


ANNUAL REPORT 2019



MISSION STATEMENT



The Chincoteague Chamber of Commerce is an organization whereby many different business interests have joined together in a combined manner to maximize their ability to attract and increase the number of visitors to Chincoteague Island.

The ultimate goal of the organization is to communicate the message that Chincoteague, the "Beautiful Land Across the Water," is the most desirable location to visit and/or vacation with family or friends.

REGIONAL OVERVIEW

VTC Economic Impact Study 2018

*According to Virginia Tourism Corporation, for every \$1 invested in tourism the community reaps \$6 in economic benefits through economic churn, job creation, and business profits.

*Eastern Shore of Virginia saw a growth rate of 2.4% for 2018/2017. The Commonwealth as a whole grew 4.4% Accomack County 1.6% increase in 2018/2017---receiving over \$210 million in domestic travel expenditures (91% from Chincoteague Island)

*Chincoteague's diverse tourism products and the Chincoteague Chamber's strategic marketing plan combine to drive tourism dollars to our area in a significant way.

*The tourism industry in Accomack County—91% Chincoteague Island---continues to be robust. Over the past 50 years, travel has increased from a \$9,836,540 industry in 1969 to generating \$210,331,124 in 2018 with a compound annual growth rate of 6.4% (Total State Growth Rate=6.4%)

VTC-Virginia Tourism
Corporation
*2018 Economic Impact of
Domestic Travel on Virginia
Counties*



VIRGINIA IS FOR LOVERS



ADOPTED FEBRUARY 2018

~Organic Marketing—Social Media Sharing

*BUSINESS DEVELOPMENT

~Cultivate Entrepreneurs

~Advocate for Business

~Relocation to Chincoteague

*BUSINESS RETENTION

~Support through assistance with planning, marketing, finances, resiliency, insurance, other services

*MEMBER SERVICES

- ~Awards, networking, receptions, website, newsletters



STRATEGIC PLAN GOALS ATTAINED 2019

Short Term Strategies

Marketing

1. Attract & Assist Group Tours
 - *Landing Page on website:
chincoteaguechamber.com/group-travel
 - *Assisted Shillelagh Travel Club
2. Scheduled press releases to almost 400 regional/national media
 - *25 press releases sent in 2019
3. Increased Social Media Engagement
 - *Facebook
 - *Instagram
 - *Twitter
 - *YouTube
 - *TripAdvisor
4. Search Engine Optimization
5. Increased Digital Marketing

Business Development

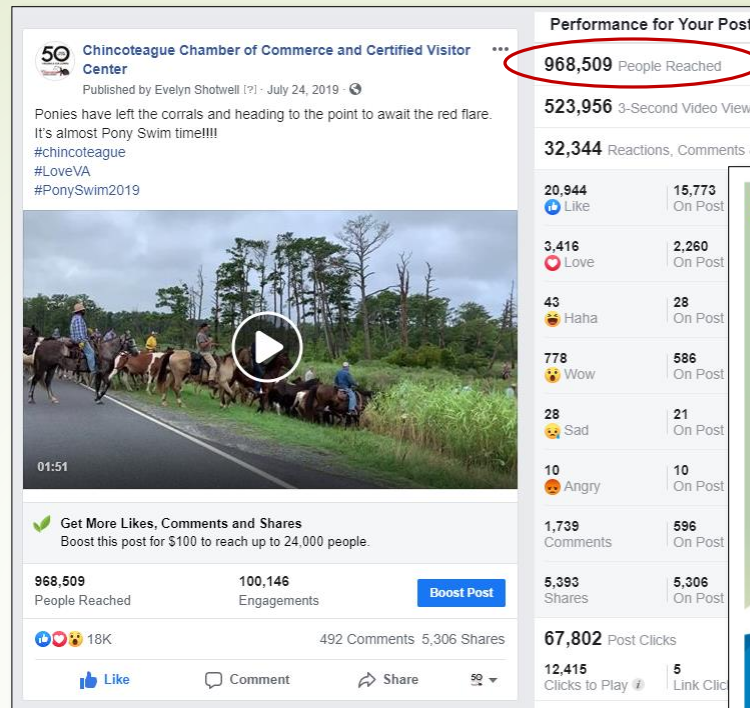
1. Attract New Businesses
 - *Enhanced Entrepreneurial web page
2. Review Gaps Assessment regularly

Business Retention

1. Business to Business Resource
 - *Job Fair Chincoteague Center
 - *Job Fair w/ ESCC
2. Resiliency Workshop #1 September
 - *More planned for 2020
3. Monthly Networking Luncheons

Member Services

1. Attract New Chamber Members
 - *37 new members since July 1, 2018
 - *New member first year discount



How Open for Business are We? A Disaster Prospective

Chincoteague Center
6155 Community Drive

Wednesday, September 25, 2019
10am - 12pm

Bryan Rush, Director of Emergency Services, Town of Chincoteague
Stewart Baker, Technical Specialist, VA Department of Emergency Management

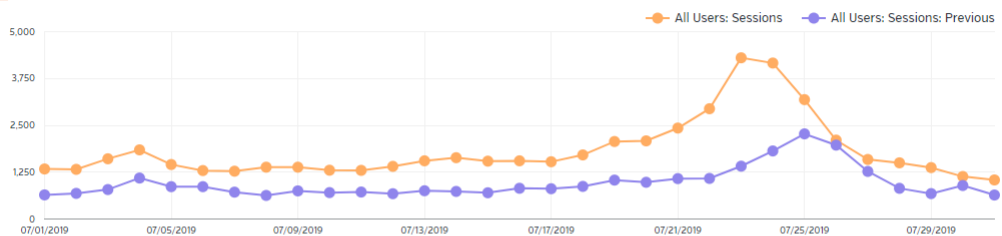
- Understand business pre-planning & mitigation at local, state & national levels
- Learn the purpose of & how to complete a business risk assessment
- Develop a resilience action plan for storm preparation and arrival

RSVP by September 23 to joanne@chincoteaguechamber.com or 757-336-6161

This is the first in a series of workshops.
Future sessions will feature additional speakers
& focus on "after the storm mode".



1 - ALL TRAFFIC SESSIONS



2 - ALL TRAFFIC SESSIONS

56,344

PREVIOUS: 29,766

▲89.29%

3 - ALL REFERRALS

8,212

PREVIOUS: 6,492

▲26.49%

ONLINE BOOKINGS

0

ONLINE REVENUE

\$0.00

EARNED MEDIA

*25 Press Releases sent to approximately 400 media contacts globally promoting awards, festivals, shows, concerts, parades and more.....

*Assisted approximately 40 travel writers & journalists resulting in articles/airtime:

- ~Cheval Magazine (Quebec)
- ~Southern Living
- ~Prince William Living Magazine
- ~Air Water Or Land (Amazon Prime TV)
Value: 8,000
- ~NBC4 Washington DC "One Tank Trip"
- ~13News ABC
- ~USA Today
- ~Coastal VA Magazine
- ~Taste of the South Magazine
- ~Easy Weekend Getaways Guidebook
- ~Group Tour Media
- ~ DelmarvaLife to promote USA Today
#10Best Readers Choice 2019 Best
Coastal Small Town & Pony Swim
- ~WNIS 790AM-VA Eats+Drinks Show
- ~Blue Ridge Outdoors Magazine
- ~VA Focus on VNN Affiliates (radio)
- ~PBS/WHRO
- ~NY Times
- ~VA Wildlife Magazine
- ~Arlington Magazine
- ~Tidewater Women Magazine
- ~Deseret News (Utah)
- ~Equestrian Magazine
- ~Cronkite News DC
- ~Before the Lighthouse (Independent Film)
- ~Numerous blog posts and websites

*Pitched Chincoteague to numerous media outlets in response to leads from Virginia Tourism Corporation

ARTICLE

Road Trip: Chincoteague, VA

One of the best trips with kids!

By Stephanie Kevan-Publisher
Jul 3, 2019



50 Chincoteague Chamber of Commerce and Certified Visitor Center
May 3, 2019 · 🌐

NBC4 Washington was live from Tom's Cove Park Campground this morning enjoying the sunrise with Mayor Leonard; Tommy Clark owner of Tom's Cove Aquafarms; Evelyn Shotwell executive director of the Chincoteague Chamber of Commerce; and students, teachers, parents and principal from Chincoteague High School.



37,433

People Reached

4,072

Engagements

Boost Post

👍❤️ You and 117 others

10 Comments 230 Shares

👍 Like

💬 Comment

➦ Share



PONY SWIM MEDIA

*Chamber assisted media:

~WBOC, WRDE, WMDT, WESR, WCTG

~VA Public Radio

~VA News Network

~ES News, ES Post, ES First

~Virginian Pilot

~Deseret News-Utah

~Chris Winteler & Moritz-
Swiss Journalists

~The National Desk & Sinclair Group

~Garden & Gun Magazine

~Baltimore News

~RoadTrippers.com

~Pony Swim appeared in countless
articles around the world fed by
these media sources and others

*Chamber assisted over 1,000 visitors
that week via office, phone and
email

*One 1:51 video reached 968.5K,
with 524K views, 5.3K shares, 32.3K
reactions, 1.7K comments

*Over 4.3 million Facebook reaches
for the week & 4.8 million for July
compared to 500K reaches &
1.74 million for the month in 2018



UTAH

The ride of the Saltwater Cowboy and its place in America's horse culture

50 Chincoteague Chamber of Commerce and Certified Visitor Center Published by Joanne Frick Moore [?] · July 23, 2019 ·

It is a pleasure to work with media throughout the year to promote Chincoteague Island. The Chincoteague Chamber of Commerce and Certified Visitor Center was happy to help yesterday connecting media with local contacts for this piece!

Courtesy DSC Photography

BALTIMORE.CBSLOCAL.COM
'Absolutely Magical': Assateague Ponies Prepare For Annual Swim

Get More Likes, Comments and Shares
Boost this post for \$100 to reach up to 24,000 people.

6,771 People Reached 783 Engagements [Boost Post](#)

262 9 Comments 61 Shares

Like Comment Share

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@Amyjoi16

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50 Chincoteague Chamber of Commerce and Certified Visitor Center Published by Joanne Frick Moore [?] · July 24, 2019 ·

DELMARVALIFE.COM
Getting "Pony Prepped" for Annual Pony Swim in Chincoteague - DelmarvaLife

Get More Likes, Comments and Shares
Boost this post for \$100 to reach up to 24,000 people.

2,110 People Reached 141 Engagements [Boost Post](#)


24 5 Shares

Like Comment Share

PAID MEDIA

A sampling.....

- *Group Tour VA Planning Guide
Cost \$1,000 / Value \$1,389
- *Southern Travel & Lifestyles
Cost \$1,400 / Value \$7,470
- *Travel South
Cost \$2,500 / Value \$4,000
- *Society of American Travel Writers
Directory
Cost \$1,489 / Value \$2,109
- *Woman's Day
Cost \$1,500 / Value \$3,525
- *Sandmarks--OC/DE & Coastal VA
Cost \$2,400 / Value \$12,600
- *USA Today Go Escape Mid-Atlantic Travel Guide
Cost \$1,800 / Value \$7,500
- *Virginia Travel Guide
Cost \$4,500
- *WBOC: Small Town Series
Cost \$550 chamber+6 businesses
- *Lightbox at Eastern Shore of VA
Welcome Center
Cost \$999



A New Destination Awaits

CHINCOTEAGUE ISLAND
Virginia's Only Resort Island

TRAVEL TIPS
CHINCOTEAGUE NATIONAL WILDLIFE REFUGE
ASSATEAGUE ISLAND NATIONAL SEASHORE
WILD PONIES
COASTAL CUISINE
KAYAK / CANOE
FISH / CRAB
BOAT CRUISE
MUSEUMS / TOURS
BIKE / HIKE
NASA WALLOPS
FLIGHT FACILITY & MORE

50
YEARS OF LOVE
VISITCIVA.com
757-336-6161

Chincoteague
CHAMBER OF COMMERCE & CERTIFIED VISITOR CENTER

f p i s t w y



A New Destination Awaits
on Virginia's only resort island

Chincoteague Island, VA

VisitCIVA.com
757-336-6161

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YEARS OF LOVE
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Chincoteague
CHAMBER OF COMMERCE & CERTIFIED VISITOR CENTER

TRAVEL TIPS
CHINCOTEAGUE NATIONAL WILDLIFE REFUGE
ASSATEAGUE ISLAND NATIONAL SEASHORE
NASA WALLOPS FLIGHT FACILITY
MUSEUMS / TOURS
WILD PONIES / BOAT CRUISE
COASTAL CUISINE
KAYAK / CANOE / FISH / CRAB
BIKE / HIKE & MORE

DelmarvaLife Small Town Series - Episode 5: Chincoteague



Posted: Jun 24, 2019 11:50 PM EDT
Updated: Jun 25, 2019 10:15 AM EDT



Our most recent DelmarvaLife Small Town Series shines the spotlight on the town of Chincoteague.

SOCIAL MEDIA & VISITOR STATS

*FACEBOOK
over 7.1 million reached

*TWITTER
~117,000 impressions

*INSTAGRAM
~25,000 interactions

*YOUTUBE
~14,200 views

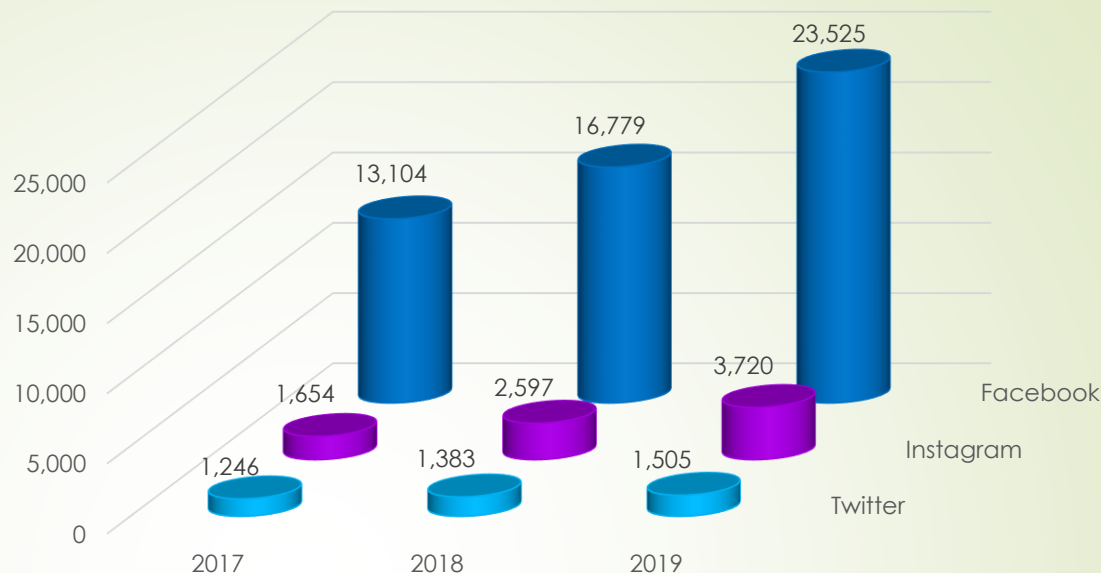
Visitors: 8,610

Phone Calls: 4,190

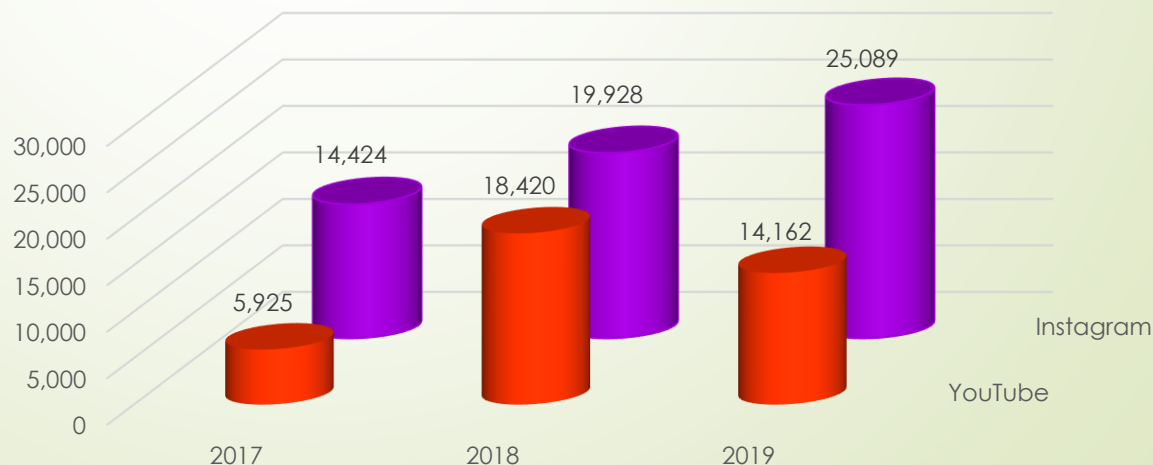
Emails: 6,050

Web Hits: 280,992

Social Media Followers



Instagram Interactions & YouTube Views



CHAMBER SPONSORED EVENTS

*EASTER DECOY &
ART FESTIVAL
~1,100+ attendees

*SEAFOOD FESTIVAL
~3,000 attendees

*OYSTER FESTIVAL
~3,000 attendees

*CHRISTMAS PARADE
~1,000+ attendees

Chamber sponsored events stimulate the economy during the shoulder seasons, bringing visitors in for long weekends. These four events host close to 8,000 attendees.



50 YEARS OF LOVE

Virginia Tourism Corporation

50
YEARS OF LOVE
VIRGINIA IS FOR LOVERS



- *\$10,000 marketing grant to celebrate the 50th Anniversary of VTC's 'Virginia Is For Lovers' brand from June 21 – August 10
- *Print, radio, social media & billboard advertising
- *Video design, rack cards, postcards, shirts & giveaways
- *Rack card placement in 4 Visitor Centers across Virginia
- *Mobile mural used at events
- *Pop Up Event at Virginia Welcome Center New Church
- *Kick off concert in Robert N. Reed Downtown Waterfront Park with Front Page News
- *Promoted schedule of events, activities & specials developed by our grant partners
- *50 Days of Love social media campaign focused on 50 reasons to visit Chincoteague
- *LOVEWorks at Carnival Grounds during Pony Swim week
- *Misty's Birthday Party



MEMBERSHIP SERVICES & BENEFITS

- *Active membership of 324 paid members and 11 Board Members representing various industry sectors
- *Annual General Membership Meeting
- *Publish Yearly Visitor Guide & Membership Directory
- *Networking luncheons monthly October-April
- *Professional seminars and training opportunities
- *Citizen and Business Person of Year
- *Ribbon Cuttings
- *Business After Hours
- *Partners: Eastern Shore of VA Tourism Commission; VA Tourism Corporation; VA Restaurant, Lodging & Travel Association; Wallops Island Regional Alliance, A-NPDC, NASA, and others.....

Strengthening economic development opportunities with shared goals and objectives.

GRAND OPENING!

Whiteraven's Nest
Farm to Table & More

Stop by from 7am-7pm for Corner Bakery
Donuts and Gourmet Coffee!

Know where your food comes from
and how it was raised! It's the
most important thing you can do
for your health

33453 Chincoteague Road,
Wallops Island, VA

MARCH 23rd

RIBBON CUTTING CEREMONY AT 10AM

PRODUCE - MEATS - SEAFOOD - EGGS - DAIRY PRODUCTS - COFFEE - HONEY -
KOMBUCHA - BALSAMIC VINEGARS - OLIVE OILS - SALTS - SEASONINGS - HOT
SAUCES - BARBECUE SAUCES - TEAS - SELF CARE PRODUCTS - GIFTS



THANK YOU FOR YOUR SUPPORT

- *Town of Chincoteague
- *Chamber Membership
- * Chincoteague Volunteer Fire Company
- * Chincoteague Police Department
- * Accomack Sherriff's Department
- * Virginia State Police
- * Accomack County Public Schools
- * US Coast Guard
- * US Navy
- * Kiwanis Club of Chincoteague
- *Chincoteague Island Library
- *American Legion Post #159
- *Festival Volunteers



A NEW DECADE: A Look at 2020

- *2020 Chincoteague Visitor's Guide & Membership Directory (110,000 hard copies) online at chincoteaguechamber.com
- *Continued focus on digital marketing and website SEO to capture higher market audience and maximize member benefits
- *NEW LOVE CHAIRS
....made out of poly lumber
- *Virginia Tourism Corporation Drive 2.0
- *CHS Entrepreneurial Essay Contest (Strategy under Business Development Goals)
- *Resiliency Workshops (Strategy under Business Retention Goals)

