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 2017

*Eastern Shore of Virginia tied for third place out of 10 regions for top growth in the Commonwealth of VA in 2017—4.3%

*Acomack County 5.6% increase in 2017/2016—receiving over $207 million in domestic travel expenditures.

*Chincoteague Island accounts for 91% of the Transient Occupancy Tax receipts for Acomack County.

*Chincoteague’s robust tourism products and the Chincoteague Chamber’s strategic marketing plan combine to drive tourism dollars to our area.

*Every $1 VTC invests in tourism marketing generates $7 in state tax revenue—VTC

*For every $1 invested in tourism the community reaps $6 in economic benefits through economic churn, job creation, and business profits.—VTC

*Tourism has consistently proved to be a sound investment for state and local governments and an instant revenue generator.

VTC-Virginia Tourism Corporation
STRATEGIC PLAN
ADOPTED FEBRUARY 2018

*MARKETING
~Earned Media
~Paid Media
~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, and other information

*MEMBER SERVICES
~Awards, networking, receptions, website, newsletters
STRATEGIC PLAN

GOALS ATTAINED

Short Term Strategies
Marketing
1. Attract & Assist Group Tours
   * Trustworthy Travel-May
   * Shillelaghs, Travel Club-Easter
   * Helen Wheels Tour-June
   * Baer Express Tours-August
2. Scheduled press releases to regional/national media
   * 20 press releases sent in 2018
3. Develop Social Media Hashtags
   * Display LOVE Chairs
     #chincoteaguechamber
     #visitciva
Business Development
1. Attract New Businesses
   * Create Entrepreneurial Opportunities section on website
   * Review Gap Assessment regularly
Business Retention
1. Business to business resource
   * Financial Wellness Fair-10/17
   * Job Fair w/ ESCC-4/11/18
   * Monthly Networking Luncheons
Member Services
1. Attract New Chamber Members
   * 21 new members since July 1, 2017
   * Offer new member first year discount
EARNED MEDIA

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

*Assisted over 40 travel writers & journalists resulting in articles in:
- Cavaliere Magazine (French)
- Southern Living
- Northern VA Magazine
- Small Town Big Deal (Syndicated TV)
- USA Today
- Coastal VA Magazine
- Bird Watcher’s Digest
- French Canadian Travel TV Series
- Buffalo Pictures (UK TV)
- Group Travel Leader Magazine
- Chesterfield Living
- VA Living
- Fodor’s Travel
- Geo Plein Air (Quebec)
- Waterway Guide Chesapeake Bay
- 2018 VRLTA Ordinary Award- chamber nominated Black Narrows Brewing Co. & they won Best Brewer
- Chincoteague Calm (book)
- Nicholas Goes to Pony Swim (book)
- Numerous blog posts and websites internationally

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

*Chamber assisted media:
~ WGMD, WBEY, WMDT, WJLA, WBOC, WRDE, WCVE, WTKR, WESR, WCTG
~ Southern Living
~ The Today Show
~ USA Today
~ DelmarvaNow.com
~ New York Times-Sarah Nir
~ Circa
~ Small Town Big Deal-Jon Baime
~ Damon Mohl
~ ES News, ES Post, ES First
~ CBS Philly
~ Buffalo Pictures-UK TV (London)
~ 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 2:12 video received 143K views, 2K shares, 2.2K reactions, 263 comments

*Over 500,000 Facebook reaches for the week---1.74 million for July
PAID MEDIA

*Richmond Visitor Guide- Daytrips
  Cost $1,500    Value $7,500

*Advent Media Group—
  Redbook, Good Housekeeping,
  Woman’s Day in Wilmington DE
  region
  Cost $1,900    Value $8,426

*Virginia Living Magazine

*Recreation News
  (CRUSH FRIDAY Grant $3,125)

*Virginia Festivals

*Sandmarks of OC/DE & Coastal VA
  Cost $1,500    Value $6,300

*Group Tour Media

*Virginia Travel Guide

*Essentials - ESVA Chamber

*GSB Media
  (CRUSH FRIDAY Grant $5,240)
SOCIAL MEDIA & VISITOR STATS

*FACEBOOK
~2,439,000 reached

*TWITTER
~115,000 impressions

*INSTAGRAM
~20,000 interactions

*YOUTUBE
~18,500 views

Visitors: 8,921
Phone Calls: 4,476
Emails: 4,204
Web Hits: 169,786
CHAMBER SPONSORED EVENTS

*EASTER DECOY & ART FESTIVAL
~1,000+ 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.
MEMBERSHIP SERVICES & BENEFITS

* Active membership of 319 paid members and 11 Board Members representing various industry sectors

* Annual General Membership Meeting

* Publish Yearly Visitor Guide & Membership Directory

* Networking luncheons monthly Oct-Apr

* 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 and others strengthening economic development opportunities and shared goals
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
* Festival Volunteers
*SNEAK PREVIEW: 2019*

*2019 Chincoteague Visitor’s Guide & Membership Directory*

*50 YEARS OF LOVE grant opportunity—($10,000 grant from VTC)—application submitted Jan. 8, 2019*

*Focus on digital marketing and website SEO to capture higher market audience and maximize member benefits*

*Chincoteague Chamber Board of Directors appoint Executive Director for seat on newly re-organized Eastern Shore of VA Tourism Commission*