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Round 2 - 2022 WVACVB Accreditation Program - July 15, 2022 - November 1, 2022

DEADLINE: November 01 2022 at 09:00 AM EDT

DESCRIPTION

The West Virginia Accredited Convention and Visitors Bureau Program is a tourism development initiative of the West Virginia Association of Convention and Visitors Bureaus. It is designed to encourage West Virginia's CVBs to better prepare and equip themselves to promote and develop tourism in their service area and in the State of West Virginia. The state and its political subdivisions entrust valuable taxpayer dollars to CVBs each year for the promotion of attractions, events, tourism-related businesses and activities, and recruitment of conventions and meetings.

The West Virginia Association of Convention and Visitors Bureaus believe that CVBs have a responsibility to be good stewards of those funds and to work effectively towards the growth of the tourism industry in their county and state. Likewise, countless businesses rely on their local CVB to be a good and effective partner in the promotion and marketing of their area in a manner that will benefit the community specifically and businesses in general.

Under the new West Virginia state law, enacted July 1, 2021, Convention and Visitors Bureaus are now required to be accredited. However, CVBs are not required to be a member of the West Virginia Association of Convention and Visitors Bureaus in order to apply for accreditation.

The Association works to serve as agents devoted to the development of advanced training and improved communications within the tourism industry. The Association also believes CVBs benefit from this accreditation process. Through careful and thorough examination, CVBs can better establish themselves as credible, effective partners with their public/private funding sources and the tourism industry as a whole.

REQUIREMENTS

ACCREDITATION PROCESS

Applications for the 2nd round of accreditation for 2022-2025 must be submitted no later than November 1, 2022. Accreditation is for a three-year period.

- The CVB applying for Accreditation must be in compliance with the West Virginia State Code, ARTICLE 18. HOTEL OCCUPANCY TAX. §7-18-1 as enacted July 1, 2021. You must be able to answer yes to all Section 2 "MANDATORY REQUIREMENTS" questions and provide the documentation requested to meet the conditions of this Accreditation process and to qualify your application for the full review process. **If you do not meet the Mandatory Requirements, your application will NOT be reviewed and will be returned to the applicant to be resubmitted during the next Accreditation round.**
- The application must be signed by your CVB Executive Director or Chief Executive Officer.
- You may choose to have your application reviewed by a mentor. A list of WVACVB mentors may be found on our website <https://www.wvacvb.org> (<https://www.wvacvb.org>).
- Applications will be submitted to the Accreditation Review Committee for their review. The five-person committee will be appointed annually and made up of the President and the immediate Past President of the WVACVB, one industry person at large, and two CVB Executive Directors appointed by the President of the WVACVB Board of Directors. The Committee will also select a separate person/persons to keep score for the group with notes on items that can be corrected. A Past President may serve as a scorekeeper in addition to the committee.
- The Accreditation Review Committee will assign a point value to your answers for the questions which have a point range associated with them. For an Applicant to successfully complete the Accreditation Process, they must meet the Mandatory Requirements, provide required documentation, and score at least **189 points** of the total possible points of 223, or 85% for a passing score.
- Notification to applicants of final disposition will be made no later than 60 days after
- Applicants who fail to gain approval may reapply within a grace period of 30 days. Resubmission does not incur a fee, and the applicant will be notified of accreditation status within 30 days of receipt of re-application.
- All Applicants will receive copies of their review highlighting the strengths and weaknesses of their CVBs which pass the Accreditation Process will receive a Certificate of Accreditation and a logo that accredited CVBs may use at their discretion.
- Applications shall be submitted electronically to WVACVB with Smarter Select <https://smarterselect.com/terms-of-use/> (<https://smarterselect.com/terms-of-use/>).
- **Remit a non-refundable application fee of \$350** (Payable to the WVACVB) by mail to: WVACVB Association c/o Fulks & Associates PO Box 1347 Charleston, WV 25325. For questions, please call 304-993-2786 or e-mail questions to sgill@fulksandassociates.com (<mailto:sgill@fulksandassociates.com>).

Preview

Apply





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[Update Application \(/app/3755746/edit\)](/app/3755746/edit)

App Actions

[Back to Apps \(/programs/82816-West-Virginia-Association-Of-Convention--Visitor-Bureaus/apps\)](/programs/82816-West-Virginia-Association-Of-Convention--Visitor-Bureaus/apps)

Applicant Information

Name:

Stella Gill

Email:

[sgill@wvhta.com \(/provider/6696/user/1270725\)](mailto:sgill@wvhta.com)

App ID:

03755746

Status:

Incomplete

Last Modified:

Aug 25 2022 12:23 EDT by sgill@wvhta.com

App Submitted:

App Created:

Aug 25 2022 12:22 EDT by sgill@wvhta.com

Last IP Address:

34.120.172.148

PAGES

West Virginia
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MANDATORY
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CVB
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OPERATIONAL
INFORMA...

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COMMUNI...

CONTINUING
EDUCATION

VERIFICATION

Print as

1. West Virginia Convention and Visitors Bureau Application for Accreditation

Required Background Information

CVB Name: *



TEST ONLY

Business Address: *

Business Address 2:

Business City: *

Business State: *

Select one...

Business Zip:

Telephone: *

 - -

Service Area (county, counties, municipality, etc.): *

Information E-Mail Address: *

DBA CVB Name (if applicable): *

DBA Business Address: *

DBA Business Address 2:



DBA Business City: *

DBA Business State: *

Additional Information

Date CVB was established:

Web Site:

Fax:

 - -

Director's Name:

Brief Director Bio:

2. MANDATORY REQUIREMENTS - You Must Answer Correctly to Pass

MANDATORY REQUIREMENTS



To be considered for Accreditation, your CVB must answer YES to all Mandatory Requirement questions and comply with all requests for documentation:

Is the main focus of your CVB to serve the traveling public with tourism information and to encourage overnight stays? *

Yes

No

Is your CVB a registered non-profit (i.e. 501 C) West Virginia Corporation with the West Virginia Secretary of State's Office? *


Yes

No

Attach your Articles of Incorporation, Certificate of Incorporation and a current (dated not more than 6 months previous to your application date) Certificate of Existence issued by the WV Secretary of State. Find the necessary documents at the Secretary of State's

Office <https://apps.wv.gov/SOS/BusinessEntitySearch/Default.aspx> (<https://apps.wv.gov/SOS/BusinessEntitySearch/Default.aspx>).

Please attach your Articles of Incorporation here: *


 Select File

<https://app.smarterselect.com/storage-view//>

Maximum File Size: 5MB

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Please attach your Certificate of Incorporation here: *


 Select File

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Maximum File Size: 5MB

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Please attach a current Certificate of Existence here (must be dated not more than 6 months previous to your application date): *

 Select File

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Does your CVB have a full-time, Executive Director or Chief Executive Officer working exclusively to promote tourism and to attract conventions, conferences, and visitors to your area? The IRS defines full-time staff as working 30 hours per week, at a minimum. *



Yes

No

Attach a list of your employees with information on the hours per week they are paid to work for your CVB promoting tourism-related activities. *

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Does your CVB provide at least one annual report statement as required under West Virginia Code Section 7-18-13a to each County and/or Municipality from which you receive any appropriation of hotel occupancy tax? *

Yes

No

Please attach a copy of your last annual report here: *


 Select File

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Please provide an official agenda/minutes/or email from each of your taxing authorities confirming they received your report. *

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Does the CVB have a physical office and/or visitor center that is accessible at least 40 hours per week and does the CVB have a dedicated phone line? *

Yes

No

If YES, please attach a photo of your location. *

 Select File

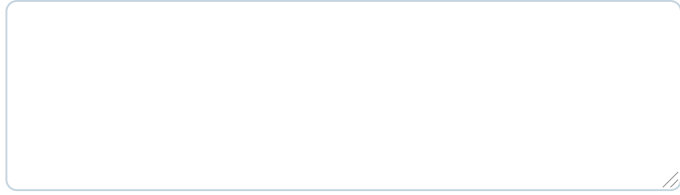
[. \(https://app.smarterselect.com/storage-view//\)](https://app.smarterselect.com/storage-view//)

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Please provide an explanation about your location. *





Does your CVB have a marketing plan targeting markets outside of a 50-mile radius of the bureau's municipality or county of operations? *

Yes

No

Does the CVB maintain a web site and appropriate marketing materials? *

Yes

No

3. CVB STRUCTURE

CVB STRUCTURE

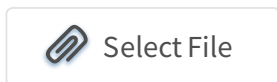
Total maximum value for this section is 48 points.

**Does your CVB have a designation (i.e. 501 C) from the Internal Revenue Service (IRS)?
(Value: 10 points)**

Yes

No

Attach a copy of your IRS designation letter.

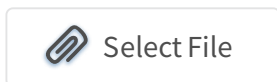


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Maximum File Size: 5MB , Accepted file types: .doc, .pdf, .docx, .zip, .txt

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Attach a copy of your CVB's By-Laws. (Value: 10 points)



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Please provide one document that lists each member of your Board of Directors and their profession. (Value: 3 points)





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Tourism varies in the state, as does each CVB. This may include group business, history, recreation, and sports. Explain how your non-tourism board members are an asset to your board. (Value: 5 points)

Is an orientation provided for your new Board of Directors? (Value: 5 points)

Yes

No

Please attach an agenda of your last orientation meeting.



Select File

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Attach a copy of your Board of Directors previous two (2) years' meeting schedule. (Value: 3 points)



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Has your CVB adopted a standard of conduct, such as the one developed by the Destination Marketing Association International (<https://destinationsinternational.org/destination-marketing-accreditation-program-dmap>) ? Please find a standard form on the www.wvacvb.org (<https://app.smarterselect.com/questions/2939805/www.wvacvb.org>). (Value: 5 points)

Yes

No

Attach an annually signed standard of conduct from each board member. Points will be deducted if all board members do not sign a standard of conduct annually. (Value 5 points)





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Attach a copy of a signed standard of conduct for each of your employees. (Value: 2 points)



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Maximum File Size: 5MB , Accepted file types: .doc, .pdf, .docx, .zip, .txt

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4. OPERATIONAL INFORMATION

OPERATIONAL INFORMATION

Total maximum value for this section is 63-65 points.

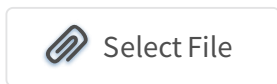
Please provide a narrative of the process used to guarantee a timely response to inquiries for information from the general public, the travel industry or the media. This does not include leads from publications you have bought ads in. Also, include estimates on the approximate length of time that is routinely required to complete a response to those inquiries (Value: 10 points)

As a component of this review, a blind inquiry will be conducted to review your inquiry response time. That inquiry will be by phone, website and/or email. The review will include response time, completeness and courtesy afforded to the inquiry. The review will also include an overview of your website and how user-friendly it is. (Value: 15 points)



West Virginia State Code states that the annual operating budget for convention and visitors bureaus are to allocate approximately 40 percent of annual revenues to advertising and marketing, approximately 40 percent to salaries and personnel and approximately 20 percent to other operating expenses: *Provided*, That a convention and visitor's bureau that allocates less than 40 percent of annual revenues to salaries and personnel shall be considered to have satisfied the budget allocation requirement. Marketing expenses can include but not necessarily be limited to those calculations for collateral materials (including creative and production), fulfillment, trade and travel shows, direct mail, visitor's centers, websites, direct advertising, toll-free telephone lines, familiarization tours, sales blitzes and agency fees related to any and all of the above. If you have items which impact your budget allocation such as a conference center, entertainment hall, etc., please give an explanation of these circumstances on how you are investing in and improving your community.

Attach a copy of your annual operating budget as presented to your Board of Directors for approval. (Value: 35 points)

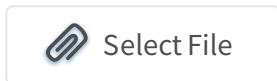


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Maximum File Size: 5MB , Accepted file types: .pdf, .xls, .xlsx, .zip, .csv

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Attach two previous year's annual financial statements or budgets.



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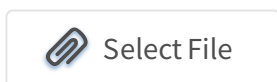
Did your CVB undergo an annual audit or financial review conforming to generally accepted accounting standards and prepared by outside CPA firm within the past 1-3 years? If you responded YES, please attach your most recent financial review or audit. (Value: 3 Points for a Financial Review and 5 Points for an Audit) Note: As of July 1, 2024, this will no longer be an option but will be required by WV Code to be filed with proper offices in Charleston.

Yes

No

If YES, attach your most recent financial review or audit from the past fiscal year.

FINANCIAL STATEMENTS or 990s ARE NOT ACCEPTABLE.



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5. MARKETING & COMMUNICATION


MARKETING & COMMUNICATION

Total maximum value for this section is 95 points.

Do you produce and execute an annual marketing plan? (Value: 20 points)

- Yes
 No

Attach your most recent marketing plan and an explanation of how the marketing plan is being implemented into the CVB's operations.

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Do your marketing materials include the most recent information for your service area (examples: a list of events, attractions, restaurants, and lodging, etc.)? (Value: 25 points)

- Yes
 No

Provide a copy of your most recent visitor's guide. (Value: 10 points)

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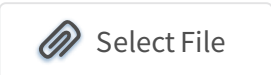
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Do you routinely communicate with the WV Tourism office on upcoming events and new attractions in your service area? (Value: 5 points)

- Yes
 No

Attach examples of your communications.

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Explain how you communicate with your industry partners/lodging (in person or e-mail) about their perspective on service from your CVB? (Value: 10 points)



Attach your most recent survey/email responses or forms and the results or suggestions.

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Do you conduct an annual planning meeting or retreat for your staff or board? (Value: 5 points)

- Yes
- No

If YES, please explain what you do during this meeting or retreat?

Is your organization a member of a tourism organization? (Value: 5 points)


- Yes
- No

If YES, list your CVB's tourism organizations memberships:

Does your organization engage in tourism marketing partnerships? (Value: 10 points)

- Yes
- No

If yes, please attach current examples from the past two years.

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List your current partners (i.e. ABC CVB, My area Regional Development, WV Ski Association, and Comfort Inn):



Explain how you are an advocate for the tourism industry. (Example: I serve on the business zoning board, XYZ Bank Board, Trail Alliance Group, Mountain Preservation Board, Clean Water Initiative, etc.) (Value: 5 points)

6. CONTINUING EDUCATION

CONTINUING EDUCATION

Total maximum value for this section is 15 points.


A condition of accreditation is that the Executive Director and/or marketing staff of your CVB must complete a minimum of ten credit hours (a credit hour would equal 45 minutes of a presentation, lecture, webinar or like event) of continuing education per year.

Did your CVB participate in the 2021 WVHTA Hospitality University?

- Yes
- No

If YES, please detail the program offering that you participated in. (Value: 2.5 points)

**Attach proof of registration (registration form, agenda and canceled check).
Documentation requested is for the previous one year period.**

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Did your CVB participate in the 2021 Governor's Conference on Tourism?


Yes

No

If YES, please detail the program offering that you participated in. (Value: 2.5 points)

Attach proof of registration (registration form, agenda and canceled check).

Documentation requested is for the previous one year period.

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During the last three years did your CVB participate in other educational opportunities such as Marketing College, Leadership WV, business classes at a college/online, webinars etc.? (Value: 10 points)

Yes

No

If YES, please explain below, as well as provide links, to any webinars or classes in which you or your staff participated.

If YES, please attach documentation pertaining to the webinars and classes you participated in.

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7. VERIFICATION

VERIFICATION



I represent that I serve as the Executive Director, or appropriate officer as described in our bylaws, for the Convention and Visitors Bureau that is submitting this application for accreditation, and I attest that to the best of my knowledge the information contained in this application is accurate and truthful and that we follow WV State Hotel/Motel Tax requirements as set forth in W.Va. Code 7-18-1, *et seq.* *

I agree to the above statement.

Date: *

Clear

Executive Director or Chief Executive Officer Signature:

Please provide job title (i.e. Executive Director or Chief Executive Officer) for the person who signed above:

Please print and attach the above Verification Statement signed and dated by the Executive Director or Chief Executive Officer. *

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