fall Color	620
Historic Preservation (State Co-op)	May/June	1/4 page 4/c	Historic	1,800
Southern Living (State Co-op)	April	1/4 page 4/c	General	2,584
Mid-Atlantic Country	March	1/3 page 4/c	Historic	3,119
Bicycle West Virginia	Annual	1/2 page b/w	Outdoor Rec	1,100

Golf West Virginia	Annual	1/4 page b/w	Golf	888
Civil War	May/June	1/3 page b/w	Historic	550
	July/August	1/3 page b/w	Historic	550
	Sept/Oct	1/3 page b/w	Historic	550
Civil War Times	May	1/3 page b/w	Historic	1,670
	August	1/3 page b/w	Historic	1,670
AAA Tourbook (Mid Atlantic)	Annual	1/2 page b/w	General	8,019
Midwest Bike	March	1/3 page b/w	Outdoor Rec	505
	May	1/3 page b/w	Outdoor Rec	505
	August	1/3 page b/w	Outdoor Rec	505
Outdoor Traveler	March	1/3 page b/w	Outdoor Rec	610
	May	1/3 page b/w	Outdoor Rec	610
	August	1/3 page b/w	Outdoor Rec	610
West Virginia It's You	Annual	1/2 page 4/c	General	3,210

MEETING/CONFERENCE MARKET

Religious Conference Manager	April	1/3 page b/w	Meeting/Conf	1,355
	July	1/3 page b/w	Meeting/Conf	1,355
	October	1/3 page b/w	Meeting/Conf	1,355
Medical Meetings	April	1/3 page b/w	Meeting/Conf	980
	July	1/3 page b/w	Meeting/Conf	980
	October	1/3 page b/w	Meeting/Conf	980
				79,650

PROJECT BUDGET

Project Planned Expenditures:

(Provide budget detail in project narrative "total project description")

- 1. Television. \$ _____ See Attached
- 2. Radio. \$ _____
- 3. Newspaper. \$ _____
- 4. Magazine \$ _____
- 5. Billboards. \$ _____
- 6. Other. \$ _____

Explain: _____

Grand Total Project Cost. \$ _____

(Must equal source and amount dedicated to project)

Project Local Source of Funds

(List local source and amount dedicated to project)

- 1. _____ \$ _____
- 2. _____ \$ _____
- 3. _____ \$ _____
- 4. _____ \$ _____

Total Project Local Funds. (Total of local funds listed above) \$ _____

Applicant must provide a minimum of 50% of total project cost. (Must be at least \$10,000.00.)

Amount of State Funds applied for: \$ 62,500

Total Local and State Funds \$ _____

(Must equal "Grand Total Project Cost")

I hereby certify that the information supplied in this application is true and correct.

SIGNATURE Steven W. Vialy
Applicant

Title President Date January 5, 1996

Organization Parkersburg/Wood County Visitors & Convention Bureau

Approved by:

SIGNATURE _____ Date _____
Tourism Promotion Fund Commission

Amount of Award \$ _____