

September 23, 2025

WV State Auditors' Office – lgs@wvsao.gov , Attn: Shellie Humphries

WV Joint Committee on Government & Finance – https://www.wvlegislature.gov/Reports/Agency_Reports/AgencyReports.cfm

WVACVB – Jnuzum@bowlesrice.com

Dear WV State Auditor's Office, WV Joint Committee on Government & Finance, and WV Association of Convention & Visitor Bureaus,

As you are aware with the passing of Senate Bill 488 during the 2021 West Virginia Legislature's Regular Session several new requirements have been implemented on CVBs to qualify for distributions of Hotel Occupancy taxes by the county(s) and or the municipality(s) we serve.

In compliance with W.Va. Code §7-18-13a, CVBs are to now report to the WWSAO, the WV Joint Committee on Government & Finance, and the WVACVB 90 days following the end of the CVB's fiscal year the following:

- Balance sheet – annually,
- Income statement - annually, and
- Either an audit or a financial review – triennially W.Va. Code § 7-18-14.

In addition, CVBs are to be accredited by an accrediting body such as the WV Association of Convention and Visitors Bureaus (WVACVB) W.Va. Code §7-18-13a(b) which confirms compliance with the following industry standards as follows:

- Annual budget,
- Budget allocation within the industry standard of 40% - 40% - 20% (Marketing, Personnel, Administrative),
- Marketing plan targeting markets outside of 50 miles of their destination,
- Full time executive director,
- Physical office/ Visitor Center,
- Website, and
- Annual reporting to all the CVBs funding entities.

On behalf of the Board of Directors of the Hampshire County CVB, we respectfully submit the required information and confirm that the Hampshire County CVB is in full compliance with all WV Code 7-18-13 requirements.

If you have any questions, please contact either Tina Ladd, Executive Director, at cometohampshire@gmail.com or 304-822-0127 or me , Peggy McMaster, at cometohampshire@gmail.com or 304-822-0127

Sincerely,
Peggy McMaster, Board President

Tina Ladd, Executive Director

cc: Hampshire County Commission, Town of Capon Bridge, Town of Romney

Attachments: Balance Sheet as of June 30, 2025 ; Profit & Loss Income Statement, July 1, 2024 – June 30, 2025 ;Hampshire County CVB Annual Report July 2024 – June 2025

Hampshire County Convention & Visitors Bureau

12:11 PM
07/14/25
Cash Basis

Hampshire County CVB

Balance Sheet

As of June 30, 2025

	Jun 30, 25	Jun 30, 24	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
1100 · FNB Romney	27,586	17,725	9,861
Total Checking/Savings	.75	.12	.63
Total Current Assets	27,586	17,725	9,861
Fixed Assets	.75	.12	.63
Machinery & Equipment			
Accumulated Depreciation	-1,302.00	-1,302.00	0.00
Machinery & Equipment - Other	1,381.68	1,381.68	0.00
Total Machinery & Equipment	79.68	79.68	0.00
Total Fixed Assets	79.68	79.68	0.00
TOTAL ASSETS	27,666.43	17,804.80	9,861.63
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Credit Cards			
Visa	2,284	1,711	573
Total Credit Cards	.58	.40	.18
Other Current Liabilities	2,284	1,711	573
2150 · WV Withholdings	53.00	0.00	53.00
2100 · Payroll Liabilities	.58	.40	.18
Total Other Current Liabilities	828.74	768.15	60.59
Total Current Liabilities	3,113.32	2,479.55	633.77
Total Liabilities	3,113.32	2,479.55	633.77
Equity			
1110 · Retained Earnings	15,325.25	29,826.64	-14,501.39
Net Income	9,227.86	-14,501.39	23,729.25
Total Equity	24,553.11	15,325.25	9,227.86
TOTAL LIABILITIES & EQUITY	27,666.43	17,804.80	9,861.63

12:14 PM
07/14/25
Cash Basis

Hampshire County CVB

Profit & Loss Budget vs. Actual

July 2024 through June 2025

	Jul '24 - Jun 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
EVENT-RELATED INCOME	3,836 .00	2,050 .00	1,786 .00	187 .1%
LODGING TAX-COUNTY COMMISSION	116,668 .80	30,000 .00	86,668 .80	388 .9%
ADVERTISING REVENUE	0.00	1,500 .00	-1,500 .00	0.0%
LODGING TAX	22,289 .88	90,520 .00	-68,230 .12	24.6%
4110 · GRANTS & ALLOCATED FUNDS	1,500 .00	5,000 .00	-3,500 .00	30.0%
7010 · Interest Income	166 .08	0.00	166 .08	100 .0%
Total Income	144,460 .76	129,070 .00	15,390 .76	111 .9%
Gross Profit	144,460 .76	129,070 .00	15,390 .76	111 .9%
Expense				
6500 · Employee Salary	39,548 .76	39,585 .00	-36 .24	99.9%
6510 · Employer Payroll Taxes	4,024 .56	4,000 .00	24.56	100 .6%
6520 · Health Ins Stipend	10,799 .88	10,800 .00	-0.12	100 .0%
Unassigned	205 .00			
OPERATING EXPENSES				
PROFESSIONAL DEVEL/CONTRIBUTION	2,077 .15	8,200 .00	-6,122 .85	25.3%
OFFICE OPERATIONS	2,266 .42	2,300 .00	-33 .58	98.5%
COMMUNICATION & SHIPPING	2,166 .24	3,000 .00	-833 .76	72.2%
FACILITY EXPENSES	1,800 .00	2,100 .00	-300 .00	85.7%
DUES/MEMBERSHIPS	1,697 .10	0.00	1,697 .10	100 .0%
CONVENTIONS/EDUCATION	4,458 .99	0.00	4,458 .99	100 .0%
TAGGART HALL RENT	537 .94	0.00	537 .94	100 .0%
POSTAGE & DELIVERY	254 .43	0.00	254 .43	100 .0%
OFFICE SUPPLIES	41.88	0.00	41.88	100 .0%
CB RURITAN COMMUNITY CENTER	300 .00	0.00	300 .00	100 .0%
ACCOUNTING/PAYROLL	10,100 .00	2,400 .00	7,700 .00	420 .8%
DIRECTOR DISCRETIONARY FUND	211 .50	1,000 .00	-788 .50	21.2%
Total OPERATING EXPENSES	25,911 .65	19,000 .00	6,911 .65	136 .4%
MARKETING				
DIGITAL MARKETING & SUPPORT	5,682 .72	8,297 .00	-2,614 .28	68.5%
PRINT & PUBLICATION MATERIALS	24,630 .29	11,095 .00	13,535 .29	222 .0%
PRODUCT DEVELOPMENT	1,708 .77	14,475 .00	-12,766 .23	11.8%
CONSOLIDATED ADVERTISING	13,776 .54	19,815 .00	-6,038 .46	69.5%
SUBSCRIPTIONS & SERVICES	2,631 .48	2,003 .00	628 .48	131 .4%
SOCIAL MEDIA/ADVERTISING	350 .00	0.00	350 .00	100 .0%
RACK CARDS/PRINT MATERIALS	675 .00	0.00	675 .00	100 .0%
HAMPSHIRE FARM CRAWL	536 .20	0.00	536 .20	100 .0%
WVTO CO-OP ADVERTISING	4,749 .92	0.00	4,749 .92	100 .0%
MARKETING - Other	2.13	0.00	2.13	100 .0%
Total MARKETING	54,743 .05	55,685 .00	-941 .95	98.3%
Total Expense	135,232 .90	129,070 .00	6,162 .90	104 .8%
Net Ordinary Income	9,227 .86	0.00	9,227 .86	100 .0%
Net Income	9,227 .86	0.00	9,227 .86	100 .0%



ANNUAL REPORT

Fiscal Year 2024-2025

*Come to
Hampshire*

WVA • EST. 1754

[ComeToHampshire.com](https://www.ComeToHampshire.com)

#ComeToHampshire
follow us on social media





A Letter from the Executive Director

Dear Friends,

As I reflect on this past fiscal year, I'm filled with gratitude for the energy, creativity, and partnerships that helped make it such a strong one for Hampshire County tourism.

From seasonal events to regional collaborations, this year was about deepening our impact while planting seeds for the future. Our small-but-mighty CVB helped bring people together, support local businesses, and tell the stories that make the Hampshire Highlands feel so special. Events like the Farm Crawl, Fall Crawl, and our first-ever Spring Crawl invited visitors to slow down, explore, and connect with our land and community. Whether they came for festive drinks and patriotic fun during *Stars, Sips & Sweets*, or picked up *The Natural Pick* food guide to discover local farms and producers, people showed up for what we do best—authentic, welcoming, small-town experiences.

Behind the scenes, we strengthened our marketing reach through smart investments in email, social, and WV Tourism co-op campaigns. This helped us grow our audience, boost event visibility, and connect with new travelers across the region.

It was also a year of relationship-building. We laid the foundation for the **Potomac River Highlands** regional initiative with Mineral and Morgan Counties. We launched the *Ride & Roam Rewards* program with Potomac Eagle, helping train passengers discover and support nearby small businesses. And we continued working hand in hand with farmers, artists, and shop owners who bring our events and outreach to life.

I was honored to represent Hampshire County as a speaker at several statewide and regional gatherings. Each time, I was reminded that rural places like ours have incredible potential. When we lead with care, creativity, and honesty, people notice—and they keep coming back.

To our board, community partners, and local residents: thank you. Your support is what makes this work not just possible, but meaningful. We're not just inviting people to visit. We're building something lasting, rooted in pride, powered by community, and ready for what comes next.

Warmly,

Tina R. Ladd

Executive Director

Hampshire County Convention & Visitors Bureau



BOARD OF DIRECTORS

Peggy McMaster, President

Trina Cox, Vice President

Ken Caldwell, Secretary

Jon Todd Hott, Treasurer

Jean Shoemaker

Jaclynn Graybill

STAFF

Tina R. Ladd,
Executive Director

CERTIFIED
West Virginia
Convention &
Visitors Bureau





41
members

**Creating a positive
economic impact**

\$12
million+

**Dedicated to
marketing
West Virginia**

32,000

Lodging rooms represented by CVBs

CVBs are directly involved in contributing
\$8.7 billion in economic impact &
\$6.3 billion in visitor spend to WV*

*Resource: Tourism Economics, 2024



Scan the QR code above for most up-to-date travel
research from West Virginia Department of Tourism.

WVACVB POSITION STATEMENT

Local and regional Convention and Visitors Bureaus are essential parts of the overall effort to promote and encourage travel to West Virginia. It is Convention and Visitors Bureaus that truly know the attractions, activities and events in their areas of our state, and can do the best job of advertising and marketing those local and regional assets. However, the creation of additional CVBs in areas that are already served by an established organization may have the effect of diluting the limited resources available, creating a duplication of overhead, administrative and personnel costs, with the result being that fewer actual dollars are spent on the primary mission of advertising and marketing. It is the position of the West Virginia Association of Convention and Visitors Bureaus that all CVB's follow West Virginia Code Chapter 7, Article 13 regarding Hotel Occupancy Tax and as a general principle, having the fewest practicable number of CVB's per county leads to a more efficient and effective use of financial resources.

Marketing & Outreach

This year’s marketing efforts blended earned, paid, and organic outreach to build visibility, drive visitation, and grow Hampshire’s email and social audiences.

EARNED MEDIA

TheHampshire Highlandsregion wasfeatured in several media outlets this year, including multiple articles in the *Hampshire Review*, showcasing the momentum of our signature events and tourism impact:

- July 10, 2024: “2024 Farm Crawl this weekend”
- August 28, 2024: “Convention and visitors bureau receives grant”
- October 9, 2024: “Inaugural Fall Crawl expands on Farm Crawl celebration”
- October 16, 2024: “Heritage and hope give meaning to quiet Fall Crawl”
- December 11, 2024: “Several Hampshire businesses take gold in best of WV Living”
- Feb 12, 2025: “Events bringing in more tourists, spending”
- March 12, 2025: “Spring Farm Crawl added to calendar”
- May 14, 2025: “Program connects Potomac Eagle riders with local businesses”



PAID MEDIA

This year’s investments in paid media included several New South Media campaigns and WV Tourism co-op placements:

- WWGG Quiz Campaign**
 - 942 unique participants
 - 1,080 total quiz submissions
 - 521 new email opt-ins
 - 11 custom promo images created
- WV Day of Play Trip Giveaway**
 - Winner selected Hampshire County as destination
 - 400+ additional leads provided for email marketing
- WV Tourism Co-op**
 - Social ads and magazine placement

- (Order history confirms this)
- Upper Potomac Branches Region project participation (collaborative branding and co-promotion)



This campaign helped elevate the region’s visibility with highly targeted family-travel audiences and offered valuable insights for future marketing — especially the strong interest in **itinerary content and train rides**.

REGIONAL CAMPAIGN SPOTLIGHT: POTOMAC RIVER HIGHLANDS INFLUENCER VISIT

(Upper Potomac Branches Region I –Hampshire, Morgan & MineralCounties)
In partnership with West Virginia Tourism and our neighboring CVBs in Morgan and Mineral Counties, the Hampshire County CVB participated in a regional influencer campaign to promote the Potomac River Highlands as a family-friendly, experience-rich travel destination.

The campaign featured family-focused content creator **@kidsquarantineandme** (Yatzuri), who spent a weekend exploring the area with her family. Her visit highlighted a variety of attractions across the three counties, including **natural swimming holes, the Potomac Eagle train ride, outdoor play spaces, and downtown exploration**.

The campaign drove strong performance across three Reels and Instagram Stories:

- **206,978 total views**
- **5,713 total engagements** (likes, shares, comments, saves)
- **2,515 shares** and **1,979 saves** – clear indicators of value and trip-planning intent
- **WV Paradise Reel** alone generated **99.4k** views and **2,478** engagements
- **Hundreds of comments** requested the full itinerary after an automated prompt using ManyChat
- Average **Cost Per Engagement (CPE): \$0.63** — significantly better than WV Tourism’s KPI benchmark of \$2.55

Website & Analytics

- Between July 1, 2024-June30,2025,
the Hampshire Highlands website drew:
- 66,102 total pageviews
 - 33,000 new users
 - Average engagement time: 25 seconds per user

Top Traffic Sources:

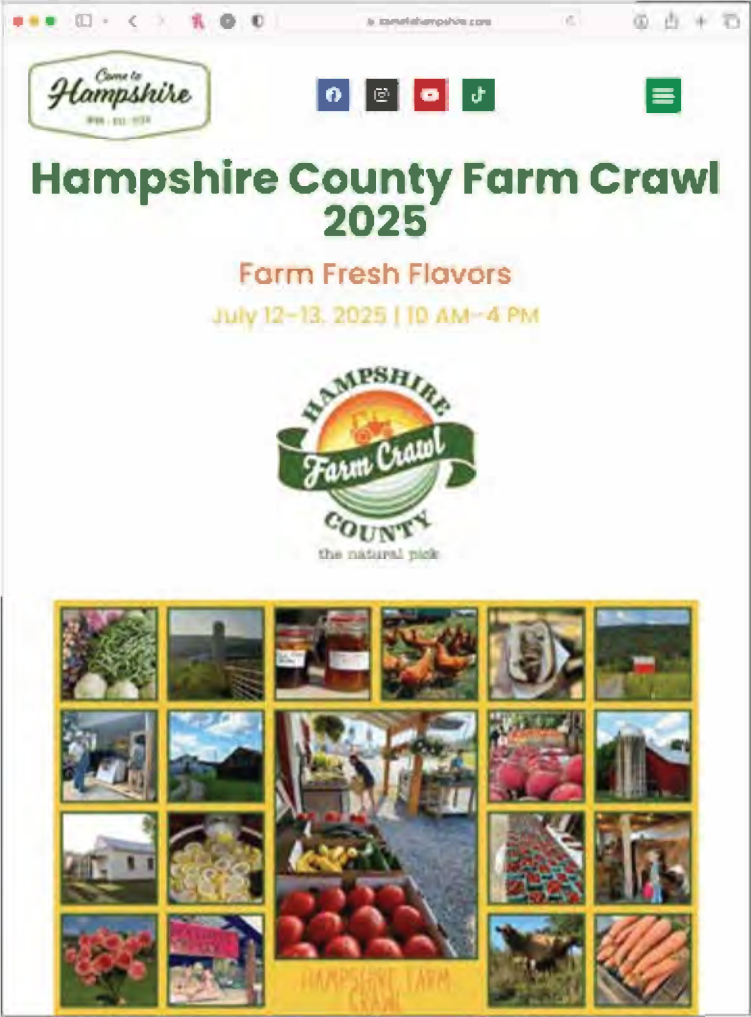
- Organic Social: 20K
- Direct: 8.3K
- Organic Search: 6.9K
- Referral: 1.8K

Top Pages Visited:

- Farm Crawl (multiple paths) – 38,645 views, 3m 25s avg. engagement
- Homepage – 26,999 views, 23s avg. engagement
- Other Event & Blog Pages – Lower traffic, but strong individual engagement (up to 3m+)

Engagement Events (Selected Highlights):

- Outbound link clicks: 5,100
- 2-minute+ sessions: 3,700
- Scrolls: 980



Budget

Hampshire County CVB Profit & Loss Budget vs. Actual July 2024 through June 2025				
	Jul '24 - Jun 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
EVENT-RELATED INCOME	3,836.00	2,050.00	1,786.00	187.1%
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Programs, Events & Signature Projects

The Hampshire County Convention & Visitors Bureau coordinated or participated in the following programs and campaigns during FY 2024–25. These efforts supported economic development, regional collaboration, and visitor engagement across all seasons. These events helped expand our tourism calendar year-round and brought repeat visits from the DC/ Baltimore area.

AFNHA Highlands Creative Economy Tourism Summit

Date: August 5, 2024

Location: Romney, WV

Summary: The Appalachian Forest National Heritage Area hosted its annual regional tourism summit in Romney. The event brought together partners from across the Potomac Highlands to share best practices in sustainable tourism and creative economy development.

Fall Crawl

Date: October 12, 2024

Digital Guide: [View Fall Crawl Guide](#)

Page Opens: 2,969

Summary: The first annual Fall Crawl celebrated harvest season with farm stops, shopping, and fall-themed treats. Strong visitor interest and positive feedback confirmed the demand for seasonal agritourism beyond summer.

Holidays in Hampshire

Date: November–December 2024

Digital Guide: [View Holidays Guide](#)

Page Opens: 1,889

Summary: A holiday campaign designed to drive local shopping and winter visitation. The guide featured gift ideas, festive menus, and seasonal attractions throughout Hampshire County.

Spring Crawl: Blooms, Bites & Sips

Date: March 29–30, 2025

Digital Guide: [View Spring Crawl Guide](#)

Page Opens: 994

Summary: This Easter weekend event highlighted greenhouses, artisan shops, and eateries across the county. Built on the Farm Crawl model, it successfully extended agritourism into spring.

WV Agritourism Conference

Date: April 24–25, 2025

Summary: Tina presented at the inaugural statewide agritourism conference, sharing the Hampshire County Farm Crawl as a case study for rural tourism innovation and visitor spending impact.

Mother of All Saturdays

Date: May 10, 2025

Digital Guide: [View Mother's Day Guide](#)

Page Opens: 167

Summary: This Mother's Day weekend promotion supported local businesses through themed specials and gift ideas. Shops and restaurants participated with curated offerings.

The Natural Pick: Hampshire County Food Guide

Release Date: May 9, 2025

Digital Guide: [View Food Guide](#)

Page Opens: 43

Summary: A printed and digital guide showcasing Hampshire's farm-to-fork offerings, including farms, food producers, cafés, and markets. Designed to position the county as a food tourism destination.

Stars, Sips & Sweets

Date: June 14, 2025

Digital Guide: [View Event Guide](#)

Page Opens: 237

Summary: Flag Day event featuring festive drinks, patriotic treats, and small-town charm. Strong engagement from both visitors and local businesses.

Potomac River Highlands Co-Op Marketing Initiative

Timeline: Ongoing throughout FY 2024–25

Summary: Regional partnership with Mineral and Morgan Counties, supported by WV Tourism Co-Op funds. Highlights include collaborative branding, a shared tourism website (in progress), content creator visits, and co-marketing focused on rivers, history, and wellness.

Hampshire County Farm Crawl

Date: July 13-14, 2024

Page Opens: 2,387

Summary: One of Hampshire County's signature agritourism weekends. Visitors explored local farms, markets, and food stops. Based on 60 survey responses, participants spent \$6,935.86, with high praise for the event's friendly and authentic atmosphere.

Education & Professional Development

Conferences, Trainings & Events Attended

AFNHA Summit (Aug. 5, 2024) – Assisted with planning and spoke at regional event hosted at WVSDDB in Romney.

WV Governor's Conference on Tourism (Sept. 8-11, 2024) – Attended statewide event on trends, collaboration, and innovation.

WV Agritourism Class Completion (Fall 2024–Spring 2025) – Completed coursework to expand agritourism strategy knowledge.

Hospitality University (Jan. 26-28, 2025) – Strengthened industry knowledge and tourism connections.

WV Small Farms Conference (Feb. 27-28, 2025)

– Spoke on Hampshire County's Farm Crawl and agritourism innovations. **Try This WV – Eastern Regional Gathering** (Apr. 11, 2025) – Virtual speaker sharing Farm Crawl insights with statewide organizers. **WV Agritourism Conference** (Apr. 24-25, 2025) – Speaker on rural tourism development and the role of agritourism. **STS Marketing College** (June 1-6, 2025) – Completed final year of 3-year program in GA; intensive training on marketing, branding, and digital strategy. **WVHTA & WVACVB Meetings** – Active member; participated in regular meetings, including WVHTA fall meeting (Oct. 23, 2024).

Speaking Engagements & Leadership Roles

WV Small Farms Conference – Presented Farm Crawl's impact on agritourism.

WV Agritourism Conference – Shared strategies for rural tourism growth.

Try This WV Regional Gathering – Virtual speaker on CVB innovations.

AFNHA Summit – Hosted and presented Hampshire County's tourism strategy.

Key Partnerships & Collaborators

COMMUNITY & GOVERNMENT PARTNERS

- EasternWV CommunityFoundation / Hampshire County Community Foundation
- Hampshire County Commission
- Hampshire County Economic Development Authority
- Local libraries (Romney Public Library, Capon Bridge Library)
- Ride & Roam Rewards launched in collaboration with Potomac Eagle and trusted small businesses to extend visitor spending beyond the train ride.
- Town of Capon Bridge (Mayor, Council, and Staff)
- Town of Romney (Mayor, Council, and Staff)
- USDA (via Small Farms Conference + Ag support)
- WV State Delegates (Districts 88 & 89)
- WVU Extension Service

STATEWIDE & REGIONAL TOURISM PARTNERS

- Appalachian ForestNationalHeritageArea(AFNHA)
- Mineral County CVB
- New South Media
- Pendleton, Grant, Hardy CVBs (via Ride the High 5 / regional co-ops)
- Travel Berkeley Springs (Morgan County CVB)
- West Virginia Association of Convention & Visitors Bureaus (WVACVB)
- West Virginia Hospitality & Travel Association (WVHTA)
- West Virginia Tourism Office

LOCAL BUSINESS & TOURISM COLLABORATORS

We are grateful for the many local businesses, farms, shops, eateries, artists, and lodging providers who make Hampshire County a vibrant and welcoming destination. From farm markets and boutiques to cafés, studios, and historic accommodations, these collaborators helped bring our events, promotions, and visitor experiences to life throughout the year. Special thanks to the farmers and artisans who participated in seasonal events like the Farm Crawl, Blossoms & Bites, and Ride & Roam Rewards, as well as to our shopkeepers and service providers who continually promote the Hampshire Highlands spirit of hospitality.



Where Lodging Tax Comes From — and Where It Goes

Lodging tax is paid by visitors — not residents.

By state law, the CVB receives **50%** of all lodging tax collected in Hampshire County, Capon Bridge, and Romney. The other 50% stays with local governments to fund their own priorities.

FY 24-25 Lodging Tax Generated by Visitors

Entity	CVB Share	Local Gov't Share	Total
Hampshire County	\$101,937.40	\$101,937.40	\$203,874.80
Town of Capon Bridge	\$7,240.83	\$7,240.83	\$14,481.66
Town of Romney	\$2,601.15	\$2,601.15	\$5,202.30
Total	\$111,779.38	\$111,779.38	\$223,558.76

TOURISM PAYS FOR HAMPSHIRE COUNTY

In FY 24-25, visitors spent **\$3.73 million** on overnight stays in Hampshire County — generating \$223,558.76 in lodging tax revenue (at a 6% lodging tax rate).

According to the 2024 Report on 2023 Trends by Tourism Economics (prepared for the West Virginia Department of Tourism), total visitor spending in Hampshire County was **\$33 million** in 2023. Lodging accounts for roughly **11-13%** of that total, with the remainder spent on dining, shopping, fuel, attractions, and other local goods and services. Tourism also supports local government services — in 2023, **tax revenue generated by visitors saved each Hampshire County household an average of \$931** in state and local taxes.



RETURN ON INVESTMENT

\$68 in lodging sales for every \$1 in CVB marketing
\$603 in total visitor spending for every \$1 in CVB marketing

Source: Tourism Economics. 2024 Report on 2023 Trends: Potomac Highlands

Social Media Growth

Platform	2024	2025	Growth
Facebook	4,687	5,361	+674
Instagram	969	1,063	+94
TikTok	1,726 followers	2,034 followers	+308
Email Subscribers	66K views	88785 views	
	5,169	6,248	+1,079

Additional Engagement

- FarmCrawleventpages reachedwide audiences:
Facebook: 2,978 followers Instagram: 260 followers
- Email Marketing Subscriber growth:
From 5,169 to 6,248 — an increase of 1,079 subscribers, bolstered by the WWGG quiz and WV Day of Play campaigns.



Looking Ahead

- > **Continued growth** of seasonal tourism events, Fire & Ice and Cabin Fever Cure
- > **Expansion** of Ride & Roam Rewards with Potomac Eagle
- > **Ongoing regional marketing** under the Potomac River Highlands brand
- > **Support for agritourism** and local food visibility year-round