

2023 WVACVB Accreditation Program - Deadline October 31, 2023

PROGRAM DEADLINE: November 17, 2023 at 05:30 PM EST - CLOSED

West Virginia Convention and Visitors Bureau Application for Accreditation

Required Background Information

CVB Name: *

Business Address: *

Mailing Address:

Business City: *

Business State: *

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:

Clear

Web Site:

Fax:

Director's Name:

Brief Director Bio:

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> .

Please attach your Articles of Incorporation here: *

Select File

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Maximum File Size: 5MB

No file attached

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, as defined under current state and federal law, working exclusively to promote tourism and to attract conventions, conferences, and visitors to your area? *

- 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

Choose File

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Maximum File Size: 5MB

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

Select File

Choose File

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Maximum File Size: 5MB

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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

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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

CVB STRUCTURE

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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.

Select File No file selected

Maximum File Size: 5MB , Accepted file types: .doc, .pdf, .docx, .zip, .txt
No file attached

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

Select File No file selected

Maximum File Size: 5MB , Accepted file types: .doc, .pdf, .docx, .txt
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Please provide one document that lists each member of your Board of Directors and their profession. (Value: 3 points)

Select File No file selected

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

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Maximum File Size: 5MB , Accepted file types: .doc, .pdf, .docx, .xls, .xlsx, .zip, .csv, .txt
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Attach a copy of your Board of Directors previous two (2) years' meeting schedule. (Value: 3 points)

Select File No file selected

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

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Has your CVB adopted a standard of conduct, such as the one developed by the [Destination Marketing Association International](#) ? Please find a standard form on the 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)

Select File No file selected

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

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

Select File No file selected

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

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OPERATIONAL INFORMATION

OPERATIONAL INFORMATION

Total maximum value for this section is 73-75 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: 45 points)

Select File No file selected

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Attach two previous year's annual financial statements or profit and loss statements.

Select File No file selected

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

Select File No file selected

*Maximum File Size: 5MB , Accepted file types: .doc, .pdf, .docx, .xls, .xlsx, .zip, .csv, .txt
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MARKETING & COMMUNICATION

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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.

Select File No file selected

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

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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 OR insert a link to your most recent visitor's guide. (Value: 10 points)

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Do you routinely communicate with the WV Department of Tourism Office regarding the promotion, marketing, and advertising of upcoming events and travel attractions in your service area?

Please provide at least 3 examples from the last 2-3 years. (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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Maximum File Size: 5MB , Accepted file types: .doc, .pdf, .docx, .xls, .xlsx, .zip, .csv, .txt

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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)

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 2022 or 2023 WVHTA Hospitality University Conference?

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

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Did your CVB participate in the 2022 or 2023 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 provide 3-5 examples from the last 2-3 years and explain below, as well as provide copies or links to any webinars, classes or course agendas in which you or your staff participated.

If YES, please attach documentation pertaining to the webinars and classes you participated in such as a class agenda or any other documentation supporting your attendance/participation in such event.

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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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